Universal Studio Information Guide

Version: v2

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Contents

Overview of the Universal Studio

The Universal Player Studio is a robust HTML based player editor. It supersedes the Flash Player Studio and natively edits Kaltura Player Tool Kit (v2) players JSON based configuration. Kaltura toolkit players, support being embedded into responsive HTML web pages and native iOS and Android applications. For more information see the article Kaltura Player Toolkit.

Architecturally the Kaltura Universal Player Studio works with non-destructive JSON editing that enables both manual edits of the JSON file as well as editing the JSON file with the player studio GUI. This guide is exclusively focused on the user interface. If you want to edit a player's JSON source directly, you can do so in the Kaltura Player Version Utility Page.

For frequently asked questions per transitioning between the Flash Studio and the Universal Studio, see the Universal Studio FAQ. Pay close attention to the limitations in transitioning to the Universal Studio and using a Kaltura Player Toolkit v2 Player.

Designing and Configuring a Player

NOTE: When upgrading a player that was created in the Flash Studio, be sure to duplicate the player. Not all of the Flash features are directly supported in the Universal Studio players, and unexpected results may occur.

Use the Universal Studio tab in the KMC to create configurations and design players and playlists. You can add, remove and adjust multiple buttons and features, and design a player to match the look of your site.
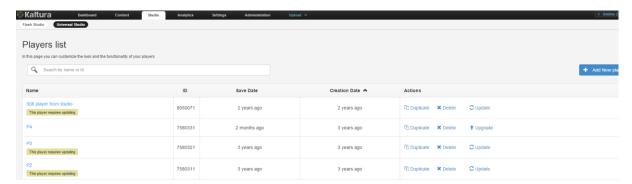
Updating the Player List in the Universal Studio

The Universal Studio tab displays the complete list of the players defined in your account. This includes players created with the Flash studio. To edit any player in the Universal s\Studio the player must be updated to the new Universal Studio Players. This includes any players previously created via API and even early versions of v2 players.
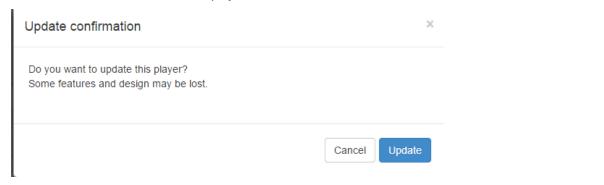
All players created using the previous KMC Studio are automatically available to be upgraded in the new Universal Studio. All players can be upgraded to the latest version of software.

To update/upgrade the players

1. Select the Studio tab and then click Universal Studio.

   The list of existing players is displayed.
2. Click Update to update the player to the Universal Studio player.

a. An Edit confirmation box is displayed.

b. Click Update.

3. Click Upgrade to upgrade the player to the latest version of the Universal Studio players.

a. An upgrade confirmation box is displayed.

b. Click Upgrade.

4. Begin to configure the Universal Studio player settings.

Reverting to the Flash Studio Player

Since some of the Flash features are not directly supported in the Universal Studio players, you may want to revert to the originally configured Flash player.

To revert back to the original studio player

1. Clone a player before you upgrade it.

2. Delete the upgraded player.

Universal Studio Icons

The Universal Studio icons represent the following configuration options:

Icon	Description
Search icon.	Use this section to search for configurable properties across all player plugins. Opens the Menu Search window.
Basic Display icon	Use this section to set the player name, entry and aspect ratio. Opens the Basic Display window.
Look and Feel icon	Use this section to adjust the visual appearance of the player. Opens the Look and Feel window.
Analytics icon	Use this section to configure analytics via the Kaltura platform as well as via 3rd party analytics providers. Opens the Analytics window.
Monetization icon	Use this section to configure content monetization plugins. Opens the Monetization window.
Plugins icon	Use this section to configure additional plugins. Opens the Plugins window.
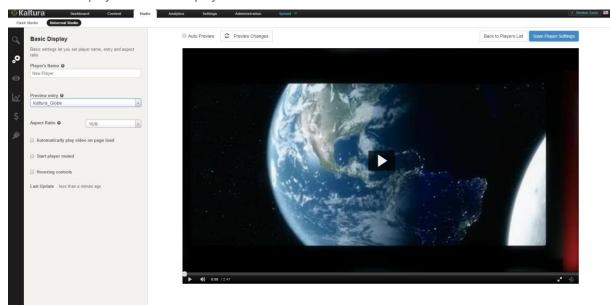
<div align="right">SECTION 2</div>

