
















## Kaltura Quick Start Guide

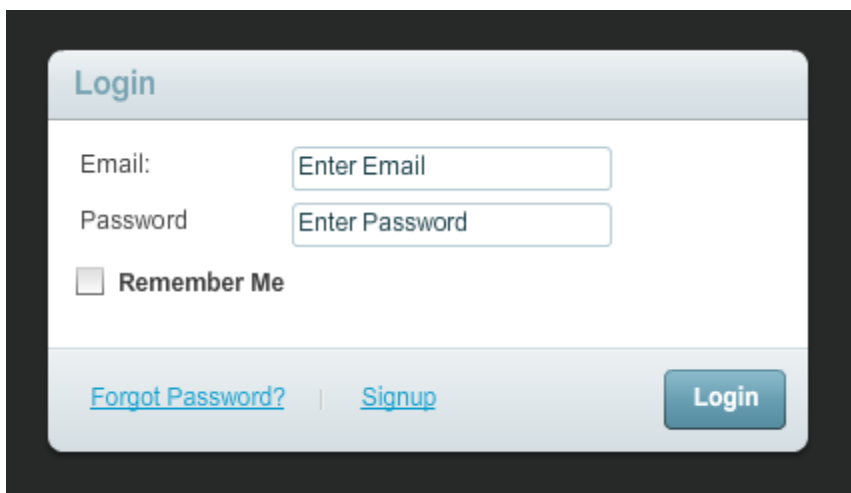
-  [Content Management](#) (Content Tab)
-  [Content Syndication & SEO](#)(Content Tab)
-  [Live Streaming](#)(Content Tab)
-  [Video Delivery Settings](#) (Settings Tab)
-  [Mobile Delivery](#)(Settings Tab)
-  [Access Control Settings](#) (Settings Tab)
-  [Metadata Schema](#) (Settings Tab)
-  [Advertising](#) (Studio Tab)
-  [PlayerDesign](#) (Studio Tab)
-  [Users, Roles and Permissions](#)(Administration Tab)

## 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](#)
  - [Rules Based Playlist](#)
  - [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)

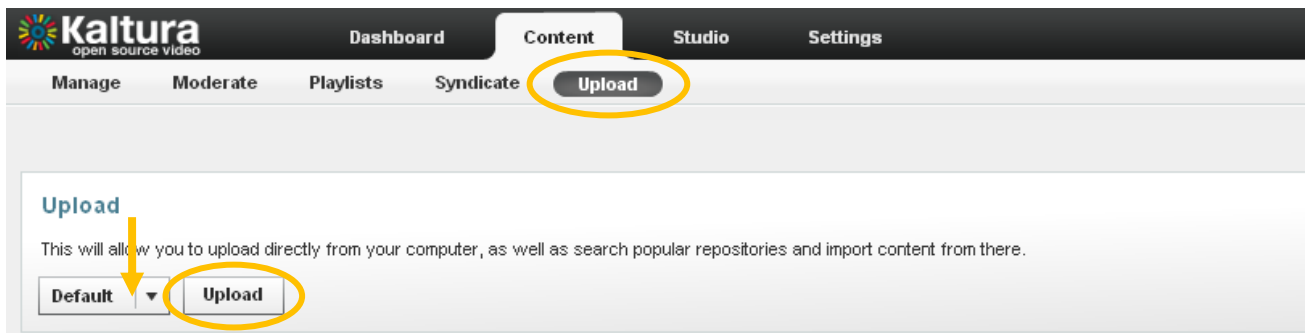
Go to the Kaltura Management Console (KMC) at: <http://www.kaltura.com/index.php/kmc> and log-in with the credentials that you received in the “Kaltura Registration Confirmation” email.



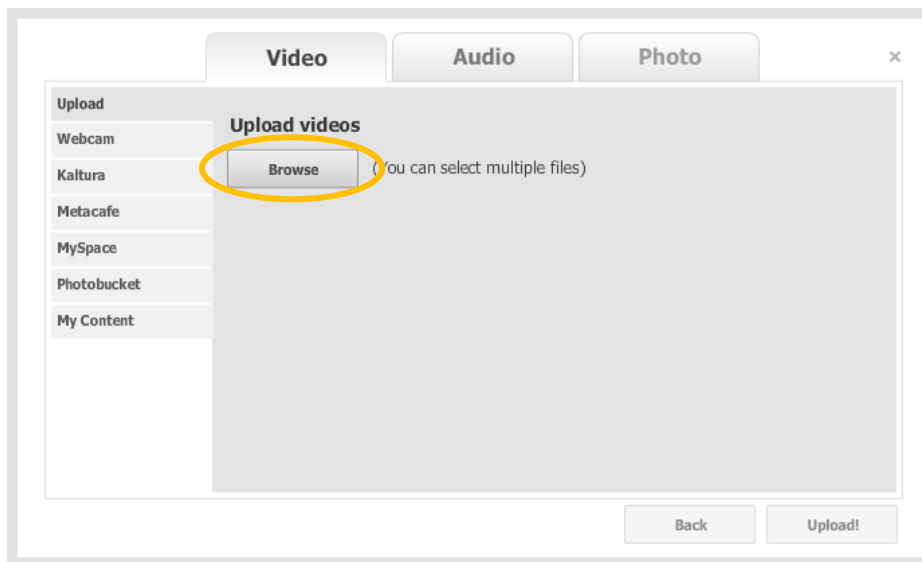
## Uploading videos from your desktop to your website

### 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:

Tags:

Title:

Tags:

- 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 Managetab, locate the files that you want to place on your website and click on Preview & Embed

The screenshot shows the Kaltura 'Content' management interface. On the left, there's a 'Filters' sidebar with a search bar and category filters. The main area displays an 'Entries Table' with columns: Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. The table lists several video entries, including 'dlbert.tv', 'animated logo.avi', 'dartmoor', 'Trailer 3 (H264)', and 'Car racing 3 (H264)'. The 'Publish' column for the last three entries contains a 'Preview & Embed' link, which is circled in yellow for the 'Trailer 3 (H264)' entry.

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	dlbert.tv	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. To learn more about embedding videos for mobile devices go to the [mobile delivery](#) section.

The screenshot shows the Kaltura video player interface for a specific entry (ID: 0\_n1kx7sjw). At the top, there's a dropdown menu for selecting a player skin, with 'KDP3 Light Player' selected and circled in yellow. Below the dropdown is a video player showing a person in an orange spacesuit. The player has a progress bar, volume control, and a 'KALTURA' logo. Below the player, the 'Embed Code' section displays a block of HTML/JavaScript code for embedding the video. A 'Select Code' button is circled in yellow at the bottom of the code section.

Entry ID: 0\_n1kx7sjw

KDP3 Light Player

Play Share

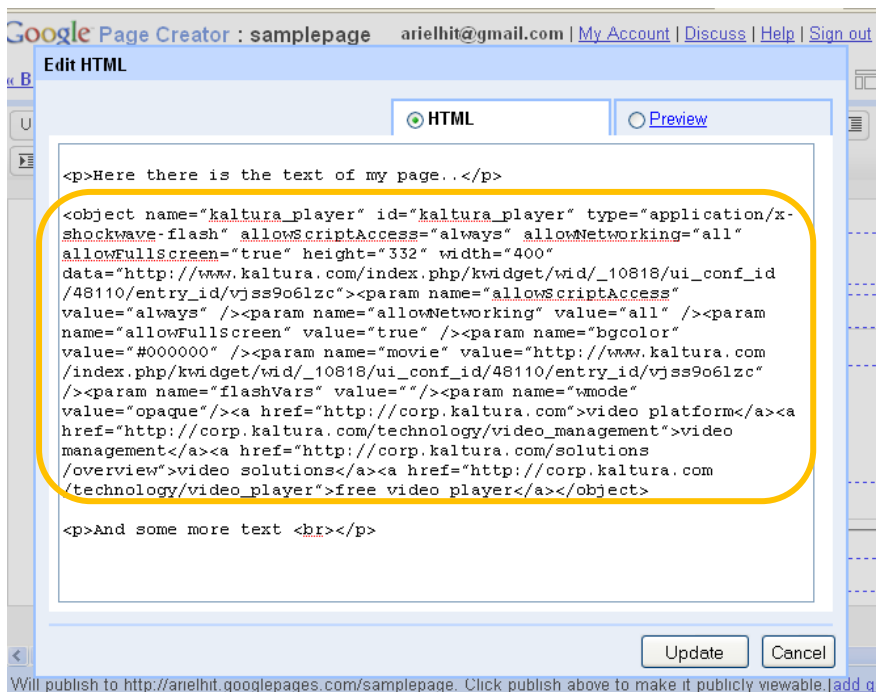
00:32 02:21 KALTURA

**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/1266518860/wid_7463/uiconf_id/48501/entry_id
/0_n1kx7sjw"><param name="allowFullScreen" value="true"
```

Select Code

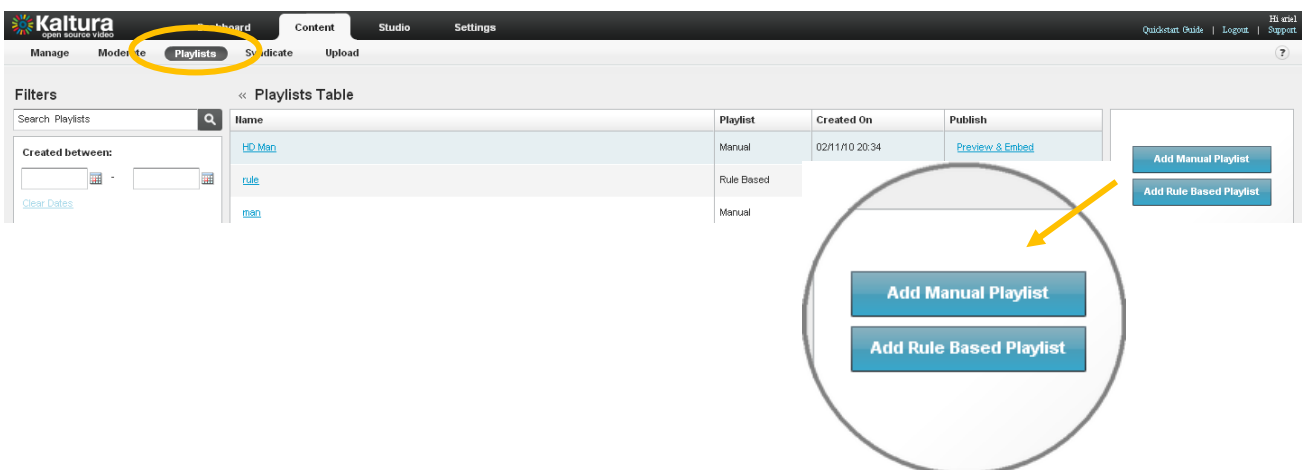
3. Add the embed code to your website HTML source and you're done



## Creating Playlists and embedding them on your website

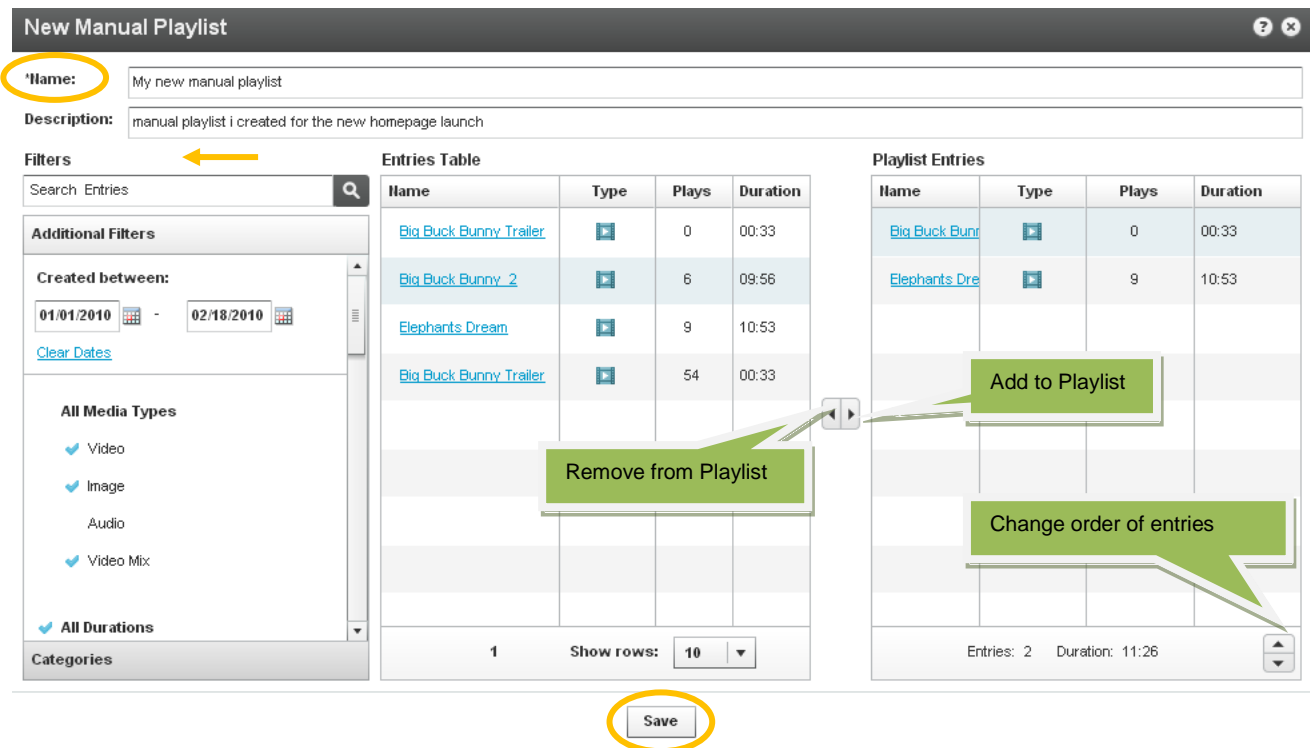
A playlist is a list of media items (videos, audios, images) that can be embedded with a player in your website. Manual playlists allow you to select a static list of items, while rules based playlists allow you to define a dynamic list.

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

**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

1 Show rows: 10

**Playlist Entries**

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

Entries: 2 Duration: 11:26

**Save**

## Creating 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 (H2</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 w</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
<a href="#">My new playlist 3</a>	Rule Based	02/18/10 16:03	<a href="#">Preview &amp; Embed</a>
<a href="#">HD Man</a>	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
```

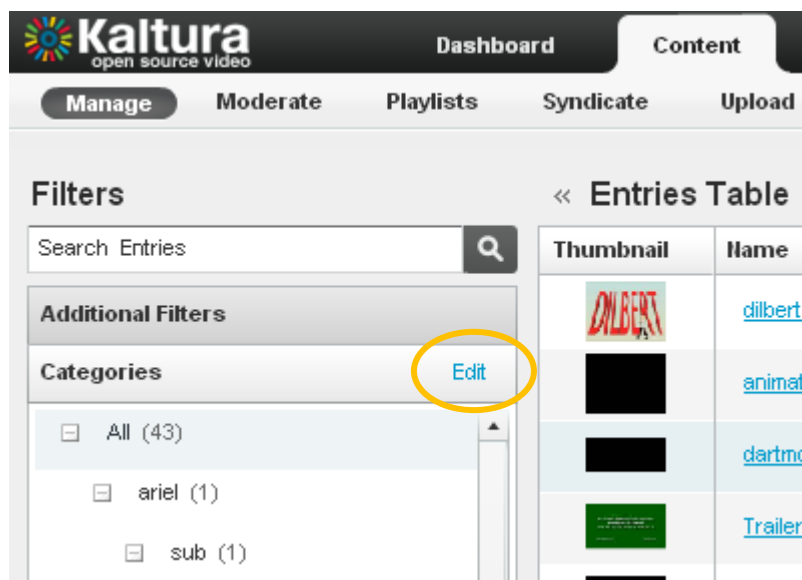
Select Code

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

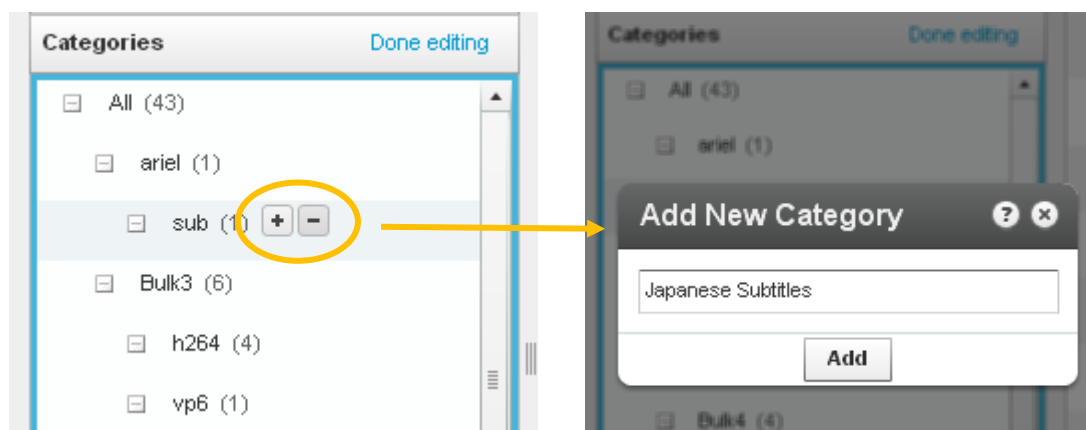
## Creating and Managing Content Categories

