















## Kaltura Quick Start Guide

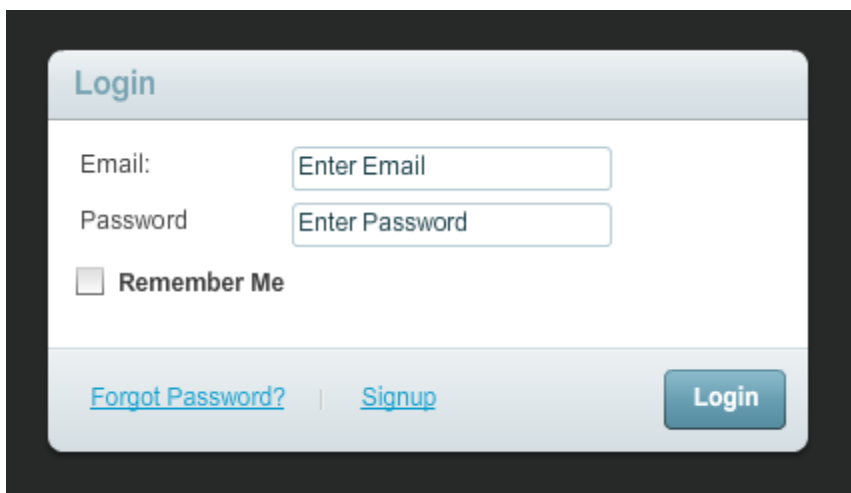
-  [Content Management](#) (Content Tab)
-  [Content Syndication & SEO](#) (Content Tab)
-  [Live Streaming](#) (Content Tab)
-  [Video Delivery Settings](#) (Settings Tab)
-  [Mobile Delivery Settings](#) (Settings Tab)
-  [Access Control Settings](#) (Settings Tab)
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## Content Management

-  [Logging into the Kaltura Management Console \(KMC\)](#)
-  [Uploading videos from your desktop to your website](#)
  - [Upload videos to the KMC](#)
  - [Embed videos on your site](#)
-  [Creating and embedding a playlist on your website](#)
  - [Manual Playlist](#)
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  - [Embed a playlist on your site](#)
-  [Creating and managing content categories](#)
-  [Migrating content from your existing hosting / video service](#)

### Logging into the Kaltura Management Console (KMC)

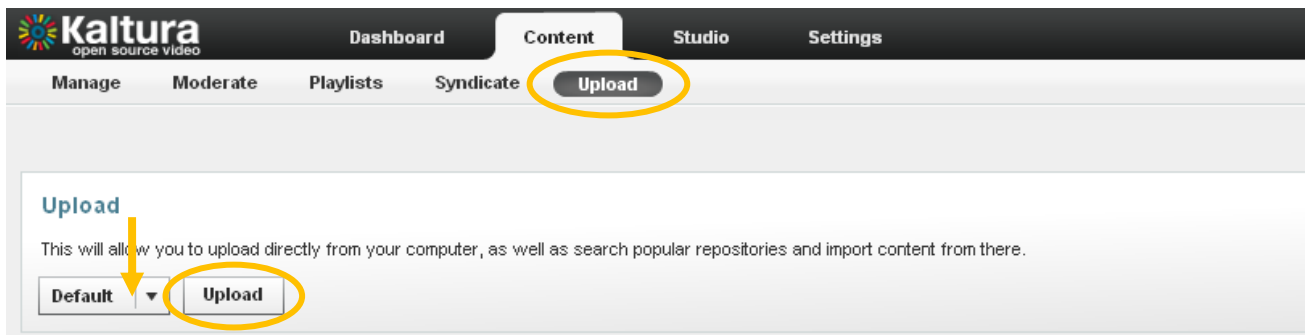
Go to the Kaltura Management Console (KMC) at: <http://www.kaltura.com/index.php/kmc> and log-in with the credentials that you received in the “Kaltura Registration Confirmation” email.



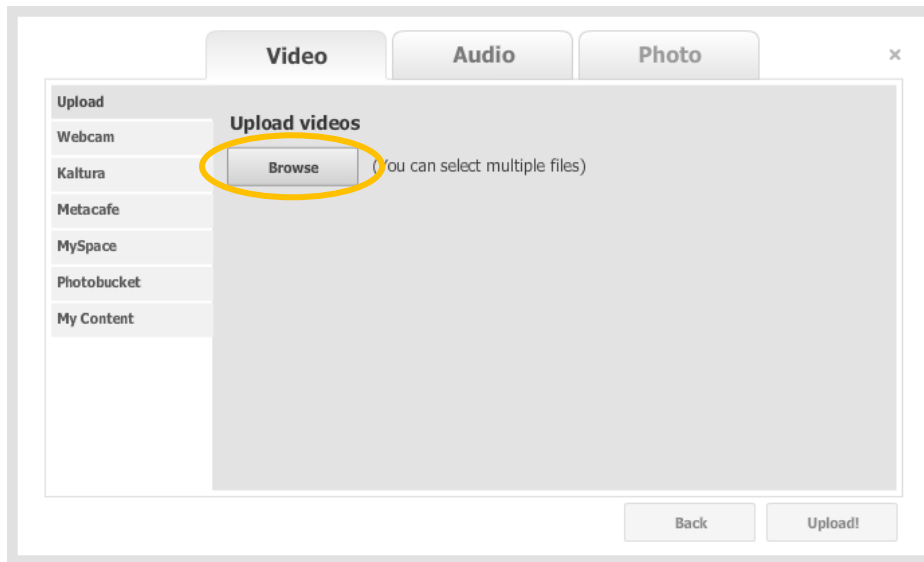
## Uploading videos from your desktop to your website

### Upload videos to the KMC

1. Go to the Content tab > Upload section.
2. Select the Transcoding Profile to use in this upload session using the drop-down menu
3. Click the Upload button to launch the Media Uploader.



4. In the Media Uploader, click the browse button to select videos from your desktop. Hold down the CTRL key to select multiple files.



- Click the upload button to start the file transfer

Status	Name	Size	Remove
	animated logo.avi	482.0KB	
	dilbert.flv	614.0KB	

- Add titles and tags to your videos.

Enter tag for all videos

Title: animated logo.avi  
Tags: Office, brand

Title: dilbert.flv  
Tags: cartoon, office

- After the system completes the file conversions you will be able to see your uploads and their status in the Manage tab.

## Embed videos on your site

1. In the Manage tab, locate the files that you want to place on your website and click on Preview & Embed

The screenshot shows the Kaltura dashboard with the 'Manage' tab selected. On the left, there are filters for categories like 'ariel', 'sub', and 'Bulk'. The main area displays a table of video entries:

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	dlibert.flv	Video	0	02/18/10 13:26	00:00	Converting	
	animated logo.avi	Video	0	02/18/10 13:26	00:00	Converting	
	dartmoor	Video	0	02/11/10 20:32	02:13	Live	<a href="#">Preview &amp; Embed</a>
	Trailer 3 (H264)	Video	0	02/11/10 20:32	02:21	Live	<a href="#">Preview &amp; Embed</a>
	Car racing 3 (H264)	Video	1	02/11/10 20:32	03:49	Live	<a href="#">Preview &amp; Embed</a>

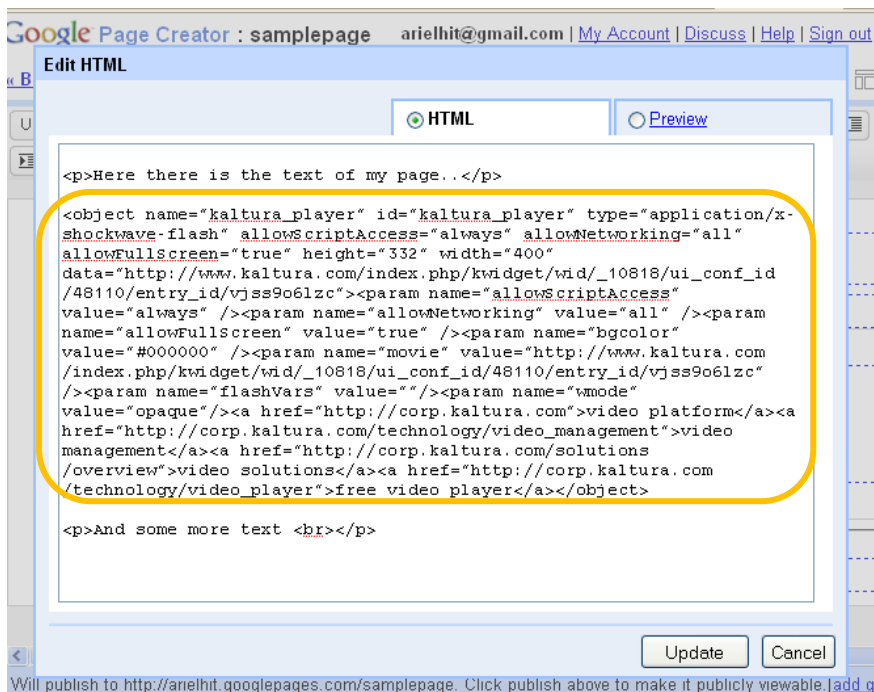
2. Select your preferred player skin from the drop down menu and grab the embed code.

The screenshot shows the 'Preview & Embed' interface for a video entry. At the top, the entry ID is '0\_n1kx7sjw'. A dropdown menu is set to 'KDP3 Light Player'. Below this is a video player showing a person in an orange spacesuit. Under the player, the 'Embed Code:' section contains the following code:

```
<object id="kaltura_player" name="kaltura_player"
type="application/x-shockwave-flash" allowFullScreen="true"
allowNetworking="all" allowScriptAccess="always" height="330"
width="400" data="http://www.kaltura.com/index.php/kwidget
/cache_st/1266518860/wid/_7463/uiconf_id/48501/entry_id
/0_n1kx7sjw"><param name="allowFullScreen" value="true"
```

At the bottom of the code block, there is a button labeled 'Select Code' which is circled in yellow.

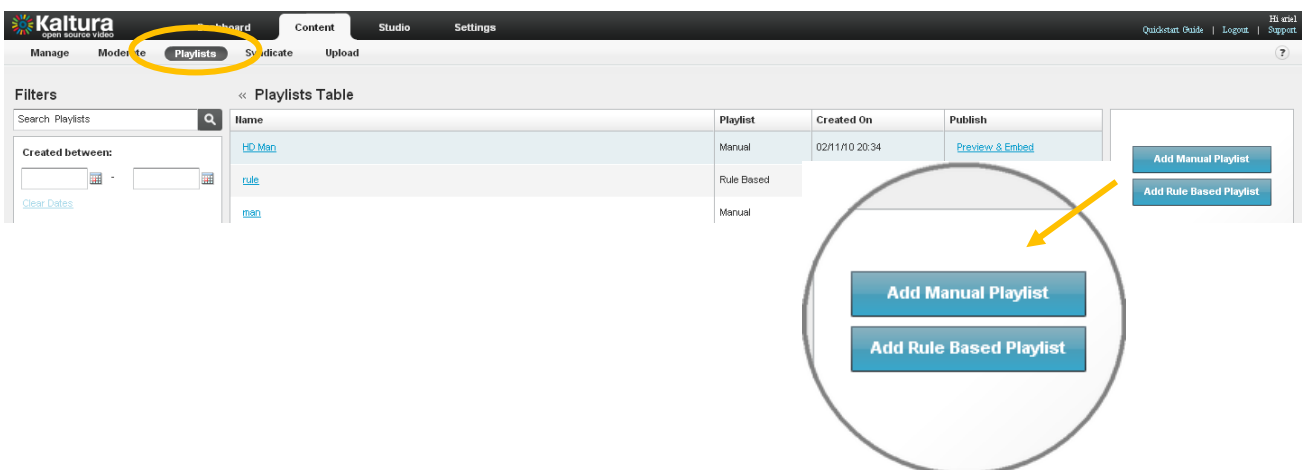
3. Add the embed code to your website HTML source and you're done



## Creating Playlists and embedding them on your website

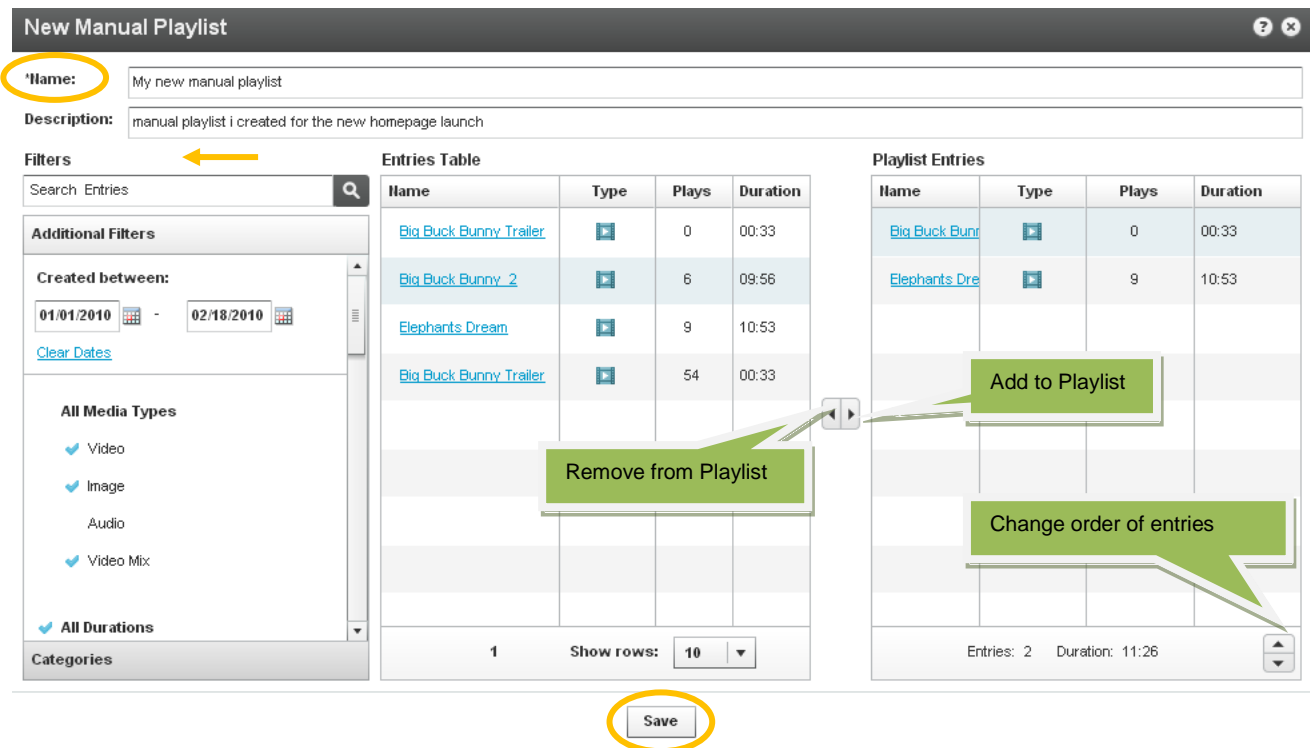
A playlist is a list of media items (videos, audios, images) that can be embedded with a player in your website. Manual playlists allow you to select a static list of items, while rules based playlists allow you to define a dynamic list.

Go to the Content tab > Playlist section and select either a Manual Playlist or a Rule Based Playlist



## Creating a Manual Playlist

1. Enter a name for your playlist (required) and select Manual in the Type field.
2. Using the Filters search for the entries you'd like to include - the results will appear in the Entries Table.
3. Add entries to your playlist by clicking the desired entry followed by the Add or Remove buttons.
4. Click "Save" to complete the process.



**New Manual Playlist**

**Name:** My new manual playlist

**Description:** manual playlist i created for the new homepage launch

**Filters**

Search Entries

**Additional Filters**

Created between: 01/01/2010 - 02/18/2010

[Clear Dates](#)

**All Media Types**

☒ Video

☒ Image

☐ Audio

☒ Video Mix

☒ All Durations

**Categories**

**Entries Table**

Name	Type	Plays	Duration
<a href="#">Big Buck Bunny Trailer</a>		0	00:33
<a href="#">Big Buck Bunny_2</a>		6	09:56
<a href="#">Elephants Dream</a>		9	10:53
<a href="#">Big Buck Bunny Trailer</a>		54	00:33

**Playlist Entries**

Name	Type	Plays	Duration
<a href="#">Big Buck Bunny Trailer</a>		0	00:33
<a href="#">Elephants Dream</a>		9	10:53

**Remove from Playlist**

**Add to Playlist**

**Change order of entries**

**Save**

## Creating a Rules Based Playlist

A rules based playlist is a dynamic playlist that is automatically updated when content is uploaded or edited. For example you can create a "Most Viewed" playlist, a "Most Recent" playlist, as well as a playlist based on single or multiple filters, such as "videos tagged with "dogs" and created during January 2010".

Your playlist can be based on a single rule or multiple rules:

### Single Rule Playlist

1. Enter a name for your playlist (required).
2. Using the Filters search for the entries you'd like to include - the results will appear in the Entries Table.

Note: You can choose more than one type of filter (for instance, text search + date + media type), the logical relationship between fields will be an "AND" relationship.

3. Select your preferred video order from the Order By drop down menu

4. Select the total number of entries you'd like to include in the playlist via the Limit Playlist result box.
5. Click "Save Changes" to complete the process.

My new playlist 2

Name:

My new playlist 2

Description:

Filters

Animals

Additional Filters

Created between:

02/01/2010 - 02/14/2010

Clear Dates

All Media Types

☒ Video

☐ Image

☐ Audio

☐ Video Mix

Categories

Switch to Advanced Mode

Playlist Entries

Name	Type	Plays	Duration
<a href="#">Big Buck Bunny</a>		0	09:56
<a href="#">Car racing 3 (H264)</a>		1	03:49
<a href="#">Trailer 3 (H264)</a>		0	02:21
<a href="#">dartmoor</a>		0	02:13
<a href="#">Elephants Dream</a>		0	10:58
<a href="#">Big Buck Bunny</a>		0	00:33
<a href="#">Companies to watch</a>		0	02:30

Entries: 20

Duration: 01:21:18

Order by

Most Recent

Limit Playlist Result

20

Save

## Multiple Rule Playlist - Advanced Mode

Advanced Mode enables you to create playlists based on multiple rules.