Creating a Player in the Universal Studio

Each player contains a collection of features of a specific Kaltura Player configuration. In addition to the Kaltura defined features, a player can include a custom plugin configuration.

▤ To create a player

1. Select the Universal Studio tab.
2. Click Add New player.
   The Basic Display window is displayed.

3. Configure the Basic settings.
4. Configure the Universal Studio Player Look and Feel Features.
5. Configure the Analytics. (Optional)
6. Configure the Monetization. (Optional)
7. Configure the Plugins (Optional)f
8. Click Save Player Settings.

Basic Display

Use the Basic Settings to set the player name, entry and aspect ratio.

Enter the following information:

Field	Description	Values
Player's Name	Enter an informative Player Name (required).	
Preview entry/playlist	Choose an entry/playlist to preview using the player. Some features may be dependent for specific entries/playlists.	A list of entries/playlists for your account. You must check the Playlist plugin to preview playlists. The Playlist plugin can be found in the 'Look and Feel' section.
Player Dimensions	The default player size is 560 px by 395 px. Use this option to create a custom player size that is constrained to the selected aspect ratio.	When you select an aspect ratio, the height is automatically calculated according to the selected aspect ratio. You can select Custom from the drop down menu and enter the custom width, the height is derived automatically.
Automatically play video on page load	If the player should automatically start playback	True or false
Start player muted		
Hovering Controls		

Editing a Player

All changes you make to an existing player will propagate to all sites where the player has been embedded, including syndicated players on other sites.

To edit a player

1. Select the Universal Studio tab.
2. Click on the relevant player in the Player List.
3. Select an icon to modify the current player configuration.
4. Click Save Player Settings.

Duplicating a Player

To duplicate a player

Creating a Player in the Universal Studio

1. Select the Universal Studio tab.
2. Click on the relevant player in the Player List.
3. Click Duplicate.
   The player configuration Basic Configuration window is displayed and the player is rendered as a copy of the existing player.
4. Modify the player's Basic Display settings to give the new player a distinct name
5. Click Save Player Settings.

Deleting a Player

Deleting a player eliminates it from all the locations where the player has been previously embedded. For example, if you have embedded a player using this design on your site or an external site, after you delete it from the Player List, the player will no longer appear and a blank area is displayed on the website.

🗉 To delete a player

1. Select the Universal Studio tab.
2. In the Actions column of the relevant player, click Delete.
   A Delete confirmation prompt is displayed.
3. Confirm the deletion.

508 Compliancy

All Universal Studio players are 508 compliant. The player's features include:
- Support for captions file in timed text or SRT formats for the video/audio file
- Support for an audio description in a standardized format for the video/audio file
- Hidden text elements for every non-text element (for screen readers)
- Tooltips
- Keyboard tabbing and controls

For more information see 508 Support within the Kaltura Player Toolkit.

Configuring the Player's Look and Feel

The Look and Feel tab is made up of different sections, controlling the various features of the player.

