

Media Repurposing Information Guide

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Kaltura Business Headquarters

5 Union Square West, Suite 602, New York, NY, 10003, USA

Tel.: +1 800 871 5224

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Overview of Media Repurposing

Video is becoming a key component in our personal lives as well as our professional lives. Video is emerging in every aspect of our work environment – learning and training, peers communication, marketing, management messaging, customer support and more. Video content created by the organization is growing rapidly, hence media storage and management the organization is bound to deal with, is increasing as well.

Issues as video quality, once most challenging, became more trivial today, making room to video storage and search capabilities which are becoming the pressing ones.

Kaltura offers wide range of content management capabilities, amongst them a specific set of Information Lifecycle Management (ILM) features to deal with growing amount of media content and content that needs to be repurposed due to compliance or legal reasons.

Terminology

Kaltura's Media Repurposing helps customers determine a set of **Rules** and **Actions** to apply on their content. These rules and actions are bundled in Media Repurposing **Profiles**.

Each media asset is scanned by these profiles regularly. Rules which are met, will cause actions to take place.

As a result of an extensive analysis of customer needs across Kaltura's 3 main target verticals - Media, Enterprise and Education, Kaltura has formalized a set of best practice profiles covering common use cases that are delivered as reusable **Packaged Policies**.

Customer's **Custom Profiles** may also be created based on need and feasibility.

Media Repurposing Packaged Policies



The following lists the different media Repurposing Packaged Policies:

- **Search and Indexing Policies** - Keep your streaming media discoverable, while adhering to IT and legal compliance requirements. Use Kaltura's flexible metadata capabilities to tailor governance policies dictating who can search for your media, and how your media is to be available across systems and CDNs, inside and outside the firewall.
- **Media "Pruning" Policies** – Paired with Kaltura's intelligent media transcoding, which generates cross-device and cross-screen renditions ("flavors") of your media, schedule selective deletion of flavors and/or generation of smaller ones, to optimize storage, while still keeping your media online and available to a more limited audience. Often triggered by Scheduling Rules such as "media older than X" and "media not viewed since X".
- **Media "Time Capsule" Policies** – Retire stale content non-destructively - Send-off media and metadata to cheaper offline storage or a long-term archive, keeping only a metadata signature. Signature allows on-demand revival by re-ingesting and gluing the media back to Kaltura. Interoperability with any 3rd party compliance or archiving system can be supported via in-transfer transformations of media and metadata, to meet proprietary formats and standards. Often triggered by Scheduling Rules such as "media older than X" and "media not viewed since X".
- **Global Purge Policies** – Retire stale content destructively – Schedule deletion of all video

files, thumbnails, metadata and related assets of a streaming media object. Supports a grace period by sending email alerts to media owners ahead of deletion. Often triggered by Scheduling Rules such as “media older than X” and “media not viewed since X”, combined with custom taxonomy rules such as “Content Type is Y”.

- **Retention Policies** – Comply with Legal requirements by setting blocking rules such as “Marked for Legal Hold”, supporting retention of media despite it reaching its planned expiration.
- **Scheduled Metadata Transformations** – Save on streaming costs while keeping your assets online, by scheduling alterations to entitlement rules. Scheduled Metadata Transformations allow you to either effectively hide assets from all users but your media repository admins, or, allow mostly Media customers to perform “stock rotation” by reintroducing older content to new users.
- **Combined Policies** – All the policies listed may be combined and chained. For example, “prune” retiring assets by generating a small footprint flavor, send only this flavor to a “time capsule” and “global purge” all streaming media object’s remaining assets.

Media Repurposing Rules

Rules are based on metadata fields, available APIs and their combination.

For example:

- Entries that were created in a specific time.
- Entries that were last played at a specific time.
- Entries that have a custom metadata field (for example: ‘Legal Hold’ metadata field)
- Entries that are assigned to a specific category
- And others

Media Repurposing Actions

A wide range of actions are applicable on the media assets.

For example:

- Deleting all the entry’s data so that there are no remnants of the entry (for example: video, thumbnail, related files)
- Changing the metadata field value (based on running an XSLT on the entry’s metadata).
- Assigning or de-assigning an entry from a provided list of categories.
- Deleting all the entry’s flavors apart from a specific set of flavors (for example: source, smallest-file-sized flavor).
- Transcoding a specific flavor.
- Distributing the entry to a defined destination.
- Sending an Email notification about a specific entry (This action may be used to notify content managers/owners in advance of an actual action that will take place.)

Media Repurposing Profiles

Profiles are Actions applied on entries meeting the defined Rules.

For example:

1. **Retire Unwatched Entries** – For entries that were not played at all for the last 18 months, de-assign them from all categories, assign them to a category called ‘Retired’ and delete all the flavors, apart from the source.
2. **Save all customer calls for 30 days only** - For entries that are from the type ‘customer_call’

(custom metadata field) and were created more than 30 days ago and have no 'legal hold' (custom metadata field), send an Email notification to the owner then delete all content and assign to a category called 'Expired'.

Simulation Support

In order for the customer to understand the outcome of a certain Rule on their content base, there is an intrinsic Media Repurposing capability to 'Dry Run' the Profile and see which entries will be affected by the Actions, without actually executing the Actions. Simulation allows you to be certain that Rules and Actions are defined correctly. Simulation may also be used for capacity planning and ordering more storage in advance, for cases where retention policies dictate more media assets are to be retained than deleted.

Open Architecture

As part of Kaltura's platform, Media Repurposing is an open solution, designed with integration in mind. Using smart connectors, both media and metadata may be transformed in-transfer to match all 3rd party archiving standards and APIs, allowing customers to meet compliance requirements and leverage on their existing offline archiving solutions.

Deployment

Packaged Policies and Custom Profiles may be set and deployed by Kaltura's Professional Services according to the customer's requirements.

Profiles may be set in any one of Kaltura's deployment options – SaaS, Hybrid or OnPrem.

Profiles and Simulation ('Dry Run') are set through the Kaltura API and their turnaround time may be configured as well.

Supported Customer Examples

- **Media** - "We generate a lot of news clips every day, but these stale fast. We would like to avoid overages by retaining only news clips watched in the last 60 days and move the rest to our own offline storage. We would also like to do the same with our weather reports but these can be retired after 20 days".
- **Enterprise** - "Due to compliance and legal reasons, we must purge all meeting recordings after 30 days, product announcements after 3 years and training videos after 7 years. Our retention policy dictates that assets marked for Legal Hold must not be purged. We would also like to notify media owners 7 days prior to purge, to allow them to download their videos. Lastly, we would like to expedite purging of training videos from 7 years to 3 years if not watched for over 14 months".
- **Education** - "Our faculty works with a Fedora Commons compliant archiving system. We would like to schedule archiving of our lab recordings, using the same digital object scheme we created in Fedora and used by all of our archived materials. When archiving, we would like all mobile and low-bandwidth video flavors deleted, but retain the source footage online and mark it as "archived", so that students can no longer access it via our LMS".
- **Enterprise (Pharma)** - "Due to recent eDiscovery regulation changes, our marketing videos need to adhere to stricter compliance rules and be archived once the patent of the drug which the video advertises, expires. We are using an enterprise-grade commercial archiving solution, so would like metadata transformed and all online files purged".
- **Media (Service Provider)** - "We are launching a new OTT service with a limited catalogue. We would like to automatically repurpose titles not watched for over 3 months, so that they rotate into the Staff Picks category and create the perception we have a larger catalogue".