1. Click Switch to Advanced Mode.
2. Enter a name for your playlist (required).
3. Click Add Rule to create a new playlist rule (see Single Rule Playlist to learn about creating rules)
4. Add any number of additional rules. Use the Remove Rule and Edit Rule buttons to make changes to your list of rules.
5. Rules will be applied to the playlist in the order they appear, so use the arrows to change the order of the rules



## My new playlist 2



Name:

My new playlist 3

Description:

Type	Order by	Limit
Media Type VideoVideo MixAudioImage	Most Viewed	20
Media Type VideoVideo MixAudioImage	Highest Rated	33
Media Type VideoVideo MixAudioImage	Most Recent	15

Change the order of the rules

Add Rule

Remove Rule

Edit Rule



Length 01:16:23 Entries Count 17

Save

## Embedding a Playlist on your site

- Go to the Content tab > Playlists section and locate the playlist that you want to place on your website. Click on Preview & Embed.

Kaltura open source video

Dashboard Content Studio Settings

Manage Moderate **Playlists** Syndicate Upload

Filters

Search Playlists

Created between:

<< Playlists Table

Name	Playlist	Created On	Publish
My new playlist 3	Rule Based	02/18/10 16:03	<a href="#">Preview &amp; Embed</a>
HD Man	Manual	02/11/10 20:34	<a href="#">Preview &amp; Embed</a>

- Select your preferred playlist skin from the drop down menu and grab the embed code.

Playlist ID: 0\_32axix50

KDP3 Light Playlist

Play Share

Big Buck Bunny 2  
A funny and furr...  
09:56

Elephants Dream  
Elephants Dream ...  
10:52

00:18 09:56 KALTURA

**Embed Code:**

```
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash" allowFullScreen="true"
allowNetworking="all" allowScriptAccess="always" height="330" width="740" data="http://www.kaltura.com/index.php/kwidget
/cache_st1266530642/wid/_7463/uiconf_id/48504"><param name="allowFullScreen" value="true" /><param
name="allowNetworking" value="all" /><param name="allowScriptAccess" value="always" /><param name="bgcolor"
value="#000000" /><param name="flashVars" value="playlistAPI.autoContinue=true&playlistAPI.autoInsert=true&
playlistAPI.kplIDName=HD_Man&playlistAPI.kplIDUrl=http%3A%2F
```

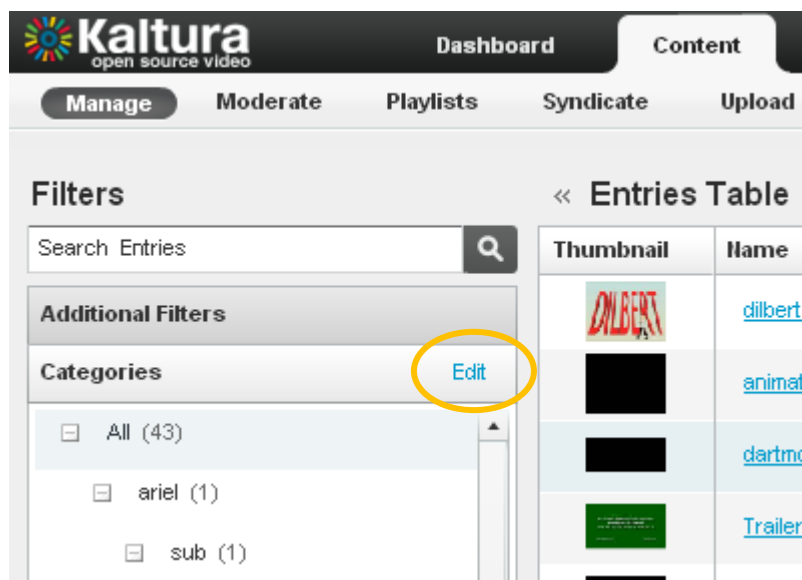
Select Code

6. Add the embed code to your website HTML source.

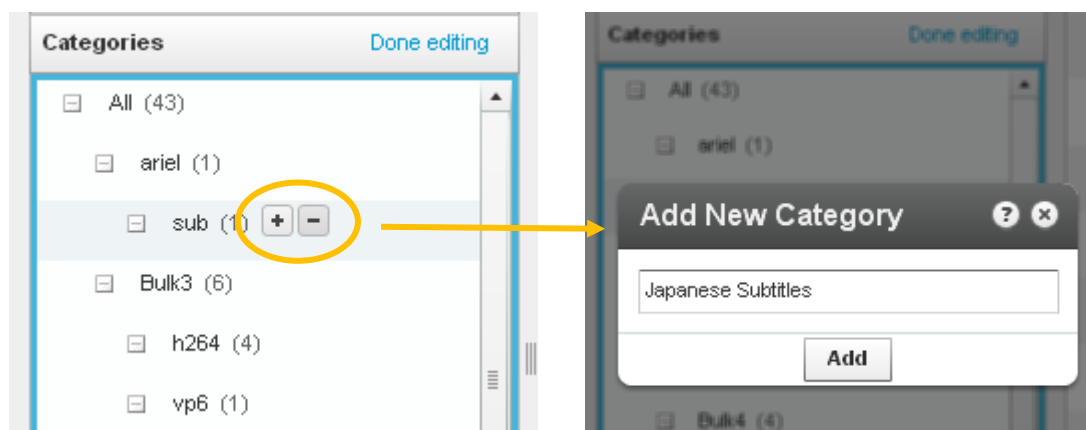
## Creating and Managing Content Categories

Media entries are divided into categories. The different categories are built in a tree-like hierarchy where each category can include multiple sub-categories.

1. To add a content category click Edit on the top left corner of the Filter bar.




2. Add or remove categories by clicking on the “+ / -” icons that appear when you hover with your mouse over a specific category.



3. To change the tree location of any category just drag-and-drop categories from one location to another.
4. To assign a media entry to a specific category, just drag-and-drop the entry from the entries table on the right to the desired category on the left.

### Migrating content from your existing hosting / video service – Bulk Upload Process

1. Go to the Content tab > Upload section > Import from Existing Host
2. Download the sample CSV file – the file contains examples of how to add the URLs and metadata of your existing content. Replace the sample data with your own.



Dashboard
Content
Studio
Settings

Manage
Moderate
Playlists
Syndicate
Upload

### Upload

This will allow you to upload directly from your computer, as well as search popular repositories and import content from there.

Default
Upload

### Import from Existing Host

If the content you wish to upload is already hosted on the web, you can easily direct the Kaltura servers to import it for you.

- Download the sample CSV file [here](#)
- Edit the CSV file locally - add the URLs of your content, and additional meta-data such as title, description, tags in the relevant columns.
- Click Browse and select the CSV file you have edited.
- Submit the CSV files so that the Kaltura servers will start to import the files.
- Use the table below to keep track of the progress of your import.

Submit CSV

- Click Submit CSV to upload the modified file.
- The process is complete once the status in the table is Finished.

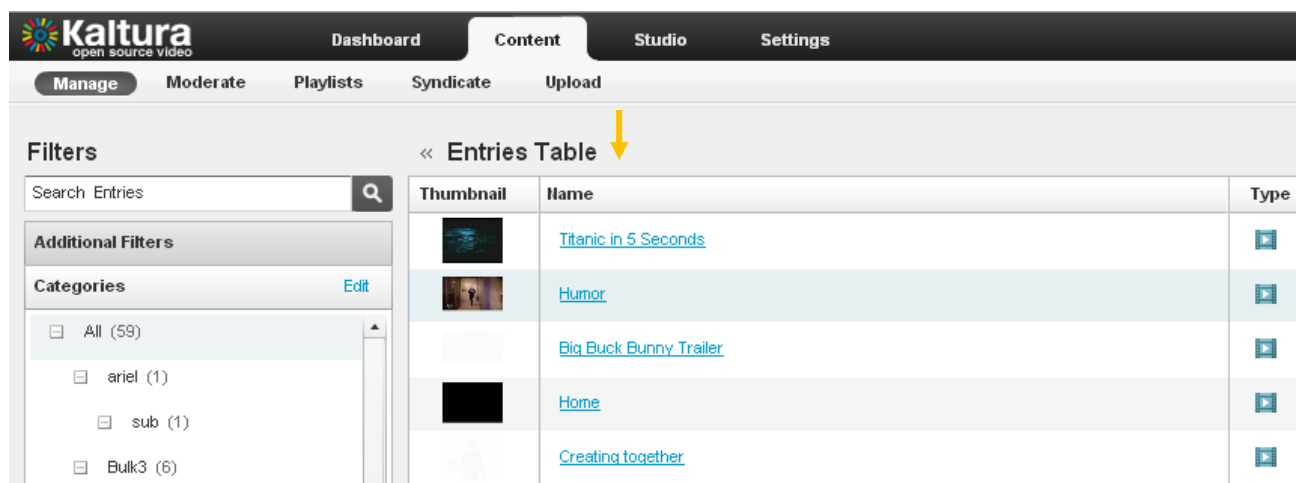
If the content you wish to upload is already hosted on the web, you can easily direct the Kaltura servers to import it for you.











- Download the sample CSV file [here](#)
- Edit the CSV file locally - add the URLs of your content, and additional meta-data such as title, description, tags in the relevant columns.
- Click Browse and select the CSV file you have edited.
- Submit the CSV files so that the Kaltura servers will start to import the files.
- Use the table below to keep track of the progress of your import.

Submit CSV

Uploaded By	Uploaded On	Number Of Entries	Status	Error	Log File URL	CSV File URL
	02/21/10 11:33		Verifying file		<a href="http://www.kaltura.com/index.php/ext">http://www.kaltura.com/index.php/ext</a>	<a href="http://cdn.kaltura.com/index.php/ext">http://cdn.kaltura.com/index.php/ext</a>
	02/21/10 11:32				<a href="http://www.kaltura.com/index.php/ext">http://www.kaltura.com/index.php/ext</a>	<a href="http://cdn.kaltura.com/index.php/ext">http://cdn.kaltura.com/index.php/ext</a>
	02/21/10 11:32				<a href="http://www.kaltura.com/index.php/ext">http://www.kaltura.com/index.php/ext</a>	<a href="http://cdn.kaltura.com/index.php/ext">http://cdn.kaltura.com/index.php/ext</a>

- The videos will now appear in the Entries table in the KMC Content tab > Manage section.



Thumbnail	Name	Type
	<a href="#">Titanic in 5 Seconds</a>	
	<a href="#">Humor</a>	
	<a href="#">Big Buck Bunny Trailer</a>	
	<a href="#">Home</a>	
	<a href="#">Creating together</a>	

## Content Syndication & SEO

### [Content Syndication](#)

- [TubeMogul](#)
- [iTunes](#)

### [SEO](#)

- [Google](#)
- [Yahoo!](#)

## Content Syndication

Kaltura allows you to create video feeds in multiple formats that are ready for submission to 3<sup>rd</sup> party platforms.

### TubeMogul

This premium syndication service enables you to distribute your content to over 20 video portals including YouTube, Dailymotion, Metacafe, etc.

**Note:** requires a Kaltura-TubeMogul premium account ([contact us](#) to learn more)

1. Go to the Content tab > Syndicate section and click Create New Feed.



2. Enter the feed name (required), select TubeMogul from the Feed Type drop down, enter the TubeMogul Parameters and click Add Feed

### Add Video Feed

**'Feed Name:**

**Select Content:**

☒ All Content  
☐ Only content from this playlist

My new playlist 3

**Feed Type:**

**TubeMogul Parameters:**

**Content Flavor:**  ☒ Add to default transcoding profile

**Categories:**

These categories will be use when pushing your content to the various sharing websites

**Add Feed**

3. Copy the Feed URL

**If you already have a Kaltura-TubeMogul account submit this feed to TubeMogul by following these steps:**

1. Copy the feed URL

4. Login to your [Kaltura–TubeMogul account](#) and go to Advanced Tools > More Tools > select “MRSS Feed Manager” > Submit your feed

## iTunes

This feed allows you to submit your content to the iTunes Store as a podcast.

1. Go to the Content tab > Syndicate section and click Create New Feed.
2. Enter the feed name (required), select iTunes from the Feed Type drop down, enter the iTunes Parameters and click Add Feed
3. To test the feed before submitting to the iTunes Store:
  - (a) copy the URL
  - (b) Launch the iTunes application installed on your desktop
  - (c) Go to Advance > Subscribe to podcast and submit the feed URL
4. To **submit this feed** to the iTunes Store as a podcast/ video podcast:  
Note that you will need an active Apple ID and the iTunes application installed
  - (a) Copy the feed URL
  - (b) Go to <https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast> (launches iTunes application in the right page)
  - (c) Submit your feed

## This feed is ready for submission

You can transcode any entry to H.264 for Export by going to the Manage section of the entry, then open the specific entry that you would like to transcode, go to the Flavors tab, and select the "Convert" option.  
If you wish to transcode multiple entries into HQ MP4 for Export, please contact Kaltura professional services: <http://corp.kaltura.com/support/form/project/13>

**In order to test this feed before submitting to the iTunes Store please follow these steps (Note that you will need the iTunes application installed):**

1. Copy the feed URL
2. Launch the iTunes application installed on your desktop
3. Inside iTunes go to "Advance > Subscribe to podcast" and submit the feed URL there

**In order to submit this feed to the iTunes Store as a podcast/ video podcast, please follow these steps (Note that you will need an active Apple ID and the iTunes application installed):**

1. Copy the feed URL
2. Go to <https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast>  
(launches iTunes application in the right page)
3. Submit your feed

OK

## SEO

Submitting feeds to major search engines helps to increase your content's SEO, and ultimately direct more traffic to your website.

## Google

1. Go to the Content tab > Syndicate section and click Create New Feed.
2. Enter the feed name (required), select Google from the Feed Type drop down, enter the Google Parameters and click Add Feed



Add Video Feed

Feed Name:
New Feed 2010

Select Content:
☒ All Content
☐ Only content from this playlist

My new playlist 3

Feed Type:
Google

Google Parameters:

Content Flavor:
Source
☒ Add to default transcoding profile

Landing Page:
http://www.news24.us

Enter the URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="

Playback directly from Google?:
☒ Yes and use this video player:

Player with black hover controls

This player will appear within the Google search results page
☐ No, only linkback to my site

Adult Content:
☐ This feed includes adult content

Add Feed

3. Submission of video feeds to Google is free of charge, yet requires some technical knowledge. It is recommended that your website's webmaster be available for assistance.

Here are the technical guidelines for submission:

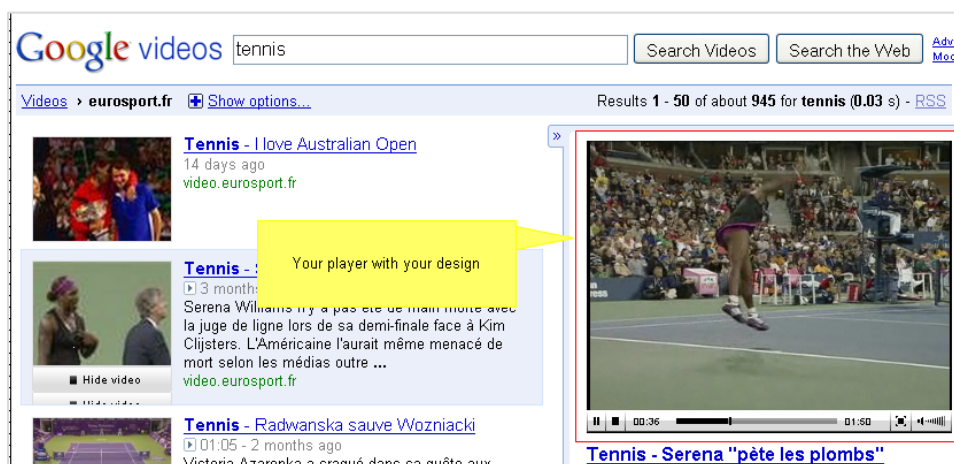
a. Google Webmaster Tool Setup

- Setup a Google Webmaster account for your website:  
<https://www.google.com/webmasters/tools/home>
- Setup your website in the Google Webmaster Tool – follow the directions here:  
<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=34592>  
Make sure your site is valid based on the Google instructions.

b. Feed submission

- Create a server page on your website that redirects to this feed URL  
For example, for a php implementation save a php file named redirect.php with the following content (replace the XXXXX with your feed URL)  

```
<?php
Header( "HTTP/1.1 301 Moved Permanently" );
Header( "Location : XXXX" );
?>
```
- Login to the Google Webmaster Tool <https://www.google.com/webmasters/tools/home>
- Within the Google Webmaster Tool go to "Site configuration > Sitemaps > Submit a sitemap"
- Submit the feed as your redirect page in your site, for example <http://mysite.com/redirect.php>



## Yahoo!

1. Go to the Content tab > Syndicate section and click Create New Feed.
2. Enter the feed name (required), select Yahoo! from the Feed Type drop down, enter the Yahoo Parameters and click Add Feed

Add Video Feed

Feed Name:
New Feed 2010

Select Content:
☒ All Content
☐ Only content from this playlist

My new playlist 3

Feed Type:
Yahoo!

Yahoo Parameters:

Content Flavor:
Source
☒ Add to default transcoding profile

Landing Page:
http://

Enter the URL template that you would like to appear in the Yahoo search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="

Playback directly from Yahoo?:
☒ Yes and use this video player:

Light player

This player will appear within the Yahoo search results page
☐ No, only linkback to my site

Web Site:
http://

Feed Description:

Add Feed

3. Copy the feed URL
4. Go to <http://video.search.yahoo.com/mrss/submit>
5. Fill in the form and submit your feed as a "Full feed"

## Live Streaming

### [Basic setup](#)

- [HW & SW setup](#)
- [Set up a stream in the KMC](#)
- [Broadcasting setup](#)
- [Viewing setup](#)

### [Advanced configuration options](#)

Kaltura's Live Streaming is a paid service. To enable live streaming for your account [contact us](#) or call +1-800-871-5224

Once your account has been enabled, follow the steps below to set up Kaltura's Live Streaming service.