Use the options in this window to select the features (buttons, layers and modules) to be included in your player. As you select your features from the list, you can preview the changes in real time in the preview pane on the right.
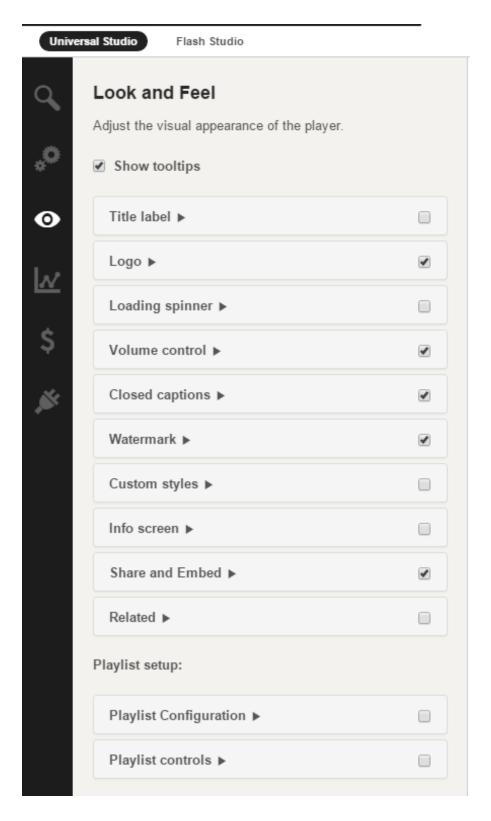
Universal Studio - Player Look and Feel Features

The look and feel features include configurable features (buttons, layers and modules) available for the Universal Studio Player. Checking the box next to any feature allows you to preview it in the Preview Pane. Most of the features have in-depth configuration options.

- Displaying/Hiding Tooltips – Use to enable or disable tooltips display.
- Title Label - Use to set the title text within the hover.
- Logo – Use to load the image URL.
- Loading Spinner – Use to set the Loading Spinner.
- Volume Control - Use to control the player volume using mute/unmute buttons and a volume slider.
- Closed Captions - Use to set up closed captions and the caption display. Kaltura includes multi-lingual closed captions support that comply with FCC regulations.
- Watermark - The Kaltura watermark plugin.
- Custom Styles – Modify the theme CSS style.
- Info screen - Add Information screen about the video.
- Share - Add the Share interface to the player.
- Related - Add the Related Videos screen at the end of the video to attract users to watch additional videos.
- Playlist Setup – Use to configure and setup a playlist.

To view and customize the player's different features

1. Select the Universal Studio tab and then select a player.
2. Select the Look and Feel icon.
3. Click on the feature to configure.

Displaying/Hiding Tooltips

Many of the player's features include tooltips, a small pop-up window that appears when a user pauses
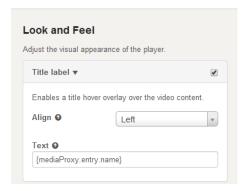
the mouse pointer over an element, such as over a Button

▦ To enable or disable tooltips

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Show tooltips to enable this option. Uncheck the box to disable the tooltips display.

Title Label

Use the Title label to set the location and text of the title label.

Look and Feel

Adjust the visual appearance of the player.

Title label ▾   ☑

Enables a title hover overlay over the video content.

Align ❷   Left ▾

Text ❷
{mediaProxy.entry.name}

▦ To set the title label

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Title label to enable this option.
3. Select the alignment location from the drop down menu.
4. Enter the Text for the label. The default is the mediaProxy entry name. (That is the original name you gave to the content when you uploaded it to the KMC.)
5. Click Preview changes to preview your modifications.
6. Click Save Player Settings.

Logo

Use the Logo label to set the custom logo plugin.

Configuring the Player's Look and Feel

Logo ▼   ☑

The Kaltura custom logo plugin.

Logo image URL ❓

[   ]

Logo link ❓

[   ]

Title ❓

[   ]

▤ To set the logo

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Logo label to enable this option.
3. Enter the Logo image URL.
4. Enter the Logo link.
5. Enter a Title.
6. Click Preview changes to preview your modifications.
7. Click Save Player Settings.

Loading Spinner

Use the Loading spinner options to customize the look of the loading spinner.

Loading spinner ▼   ☑

Loading spinner options allows you to customize the look of the loading spinner.

