



Kaltura REACH:

The Video Discovery and Accessibility Suite

Maximize Video Content Value!
\$3 investment will increase
your Video ROI by up to 60%

KEY FEATURES

- Reach high quality results with searchable transcripts and metadata across the entire video library
- Enrich your video library with semantic keywords and topics that fuel effective video recommendations
- Access global audiences by breaking language barriers with captions and subtitles from professional translators across 200+ languages
- Comply with government and industry regulations with ADA/508 compliant video player
- Harvest your video data into actionable insights

BENEFITS AT-A-GLANCE

- Improved SEO and search rankings with rich metadata appended to video
- Support for all major caption and transcription formats and standards
- Fully integrated with Kaltura Media Space (KMS) and Management Console (KMC)
- Turn around times between 3 to 48 hours
- Feature-rich professional services, including support for a wide range of languages and caption formats
- Take advantage of low Kaltura pricing and volume discounts

With the rapid increase of online video, organizations are facing a multifaceted challenge around accessing global-audiences, complying with government regulations and industry standards and capturing accurate data. Every video experience benefits from captioning, transcription and translation through increased video accessibility, enhanced learning retention, richer user engagement, semantic search and improved SEO results.

Kaltura arms every user with the best chance at success by providing the broadest range of solutions with the widest audience reach. Empowering organizations with scalable and secure services to manage and deliver their video experiences, Kaltura REACH makes it easier than ever to effectively manage rich media assets and ensure accessibility and compliance.

ACCESSIBILITY

- Captions extend content reach to second language viewers, currently:
 - 15% of the US speaks English as a second language
 - 25% of all online video is currently viewed with captioning
- More than 2 billion people worldwide have some level of English fluency
- Online media captioning is required by the FCC to govern TV stations, cable systems, broadcast cable networks and virtually every other professional video program producer making programming available online
- Government accessibility mandates require equal access for any educational related content



CONTENT SEARCH & SEO

- Searchable captions make video content SEO intelligent to improve video discovery, viewer engagement, stickiness and achievement
- Structured media data used for on demand in-video search for enhanced interaction, comprehension, and learning outcomes
- Transform massive unstructured video collections into usable data archives

VIDEO INTELLIGENCE & ROI

- Categories, keywords and entities can be defined to maximize content discovery and monetization
- Analyze content for trends and extend dynamically for targeted results
- Make content-based recommendations and insights to achieve relevant engagement

GET STARTED TODAY!

Contact your Kaltura representative OR email info@kaltura.com to get the Kaltura REACH suite today.

CUSTOM SOLUTIONS WITHIN KALTURA

REACH feature pre-certified and integrated services from a wide range of industry leading Kaltura Technology Partners including, cielo24, 3Play Media, Amara, Dotsub, VoiceBase and more. Visit the [Kaltura Exchange](#) to view a full list of partners and third-party developers.