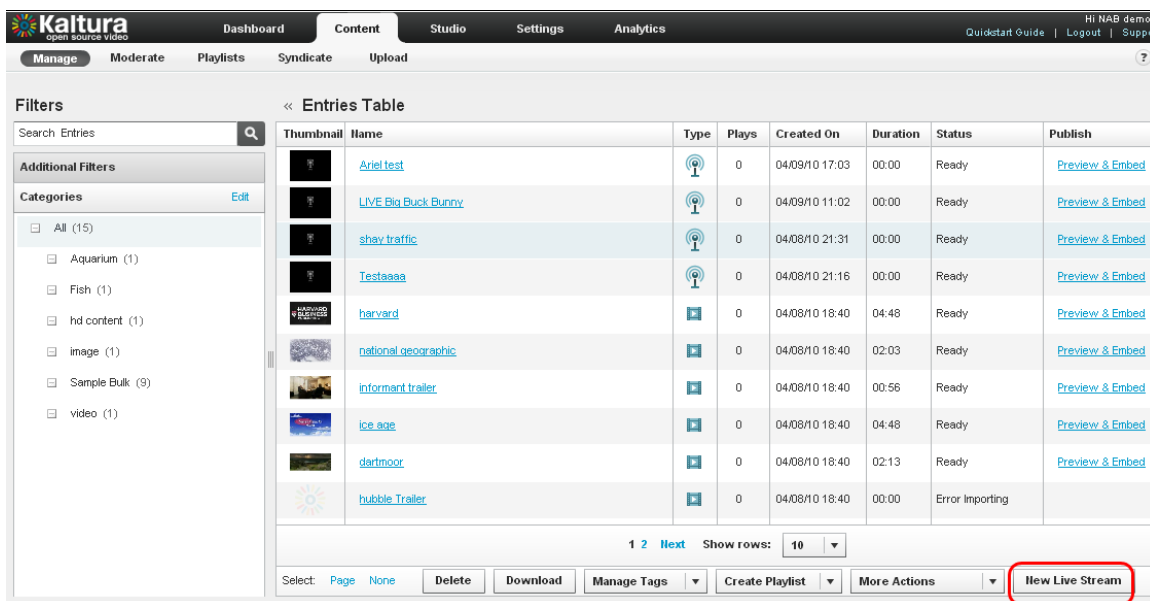
## Basic setup

### HW & SW setup

1. Download Flash Media Encoder (FME) from:  
<http://www.adobe.com/products/flashmediaserver/flashmediaencoder/>
2. Install FME on your local Windows machine (follow the FME installation guide and minimum requirements described in Appendix A of this document)
3. Connect your camera to the installed computer

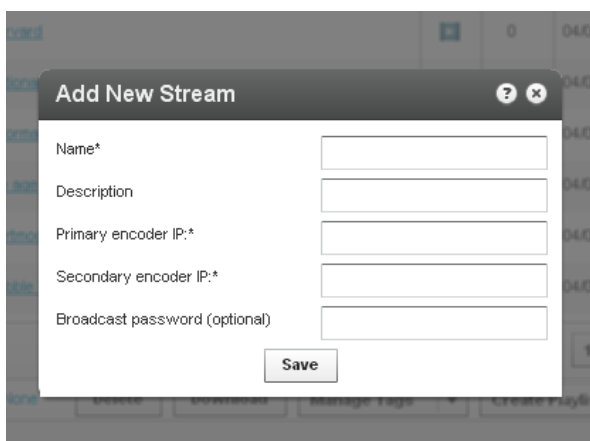
### Set up a stream in the KMC

1. Login into the Kaltura Management Console, navigate to the Content/ Manage tab and click on the “New Live Stream” button.



Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	<a href="#">Ariel test</a>		0	04/09/10 17:03	00:00	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">LIVE Big Buck Bunny</a>		0	04/09/10 11:02	00:00	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">shav traffic</a>		0	04/08/10 21:31	00:00	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Testaaaa</a>		0	04/08/10 21:16	00:00	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">harvard</a>		0	04/08/10 18:40	04:48	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">national geographic</a>		0	04/08/10 18:40	02:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">informant trailer</a>		0	04/08/10 18:40	00:56	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">ice age</a>		0	04/08/10 18:40	04:48	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">dartmoor</a>		0	04/08/10 18:40	02:13	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">hubble Trailer</a>		0	04/08/10 18:40	00:00	Error Importing	

2. Fill in the form with the following details:



**Add New Stream**

Name\*

Description

Primary encoder IP:\*

Secondary encoder IP:\*

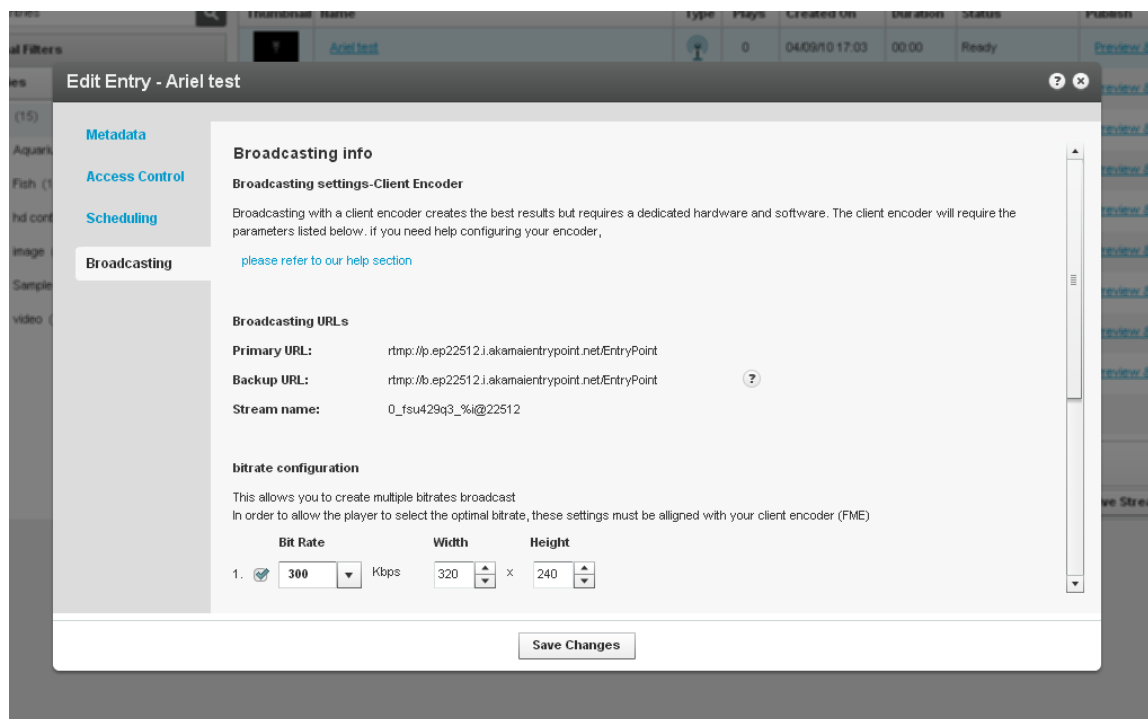
Broadcast password (optional)

- **Name** – the name of the stream that will appear in the KMC entries list
- **Description** – a description of the stream (optional)

- **Primary encoder IP** – the public address that will be used for streaming (the computer where the client encoder is installed)  
Note: your IP address can be retrieved by browsing from the computer where the FME is installed to <http://www.whatismyip.com/>
- **Secondary encoder IP** – if you are using two encoders for redundancy, fill in the secondary encoder. If you are using only a single encoder, simply copy the Primary encoder IP to the secondary encoder IP field.
- **Broadcasting password** – the password required for broadcasting. You will be required to fill this into your client encoder (FME). If you do not chose a password the system will create one for you.  
Note: it may take up to 20 minutes until the stream is provisioned with the CDN.

## Broadcasting setup

Go to the “Broadcasting” tab of the live entry you just created and copy the details to your FME, you can do this either by copying the details manually, or by using the “Export XML to FME” option:



**Edit Entry - Ariel test**

**Metadata**  
**Access Control**  
**Scheduling**  
**Broadcasting**

**Broadcasting info**  
Broadcasting settings-Client Encoder  
Broadcasting with a client encoder creates the best results but requires a dedicated hardware and software. The client encoder will require the parameters listed below. if you need help configuring your encoder, [please refer to our help section](#)

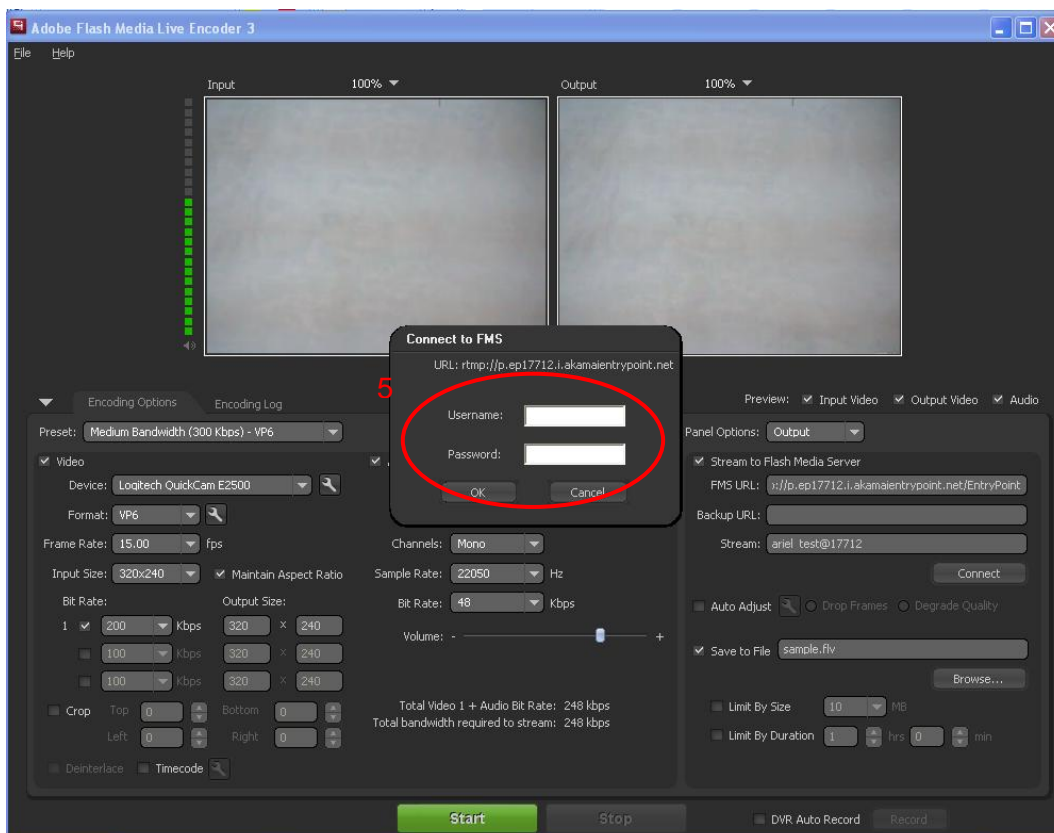
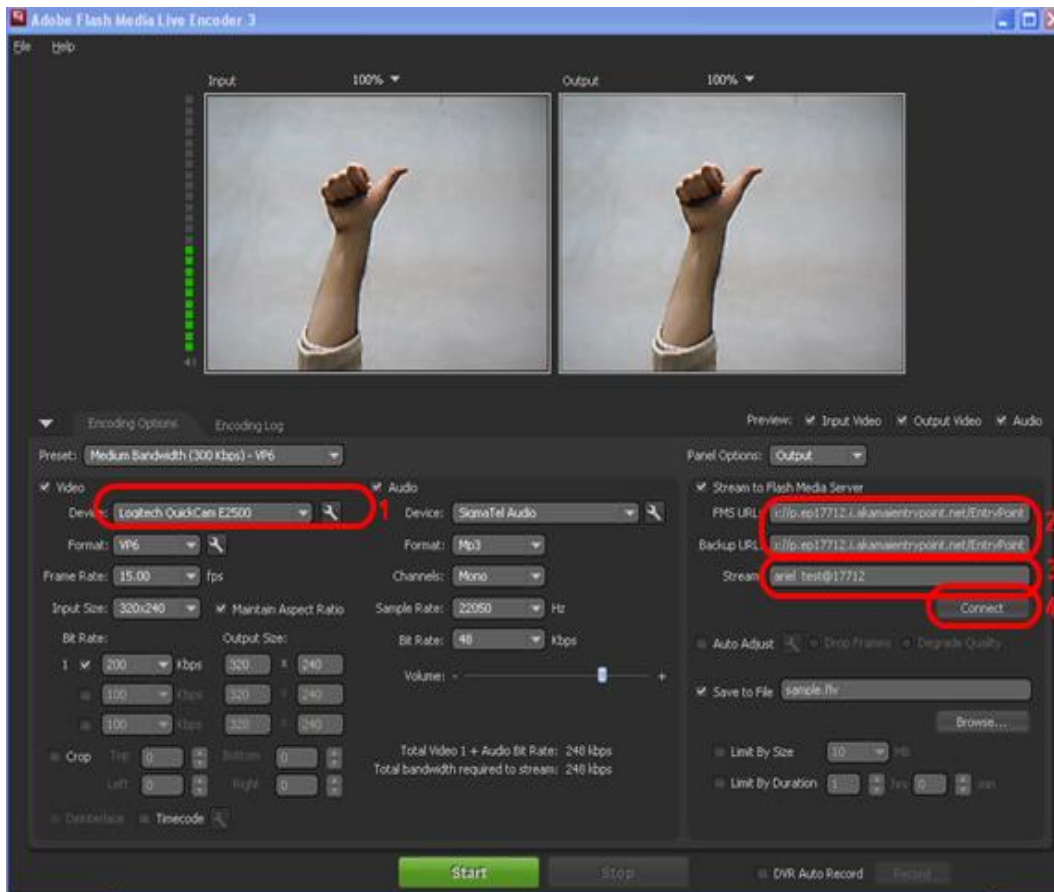
**Broadcasting URLs**  
Primary URL: `rtmp://p.ep22512.j.akamaiendpoint.net/EntryPoint`  
Backup URL: `rtmp://b.ep22512.j.akamaiendpoint.net/EntryPoint`  
Stream name: `0_fsu429q3_%i@22512`

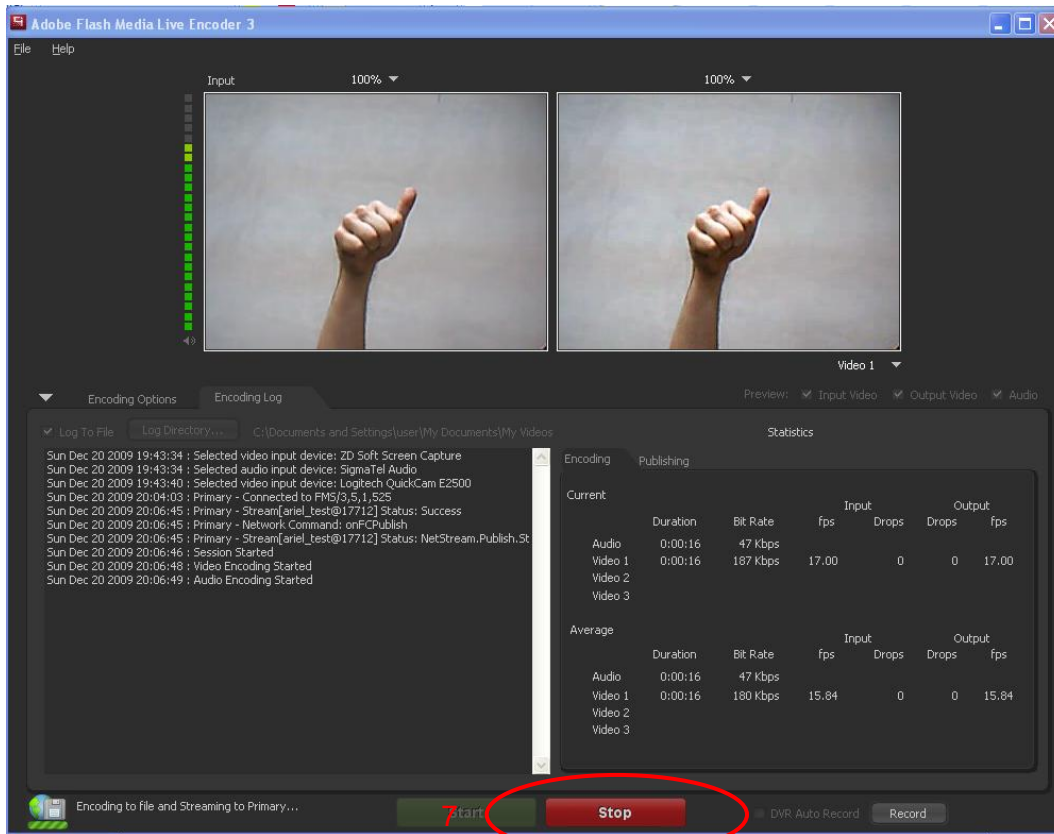
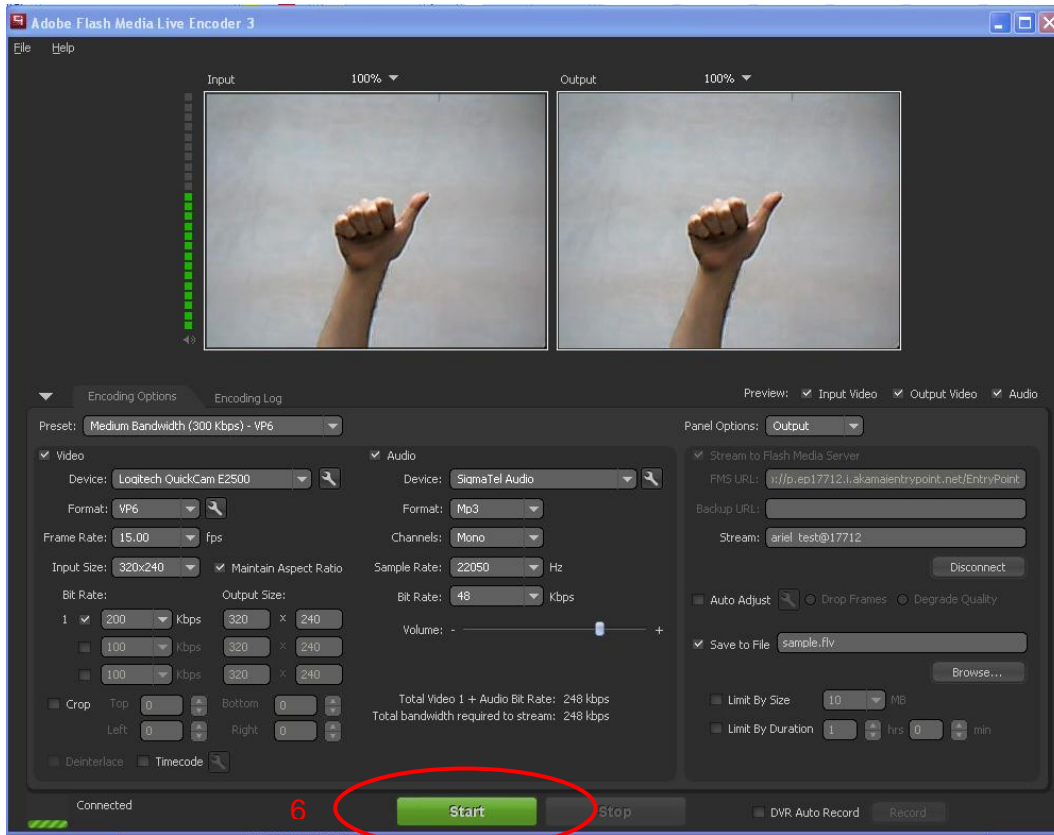
**bitrate configuration**  
This allows you to create multiple bitrates broadcast  
In order to allow the player to select the optimal bitrate, these settings must be aligned with your client encoder (FME)