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

3. Click Submit CSV to upload the modified file.

4. The process is complete once the status in the table is Finished.

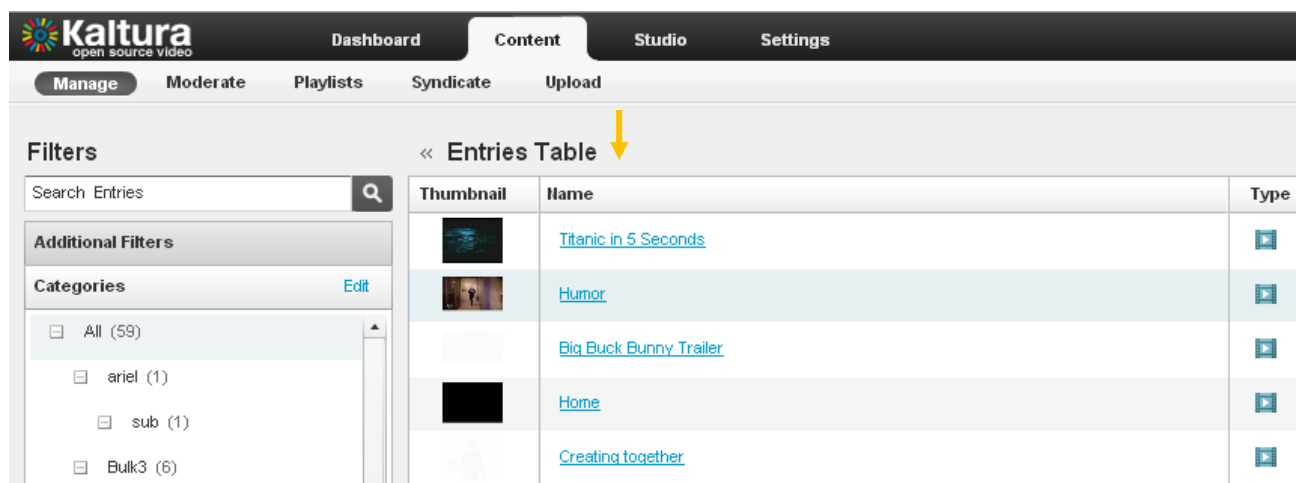
If the content you wish to upload is already hosted on the web, you can easily direct the Kaltura servers to import it for you.

- 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/extv">http://cdn.kaltura.com/index.php/extv</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/extv">http://cdn.kaltura.com/index.php/extv</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/extv">http://cdn.kaltura.com/index.php/extv</a>

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



## 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

**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

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):**

- Copy the feed URL
- Launch the iTunes application installed on your desktop
- 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):**

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

OK

Test Feed

Submit Feed

## SEO

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

## Google

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

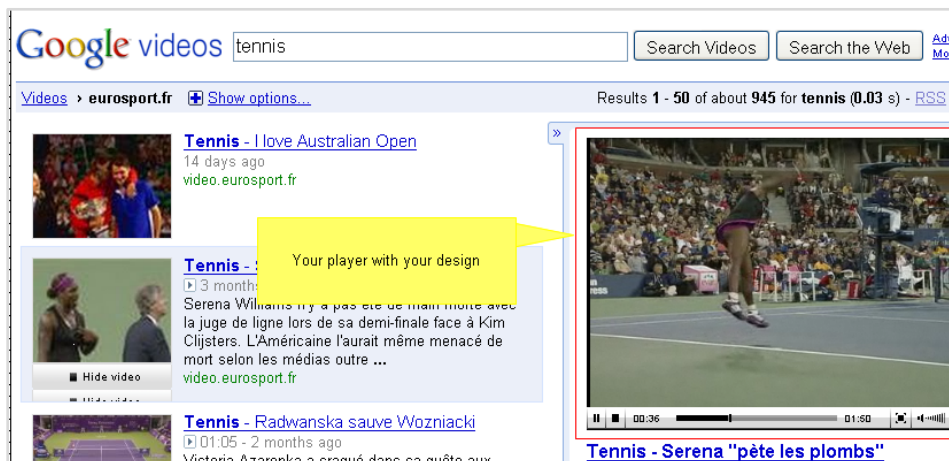
a. Google Webmaster Tool Setup

- 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.

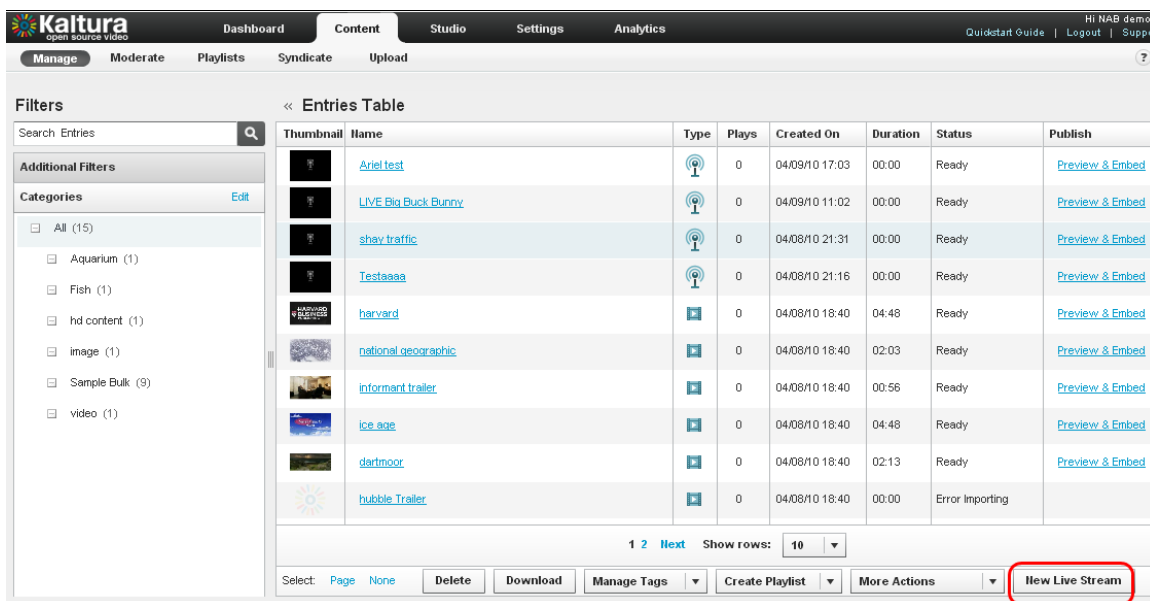
## Basic setup

### 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

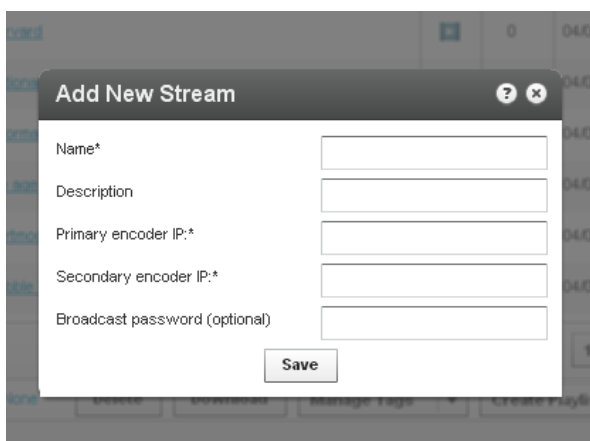
### Set up a stream in the KMC

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:\*

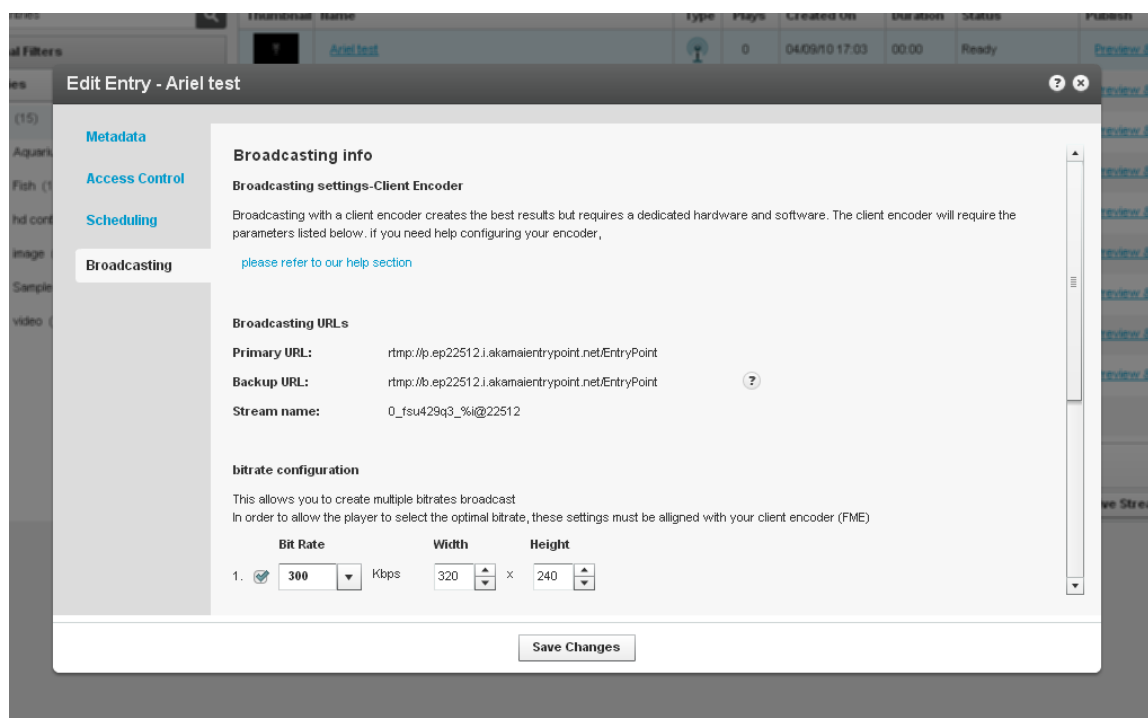
Broadcast password (optional)

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

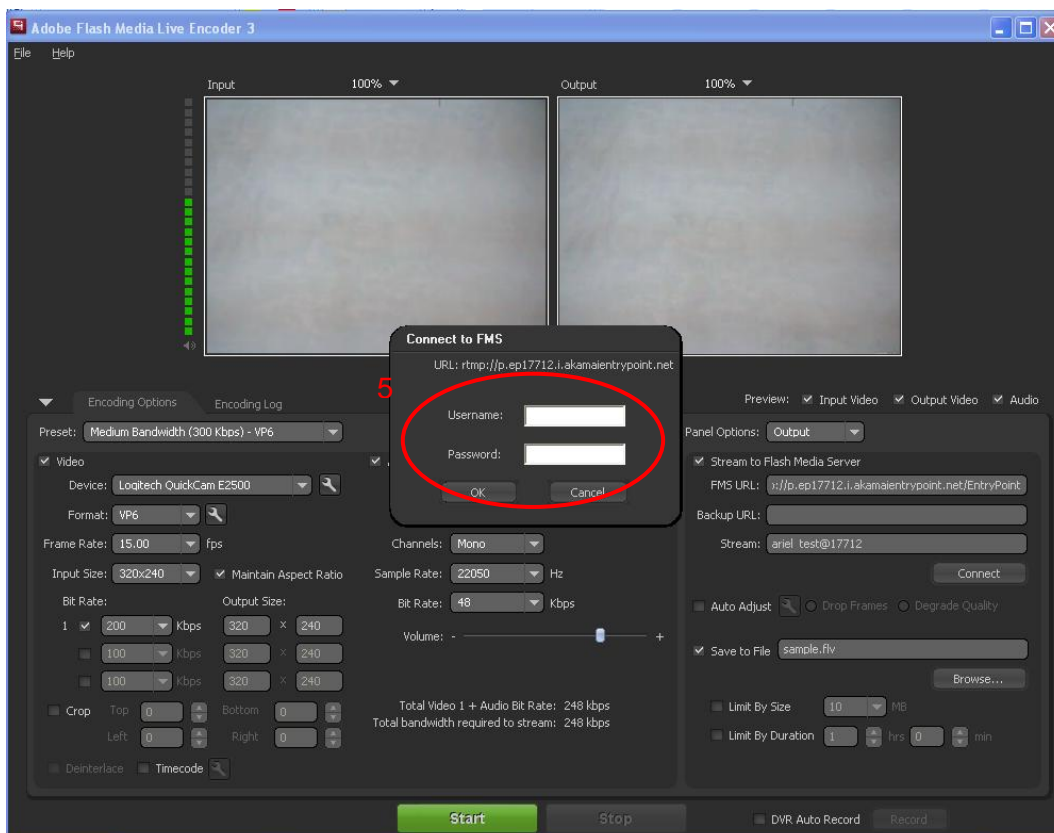
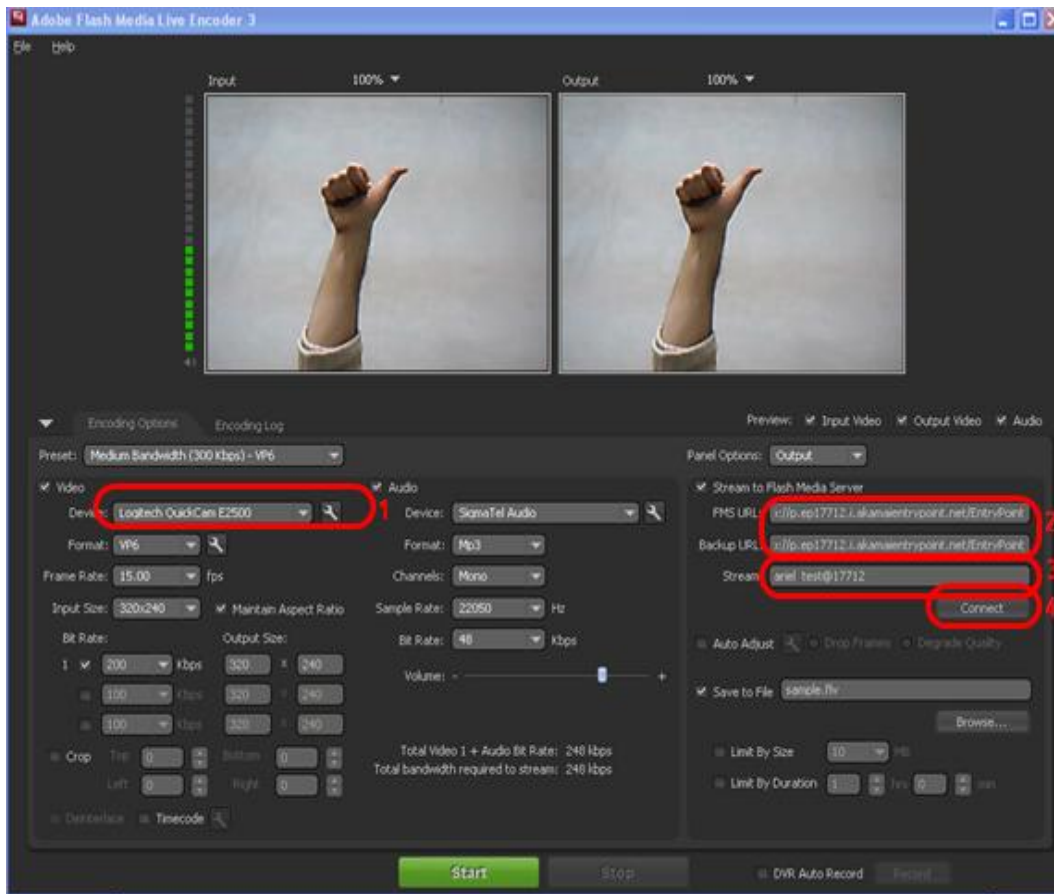
- **Primary encoder IP**—the public address that will be used for streaming (the computer where the client encoder is installed)  
Note: your IP address can be retrieved by browsing from the computer where the FME is installed to <http://www.whatismyip.com/>
- **Secondary encoder IP** – if you are using 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.