Image url ❓

[   ]

Lines ❓   `10`

Line length ❓   `10`

Width ❓   `6`

Radius ❓   `12`

Corners ❓   `1`

Rotate ❓   `0`

Direction ❓   `1`

Color ❓

`rgb(0,154,218)|rgb(255,221,79)|rgb(0,168,134)|rgb`

Speed ❓   `1.6`

Trail ❓   `100`

☐ **Shadow** ❓

Top ❓

`auto`

Left ❓

`auto`
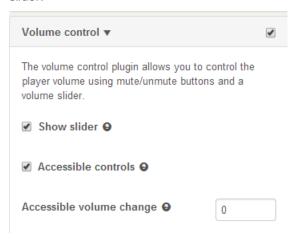
📋 To configure the loading spinner

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Loading Spinner to enable this option.
3. Enter the image URL.
4. Enter the Logo link.
5. Set the parameters.
6. Click Preview changes to preview your modifications.
7. Click Save Player Settings.

Volume Control

Configuring the Player's Look and Feel

Use the Volume Control option to control the player volume using mute/unmute buttons and a volume slider.

Volume control ▼   ☑

The volume control plugin allows you to control the
player volume using mute/unmute buttons and a
volume slider.

☑ Show slider ❓

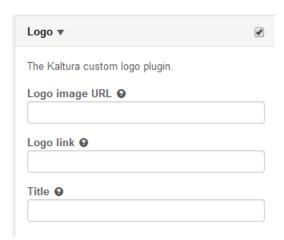☑ Accessible controls ❓

Accessible volume change ❓   `0`

📋 To set the volume control

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Volume Control to enable this option.
3. Check Show slider to display the column slider.
4. Check Accessible controls to enable them.
5. Select the accessible volume change value from the drop down.
6. Click Preview changes to preview your modifications.
7. Click Save Player Settings.

Closed Captions

Use the Closed Captions option to set up closed captions support and the caption display.

Configuring the Player's Look and Feel

To configure the closed captions display on the player

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Closed Captions to enable this option.
3. Select the layout (location on the video) from the drop down menu.
4. Modify other closed captions' options as required.
5. Click Preview changes to preview your modifications.
6. Click Save Player Settings.

Add or Modify the Watermark

Use the Watermark option to set the watermark image and location of the watermark.

Configuring the Player's Look and Feel

Watermark ▼ ☑

The kaltura watermark plugin

Position ❷   Top Left   ▾

Image URL ❷
http://www.kaltura.com/content/uiconf/kaltura/km

Click URL ❷
http://www.kaltura.com/

Padding CSS ❷   10
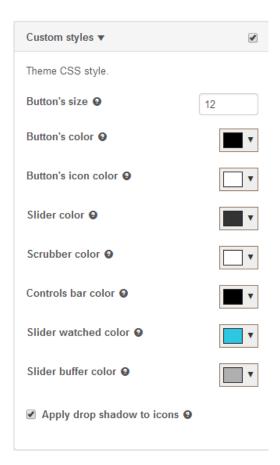
📋 **To select the watermark and the display location**

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Watermark to enable this option.
3. Select the position of the watermark location from the drop down menu.
4. Enter the watermark image URL.
5. Enter the Click URL.
6. Select the Padding CSS to determine the padding from the edge of the play screen. Enter the value in pixels.
7. Click Preview changes to preview your modifications.
8. Click Save Player Settings.

Create and Modify Custom Styles

Use the Custom Styles option to modify CSS styles.

Configuring the Player's Look and Feel

Custom styles ▼	☑

Theme CSS style.