Bit Rate	Width	Height
1. 300 Kbps	320	240

**Save Changes**

- Connect your camera to the broadcasting computer
- Run the FME software
- Configure your FME with the following parameters:
  1. Select the relevant camera from the dropdown menu in the FME software
  2. Enter the Primary URL and Secondary URL as displayed in the KMC
  3. Enter the “stream name” as displayed in the KMC
  4. Click “Connect”
  5. Enter the “User Name” and “Password” as displayed in the KMC and click “OK”
  6. Click “Start” → you are now broadcasting
  7. When your broadcast is finished, click “Stop”

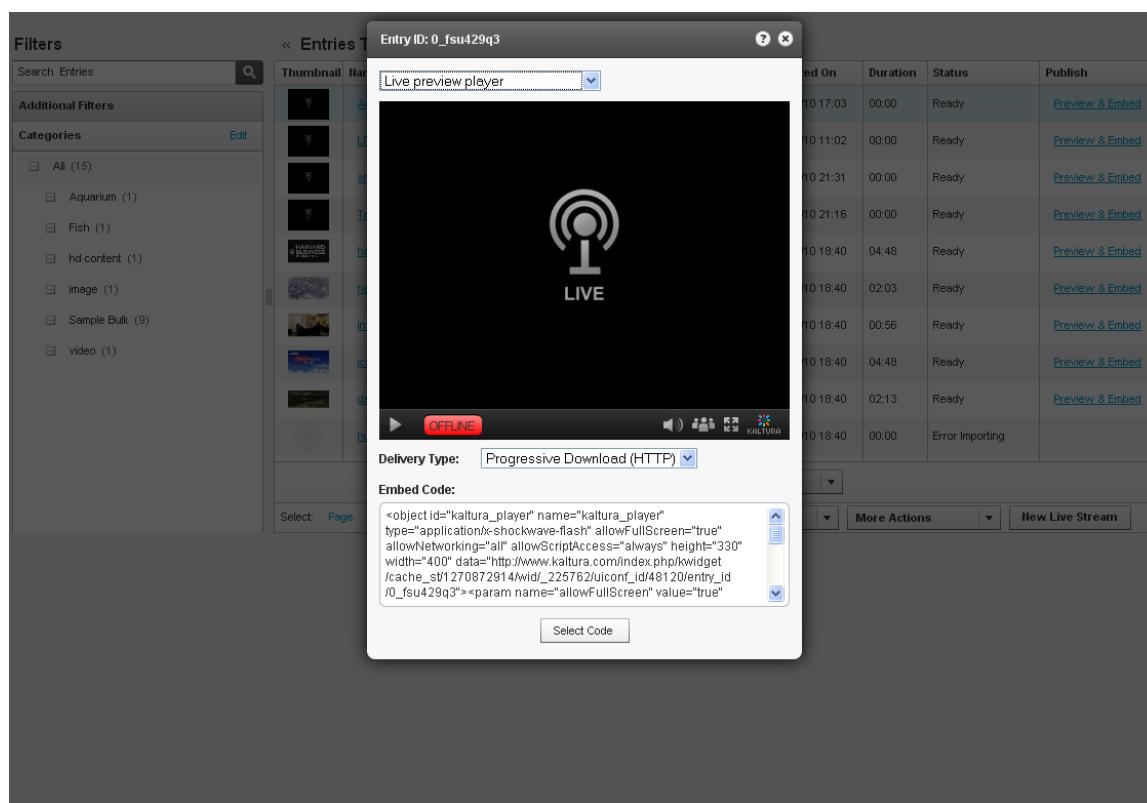






## Viewing setup

1. Click on the “Preview & Embed” link from the KMC



2. Select the player from the drop down menu and copy the embed code
3. Paste the embed code within an HTML page
4. Browse to the page where the embed code was inserted and press “play” on the video player.

## Advanced configuration options

There are multiple factors that influence the video quality for live streaming. In order to receive good results you should optimize the settings based on your specific needs.

The table below can be used as a starting point for optimization and setup - it provides a rough estimate for the different factors based on the video dimensions.

Video Dimensions	Bitrate Required (Mbps)	Camera Requirements	FME HW Requirements	Broadcaster Uplink, Viewer Downlink Requirements (Mbps)	Throughput example for 1000 concurrent viewers of 1 hour broadcast
320x240	0.3	support frame size & bitrate	Dual Core 2GB RAM	0.4	135 GB
640x480	1.4		Quad Core Xeon 3GB RAM	2	630 GB
1024x720	3.5		8 Core Xeon 3GB RAM	5	1600 GB



For further reading on how to set up these parameters in FME, as well as additional advanced configuration options please refer to the FME guide available at:

[http://help.adobe.com/en\\_US/FlashMediaLiveEncoder/3.0/Using/flashmedialiveencoder\\_3\\_help.pdf](http://help.adobe.com/en_US/FlashMediaLiveEncoder/3.0/Using/flashmedialiveencoder_3_help.pdf)

## Video Delivery Settings

### Video Delivery Settings

- [HTTP Delivery](#)
- [RTMP Delivery with Adaptive Bitrate](#)
- [Adding the flavor selector module](#)

### Video Delivery Settings

Choose between two types of video delivery settings - HTTP Delivery or RTMP Delivery with Adaptive Bitrate.

#### HTTP Delivery

With HTTP Progressive download, the digital media begins downloading and once a specified amount of data becomes available to the video player, the media begins to play while the rest of the data continues to buffer.

To select this delivery setting go to Content > Manage > Preview and Embed and select Progressive Download (HTTP) from the drop-down menu.

Entry ID: 0\_3xu9cvx0

KDP3 Light Player

**Delivery Type:** Progressive Download (HTTP)

**Embed Code:**

```

<object id="kaltura_player" name="kaltura_player"
type="application/x-shockwave-flash" allowFullScreen="true"
allowNetworking="all" allowScriptAccess="always" height="330"
width="400" data="http://www.kaltura.com/index.php/kwidget
/cache_st/1267046976/wid/_7463/uiconf_id/48501/entry_id
/0_3xu9cvx0"><param name="allowFullScreen" value="true"

```

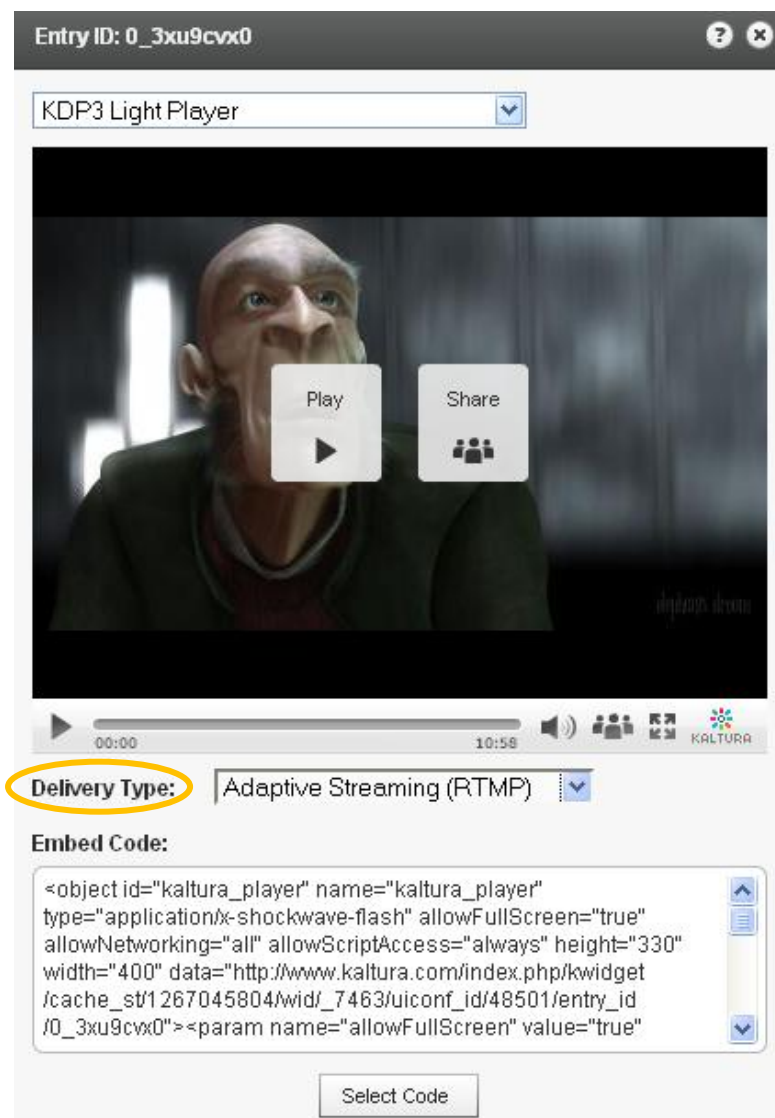
Select Code

## RTMP Delivery with Adaptive Bitrate

Adaptive bitrate is a technique of detecting a watcher's bandwidth and CPU capabilities in real time and then adjusting the quality of a video stream. The result is very little buffering, fast start time and a good experience for both high-end and low-end connections.

The RTMP protocol maintains a single persistent connection and allows real-time communication. Video and data are split into fragments, which then guarantees smooth delivery of video and audio streams.

To select this delivery setting go to Content > Manage > Preview and Embed and select Adaptive Streaming (RTMP) from the drop-down menu.



## Adding the Flavor Selector Module

Any entry is available in various transcoding flavors. The flavor selector module allows the viewer to manually select the video flavor he wishes to watch, based on his preferences.

Note: If you are broadcasting with Adaptive RTMP then the flavor selector will be set to “auto”.

In order to add the flavor’s selector module:

1. Go to Studio > Players List and create a new player or edit an existing one.
2. In the Features tab, go to the Features List > Controls and check Flavor Selector.
3. Preview your selection and click Save Changes to complete the process.

### Create New Player

**Basics**

**Features**

**Style**

Select Features from List:

Controls	
<input type="checkbox"/>	Title Text <a href="#">Options</a>
<input checked="" type="checkbox"/>	Your Watermark <a href="#">Options</a>
<input checked="" type="checkbox"/>	Left Play Counter <a href="#">Options</a>
<input checked="" type="checkbox"/>	Right Play Counter <a href="#">Options</a>
<input checked="" type="checkbox"/>	Flavor Selector <a href="#">Options</a>
<input checked="" type="checkbox"/>	Full Screen Button <a href="#">Options</a>
<input checked="" type="checkbox"/>	On-video Play Button <a href="#">Options</a>
<input checked="" type="checkbox"/>	Play/Pause Button <a href="#">Options</a>

\* Features that require additional configuration.

**Viral & Distribution**

**UGC & User Interaction**

**Subtitles & Transcriptions**

Entry ID: 0\_b4a90q1y

pl

**Delivery Type:** Adaptive Streaming (RTMP)

**Embed Code:**

```
<object id="kaltura_player" name="kaltura_player"
type="application/x-shockwave-flash" allowFullScreen="true"
allowNetworking="all" allowScriptAccess="always" height="360"
width="400" data="http://www.kaltura.com/index.php/kwidget
/cache_st/1267048608/wid/_7463/uiconf_id/1236922/entry_id
/0_b4a90q1y"><param name="allowFullScreen" value="true"
```

## Mobile Delivery

To add mobile delivery to your account follow these simple steps:

1. Contact Kaltura to [purchase the mobile package](#), additional flavors will then be added to your transcoding settings
2. Make sure relevant flavors are created for the videos that you would like to be delivered to mobile devices (make sure the boxes for iPhone and iPad flavors are checked in the Transcoding Settings tab).
3. Add the following line of code to your HTML page  

```
<script type="text/javascript" src="http://html5.kaltura.org/js"></script>
```
4. Paste any Flash embed code from the KMC Preview and Embed screen into the page.

Now when accessing the page from HTML5-enabled mobile devices (iPhone/ iPad) the relevant HTML5 flavors will automatically be displayed, and analytics will be sent to the Kaltura system for you to track the usage. See sample here: [http://bit.ly/k\\_mobile](http://bit.ly/k_mobile)

For more advanced use cases of mobile video [contact us](#) or learn more on Kaltura's [community site](#).

Kaltura open source video					
Dashboard Content Studio Settings Analytics Quickstart Guide					
Account Settings Integration Settings Access Control Transcoding Settings Account Upgrade Custom Data					
<input checked="" type="checkbox"/>	Basic - Small	Basic web quality, small frame	mp4	h264	430
<input checked="" type="checkbox"/>	HQ MP4 for Export	High web quality in MP4 format	mp4	h264	2628
<input type="checkbox"/>	Editable	Good web quality, to be used	flv	vp6	764
<input checked="" type="checkbox"/>	Basic - Small (H264)	Basic web quality, small frame	mp4	h264m	496
<input type="checkbox"/>	Standard - Small (H264)	Standard web quality, small frame	mp4	h264m	846
<input type="checkbox"/>	Standard - Large (H264)	Standard web quality, large frame	mp4	h264m	1446
<input type="checkbox"/>	High - Large (H264)	High web quality, large frame	mp4	h264m	2628
<input checked="" type="checkbox"/>	HD (H264)	High Definition	mp4	h264m	4192
<input checked="" type="checkbox"/>	iPhone	iPhone	mp4	h264b	1396
<input type="checkbox"/>	Nokia/Blackberry (3GP)	Nokia/Blackberry (3GP)	3gp	mpeg4	864
<input type="checkbox"/>	HTML5 (OGG)	HTML5 (OGG)	ogg	theora	1446
<input type="checkbox"/>	Basic - Small (ISM)	Basic - Small (ISM)	ismv	wvc1a	464
<input type="checkbox"/>	Standard - Small (ISM)	Standard - Small (ISM)	ismv	wvc1a	814
<input type="checkbox"/>	Standard - Large (ISM)	Standard - Large (ISM)	ismv	wvc1a	1446
<input type="checkbox"/>	High - Large (ISM)	High - Large (ISM)	ismv	wvc1a	2596
<input checked="" type="checkbox"/>	iPad	iPad	mp4	h264	1660
<input type="checkbox"/>	VP8	VP8	mkv	vp8	1350

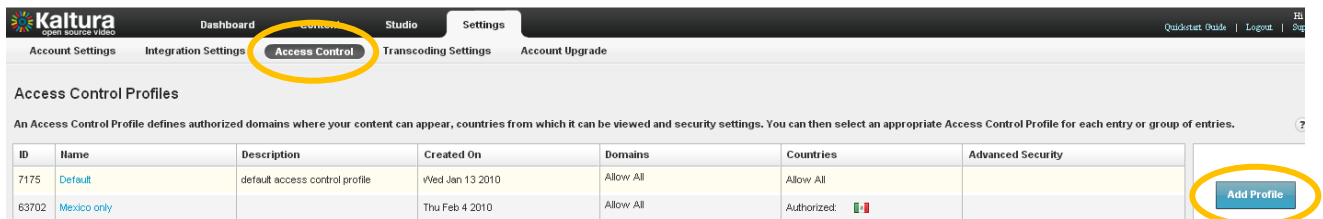
## Access Control Settings


### [Access Control Settings](#)

- [Domain Restrictions – Restricting content to specific domains](#)
- [Geo Restrictions - Restricting content to specific Countries](#)
- [Assigning an Access Control Profile to an Entry](#)
- [Content Scheduling](#)

### Access Control Settings

An Access Control Profile defines authorized and restricted domains where your content can or cannot appear, countries from which it can or cannot be viewed, Kaltura Network preferences and security settings. In this area you can view existing profiles and create new ones.



ID	Name	Description	Created On	Domains	Countries	Advanced Security
7175	Default	default access control profile	Wed Jan 13 2010	Allow All	Allow All	
63702	Mexico only		Thu Feb 4 2010	Allow All	Authorized: 	

### Domain Restrictions – Restricting content to specific domains

1. Go to the Settings tab > Access Control section and click Add Profile.
2. Enter an informative name for the new profile and give it a description.
3. Under Authorized Domains you can choose between allowing all domains, listing a group of approved sites or a list of domains to exclude.
4. To add or remove a domain click the '+ Add another domain' or '- Remove selected domains' links.
5. Continue to add other parameters or click Create New to save your new profile.

**New Access Control Profile**

**Access Control Profile Details**

\*Profile Name:

Description:

**Authorized Domains**

Where can this video appear?

☐ All domains

☒ Only in the following approved domains

Domains:

[+ Add another domain](#) [- Remove selected domains](#)

☐ Not from the following domains:

[Create New](#)

**Add New Domain**

Domain:

[Save](#)

## Geo Restrictions - Restricting content to specific countries

1. Go to the Settings tab > Access Control section and click Add Profile.
2. Enter an informative name for the new profile and give it a description.
3. Scroll down to the Authorized Countries section and choose to allow viewers from any country, select a group of approved countries or a group of excluded countries.
4. Use the '+Add / -Remove countries' link to add or remove countries.
5. Continue to add other parameters or click Create New to save your new profile.

New Access Control Profile

### Authorized Countries

Where can the viewers come from?

☐ Anywhere
   
☒ Only from the following countries:

Countries:

Argentina

Australia

Canada

+ Add / - Remove countries

☐ Not from the following countries:

Create New

## Assigning an Access Control Profile to an entry

1. Go to Content > Manage section and click on the Entry to which you want to assign an Access Control Profile.
2. Go to the Access Control tab and select an existing Profile from the drop-down menu.
3. Click Save Changes to complete the process

Dashboard
Content
Studio
Settings

Playlists
Syndicate
Upload

Edit Entry - Titanic in 5 Seconds

Metadata
Access Control
Scheduling
Flavors
Mixes

### Profile Details:

Access Control Profile: Default Add Profile

Profile Name: Default

Description: Mexico only

Domains: Any Domain

Countries: Any Country



## Content Scheduling

Content Scheduling determines when your entry will be displayed on your website.