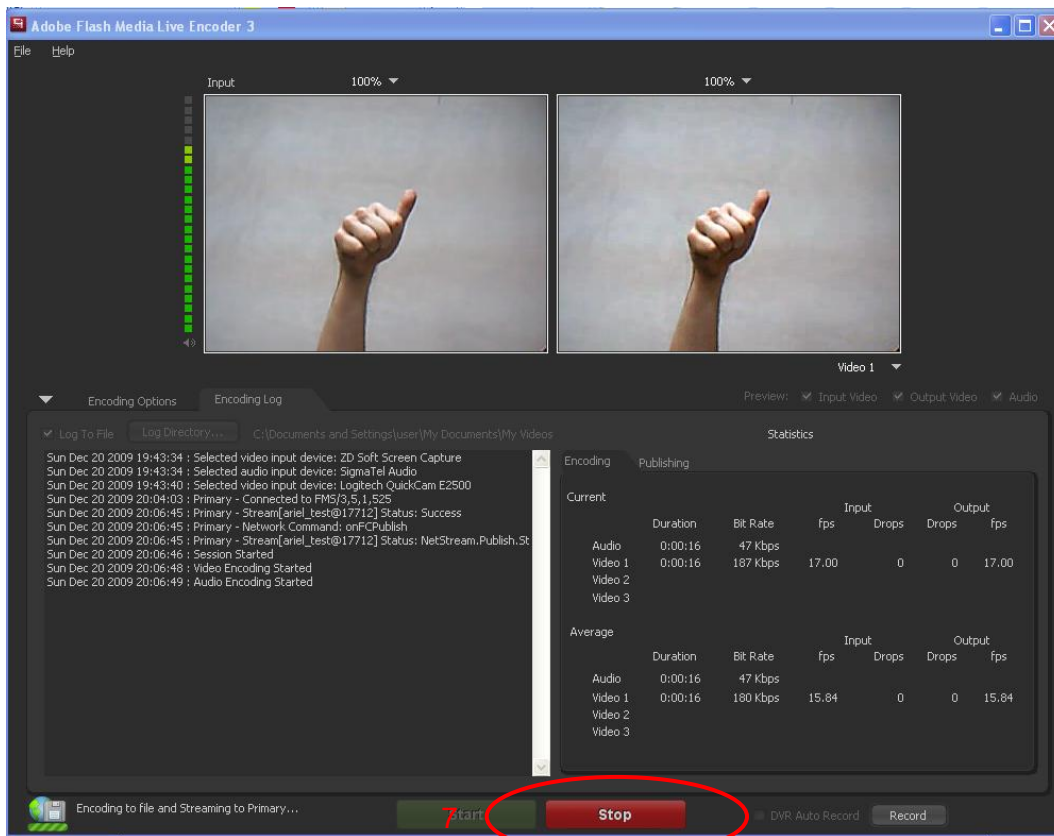
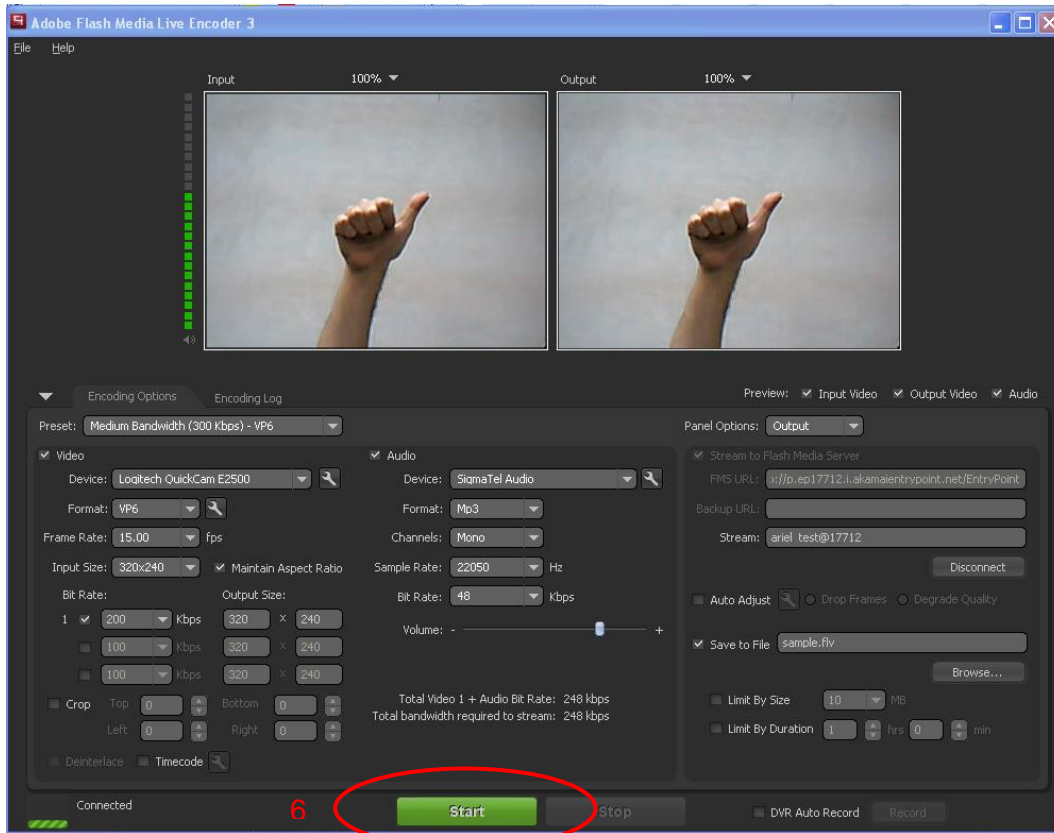
## Broadcasting setup

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:



- 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”

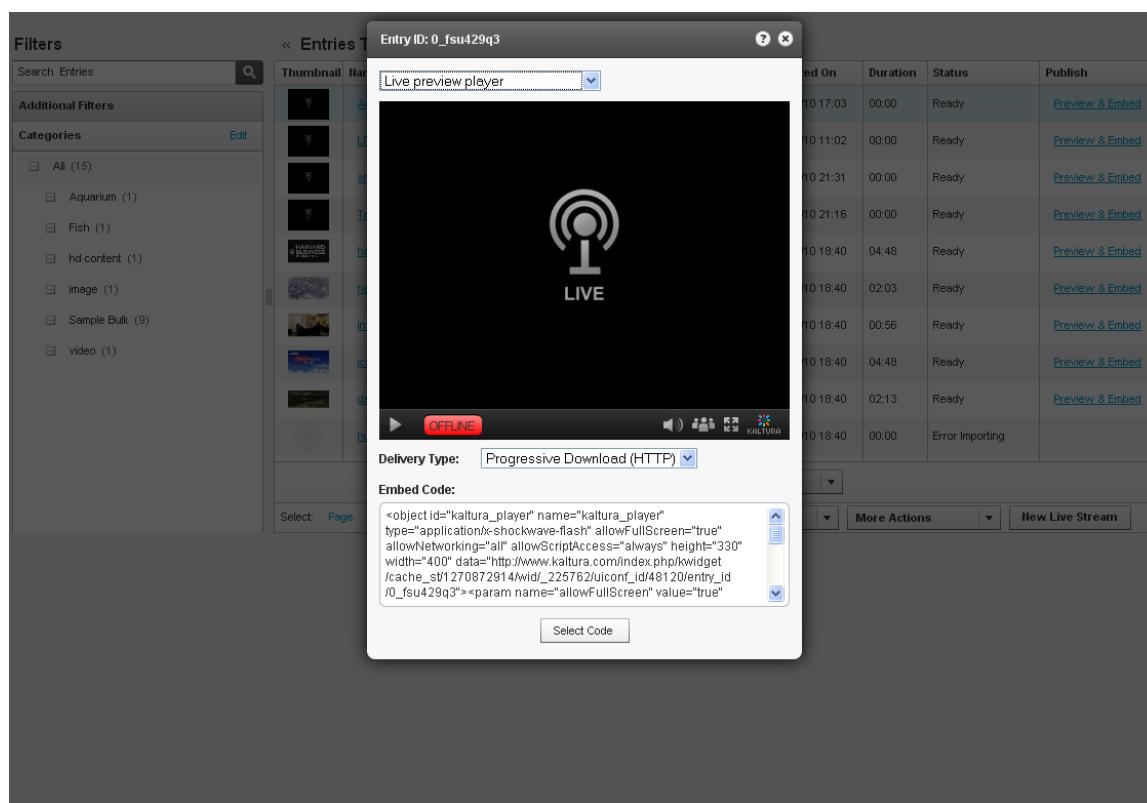






## Viewing setup

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.

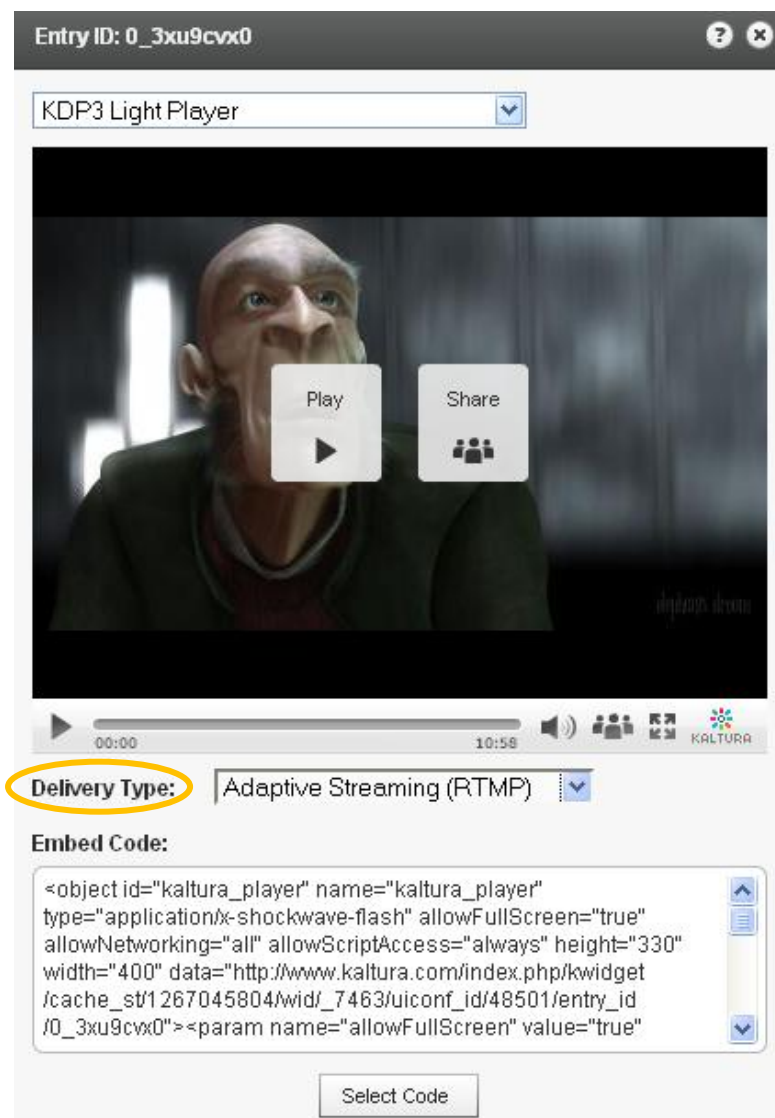


## RTMP Delivery with Adaptive Bitrate

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

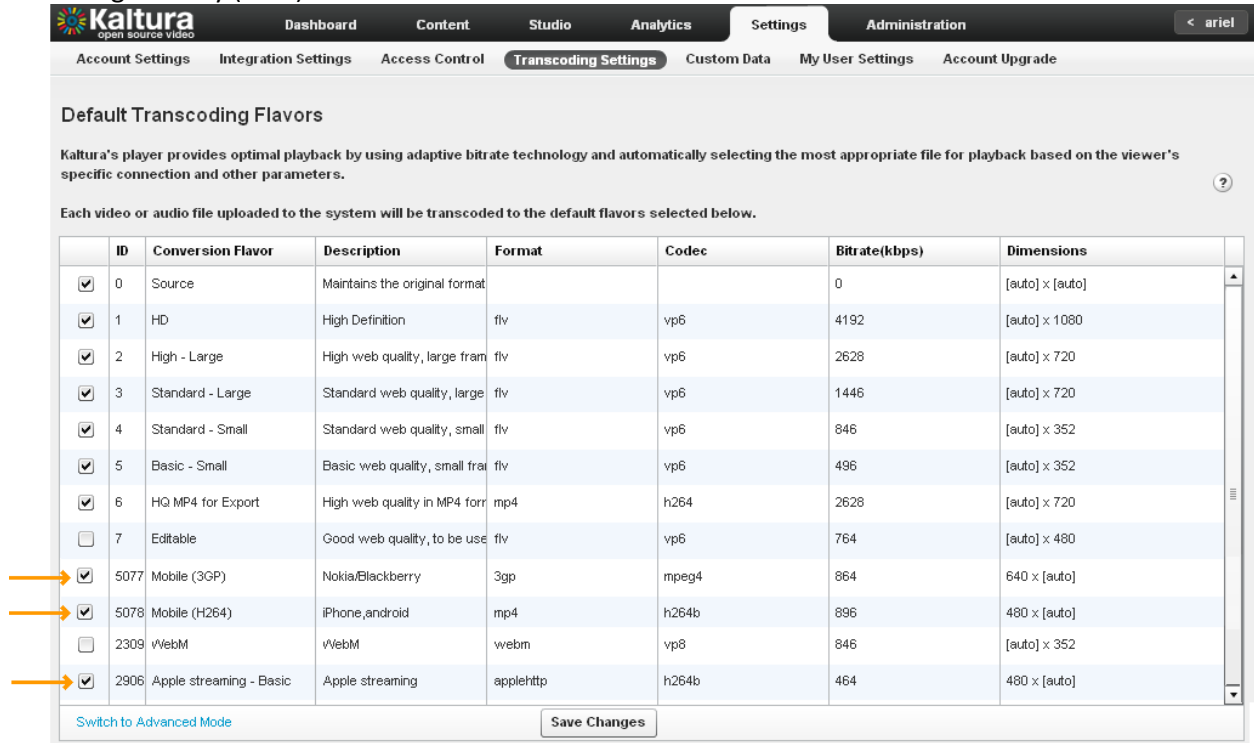
-  [Enabling Mobile Transcoding in Your Kaltura Account](#)
-  [Mobile Transcoding for New and Existing Video](#)
-  [Embedding an HTML5 Player](#)
-  [Advertising on Mobile Devices](#)
-  [Viewing Analytics for Mobile Devices](#)

### Enabling Mobile Transcoding in Your Kaltura Account

To add mobile delivery to your account, Contact your Kaltura account manager to purchase the mobile package

### Mobile Transcoding for New and Existing Videos




- Once mobile transcoding has been enabled, go to the “Settings” tab > “Transcoding Settings” and select both mobile conversion flavors. Any video you upload from this point onwards will be transcoded for mobile. Transcoding settings will include both Progressive Download delivery as well as apple http streaming delivery (m3u).