1. Go to Content >Manage section and click on an Entry.
2. Go to the Scheduling tab and select and set your specific time range.
3. Click Save Changes to complete the process



### Edit Entry - Titanic in 5 Seconds



[Metadata](#)  
[Access Control](#)  
**Scheduling**  
[Flavors](#)  
[Mixes](#)

#### Entry Scheduling:

☐ Any Time  
☒ Specific Range

Note: Time Zone used is (GMT+2)

Start Date:    

☒ End Date:    

[Clear Dates](#)

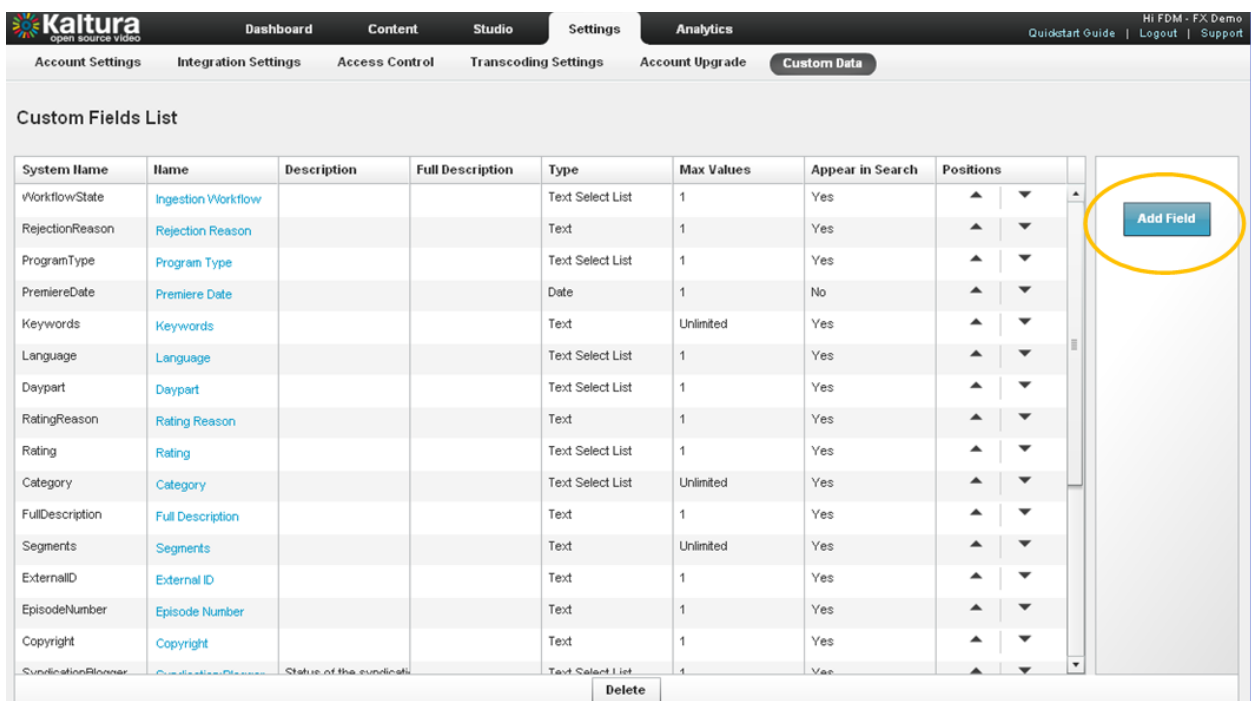
Save Changes

## Custom Metadata

- [Adding Custom Metadata Fields](#)
- [Setting Values for Custom Metadata Fields \(Per Entry\)](#)
- [Searching Based on Metadata Fields](#)

### Adding Custom Metadata Fields

1. To create an additional field, click the “Add Field” button.



System Name	Name	Description	Full Description	Type	Max Values	Appear in Search	Positions
WorkflowState	Ingestion Workflow			Text Select List	1	Yes	▲ ▼
RejectionReason	Rejection Reason			Text	1	Yes	▲ ▼
ProgramType	Program Type			Text Select List	1	Yes	▲ ▼
PremiereDate	Premiere Date			Date	1	No	▲ ▼
Keywords	Keywords			Text	Unlimited	Yes	▲ ▼
Language	Language			Text Select List	1	Yes	▲ ▼
Daypart	Daypart			Text Select List	1	Yes	▲ ▼
RatingReason	Rating Reason			Text	1	Yes	▲ ▼
Rating	Rating			Text Select List	1	Yes	▲ ▼
Category	Category			Text Select List	Unlimited	Yes	▲ ▼
FullDescription	Full Description			Text	1	Yes	▲ ▼
Segments	Segments			Text	Unlimited	Yes	▲ ▼
ExternalID	External ID			Text	1	Yes	▲ ▼
EpisodeNumber	Episode Number			Text	1	Yes	▲ ▼
Copyright	Copyright			Text	1	Yes	▲ ▼
SupplicationReason	Supplication Reason	Status of the suppletion		Text Select List	1	Yes	▲ ▼

2. Select the field type from the following options:

- Text field – values are free text
- Text select list – this is similar to the text field, but allows the publisher to set a predefined list of values from which the user can choose (for example select the country out of a list of options)
- Date - a date field
- Entry ID link - a link to a different entry (asset) in order to create a compound structure. An example of this would be multiple high res images relating to the video.

**Kaltura** open source video

Dashboard Content Studio **Settings** Analytics

Account Settings Integration Settings Access Control Transcoding Settings Account Upgrade Custom Data

**Custom Fields List**

**New Field**

Field Name:

Field Type:  (Dropdown menu with options: Text, Date, Text Select List, Entry-id List)

Max Number of Values:

Appear in Search?  (Dropdown menu with options: Yes, No)

Description:

Full Description:

Save

3. Add a description, or full description
4. Change the order of the fields by clicking the up and down arrows

**Kaltura** open source video

Dashboard Content Studio **Settings** Analytics

Account Settings Integration Settings Access Control Transcoding Settings Account Upgrade Custom Data

**Custom Fields List**

System Name	Name	Description	Full Description	Type	Max Values	Appear in Search	Positions
WorkflowState	Ingestion Workflow			Text Select List	1	Yes	▲ ▼
RejectionReason	Rejection Reason			Text	1	Yes	▲ ▼
ProgramType	Program Type			Text Select List	1	Yes	▲ ▼
PremiereDate	Premiere Date			Date	1	No	▲ ▼
Keywords	Keywords			Text	Unlimited	Yes	▲ ▼
Language	Language			Text Select List	1	Yes	▲ ▼
Daypart	Daypart			Text Select List	1	Yes	▲ ▼
RatingReason	Rating Reason			Text	1	Yes	▲ ▼
Rating	Rating			Text Select List	1	Yes	▲ ▼
Category	Category			Text Select List	Unlimited	Yes	▲ ▼
FullDescription	Full Description			Text	1	Yes	▲ ▼
Segments	Segments			Text	Unlimited	Yes	▲ ▼
ExternalID	External ID			Text	1	Yes	▲ ▼
EpisodeNumber	Episode Number			Text	1	Yes	▲ ▼
Copyright	Copyright			Text	1	Yes	▲ ▼
SubmissionReason	Submission Reason	Statue of the sundial		Text Select List	1	Yes	▲ ▼

Add Field

Delete

## Setting Values for Custom Metadata Fields (Per Entry)

To add values to the custom metadata fields create, go to the entry drilldown window  
(It is also possible to set them as part of bulk upload or API)

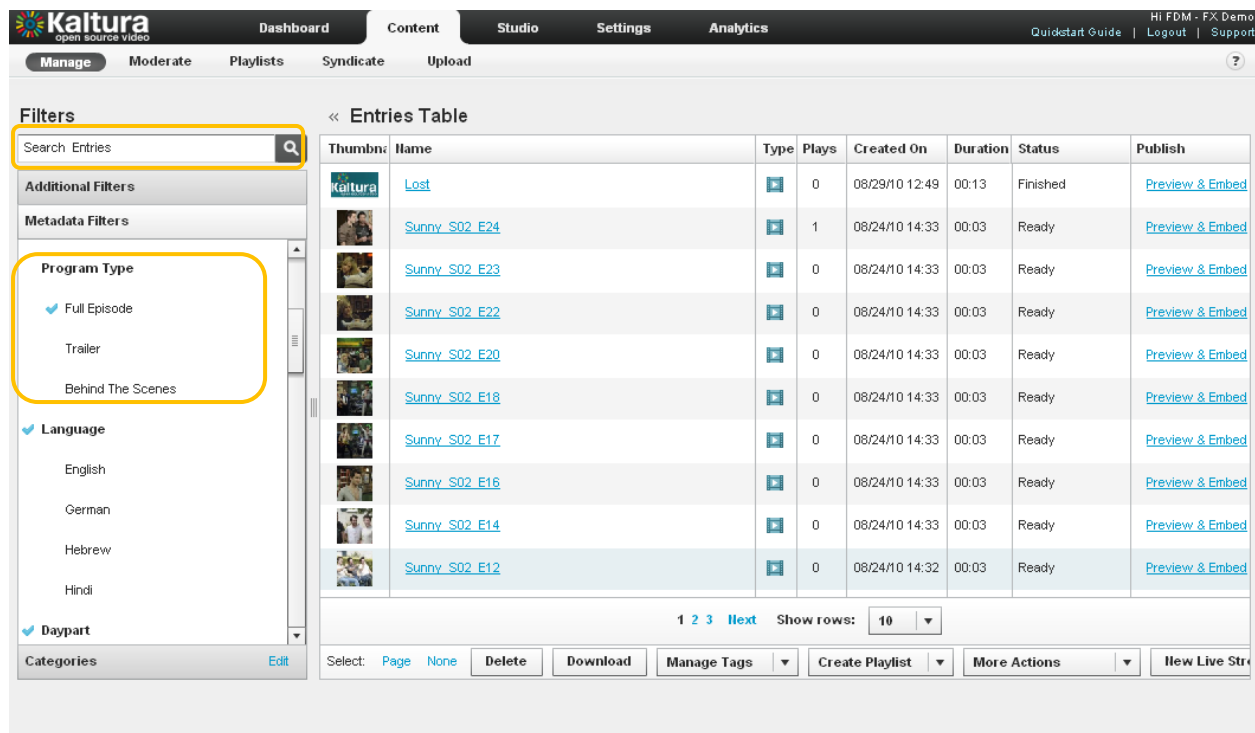
The screenshot shows the Kaltura 'Edit Entry' interface for entry 'Sunny\_S02\_E24'. The 'Custom Data' tab is selected in the left sidebar. The form contains the following fields:

- Ingestion Workflow:** A dropdown menu set to 'Producer Completed'.
- Rejection Reason:** A large text input field.
- Program Type:** A dropdown menu with 'Full Episode' selected. A list of options is visible: Full Episode, Trailer, and Behind The Scenes.
- Premiere Date:** A date input field.
- Keywords:** A text input field containing 'surgery', with an 'Add' button and a 'Remove' button.
- Language:** A dropdown menu set to 'English'.
- Daypart:** A dropdown menu set to 'Night'.

A 'Save Changes' button is located at the bottom center of the form.

## Searching Based on Metadata Fields

Custom fields can be used to perform a search and create playlists. To search textual fields use the regular search box, for canned lists use the Metadata Filters.



The screenshot shows the Kaltura Content Studio interface. The top navigation bar includes Dashboard, Content, Studio, Settings, and Analytics. The left sidebar contains a 'Filters' section with a search box and a 'Metadata Filters' section. The 'Metadata Filters' section is expanded, showing 'Program Type' and 'Language' filters. The 'Program Type' filter is selected, showing options: Full Episode, Trailer, and Behind The Scenes. The 'Language' filter is also selected, showing options: English, German, Hebrew, and Hindi. The 'Daypart' filter is also selected. The main area displays the 'Entries Table' with columns: Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. The table lists several entries, including 'Lost', 'Sunny\_S02\_E24', 'Sunny\_S02\_E23', 'Sunny\_S02\_E22', 'Sunny\_S02\_E20', 'Sunny\_S02\_E18', 'Sunny\_S02\_E17', 'Sunny\_S02\_E16', 'Sunny\_S02\_E14', and 'Sunny\_S02\_E12'. The bottom of the interface shows a 'Show rows' dropdown set to 10, and a row of action buttons: Select, Page, None, Delete, Download, Manage Tags, Create Playlist, More Actions, and New Live Stream.

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	<a href="#">Lost</a>		0	08/29/10 12:49	00:13	Finished	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E24</a>		1	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E23</a>		0	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E22</a>		0	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E20</a>		0	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E18</a>		0	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E17</a>		0	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E16</a>		0	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E14</a>		0	08/24/10 14:33	00:03	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">Sunny_S02_E12</a>		0	08/24/10 14:32	00:03	Ready	<a href="#">Preview &amp; Embed</a>

## Advertising

### Advertising

- [Connecting with any ad server that supports IAB standards \(VAST 1.0 / VAST 2.0\)](#)
  - [Configuring Companion Ads](#)
  - [Targeting with an Ad Server](#)
  - [How to locate the Ad Tag URL](#)
- [Connecting with Ad Servers and networks via AdapTV](#)
- [Connecting with Tremor Media](#)

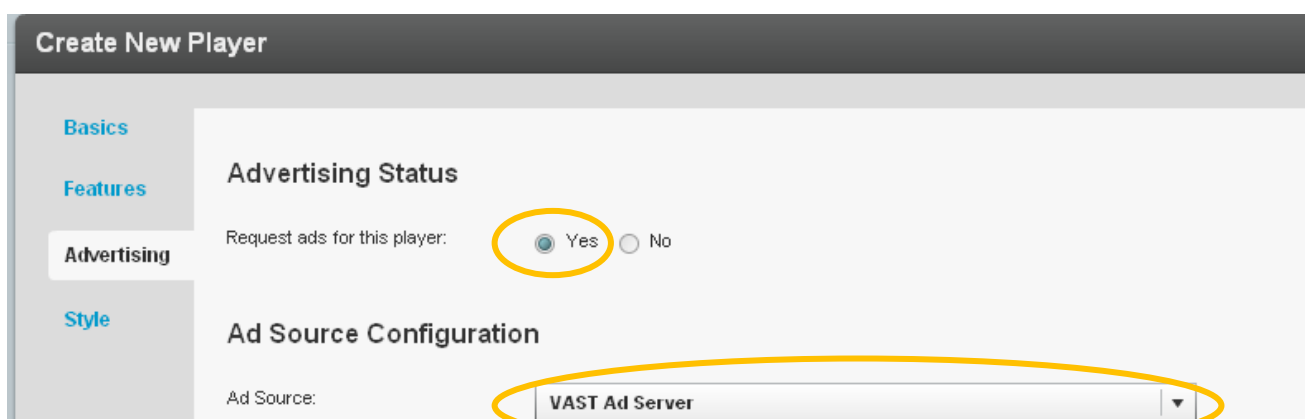
### Advertising

#### Connecting with any ad server that supports IAB standard (VAST 1.0 / VAST 2.0)

Most of the leading Ad Servers and Ad Networks are now VAST compliant. This includes DoubleClick, Dart for publisher (DFP), Microsoft Atlas, OpenX, ScanScout, and many others. To see the full list of servers and networks that comply with VAST please refer to the IAB website:

[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/compliance/679253](http://www.iab.net/iab_products_and_industry_services/508676/compliance/679253)

1. To add any ad server that supports the VAST standard you first need an ad tag URL from your ad server, To learn more browse the [“how to find Ad Tag URL” section](#) below
2. Go to the studio tab and edit an existing player or create a new one
3. Go to the Advertising section
4. Enable ads for this player
5. Select VAST Ad Server from the “Ad Source” drop down



**Create New Player**

**Basics**

**Features**

**Advertising**

**Style**

**Advertising Status**

Request ads for this player: ☒ Yes ☐ No

**Ad Source Configuration**

Ad Source: VAST Ad Server

- For Pre-roll ads select the Pre-roll section, set it to “enabled” and paste the Ad Tag URL received from the ad server

The screenshot shows the 'Ad Timeline' configuration interface. A yellow circle highlights the 'PreRoll Ads:' button in the top navigation bar. Below it, the 'Request PreRoll Ads' section has the 'Enabled' radio button selected. The 'Ad tag URL:' field contains the text 'http://ad.doubleclick.net/pfadx/mysite.com;dcadv=2215309;sz=0x0;ord=%5btimes'. The 'Display' dropdown is set to '1', 'PreRoll ad/s after every' is set to '1st', and 'video starting with the' is set to '1st'.

- For bumper videos (a bumper video is a static pre-roll that does not use an ad server) select the bumper section, and set it to enabled. Select a Kaltura entry id that will be used as the bumper, and add the click URL.

The screenshot shows the 'Ad Timeline' configuration interface. A yellow circle highlights the 'Bumper Video:' button in the top navigation bar. Below it, the 'Bumper Video:' section has the 'Enabled' radio button selected. The 'Entry ID:' field contains the text '1\_4dvp12lh'. The 'Click URL:' field contains the text 'http://mysite.com/landing\_page.html'.

- For Overlay ads select the overlay section, set it to enabled and paste the Ad Tag URL received from the ad server.

**Ad Timeline**

PreRoll Ads: ▶ Bumper Video: ▶ **Overlay Ads:** ▶ PostRoll Ads:

Request Overlay Ads: ☒ Enabled ☐ Disabled

Ad tag URL:

First overlay request after:  (minutes:seconds)

Following overlay ads after every:  (minutes:seconds)

Display overlay ad for:  (minutes:seconds)

- For Post-roll ads select the Post-roll section, set it to enabled and paste the Ad Tag URL received from the ad server

**Ad Timeline**

PreRoll Ads: ▶ Bumper Video: ▶ Video Content: ▶ **PostRoll Ads:**

Request PostRoll Ads: ☒ Enabled ☐ Disabled

Ad tag URL:

Display:  PostRoll ad/s after every:  video starting with the:  video.