**Default Transcoding Flavors**

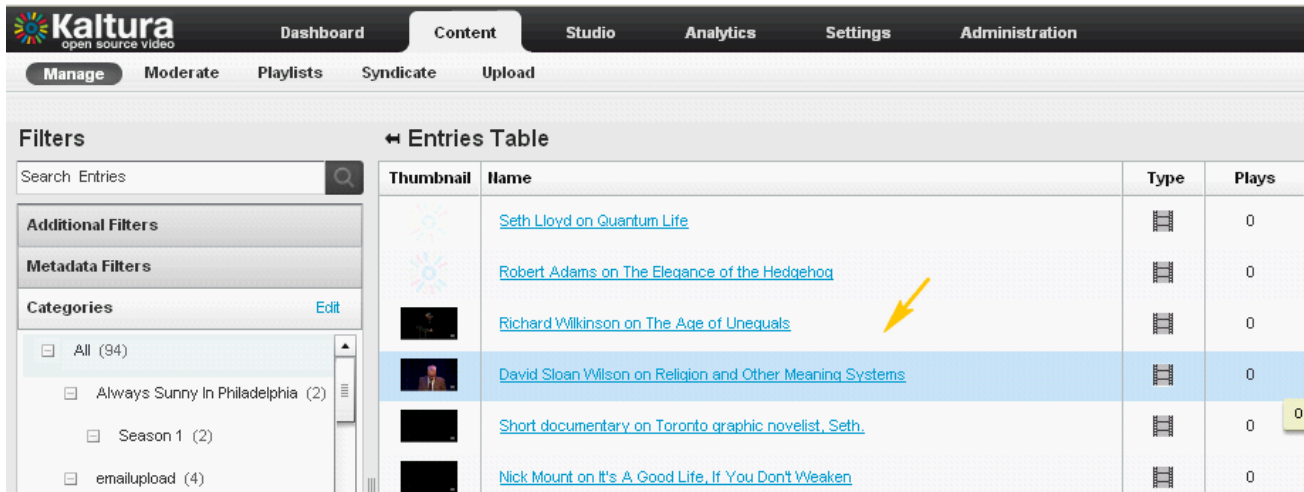
Kaltura's player provides optimal playback by using adaptive bitrate technology and automatically selecting the most appropriate file for playback based on the viewer's specific connection and other parameters.

Each video or audio file uploaded to the system will be transcoded to the default flavors selected below.

	ID	Conversion Flavor	Description	Format	Codec	Bitrate(kbps)	Dimensions
<input checked="" type="checkbox"/>	0	Source	Maintains the original format			0	[auto] x [auto]
<input checked="" type="checkbox"/>	1	HD	High Definition	flv	vp6	4192	[auto] x 1080
<input checked="" type="checkbox"/>	2	High - Large	High web quality, large frame	flv	vp6	2628	[auto] x 720
<input checked="" type="checkbox"/>	3	Standard - Large	Standard web quality, large frame	flv	vp6	1446	[auto] x 720
<input checked="" type="checkbox"/>	4	Standard - Small	Standard web quality, small frame	flv	vp6	846	[auto] x 352
<input checked="" type="checkbox"/>	5	Basic - Small	Basic web quality, small frame	flv	vp6	496	[auto] x 352
<input checked="" type="checkbox"/>	6	HQ MP4 for Export	High web quality in MP4 format	mp4	h264	2628	[auto] x 720
<input type="checkbox"/>	7	Editable	Good web quality, to be used	flv	vp6	764	[auto] x 480
	5077	Mobile (3GP)	Nokia/Blackberry	3gp	mpeg4	864	640 x [auto]
	5078	Mobile (H264)	iPhone, android	mp4	h264b	896	480 x [auto]
<input type="checkbox"/>	2309	WebM	WebM	webm	vp8	846	[auto] x 352
	2906	Apple streaming - Basic	Apple streaming	applehttp	h264b	464	480 x [auto]

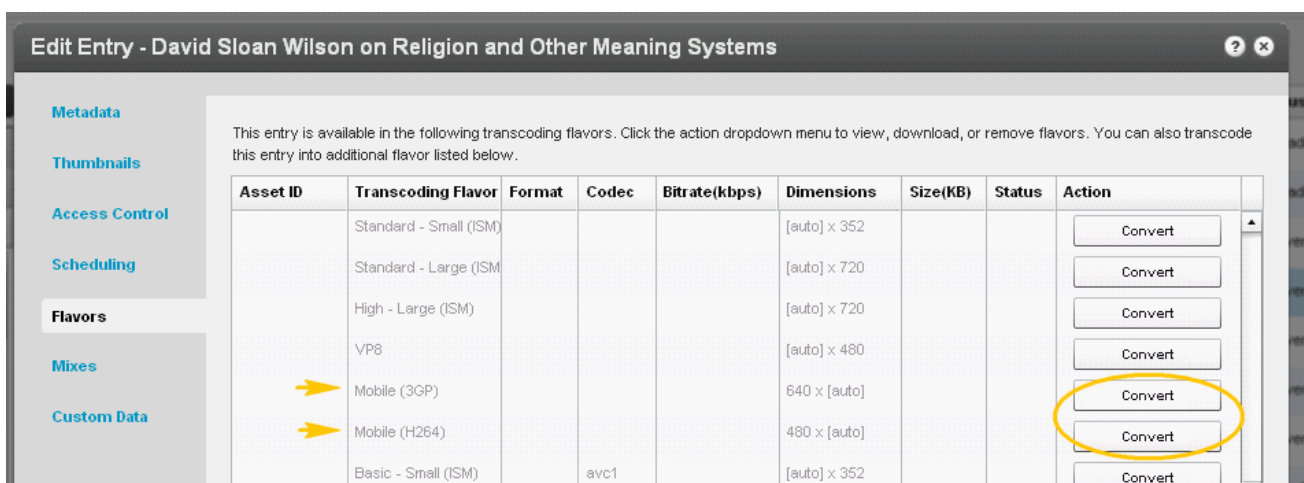
[Switch to Advanced Mode](#) [Save Changes](#)

- For existing videos you can either contact your account manager who will assist you with bulk encoding or transcode videos one at a time by going to “Content” > “Manage” and clicking on the video you would like to transcode. Select “Flavors” from the window’s side menu, find the mobile transcoding flavors and click “Convert”.



The screenshot shows the Kaltura Content Management interface. The top navigation bar includes Dashboard, Content, Studio, Analytics, Settings, and Administration. The left sidebar has tabs for Manage, Moderate, Playlists, Syndicate, and Upload. The main area displays a table of video entries with columns for Thumbnail, Name, Type, and Plays. A yellow arrow points to the entry titled "David Sloan Wilson on Religion and Other Meaning Systems".

Thumbnail	Name	Type	Plays
	<a href="#">Seth Lloyd on Quantum Life</a>	Video	0
	<a href="#">Robert Adams on The Elegance of the Hedgehog</a>	Video	0
	<a href="#">Richard Wilkinson on The Age of Unequals</a>	Video	0
	<a href="#">David Sloan Wilson on Religion and Other Meaning Systems</a>	Video	0
	<a href="#">Short documentary on Toronto graphic novelist, Seth.</a>	Video	0
	<a href="#">Nick Mount on It's A Good Life, If You Don't Weaken</a>	Video	0

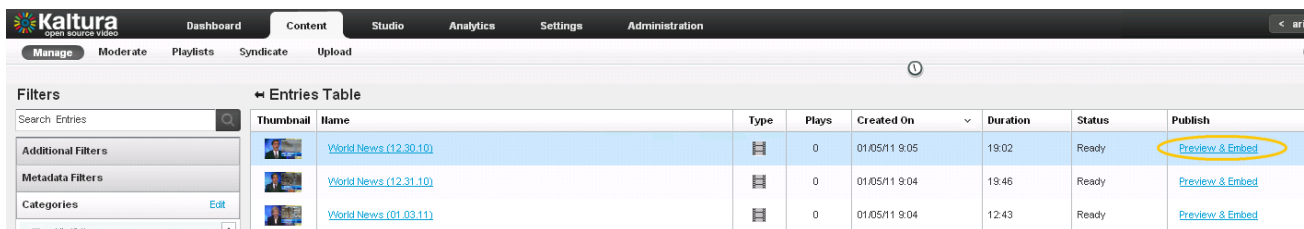


The screenshot shows the "Edit Entry" dialog for the video "David Sloan Wilson on Religion and Other Meaning Systems". The left sidebar has tabs for Metadata, Thumbnails, Access Control, Scheduling, Flavors, Mixes, and Custom Data. The main area displays a table of transcoding flavors with columns for Asset ID, Transcoding Flavor, Format, Codec, Bitrate(kbps), Dimensions, Size(KB), Status, and Action. A yellow arrow points to the "Mobile (H264)" flavor, and a yellow circle highlights the "Convert" button in the Action column for that flavor.

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
	Standard - Small (ISM)				[auto] x 352			Convert
	Standard - Large (ISM)				[auto] x 720			Convert
	High - Large (ISM)				[auto] x 720			Convert
	VP8				[auto] x 480			Convert
	Mobile (3GP)				640 x [auto]			Convert
	Mobile (H264)				480 x [auto]			Convert
	Basic - Small (ISM)		avc1		[auto] x 352			Convert

## Embedding an HTML5 Player

- To grab the embed code for a video in an HTML5 player go to “Content” > “Manage” and select “Preview and Embed” for the selected video.



The screenshot shows the Kaltura Content Management interface. The top navigation bar includes Dashboard, Content, Studio, Analytics, Settings, and Administration. The left sidebar has tabs for Manage, Moderate, Playlists, Syndicate, and Upload. The main area displays a table of video entries with columns for Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. A yellow circle highlights the "Preview & Embed" button in the Publish column for the entry titled "World News (12.30.10)".

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	<a href="#">World News (12.30.10)</a>	Video	0	01.05/11 9:05	19:02	Ready	Preview & Embed
	<a href="#">World News (12.31.10)</a>	Video	0	01.05/11 9:04	19:46	Ready	Preview & Embed
	<a href="#">World News (01.03.11)</a>	Video	0	01.05/11 9:04	12:43	Ready	Preview & Embed

2. After selecting the player and flash delivery type, check the “Support iPhone &iPad and HTML5” box. This will add a Javascript code to your embed code that identifies the device and switches to HTML5 player when accessed from iOS Devices.
3. Copy the embed code and paste on your site.

Embedding: World News (12.30.10)

Select Player:

KDP3 Dark skin

Kaltura player includes both layout and functionality (advertising, subtitles, etc)

Select Flash Delivery Type:

Progressive Download (HTTP)

Adaptive Streaming automatically adjusts to the viewer's bandwidth, while Progressive Download allows buffering of the content. [Read more](#)

☒ Support iPhone & iPad with HTML5

If you enable the HTML5 player, the viewer device will be automatically detected. [Read more](#)  
View player outside KMC: [www.kaltura.com/tiny/0ptl](http://www.kaltura.com/tiny/0ptl)

Embed Code:

<script type="text/javascript"

Select Code

## Advertising on Mobile Devices

The advertising settings applied to your player will also apply for mobile delivery. Visit the advertising section for more information on advertising. The following table summarizes current advertising support for mobile:

| Device | Supported Ad type                               | Notes & Limitations  |
|--------|---|--|
| iPhone | VAST Pre-roll<br>Bumper video<br>VAST Post-roll | <ul style="list-style-type: none"> <li>- Ads are played back in the native player</li> <li>- Player controls are not disabled during playback (user can skip the ads)</li> <li>- Ads are not clickable</li> <li>- Ads must be encoded for the iPhone (H264)</li> </ul> |

|                             |   |   |
|-----------------------------|---|---|
| iPad                        | VAST Pre-roll<br>Bumper video<br>VAST Overlay<br>VAST Post-roll | - Ads must be encoded for the iPad (H264)   |
| Android<br>(ver 2.2 and up) | All   | Android from version 2.2 supports Flash playback with all ads integration as in Flash player. |

## Viewing Analytics for Mobile Devices

Analytics from mobile devices are aggregated into the general analytics report in the “Analytics” tab

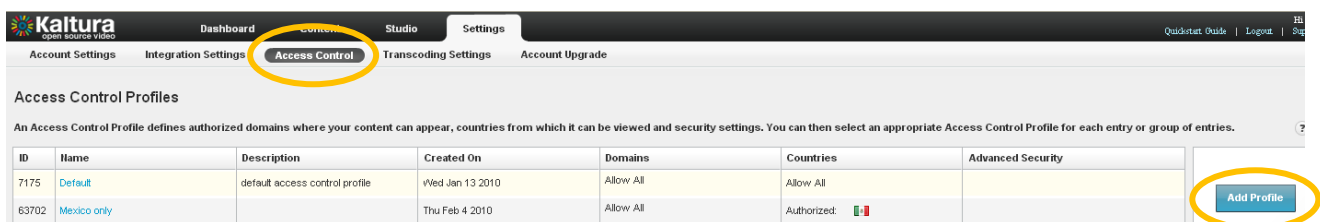
## Access Control Settings


### [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.

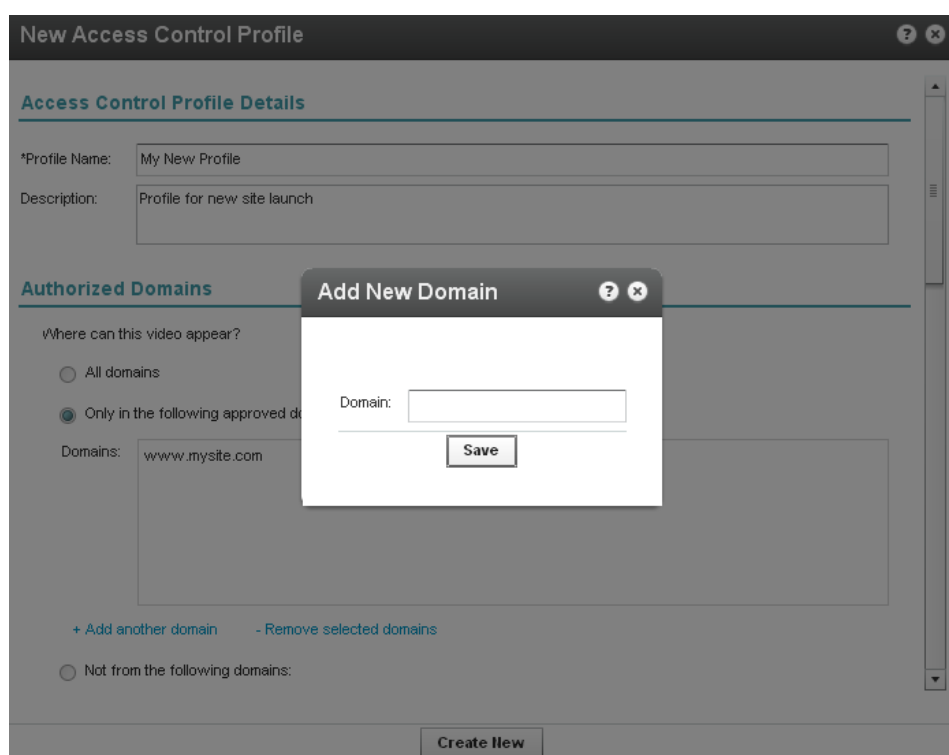


| ID    | Name        | Description                    | Created On      | Domains   | Countries  | Advanced Security |
|-------|-------------|--------------------------------|-----------------|-----------|--|-------------------|
| 7175  | Default     | default access control profile | Wed Jan 13 2010 | 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.



## 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 ControlProfile to an entry

1. Go to Content> Manage section and click on the Entry to which you want to assign an Access ControlProfile.
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](#)

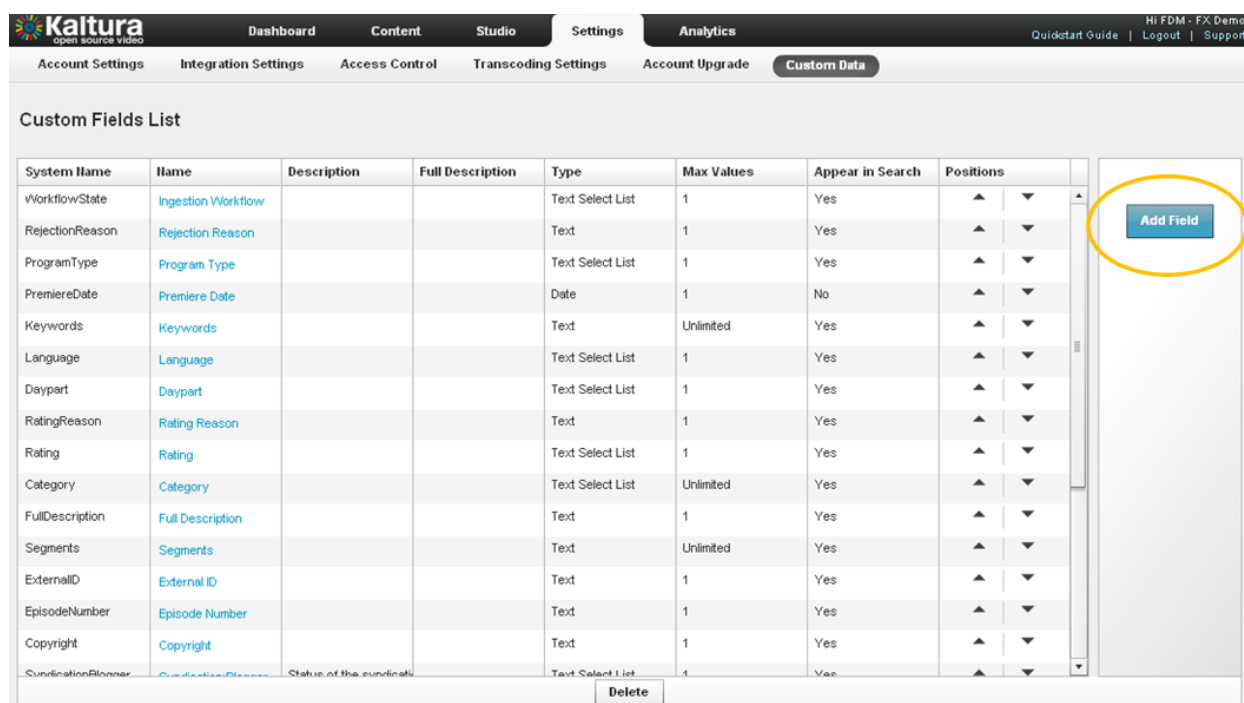
Save Changes

## 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.

**New Field**

Field Name:

Field Type: Text

Max Number of Values: Text Select List

Appear in Search?: Yes

Description:

Full Description:

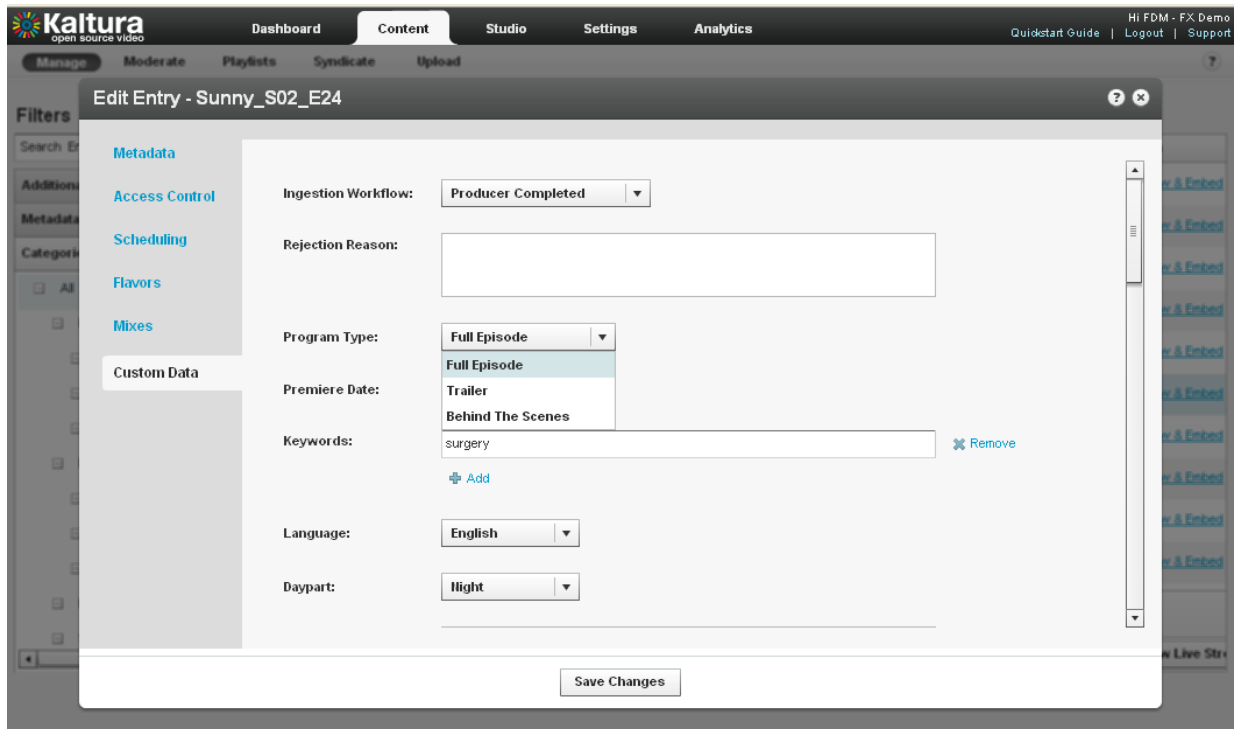
3. Add a description, or full description
4. Change the order of the fields by clicking the up and down arrows

**Custom Fields List**

| System Name          | Name                                  | Description               | Full Description | Type             | Max Values | Appear in Search | Positions |
|----------------------|---------------------------------------|---------------------------|------------------|------------------|------------|------------------|-----------|
| WorkflowState        | <a href="#">Ingestion Workflow</a>    |                           |                  | Text Select List | 1          | Yes              | ▲ ▼       |
| RejectionReason      | <a href="#">Rejection Reason</a>      |                           |                  | Text             | 1          | Yes              | ▲ ▼       |
| ProgramType          | <a href="#">Program Type</a>          |                           |                  | Text Select List | 1          | Yes              | ▲ ▼       |
| PremiereDate         | <a href="#">Premiere Date</a>         |                           |                  | Date             | 1          | No               | ▲ ▼       |
| Keywords             | <a href="#">Keywords</a>              |                           |                  | Text             | Unlimited  | Yes              | ▲ ▼       |
| Language             | <a href="#">Language</a>              |                           |                  | Text Select List | 1          | Yes              | ▲ ▼       |
| Daypart              | <a href="#">Daypart</a>               |                           |                  | Text Select List | 1          | Yes              | ▲ ▼       |
| RatingReason         | <a href="#">Rating Reason</a>         |                           |                  | Text             | 1          | Yes              | ▲ ▼       |
| Rating               | <a href="#">Rating</a>                |                           |                  | Text Select List | 1          | Yes              | ▲ ▼       |
| Category             | <a href="#">Category</a>              |                           |                  | Text Select List | Unlimited  | Yes              | ▲ ▼       |
| FullDescription      | <a href="#">Full Description</a>      |                           |                  | Text             | 1          | Yes              | ▲ ▼       |
| Segments             | <a href="#">Segments</a>              |                           |                  | Text             | Unlimited  | Yes              | ▲ ▼       |
| ExternalID           | <a href="#">External ID</a>           |                           |                  | Text             | 1          | Yes              | ▲ ▼       |
| EpisodeNumber        | <a href="#">Episode Number</a>        |                           |                  | Text             | 1          | Yes              | ▲ ▼       |
| Copyright            | <a href="#">Copyright</a>             |                           |                  | Text             | 1          | Yes              | ▲ ▼       |
| ClassificationScheme | <a href="#">Classification Scheme</a> | Statue of the confederacy |                  | Text Select List | 1          | Yes              | ▲ ▼       |

## 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)



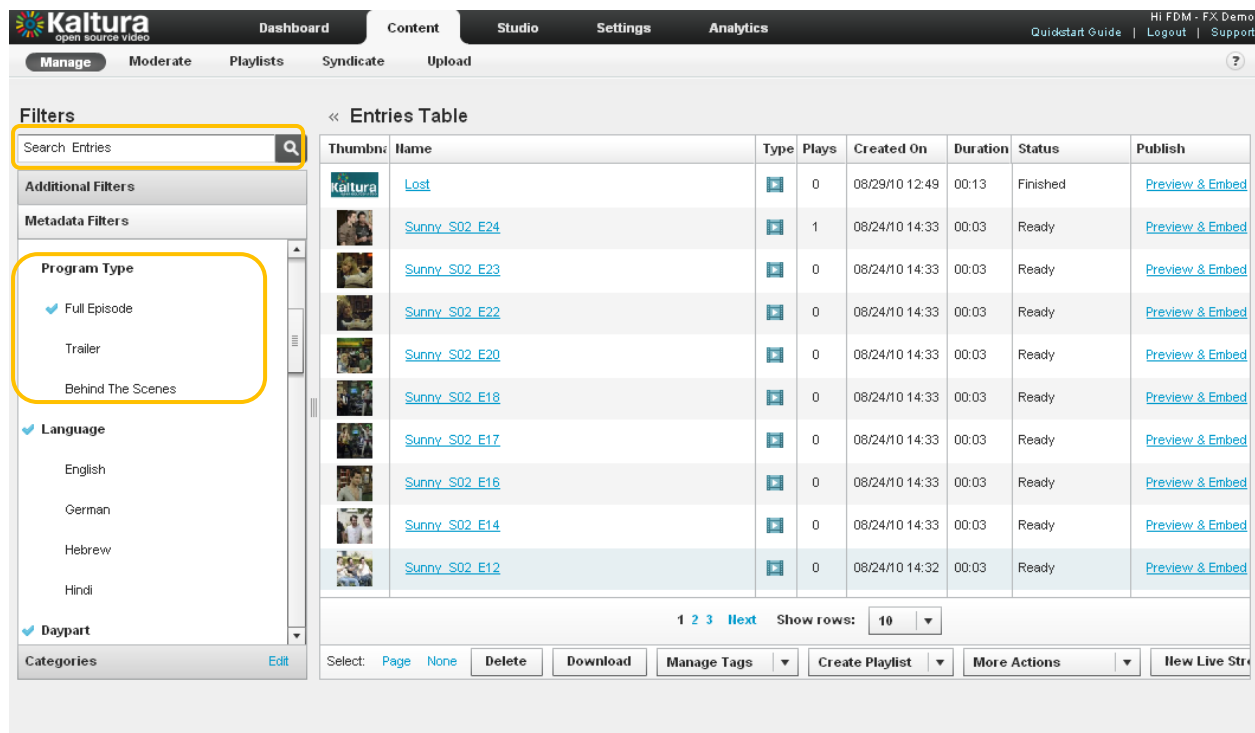
The screenshot shows the 'Edit Entry - Sunny\_S02\_E24' window in the Kaltura interface. The 'Custom Data' tab is selected in the left sidebar. The form contains the following fields:

- Ingestion Workflow:** A dropdown menu set to 'Producer Completed'.
- Rejection Reason:** A 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 text input field.
- Keywords:** A text input field containing 'surgery'. There is a 'Remove' button and an 'Add' button.
- Language:** A dropdown menu set to 'English'.
- Daypart:** A dropdown menu set to 'Night'.

A 'Save Changes' button is located at the bottom 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 various filter categories. The main area displays the Entries Table with columns for Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. The table lists several video entries, including 'Lost' and 'Sunny\_S02\_E24' through 'Sunny\_S02\_E12'. The bottom of the interface shows pagination controls and action buttons like Delete, Download, and Create Playlist.

**Filters**

Search Entries

**Additional Filters**

**Metadata Filters**

**Program Type**

- ☒ Full Episode
- ☐ Trailer
- ☐ Behind The Scenes

**Language**

- ☒ English
- ☐ German
- ☐ Hebrew
- ☐ Hindi

**Daypart**

**Categories**

**Entries Table**

| 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> |

1 2 3 Next Show rows: 10

Select: Page None Delete Download Manage Tags Create Playlist More Actions New Live Stream

## 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](#)

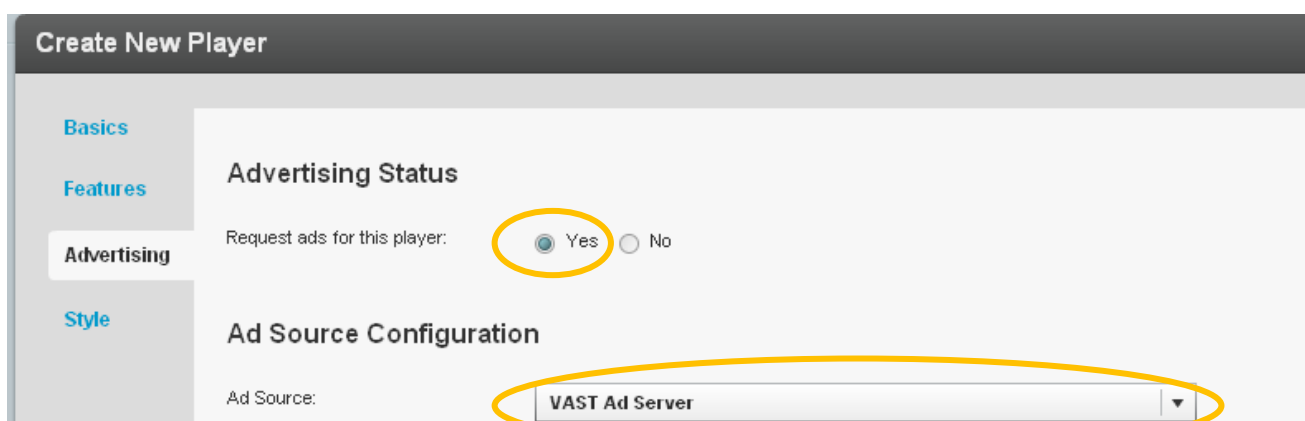
### Advertising

#### 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 URL '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 value '1\_4dvp12lh', and the 'Click URL:' field contains the URL '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:

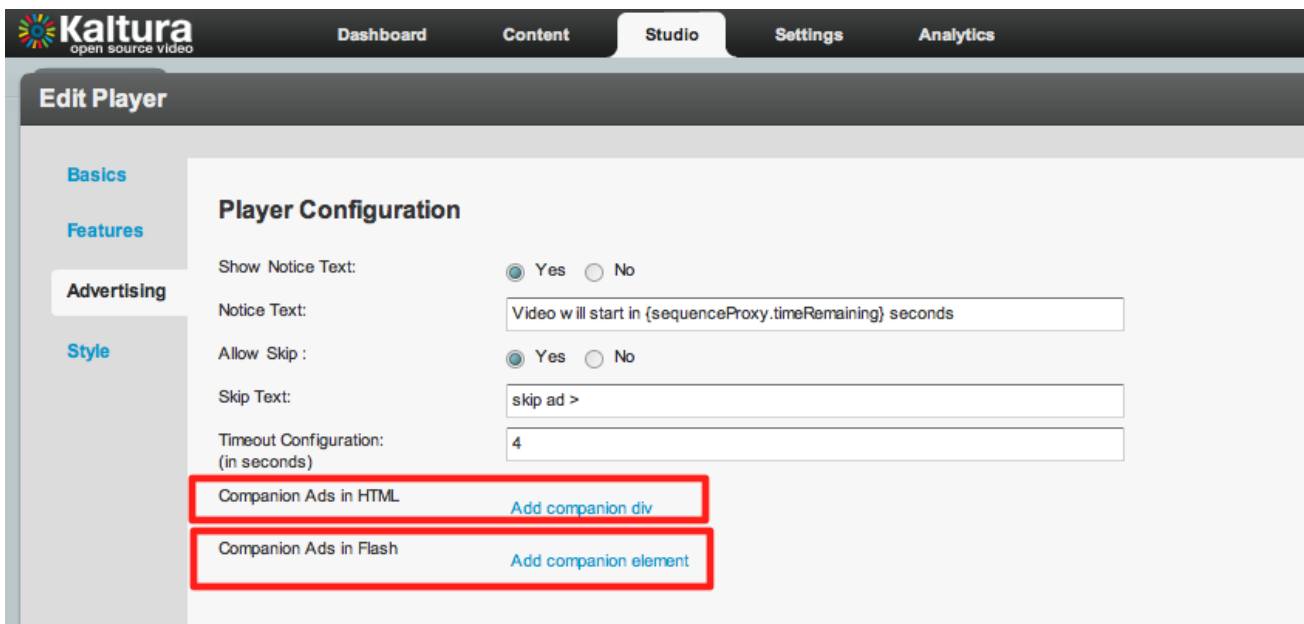
Display:  PostRoll ad/s after every:  video starting with the:  video.