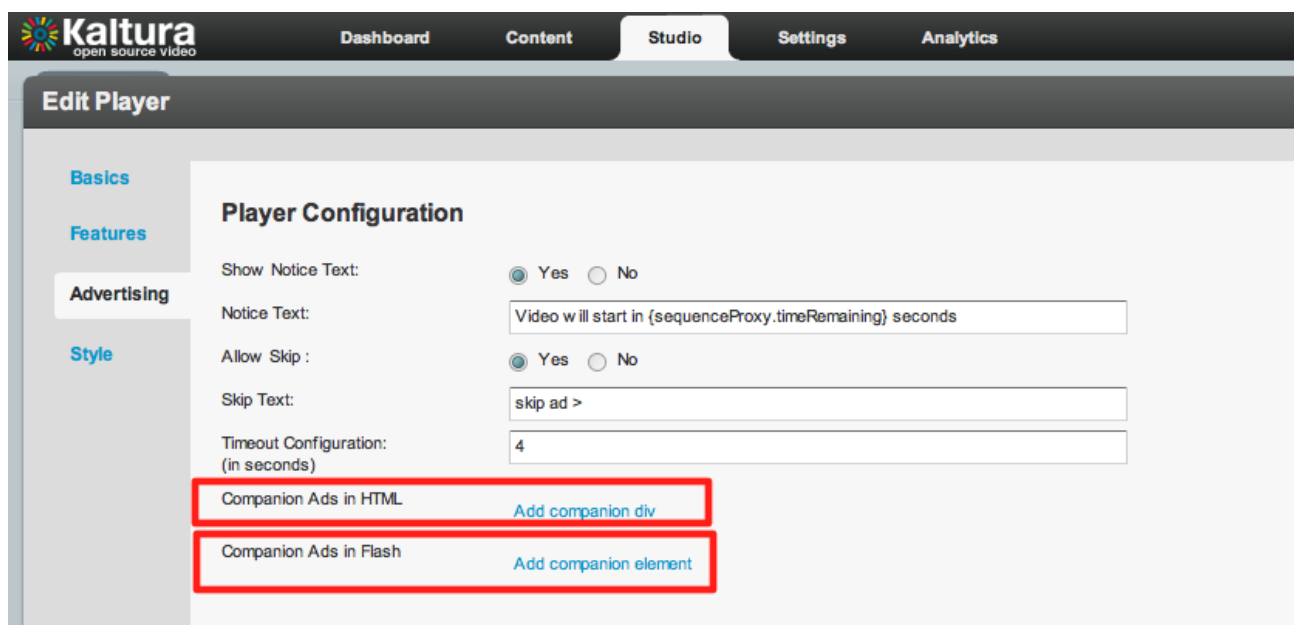


## Configuring Companion Ads

Companion Ads are “text, display ads, rich media, or skins that wrap around the video experience, and can run alongside either or both the video or ad content. The primary purpose of the Companion Ad product is to offer sustained visibility of the sponsor throughout the video content experience.”

- [http://www.iab.net/wiki/index.php/Companion\\_Ad](http://www.iab.net/wiki/index.php/Companion_Ad)

Kaltura’s platform makes it easy to add Companion Ads in either HTML or Flash. After you’ve configured your player (see section I “Configuring The Kaltura Video Player” earlier in this document), edit the player and navigate to the Advertising tab. Scroll down a bit and you’ll see the “Player Configuration” section:



**Edit Player**

**Advertising**

**Player Configuration**

Show Notice Text: ☒ Yes ☐ No

Notice Text:

Allow Skip: ☒ Yes ☐ No

Skip Text:

Timeout Configuration: (in seconds)

Companion Ads in HTML [Add companion div](#)

Companion Ads in Flash [Add companion element](#)

Here, you can choose to configure HTML or Flash-based Companion Ads.

### 1. Companion Ads in HTML

Click on the “Add companion div” text in the “Player Configuration” section. You’ll get entry fields to enter the CSS “id” of your companion ad and the dimensions in pixels. You can click on the “Add companion div” text multiple times to enter more ad regions:

**Note: make sure the dimensions you enter here match the dimensions of your served ads exactly.**

### Player Configuration

Show Notice Text: ☒ Yes ☐ No

Notice Text:

Allow Skip: ☒ Yes ☐ No

Skip Text:

Timeout Configuration: (in seconds)

Companion Ads in HTML

Div ID:	<input type="text" value="myCompanionAd"/>	Dimensions:	<input type="text" value="234"/>	x	<input type="text" value="60"/>	<a href="#">✕ Remove</a>
Div ID:	<input type="text"/>	Dimensions:	<input type="text" value="0"/>	x	<input type="text" value="0"/>	<a href="#">✕ Remove</a>

[Add companion div](#)

Companion Ads in Flash

[Add companion element](#)

**Click here to create more ad regions**

Enter the CSS div id and dimensions (in pixels) for each ad region.

In the web page where your Companion Ads will display, you need to include a Javascript file as well as a corresponding HTML <div> tag with a matching id for each region you create:

```
<html>
<body>
<head>
....
<script src="http://www.kaltura.com/javascript/VAST/companionAdFunc.js" type=
  "text/javascript"></script>
....
</head>
<body>
....
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash" ..... </object>
<div style= "width: 234px; height: 60px;" id="myCompanionAd">
</div>
....
</body>
</html>
```

## 2. Companion Ads in Flash

Click on the “Add companion div” text in the “Player Configuration” section. You’ll get entry fields to enter the CSS “id” of your companion ad and the dimensions in pixels. You can click on the “Add companion div” text multiple times to enter more ad regions:

**Note: make sure the dimensions you enter here match the dimensions of your served ads exactly.**

### Player Configuration

Show Notice Text: ☒ Yes ☐ No

Notice Text:

Allow Skip: ☒ Yes ☐ No

Skip Text:

Timeout Configuration: (in seconds)

Companion Ads in HTML

Companion Ads in Flash

Add companion div

Element ID: **Controls** Dimensions:  x  [Remove](#)

Element ID: **Controls** Dimensions:  x  [Remove](#)

Add companion element

**Click here to create more ad regions**

There are either two or three possibilities for the “Element ID” pulldown menu. If you created a Kaltura Playlist Player (for details on creating new players, see section I, “Configuring The Kaltura Video Player”), then you will see three options:

Companion Ads in Flash

Element ID: **Controls** Dimensions:  x  [Remove](#)

Add companion

**Controls**

Playlist

Custom

If you created a regular (non-Playlist) Player, then you will see two options:

Companion Ads in Flash

Element ID: **Controls** Dimensions:  x  [Remove](#)

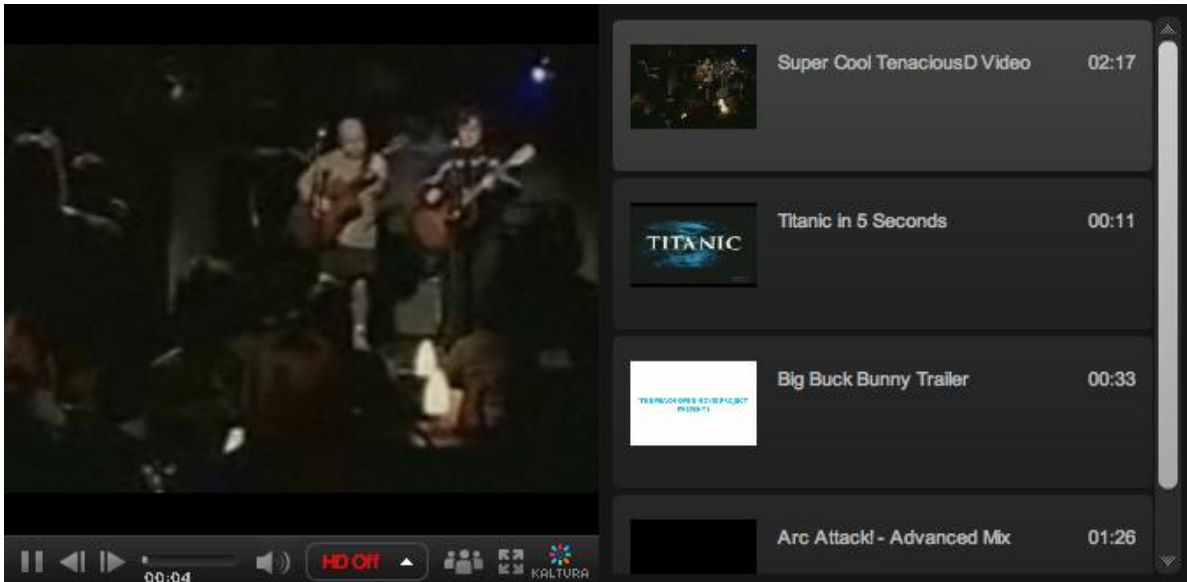
Add companion

**Controls**

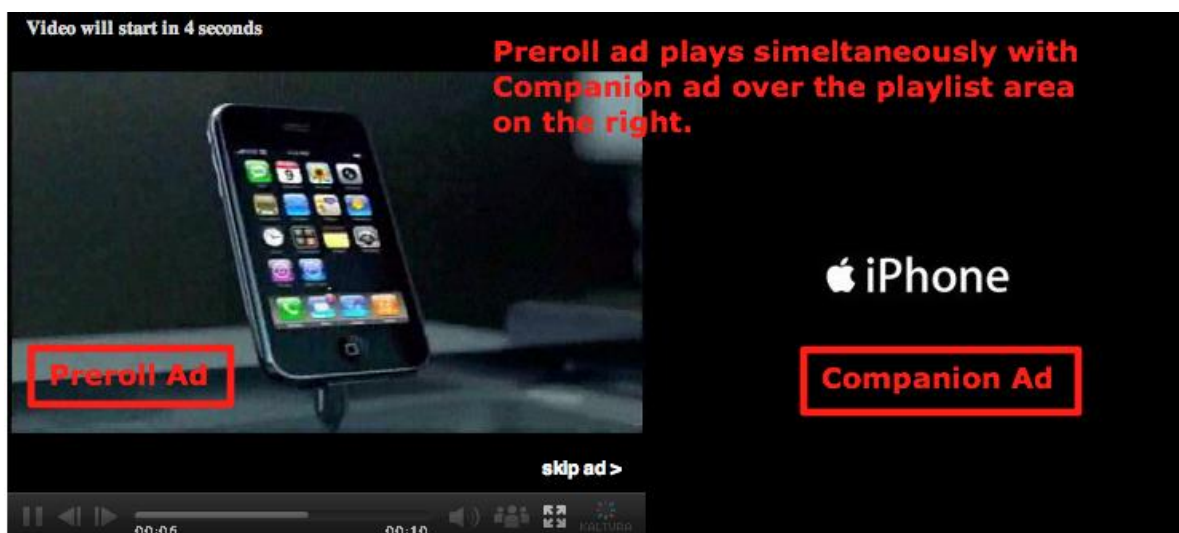
Custom

The “Custom” option is not available, so do not use it. If your companion ad will appear in the regular player window above the player controls, then select “Controls”. If your ad will overlay the Playlist, then select “Playlist”. Enter the dimensions of your ad (in pixels) in the “Dimensions” text fields.

Here’s a Kaltura Playlist Player in a horizontal configuration:



In the example below, the same player plays a preroll ad in the main player area while a Flash Companion Ad is displayed in the playlist area:



### Targeting with an Ad Server

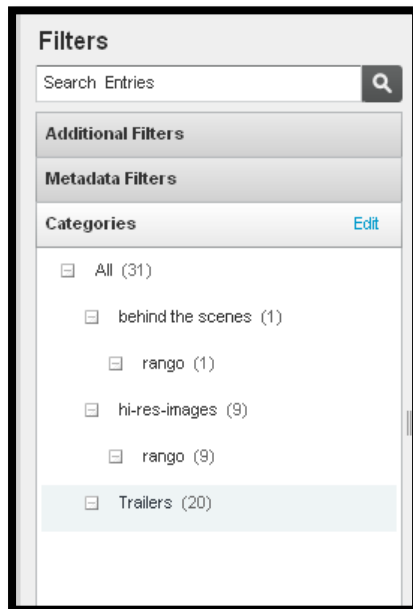
While ads targeting is performed within the ad server, Kaltura's advertising module is designed to pass all the relevant targeting information to the ad server.

Targeting information can be set in several levels:

1. Targeting per player and ad slot – you can add additional key value pairs within the adtag URL. The ad server will use these for targeting.

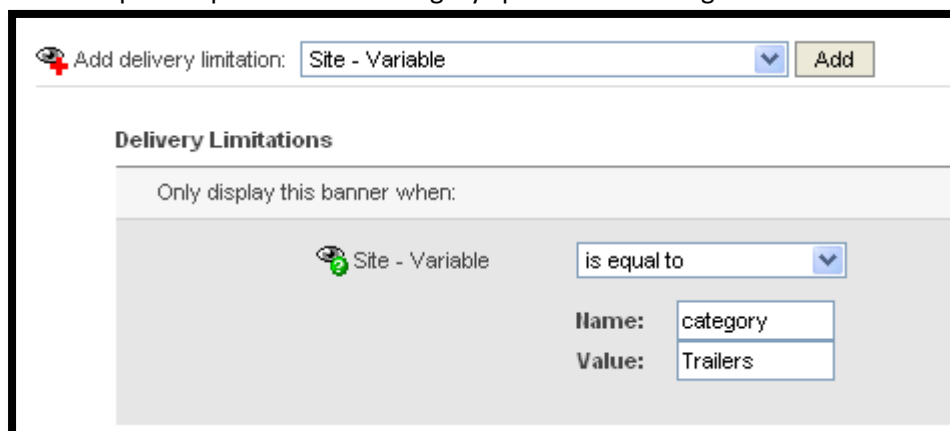
2. Targeting per content item - The Kaltura VAST module supports dynamic pulling of metadata from the content item, and passes it to the ad server.  
For example for targeting a specific content category :

a) Drag content items into the category within the KMC



b) Define the additional parameter in your ad server.

For example in OpenX set the "category" parameter through "Site - Variable"



- c) Add category template `category={mediaProxy.entry.categories}` into the AdTag URL. At runtime this template will be populated with the actual values for each video played.

The screenshot shows the Kaltura VAST configuration interface. At the top, there are four main sections: PreRoll Ads, Bumper Video, Video Content (which includes Overlay Ads), and PostRoll Ads. Below these, there are several configuration options:

- Request PreRoll Ads:** A radio button selection with **Enabled** selected and **Disabled** unselected.
- Ad tag URL:** A text input field containing the URL `c.php?zones=pre-roll=150750%20&category={mediaProxy.entry.categories}&scr`. The template `{mediaProxy.entry.categories}` is highlighted with a green box.
- Display:** A dropdown menu set to **1**.
- PreRoll ad/s after every:** A dropdown menu set to **1st**.
- video starting with the:** A dropdown menu set to **1st**.
- video.** A text input field.

The following targeting templates are available for targeting

- `category={mediaProxy.entry.categories}`
- `tags={mediaProxy.entry.tags}`
- `name={mediaProxy.entry.name}`
- `id={mediaProxy.entry.id}`

### 3. Targeting per viewer

In some cases the targeting information is not defined per content item, but per viewer. To support these cases the Kaltura VAST module dynamically pulls metadata from the website via flashvars passed to the player.

For example targeting per a specific age group. This example assumes that the hosting site has a user database and would like to further target known users.

- a) Pass the viewer age from your internal DB to the player via Flashvar.

```
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash" data-bbox="154 594 665 712"
  = "always" height="333" width="680" xmlns:dc="http://purl.org/dc/terms/"
  resource="http://www.kaltura.co.cc/index.php/kwidget"
  "http://www.kaltura.co.cc/index.php/kwidget/cache_s
  "allowNetworking" value="all" />
  <param name="allowS
  <param name="flashVars" value="&viewerAge=34">
```

- b) Define the additional parameter in your ad server.  
For example in OpenX, set the “viewerAge” parameter through “Site - Variable”

Add delivery limitation: Site - Variable [v] [Add]

**Delivery Limitations**

Only display this banner when:

- Site - Variable is greater than [v]

Name: viewerAge

Value: 20

- c) Add the flashvar template into the AdTag URL, this template will be populated in runtime with the actual values.  
The template is `FLASHVAR_NAME={configProxy.flashvars.FLASHVAR_NAME }` and in the viewerAge example it would be:  
`viewerAge={configProxy.flashvars.viewerAge}`

PreRoll Ads: ► Bumper Video: ► Video Content (Overlay Ads) ► PostRoll Ads:

Request PreRoll Ads: ☒ Enabled ☐ Disabled

Ad tag URL: ll=150750%20;viewerAge={configProxy.flashvars.viewerAge}&category={medi

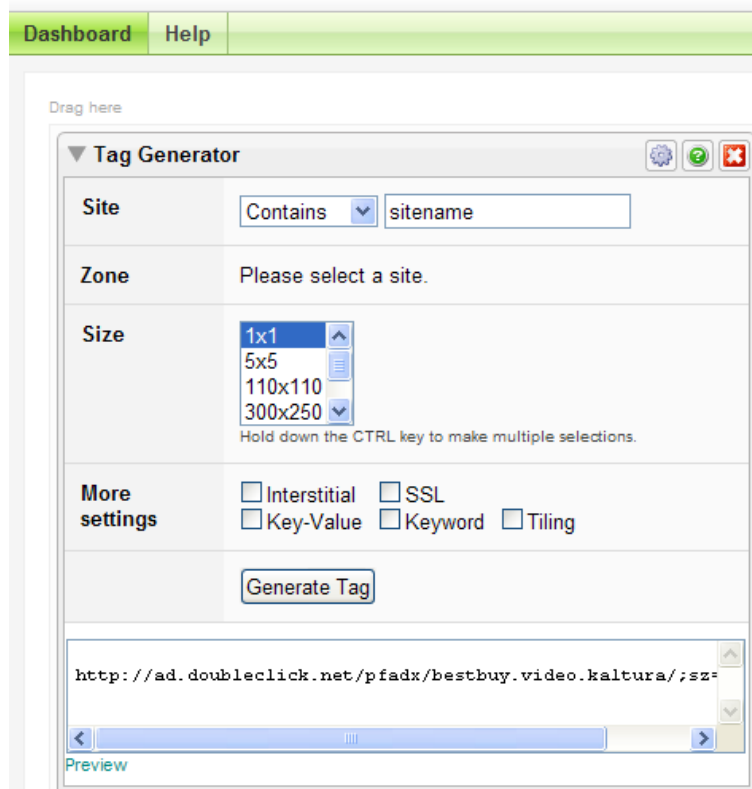
Display: 1 ▼ PreRoll ad/s after every: 1st ▼ video starting with the: 1st ▼ video.