## 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:



The screenshot shows the Kaltura Studio interface with the 'Edit Player' tab selected. The 'Advertising' tab is active, displaying the 'Player Configuration' section. The configuration options include:

- Show Notice Text: ☒ Yes ☐ No
- Notice Text: Video will start in {sequenceProxy.timeRemaining} seconds
- Allow Skip: ☒ Yes ☐ No
- Skip Text: skip ad >
- Timeout Configuration: (in seconds) 4
- 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

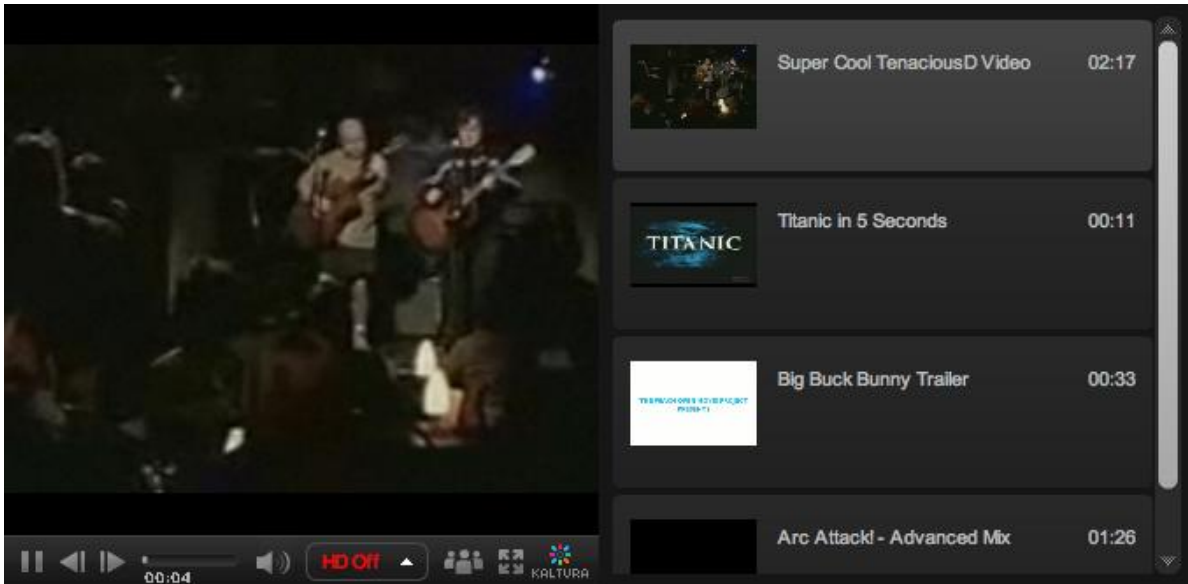
Element ID: **Controls** Dimensions:  x  [Remove](#)

Add companion **Controls**

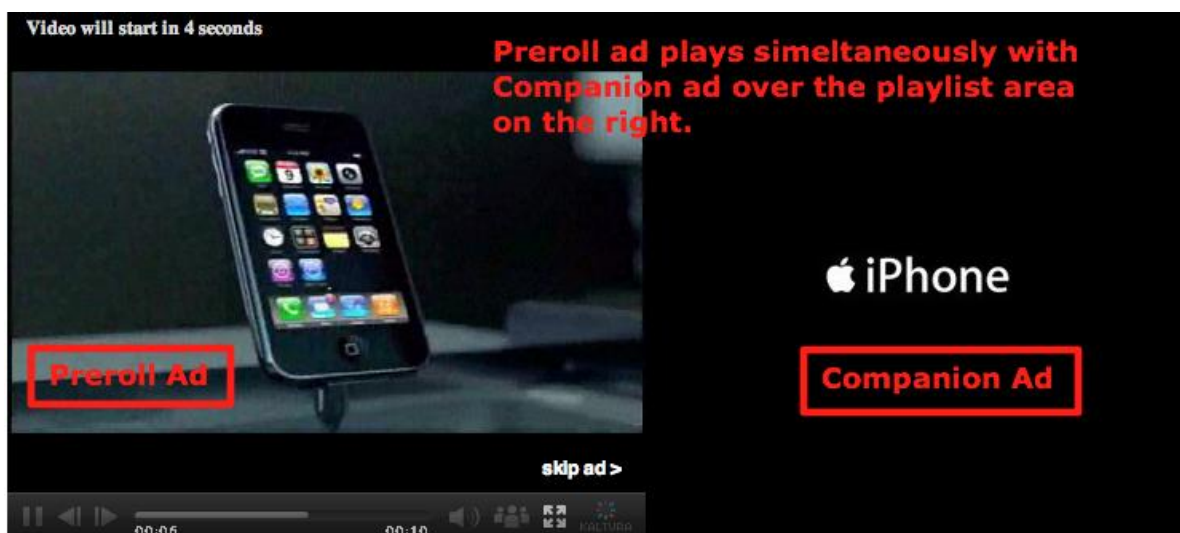
**Custom**

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

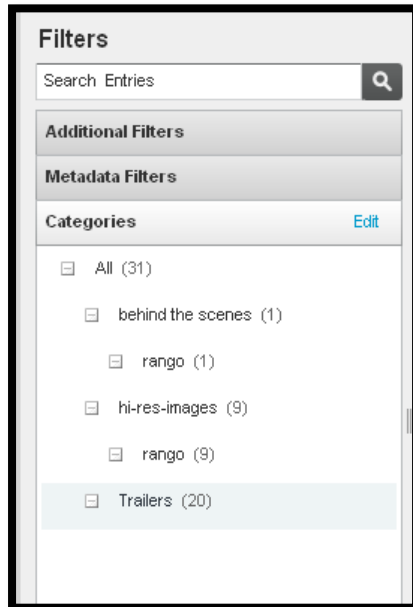
While ads targeting is performed within the ad server, Kaltura's advertising module is designed to pass all the relevant targeting information to the ad server.

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.

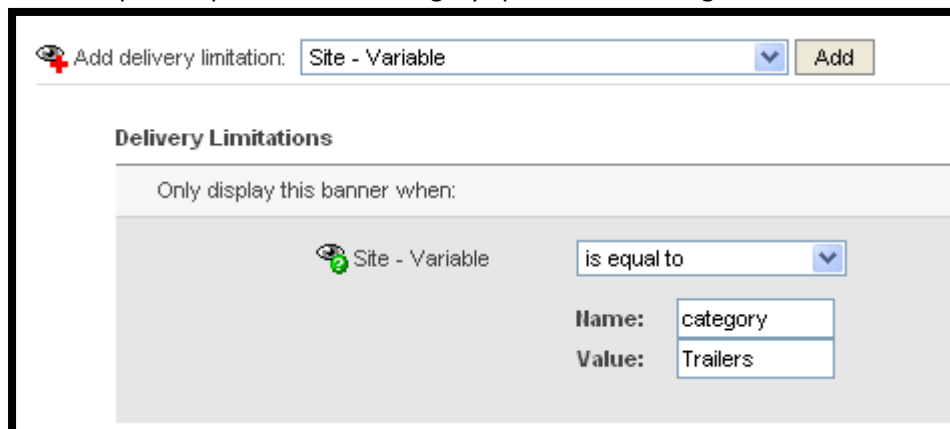
2. Targeting per content item - The Kaltura VAST module supports dynamic pulling of metadata from the content item, and passes it to the ad server.  
For example for targeting a specific content category :

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 'PreRoll Ads' configuration section. At the top, a flow diagram indicates the sequence: PreRoll Ads → Bumper Video → Video Content (with Overlay Ads) → PostRoll Ads. Below this, the 'Request PreRoll Ads' toggle is set to 'Enabled'. The 'Ad tag URL' field contains the text `c.php?zones=pre-roll=150750%20&category={mediaProxy.entry.categories}&scr`, with the category template highlighted by a green box. At the bottom, there are dropdown menus for 'Display' (set to 1), 'PreRoll ad/s after every' (set to 1st), and 'video starting with the' (set to 1st).

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" t
="always" height="333" width="680" xmlns:dc="http://
resource="http://www.kaltura.co.cc/index.php/kwidge
"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 AdTagURL, 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

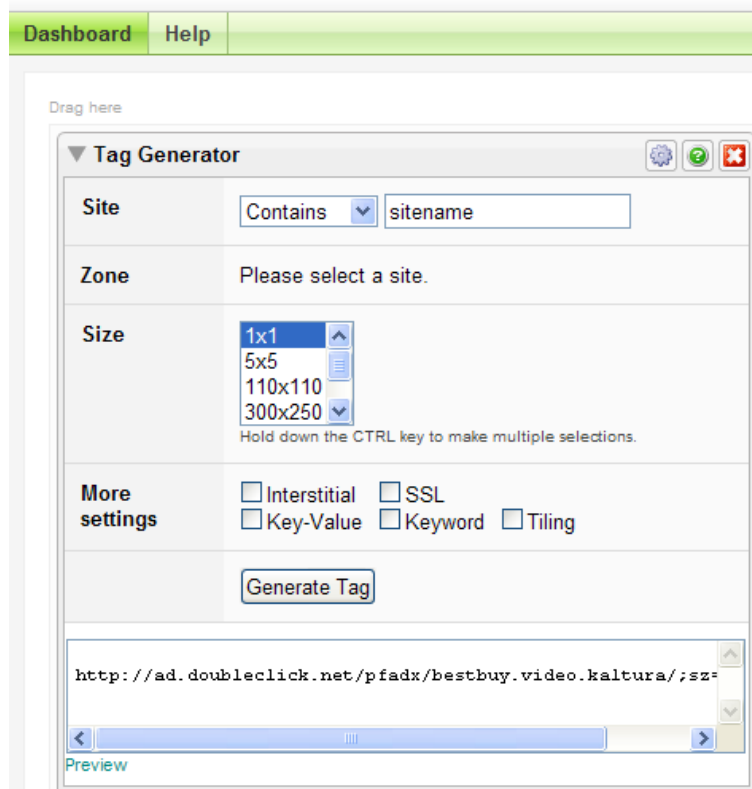
Display 1 ▼ PreRoll ad/s after every 1st ▼ video starting with the 1st ▼ video.

## 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. ,

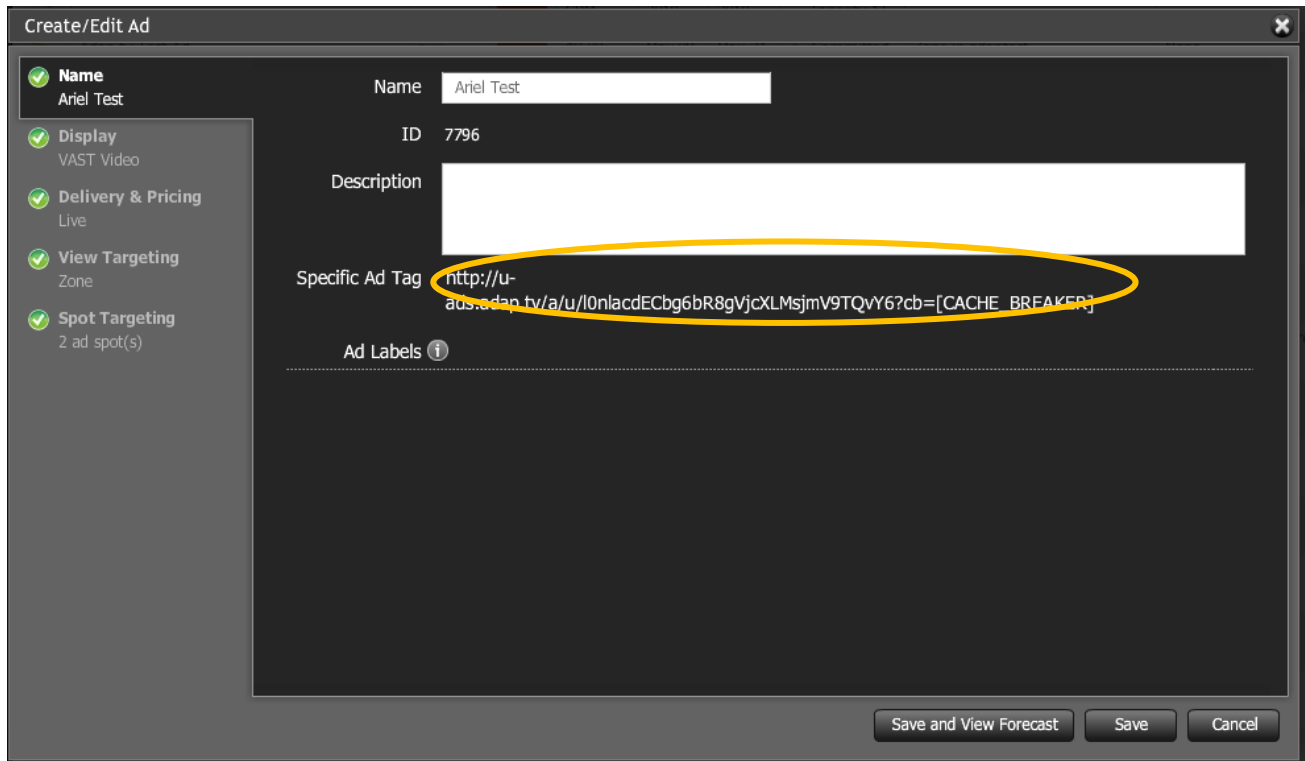
from within your OpenX account you can retrieve the zone Id.

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

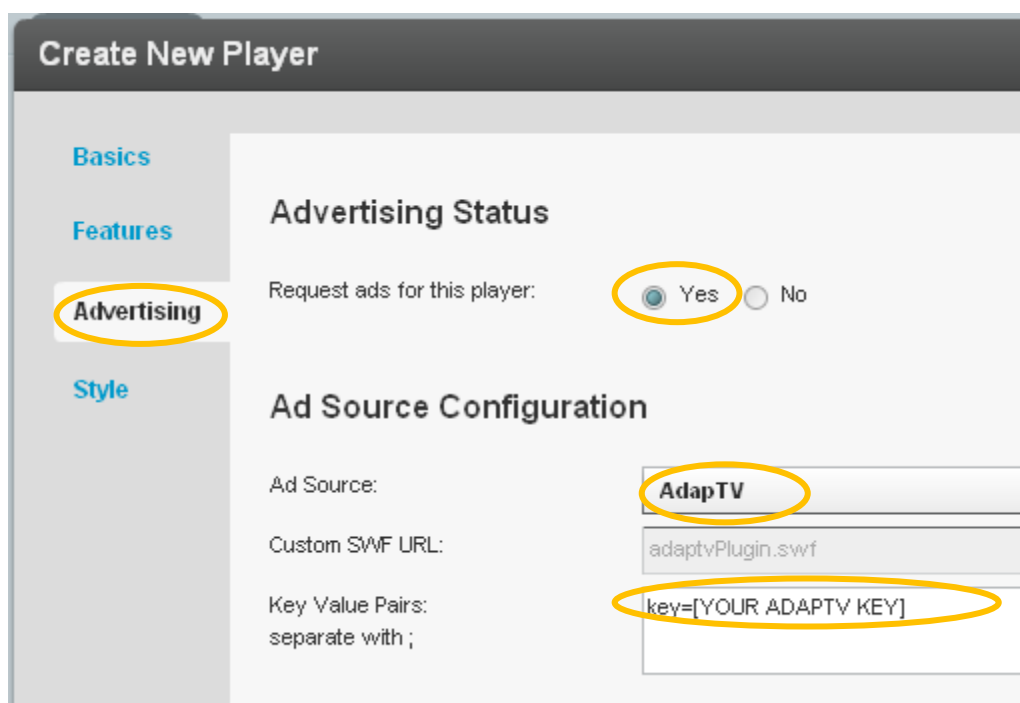


The screenshot shows the 'Create/Edit Ad' window. On the left is a sidebar with a list of settings: Name (Ariel Test), Display (VAST Video), Delivery & Pricing (Live), View Targeting (Zone), and Spot Targeting (2 ad spot(s)). The main area contains fields for Name (Ariel Test), ID (7796), Description (empty), and Specific Ad Tag. The 'Specific Ad Tag' field contains the URL `http://u-aus.adap.tv/a/u/10nlacdECbg6bR8gVjcXLMsjmV9TQvY6?cb=[CACHE_BREAKER]`, which is circled in yellow. Below this is an 'Ad Labels' section with an information icon. At the bottom right are three buttons: 'Save and View Forecast', 'Save', and '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.

**Create/Edit Connection to Ad Server**

- ☒ **Name**  
AdTech
- ☒ **Display**  
Video (VAST)
- ☐ **Delivery & Pricing**  
Paused
- ☐ **View Targeting**  
All views
- ☐ **Spot Targeting**  
No ad spots

**Ad Provider:** AdTech Helios IQ Publisher  
**Ad Format:** Video (VAST)  
**Ad Tag URL:**

**Buffer Duration (sec):**   
**Countdown Text:**

**Insert Skip Ad Option:**   
**Skip Ad Link Text:**   
**Enable the sound button:**   
**Start muted:**   
**Start volume level:**   
**Show banner inside the Player:**   
**Companion Id:**

Adpa.tv onsource console:  
integrating with additional ad servers

## 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 acudeoProgram id in the "Key Value Pairs" section, in the following format:  
"progId=[YOUR ACUDEOPROGRAM 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]

- 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

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To learn more about advertising for mobile go to the [“Mobile Delivery”](#) section

## Player Design

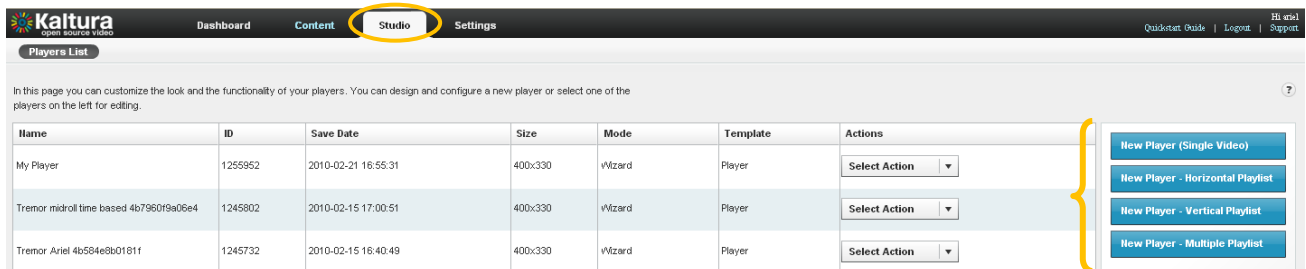
### [Designing and Configuring a New Player or Playlist](#)

- [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.

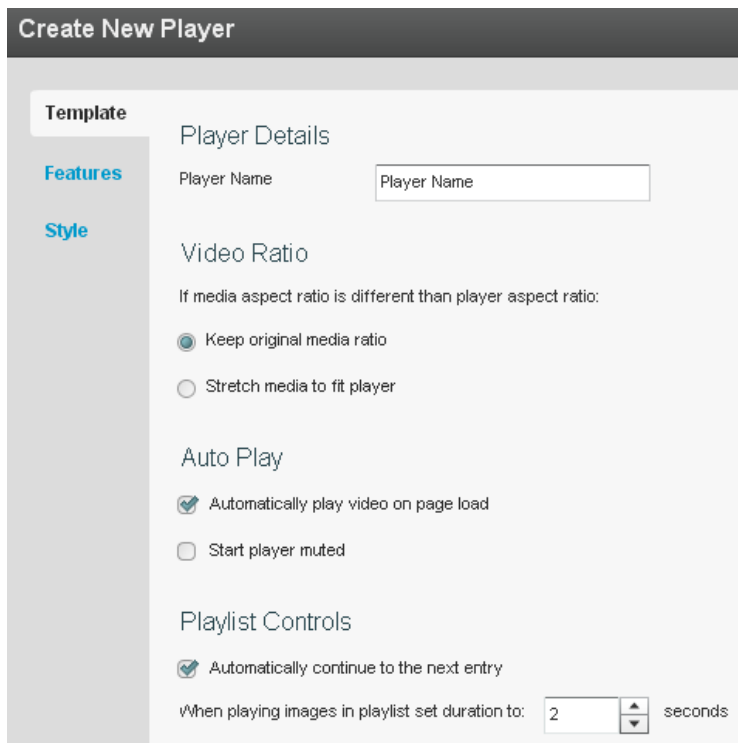


Name	ID	Save Date	Size	Mode	Template	Actions
My Player	1255952	2010-02-21 16:55:31	400x330	vNzard	Player	Select Action
Tremor midroll time based 4b7960f9a06e4	1245802	2010-02-15 17:00:51	400x330	vNzard	Player	Select Action
Tremor Ariel 4b584e8b01611	1245732	2010-02-15 16:40:49	400x330	vNzard	Player	Select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

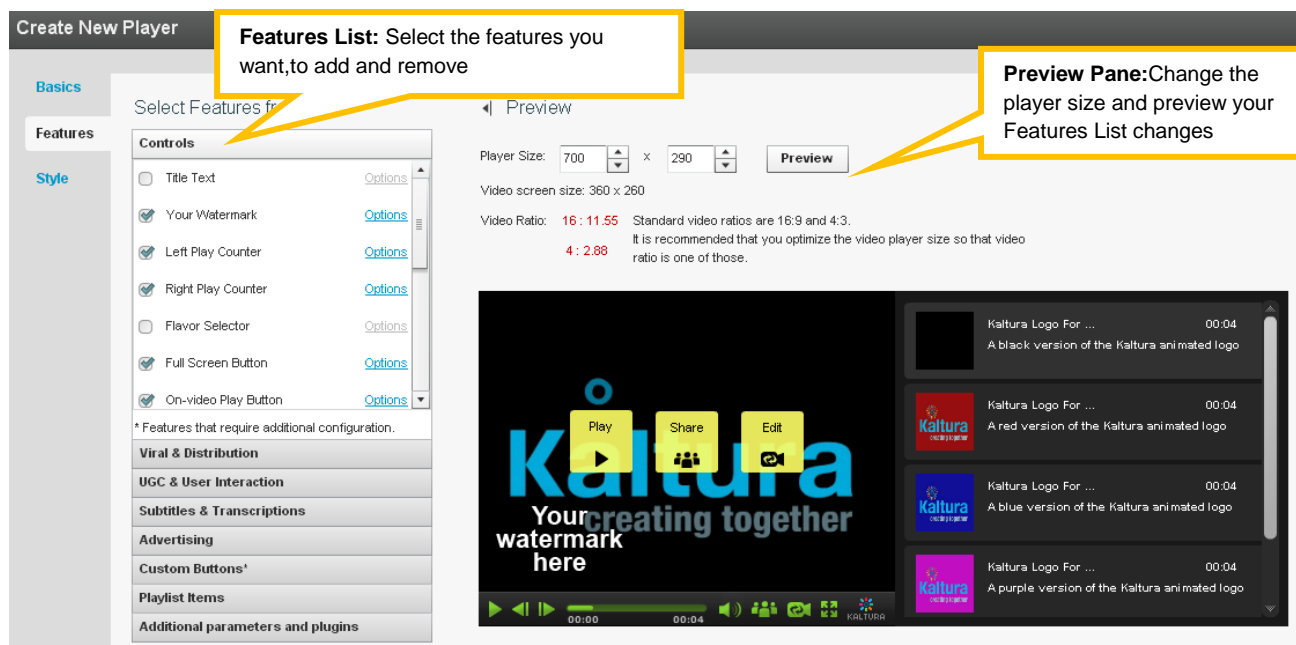
displayed during the continuous play of the playlist.



## 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).

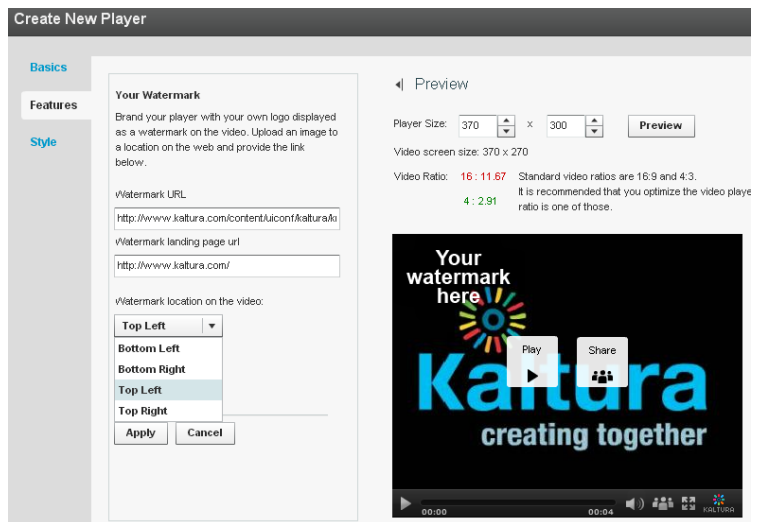
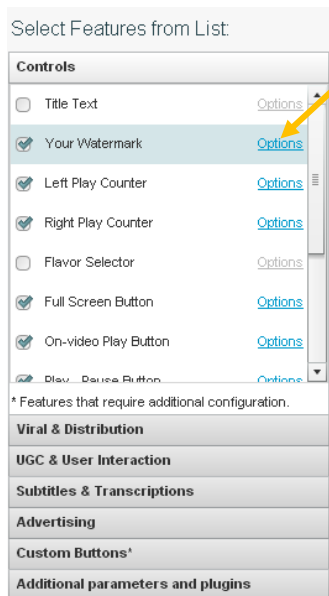
**Note that Player (B) presents only one of many set-up scenarios.** There are many configuration options within this section. Click the Help button on the top right of any page to learn more.



1. Change the location of the watermark logo

Go to Controls → Watermark → click Options

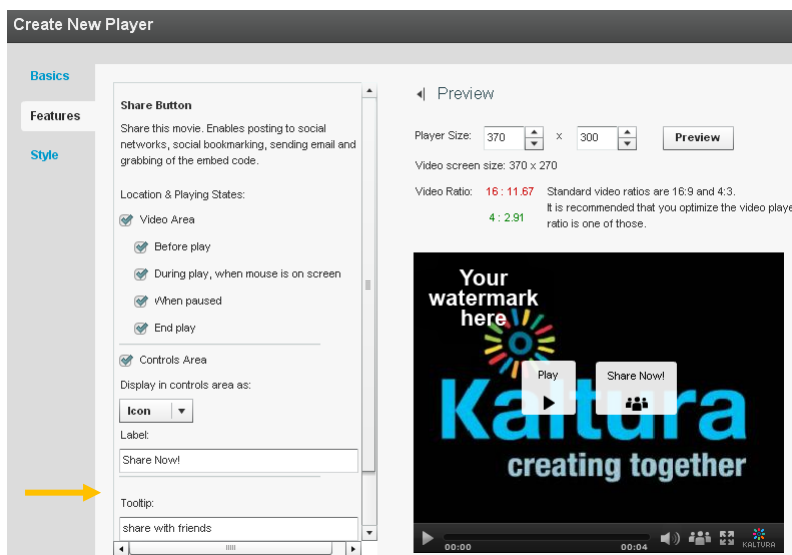
In the Watermark Location drop-down menu select Top Left, click Preview and then Apply to confirm your choice



## 2. Change the label of the Share button

Go to Viral & Distribution → Share Button → Options

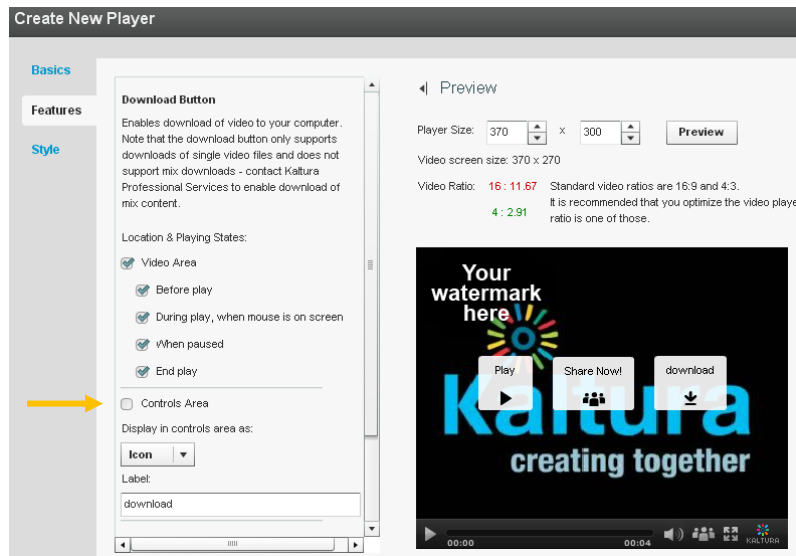
Locate the Label field and change the default text to "Share now!", then click Apply



## 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

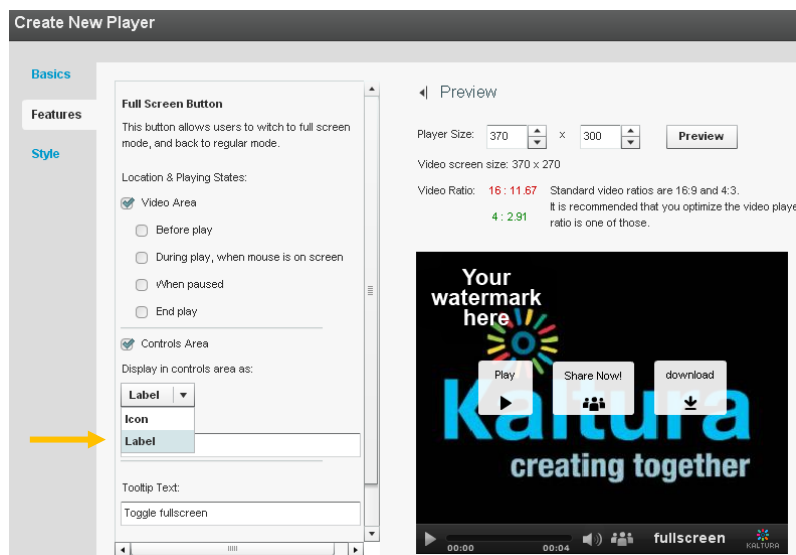


4. Change existing Fullscreen button on the control area to text button

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

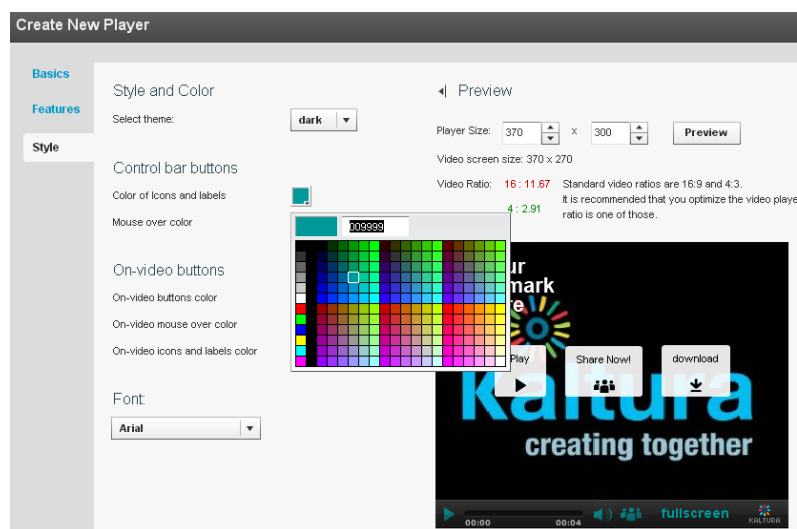
When creating a playlist (either with one or multiple tabs) you will see additional configuration options under the Playlist Items section. This will allow you to display various types of information for each of the playlist items, such as number of plays, tags, rank etc.