## How to locate the Ad Tag URL

### DFP

In DFP there is a “Tag Generator” utility in the dashboard to generate the ad tag url.

The ad tag url ([http://ad.doubleclick.net/pfadx/mysite.com/...](http://ad.doubleclick.net/pfadx/mysite.com/)) is at the bottom of the widget.



### OpenX

In OpenX the adtag URL is linked to an OpenX Zone, in the following format:

[http://\[OPENX\\_INSTALL\]/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charset=UTF\\_8&nz=1&zones=z1=\[ZONE\\_ID\]](http://[OPENX_INSTALL]/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charset=UTF_8&nz=1&zones=z1=[ZONE_ID])

for openX hosted, the URL is d1.openx.org. ,

from within your OpenX account you can retrieve the zone Id.

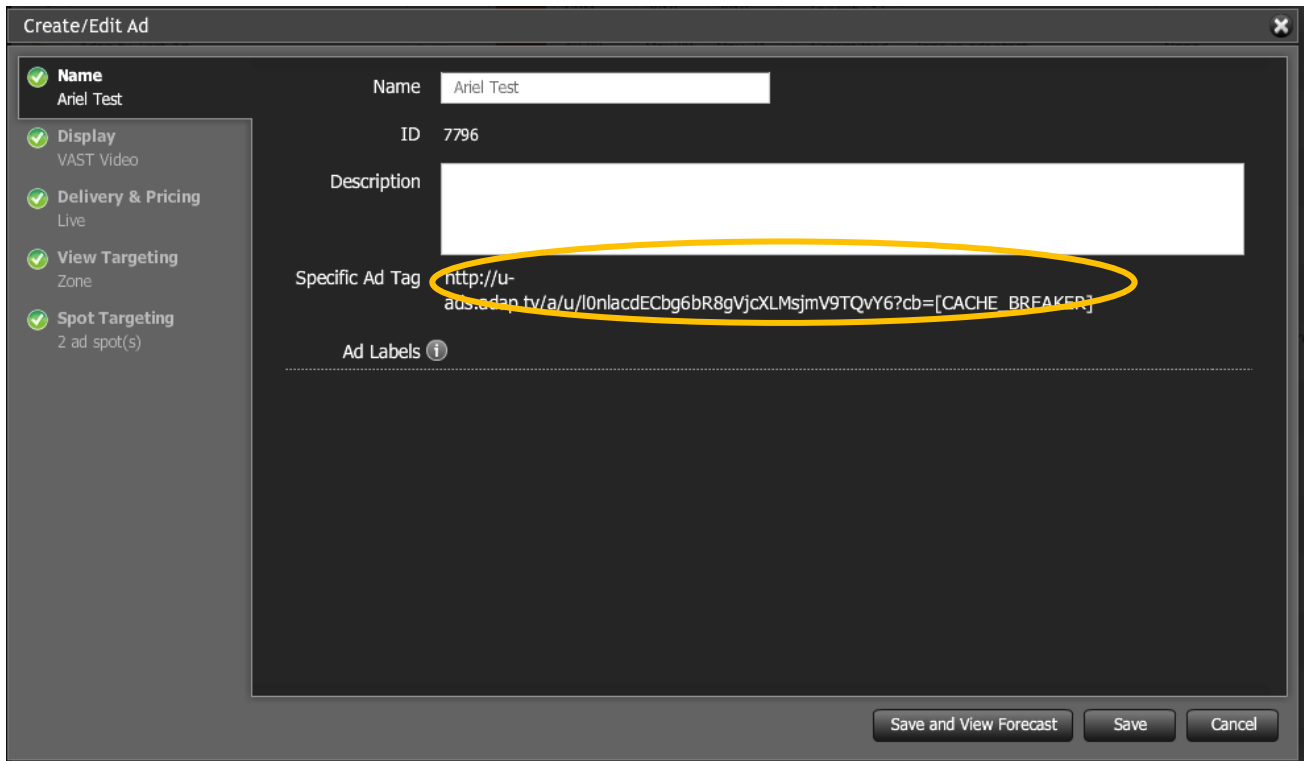
for example for zone id 150750 in openX hosted the ad tag url would be:

[http://d1.openx.org/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charset=UTF\\_8&nz=1&zones=z1=150750](http://d1.openx.org/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charset=UTF_8&nz=1&zones=z1=150750)



## AdapTV (via VAST)

Copy the "Specific Ad Tag" from the Ad screen



Create/Edit Ad

**Name**  
Ariel Test

**ID**  
7796

**Description**

**Specific Ad Tag**  
[http://u-aus.adap.tv/a/u/10nlacdECbg6bR8gVjcXLMsjmV9TQvY6?cb=\[CACHE\\_BREAKER\]](http://u-aus.adap.tv/a/u/10nlacdECbg6bR8gVjcXLMsjmV9TQvY6?cb=[CACHE_BREAKER])

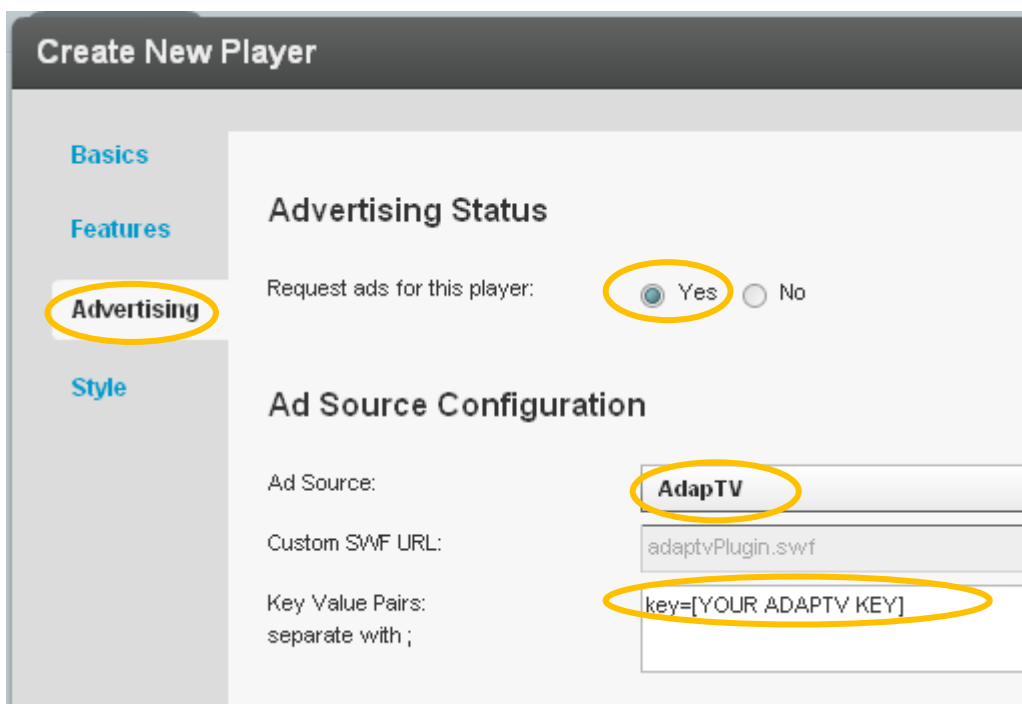
**Ad Labels** ⓘ

Save and View Forecast Save Cancel

## Connecting with Ad Servers and networks via adap.tv

To add adap.tv's service to your Kaltura players start by signing up with adap.tv ([Contact us](#) to learn more) – you will then receive an adap.tv Partner Key.

1. Go to the Studio tab and edit an existing player or create a new one
2. Go to the Advertising section
3. Enable ads for this player
4. Select adapTV from the “Ad Source” drop down
5. Enter your adap.tv Partner Key in “Key Value Pairs” section, in the following format “key=[YOUR ADAPTV KEY]”



**Create New Player**

**Advertising Status**

Request ads for this player: ☒ Yes ☐ No

**Ad Source Configuration**

Ad Source: **AdapTV**

Custom SWF URL: adapTVPlugin.swf

Key Value Pairs: key=[YOUR ADAPTV KEY]  
separate with ;

6. Target, manage and customize your ads via the [adap.tv console](#)
7. Via adap.tv you can also connect to additional ad servers & ad networks such as AdTech, Atlas, DART, OpenX, Advertising.com, ScanScout, SpotExchange, Google AFV, AdBrite, AdDynamic, AdEngage, AdFish, AdoTube and over 20 other networks and servers.

For example connecting to DART via adap.tv would simply require pasting the Ad Tag URL that the AdTech Server supplies.

## Connecting with Tremor Media

1. To add Tremor Media's service to your Kaltura players start by signing up with Tremor Media ([Contact us](#) to learn more) – you will then receive a Tremor Media Program ID.
2. Go to the studio tab and edit an existing player or create a new one
3. Go to the Advertising section
4. Enable ads for this player
5. Select Tremor from the "Ad Source" drop down
6. Enter your acudeo Program id in the "Key Value Pairs" section, in the following format:  
"progId=[YOUR ACUDEO PROGRAM ID]". Additional targeting parameters should be separated with semicolons.

## Edit Player

**Basics**

**Features**

**Advertising**

**Style**

### Advertising Status

Request ads for this player: ☒ Yes ☐ No

### Ad Source Configuration

Ad Source: **Tremor**

Custom SWF URL: tremorPlugin.swf

Key Value Pairs: progId=[YOUR ACUDEO PROGRAM ID]

7. Target, manage and customize your ads via the [Tremor Media console](#) (Acudeo).

Via Tremor Media's Acudeo console you can specify ad sources for each ad slot within your content. Program id's are available in the program list

**ACUDEO®** Kaltura

HELP | MY ACCOUNT | LOG OUT

HOME AD POLICIES VIDEO APPLICATIONS AD ROTATOR REPORTING ACCOUNTS

VIEW AD POLICIES CREATE NEW AD POLICY

Show Ad Policies with Ad Policy ID

Ad Policy Name	ID	Modified By	Date Created	Date Modified	Preview	Modify	Duplicate
overlay after 15 sec	4c4c4b66e721b	eitan.avgil@kaltura.com	07/25/10 10:34 AM	07/25/10 10:34 AM			
pre roll every 2nd	4c27908cb91dd	eitan.avgil@kaltura.com	06/27/10 01:55 PM	06/27/10 02:38 PM			
Atar - post_overlay	4c1a21ec7d676	eitan.avgil@kaltura.com	06/17/10 09:23 AM	07/25/10 10:26 AM			
Atar - mid only	4c1a1c25270b5	eitan.avgil@kaltura.com	06/17/10 08:59 AM	06/17/10 09:01 AM			
Atar - pre_mid_post_overlay	4c19d3fb12d7	eitan.avgil@kaltura.com	06/17/10 03:51 AM	06/17/10 03:54 AM			
AmirN pre+mid	4b962fa654fb4	eitan.avgil@kaltura.com	03/09/10 07:23 AM	03/09/10 07:23 AM			
mid roll time based	4b7960f9a06e4	eitan.avgil@kaltura.com	02/15/10 10:58 AM	02/15/10 10:59 AM			
Ariel Test program	4b584e8b0181f	eitan.avgil@kaltura.com	01/21/10 08:54 AM	01/21/10 10:32 AM			
ariel test	4b572ea432ac3	eitan.avgil@kaltura.com	01/20/10 12:26 PM	01/20/10 02:03 PM			
eran pre + post	4a530e2200a52	eitan.avgil@kaltura.com	07/07/09 04:58 AM	07/07/09 04:58 AM			
moran	4a51b2e101ca9	eitan.avgil@kaltura.com	07/06/09 04:16 AM	07/06/09 04:16 AM			
50 Percent	4a2fa1854fd5a	eitan.avgil@kaltura.com	06/10/09 08:05 AM	06/10/09 08:05 AM			
pre roll timeout 8	4a12a53f457bd	eitan.avgil@kaltura.com	05/19/09 08:25 AM	05/19/09 08:25 AM			
midroll X 5	4a12a4ca7902d	eitan.avgil@kaltura.com	05/19/09 08:23 AM	05/20/09 05:02 AM			
AmirN All - Pre-roll / Mid-roll + Overlay / Post-Roll	4a1294f4b728d	eitan.avgil@kaltura.com	05/19/09 07:16 AM	06/21/10 11:01 AM			
eran_end	4a129492db314	eitan.avgil@kaltura.com	05/19/09 07:14 AM	05/19/09 10:51 AM			
eran_mid_end	4a128d6d0c165	eitan.avgil@kaltura.com	05/19/09 06:43 AM	05/19/09 06:43 AM			

1 2 ... 2

© 2010 Tremor Media powered by tremor media

## Player Design

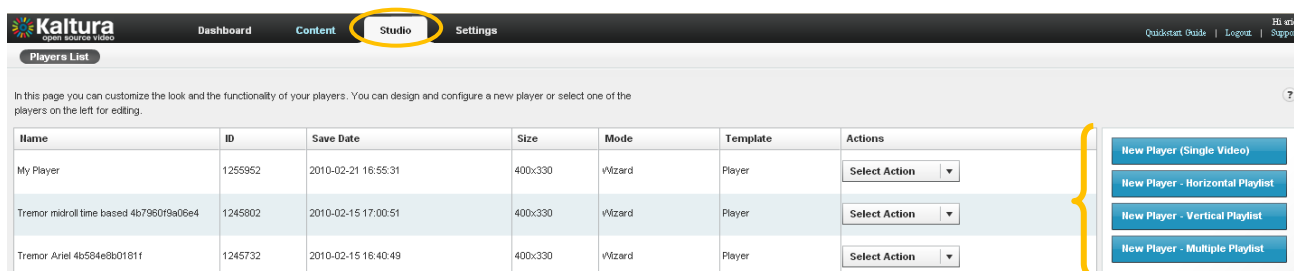
### [Designing and Configuring a New Player or Playlist](#)

- [Configuring the player settings](#)
- [Configuring the player features](#)
  - [Additional feature configuration options for playlists](#)
- [Configuring the player style](#)
- [Creating a Multiple Playlist](#)

### Designing and Configuring a New Player or Playlist

The Studio section of the KMC enables you to create new configurations and design for players and playlists. Add, remove and adjust multiple buttons and features, and create a look to match your site.

Start by logging-in to the KMC and going to the Studio tab. Select the type of player you would like to create: player, player with playlist (horizontal/vertical) or player with multiple playlists.



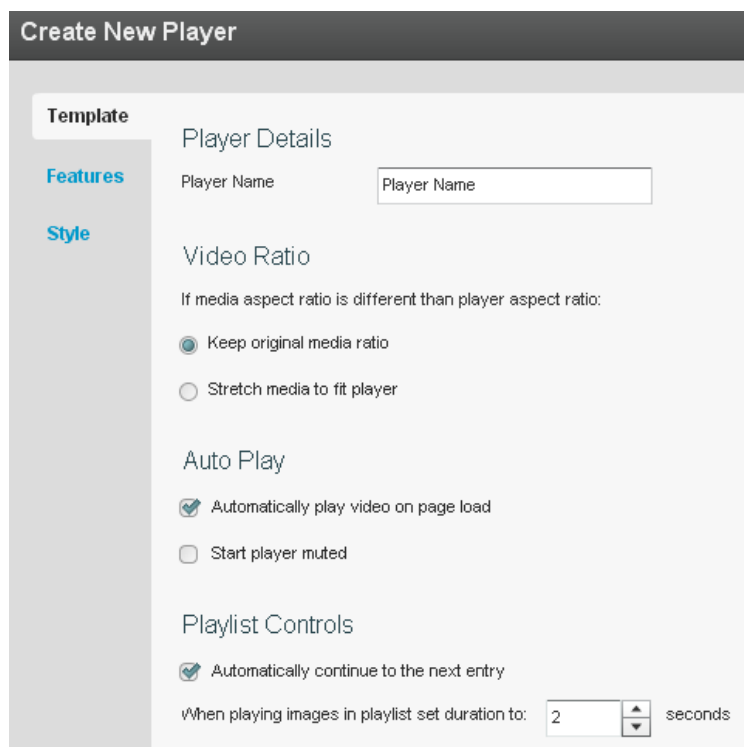
The screenshot shows the Kaltura Studio interface. At the top, there's a navigation bar with 'Dashboard', 'Content', 'Studio' (highlighted with a yellow circle), and 'Settings'. Below this is a 'Players List' section. A message states: 'In this page you can customize the look and the functionality of your players. You can design and configure a new player or select one of the players on the left for editing.' Below this is a table with columns: Name, ID, Save Date, Size, Mode, Template, and Actions. The table contains three rows of player data. To the right of the table is a sidebar with four buttons: 'New Player (Single Video)', 'New Player - Horizontal Playlist', 'New Player - Vertical Playlist', and 'New Player - Multiple Playlist'.

Name	ID	Save Date	Size	Mode	Template	Actions
My Player	1255952	2010-02-21 16:55:31	400x330	vNzard	Player	Select Action ▼
Tremor midroll time based 4b7960f9a06e4	1245802	2010-02-15 17:00:51	400x330	vNzard	Player	Select Action ▼
Tremor Ariel 4b584e8b01611	1245732	2010-02-15 16:40:49	400x330	vNzard	Player	Select Action ▼

### Configuring the Template Settings

1. Begin by selecting a name for your player (required). We suggest choosing an informative name – it will help you when you're ready to embed players into your site.
2. Set the Video Ratio – select normal/wide and opt to either keep or stretch your media to fit the player when the media and player aspect ratios are different.
3. Select auto-play features

4. If you're creating a Player & Playlist you'll also see the Playlist Controls – check "Automatically continue" to play the playlist media consecutively. For playlists with images, set the duration for images to be displayed during the continuous play of the playlist.