→ 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	vWizard	Player	Select Action ▼
My New Player	1257342	2010-02-22 10:24:59	700x290	vWizard	Playlist	Select Action ▼
test	1251602	2010-02-18 15:00:56	400x330	vWizard	Player	Select Action ▼
Chromless	1251442	2010-02-18 14:08:12	400x300	vWizard	Player	Select Action ▼

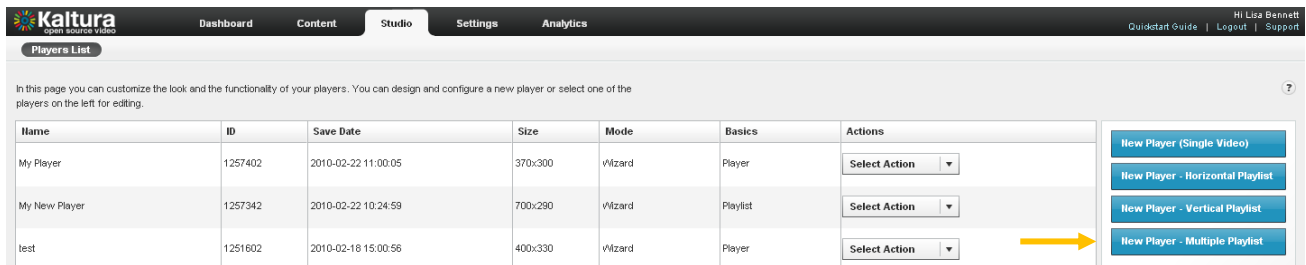
## Creating a Multiple Playlist

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



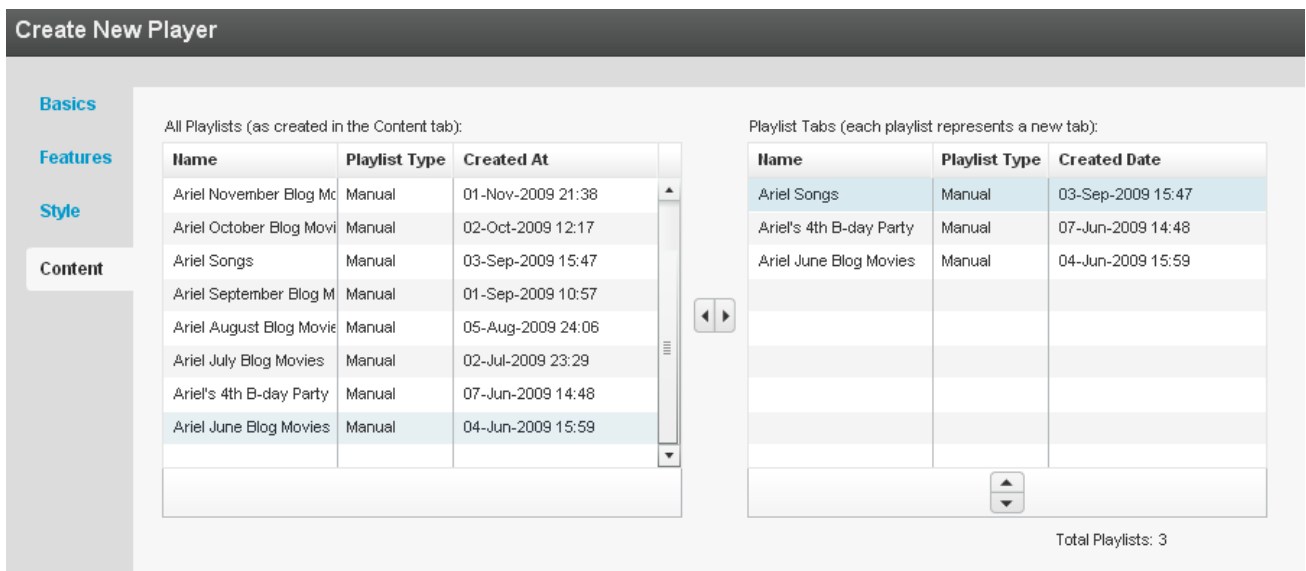
The screenshot shows the Kaltura Studio interface with the 'Studio' tab selected. The 'Players List' table is visible, and a yellow arrow points to the 'New Player - Multiple Playlist' button in the right-hand menu.

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.

## Users, Roles & Permissions

### [Managing Users](#)

- [Adding a New User](#)
- [Removing and Blocking Users](#)
- [Purchasing a License for Additional Users](#)

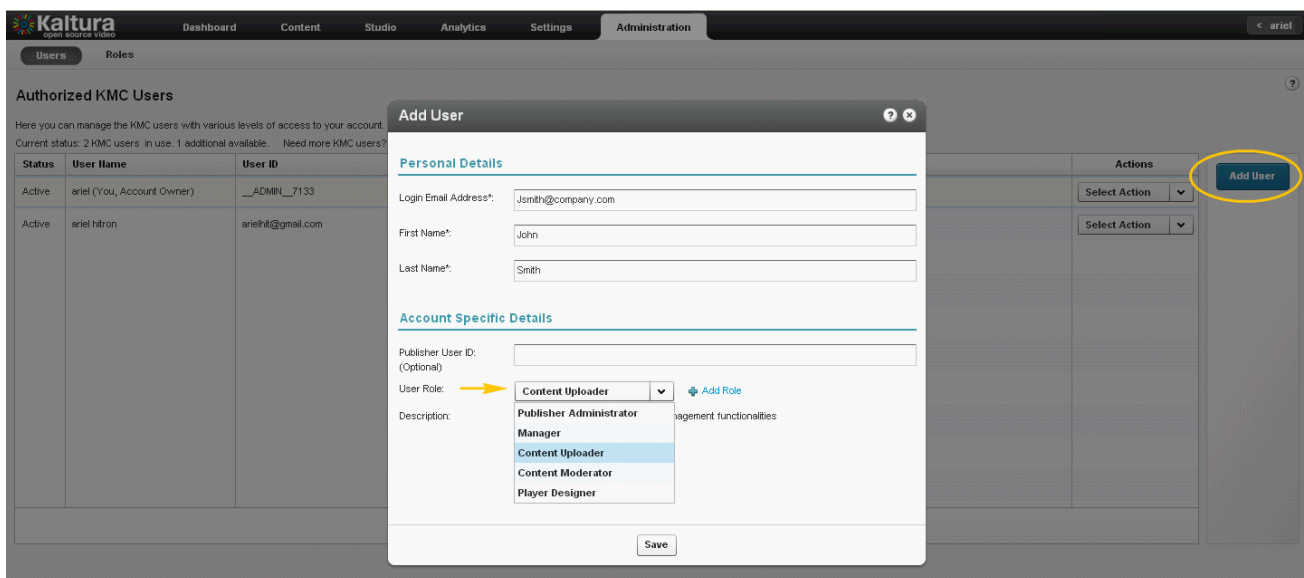
### [Creating Custom Roles](#)

### [Changing Your Password \(under settings tab\)](#)

## Managing Users

### Adding a New User

1. Go to the “Administration” tab and select “Users” from the menu.
2. Click the “Add User” button, and fill in the details in the “Add User” window. Select a role from the “User Role” drop down menu. User roles define permissions granted to the user for the different KMC functionalities.




The screenshot shows the Kaltura Administration interface. The 'Administration' tab is selected, and the 'Users' sub-tab is active. A modal window titled 'Add User' is open, allowing the user to add a new user. The modal is divided into two sections: 'Personal Details' and 'Account Specific Details'.

**Personal Details:**

- Login Email Address\*:
- First Name\*:
- Last Name\*:

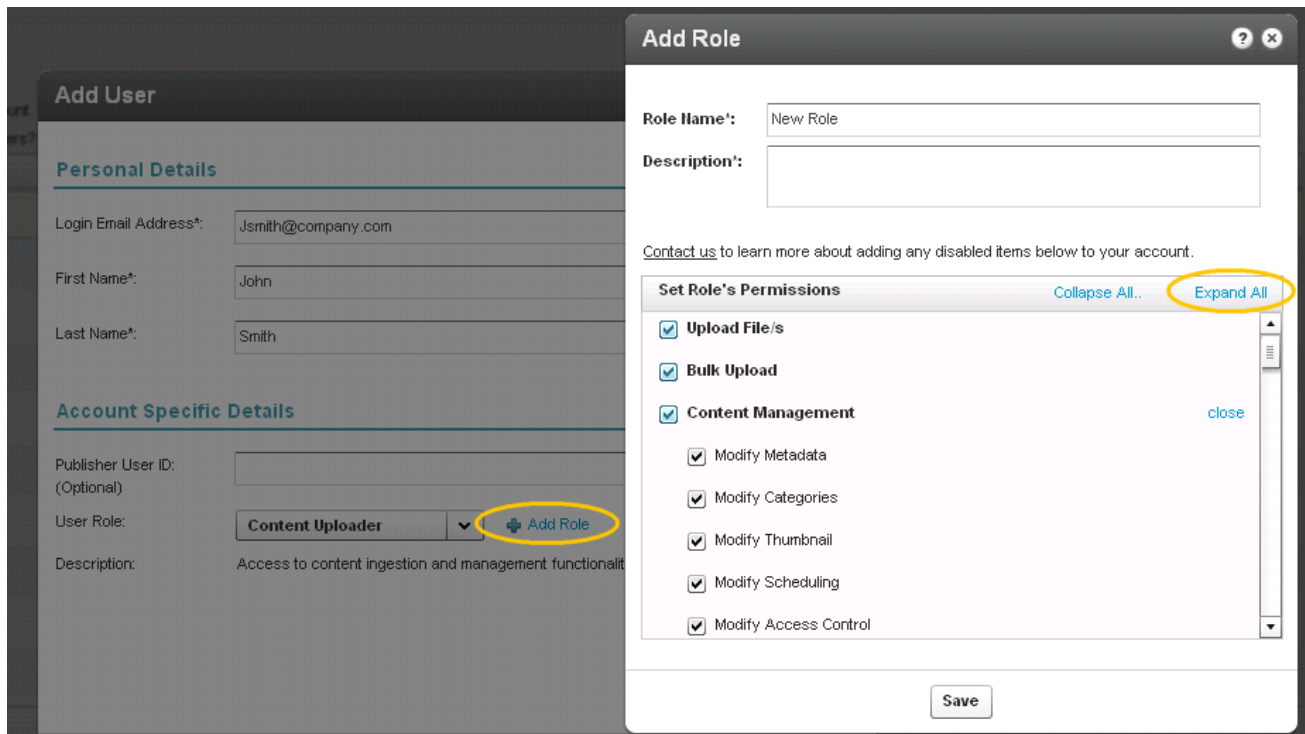
**Account Specific Details:**

- Publisher User ID: (Optional)
- User Role:   [Add Role](#)
- Description:

At the bottom of the modal is a 'Save' button. In the background, the 'Authorized KMC Users' table is visible, showing two active users. The 'Add User' button in the top right corner of the 'Users' tab is circled in yellow.

Status	User Name	User ID
Active	ariel (You, Account Owner)	__ADMIN__7133
Active	ariel hitron	arielhit@gmail.com

3. You can create a custom role by clicking “Add Role”. After naming the role and providing a description you’ll be able to select the specific permissions required. For granular permissions within each category click “Expand All”. See more on Custom Roles in the next section.
4. Click “Submit” to save. Once a new user is created, an email will be sent to the specified email address containing a link to set the account password.



## Removing and Blocking Users

You can prevent users from logging into the KMC temporarily or permanently by selecting either block/unblock or delete from the “Select Action” drop down menu.

Status	User Name	User ID	Email Address	Role	Last Login	Actions
Active	ariel (You, Account Owner)	__ADMIN_7133	ariel.hitron@kaltura.com	Publisher Administrator	03/15/11 11:21	Select Action
Active	ariel hitron	arielhit@gmail.com	arielhit@gmail.com	Player Designer	03/14/11 5:14	Select Action
Active	John Smith	jsmith@company.com	jsmith@company.com	Content Uploader	12/13/01 12:45	Select Action

## Purchasing a License for Additional Users

By default, each KMC account is allocated three users. To request additional users follow the “click here to upgrade your account” link in the “Users” section.

Kaltura  
open source video

Dashboard
Content
Studio
Analytics
Settings
Administration

Users
Roles

### Authorized KMC Users

Here you can manage the KMC users with various levels of access to your account. You can add new users, edit permissions for existing users and more.

Current status: 3 KMC users in use. 0 additional available. Need more KMC users? [Click here](#) to upgrade your account.

Status	User Name	User ID	Email Address	Role
Active	ariel (You, Account Owner)	__ADMIN__7133	ariel.hitron@kaltura.com	Publisher Administrator
Active	ariel hitron	arielhit@gmail.com	arielhit@gmail.com	Player Designer
Active	John Smith	jsmith@company.com	jsmith@company.com	Content Uploader

## Creating Custom Roles

- Go to the “Administration” tab and select “Roles” from the menu.
- Click “Add Role”. After naming the role and providing a description you’ll be able to select the specific permissions required. For granular permissions within each category click “Expand All”.
- You can edit, duplicate or delete any existing role via the “select action” drop down menu.

Add Role

Role Name:

Company Marketing User

Description:

permissions needed by marketing team

Contact us to learn more about adding any disabled items below to your account.

Set Role's Permissions

Collapse All

Expand All

☒ Upload File/s

☒ Bulk Upload

☒ Content Management

☐ Content Moderation

☒ Playlist Management

☒ Syndication Management

☐ Content Distribution

☐ Studio

advanced

advanced

advanced

advanced

advanced

advanced

Save

Save Date	Actions
03/06/11 22:30	Select Action
03/06/11 22:32	Select Action
03/06/11 22:32	Select Action
03/06/11 22:32	Select Action
03/06/11 22:32	Select Action

Add Role

## Changing Your Password

To change your password go to the “Settings” tab > “My User Settings” and click on the “Change KMC Password” link.



## User Details

Please make sure that the information below is up to date.

<b>User Name:</b>	ariel	<a href="#">Edit</a>
<b>User ID:</b>	__ADMIN__7133	
<b>Email Address:</b>	ariel.hitron@kaltura.com	<a href="#">Edit</a> <a href="#">Change KMC Password</a>
<b>Role:</b>	Publisher Administrator	
<b>Role Description:</b>	Full control over publisher account and user management functionalities	