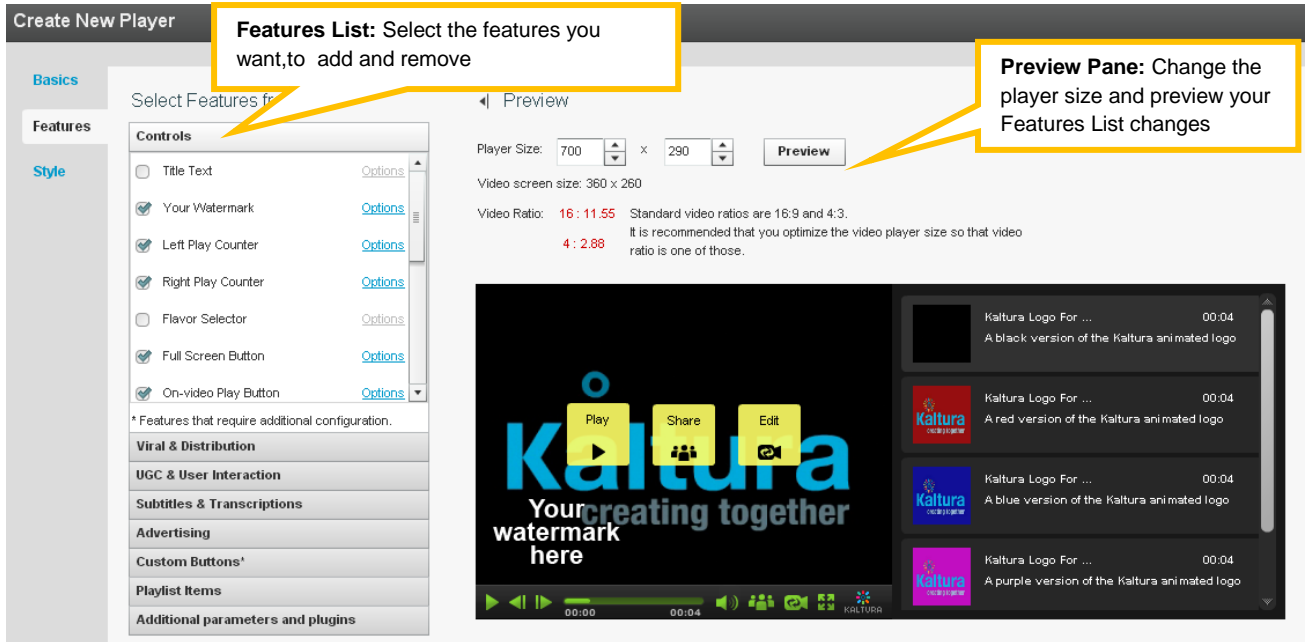


The screenshot shows the 'Create New Player' interface. On the left is a sidebar with three tabs: 'Template' (selected), 'Features', and 'Style'. The main content area is titled 'Player Details' and contains several sections:

- Player Name:** A text input field with the placeholder text 'Player Name'.
- Video Ratio:** A section with the text 'If media aspect ratio is different than player aspect ratio:' and two radio buttons:
  - ☒ Keep original media ratio
  - ☐ Stretch media to fit player
- Auto Play:** A section with two checkboxes:
  - ☒ Automatically play video on page load
  - ☐ Start player muted
- Playlist Controls:** A section with one checked checkbox:
  - ☒ Automatically continue to the next entry
- When playing images in playlist set duration to:** A numeric input field with the value '2', a spinner control, and the text 'seconds'.

## Configuring the Player Features

In the Features Tab you can select the features (buttons, layers and modules) to be included in your player. Any changes you make will appear in the preview area (click Preview button to see changes you've made).



The features list is made up of different sections, controlling the various features of the player.

Player (A) below displays the default settings. The following instructions will show you how to create a more customized player, for example, Player (B).

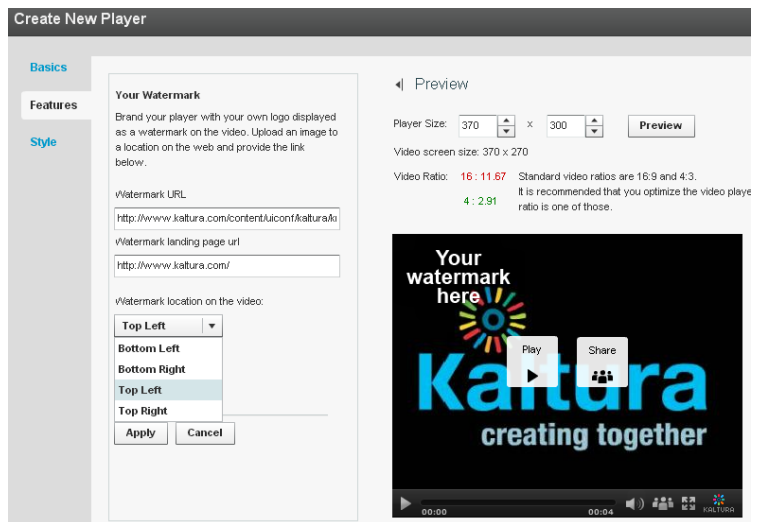
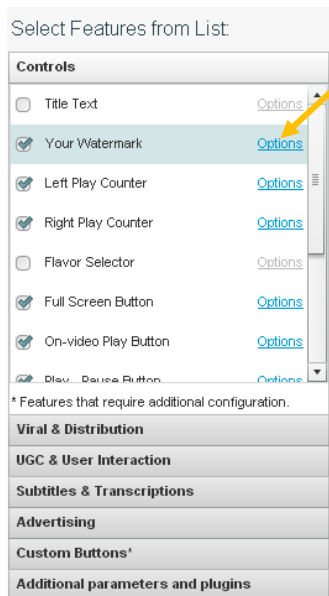
**Note that Player (B) presents only one of many set-up scenarios.** There are many configuration options within this section. Click the Help button on the top right of any page to learn more.



1. Change the location of the watermark logo

Go to Controls → Watermark → click Options

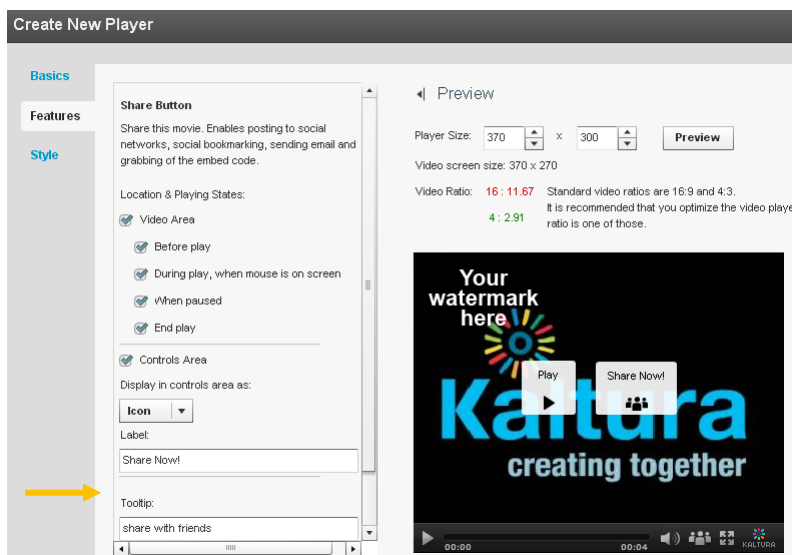
In the Watermark Location drop-down menu select Top Left, click Preview and then Apply to confirm your choice



## 2. Change the label of the Share button

Go to Viral & Distribution → Share Button → Options

Locate the Label field and change the default text to "Share now!", then click Apply

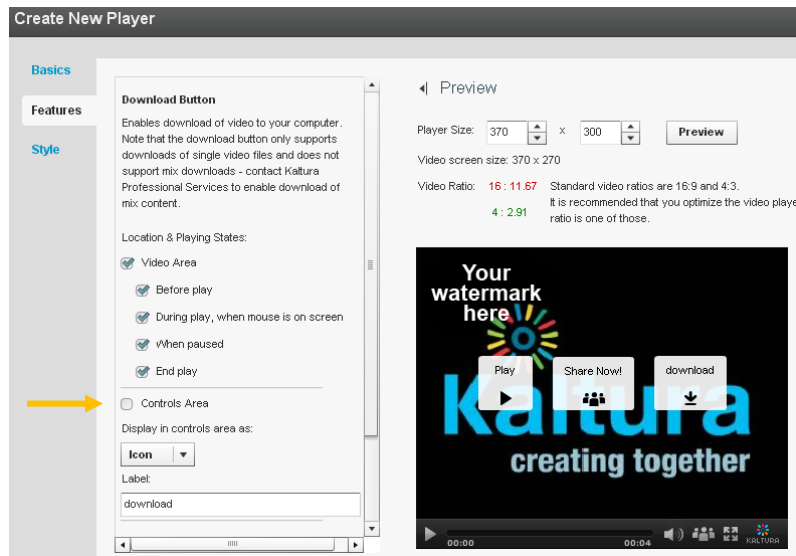


## 3. Add Download button to the video area only

Go to Viral and Distribution → check the Download feature → click Options

Remove the check mark from the Controls Area option



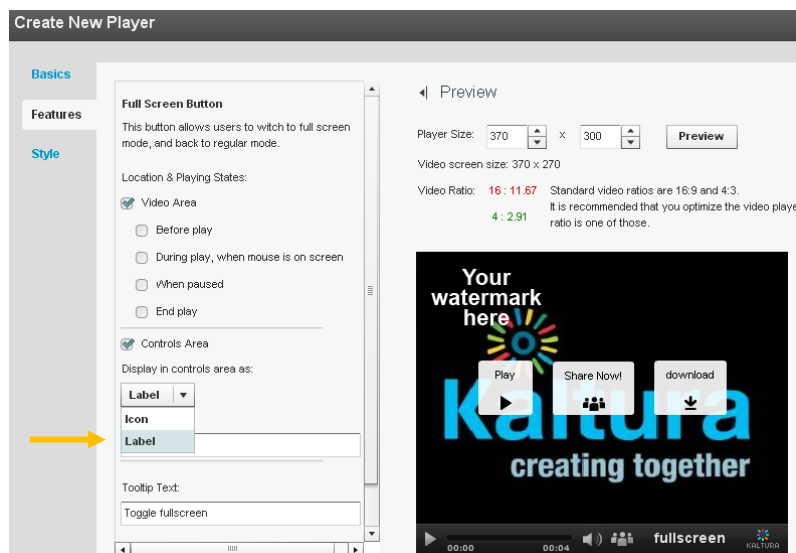


4. Change existing Fullscreen button on the control area to text button

Go to Controls → Fullscreen → Options

In the Display in Controls Area drop-down select Label

If desired, change the label text in the Button Label field



## Additional feature configuration options for playlists

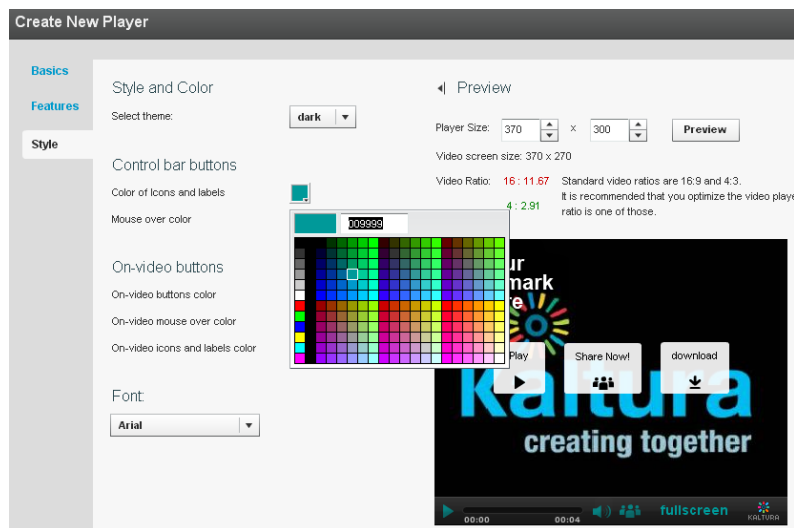
When creating a playlist (either with one or multiple tabs) you will see additional configuration options under the Playlist Items section. This will allow you to display various types of information for each of the playlist items, such as number of plays, tags, rank etc.

→ Play around some more to get a feel for the Features section and then continue to customize the player's design in the Style section.

## Configuring the Player Style

In the Style Tab you can select the theme, colors and fonts for your player.

1. Select either a dark or light player skin.
2. Choose the colors of the icons/labels and online video buttons by clicking the small colored squares. This will open a color picker where you can select a color or enter a color value.



3. Change the font.
4. Once you are finished defining your player template, features and style, click Save Changes to complete your player configuration and design.
5. Your new player will now appear in the player list

Kaltura open source video						
Dashboard Content Studio Settings Analytics						
Players List						
In this page you can customize the look and the functionality of your players. You can design and configure a new player or select one of the players on the left for editing.						
Name	ID	Save Date	Size	Mode	Basics	Actions
My Player	1257402	2010-02-22 10:52:47	370x300	vizard	Player	Select Action ▼
My New Player	1257342	2010-02-22 10:24:59	700x290	vizard	Playlist	Select Action ▼
test	1251602	2010-02-18 15:00:56	400x330	vizard	Player	Select Action ▼
Chromless	1251442	2010-02-18 14:08:12	400x300	vizard	Player	Select Action ▼

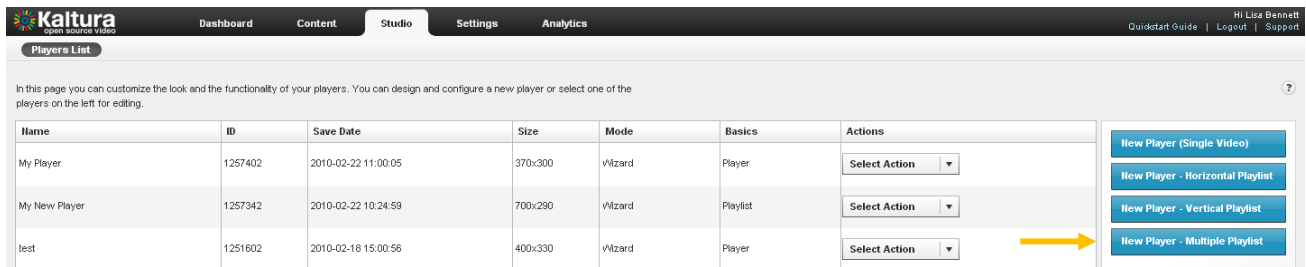
## Creating a Multiple Playlist

A Multiple Playlist is a playlist with a multiple tabs, each containing a different playlist.

Creating a Multiple Playlist:

1. If you haven't already, create the playlists that you wish to use (learn how to [create a playlist](#))

## 2. In the Studio Tab, select New Player – Multiple Playlist



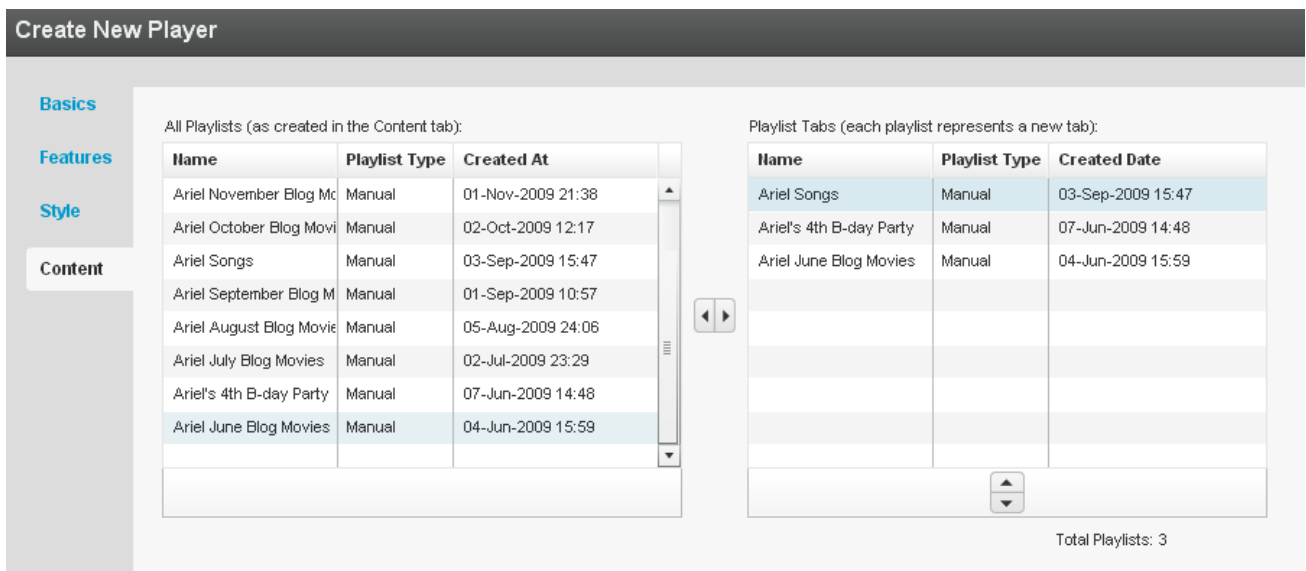
The screenshot shows the Kaltura Studio interface with the 'Studio' tab selected. The 'Players List' table is visible, and a yellow arrow points to the 'New Player - Multiple Playlist' button in the right-hand menu.

Name	ID	Save Date	Size	Mode	Basics	Actions
My Player	1257402	2010-02-22 11:00:05	370x300	Vizard	Player	Select Action ▼
My New Player	1257342	2010-02-22 10:24:59	700x290	Vizard	Playlist	Select Action ▼
test	1251602	2010-02-18 15:00:56	400x330	Vizard	Player	Select Action ▼

Buttons on the right:

- New Player (Single Video)
- New Player - Horizontal Playlist
- New Player - Vertical Playlist
- New Player - Multiple Playlist

- Design and configure your playlist as [described above](#).
- Continue to the Content tab and add pre-existing playlists to your new Multiple Playlist by selecting them and clicking the arrows.
- Save Changes to complete the process.



The 'Create New Player' dialog box is shown with the 'Content' tab selected. It displays a list of all playlists and a section for adding them to the new player's tabs.

**All Playlists (as created in the Content tab):**

Name	Playlist Type	Created At
Ariel November Blog Mc	Manual	01-Nov-2009 21:38
Ariel October Blog Movi	Manual	02-Oct-2009 12:17
Ariel Songs	Manual	03-Sep-2009 15:47
Ariel September Blog M	Manual	01-Sep-2009 10:57
Ariel August Blog Movie	Manual	05-Aug-2009 24:06
Ariel July Blog Movies	Manual	02-Jul-2009 23:29
Ariel's 4th B-day Party	Manual	07-Jun-2009 14:48
Ariel June Blog Movies	Manual	04-Jun-2009 15:59

**Playlist Tabs (each playlist represents a new tab):**

Name	Playlist Type	Created Date
Ariel Songs	Manual	03-Sep-2009 15:47
Ariel's 4th B-day Party	Manual	07-Jun-2009 14:48
Ariel June Blog Movies	Manual	04-Jun-2009 15:59

Total Playlists: 3

- The new player will appear in the Players List.