Button's size ❓   `12`

Button's color ❓   [■ ▼]

Button's icon color ❓   [□ ▼]

Slider color ❓   [■ ▼]

Scrubber color ❓   [□ ▼]

Controls bar color ❓   [■ ▼]

Slider watched color ❓   [▮ ▼]

Slider buffer color ❓   [▮ ▼]

☑ Apply drop shadow to icons ❓
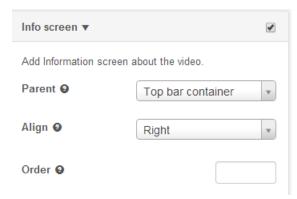
▤ To modify custom styles

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Custom Styles to enable this option.
3. Modify the parameters.
4. Click Preview changes to preview your modifications.
5. Click Save Player Settings.

Info Screen

Use to add information screen about the video.

Info screen ▼	☑

Add Information screen about the video.

Parent ❓   `Top bar container    ▼`

Align ❓   `Right    ▼`

Order ❓   [   ]
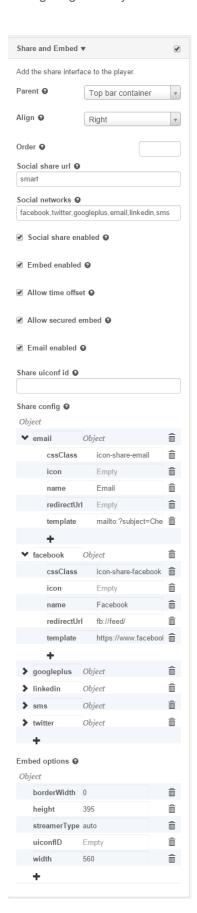
▤ To modify the Info screen

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to Info screen to enable this option.
3. Modify the parameters.
4. Click Preview changes to preview your modifications.
5. Click Save Player Settings.

Share and Embed

Use the Share feature to add the Share interface to the player and to share and embed a video in social websites and email.

Configuring the Player's Look and Feel

Share and Embed ▾	☑

Add the share interface to the player.

Parent ❓ Top bar container ▾

Align ❓ Right ▾

Order ❓

Social share url ❓
smart

Social networks ❓
facebook,twitter,googleplus,email,linkedin,sms

☑ Social share enabled ❓

☑ Embed enabled ❓

☑ Allow time offset ❓

☑ Allow secured embed ❓

☑ Email enabled ❓

Share uiconf id ❓

Share config ❓
Object

▾ email	*Object*	🗑
cssClass	icon-share-email	🗑
icon	Empty	🗑
name	Email	🗑
redirectUrl	Empty	🗑
template	mailto:?subject=Che	🗑
✚		
▾ facebook	*Object*	🗑
cssClass	icon-share-facebook	🗑
icon	Empty	🗑
name	Facebook	🗑
redirectUrl	fb://feed/	🗑
template	https://www.facebool	🗑
✚		
❯ googleplus	*Object*	🗑
❯ linkedin	*Object*	🗑
❯ sms	*Object*	🗑
❯ twitter	*Object*	🗑
✚		

Embed options ❓
Object

borderWidth	0	🗑
height	395	🗑
streamerType	auto	🗑
uiconfID	Empty	🗑
width	560	🗑
✚		

Share and Embed Configuration Fields

Use the fields to configure the Share and Embed interface to the player.

Field	Description
Parent	Parent container for component. Components include default placement, leave as null if unsure.
Align	Alignment for component, can be left or right.
Order	Draw order of the component within the container. Together with alignment, determines component placement of the component. Order is set with respect to siblings on the parent container.
Social Share URL	Allows you to define the URL shared for this player: • **smart** will maximize inline social sharing playback, by using the page URL or Kaltura URL, and depend on whether opengraph tags are present on the page • **parent** will share the parent page URL. • **http://my-custom-domain.com/?v={mediaProxy.entry.id** this is a custom URL with magic substitution that also be used.
Social Networks	Define included networks, separated by commas. Networks currently supported: facebook,twitter,googleplus,email,linkedin,sms
Social Share Enabled	Display Share link. True or False.
Embed Enabled	Display Embed code.
Allow Time Offset	Allow setting a time offset for the entry.
Allow Secured Embed	Display secured embed option.
Email Enabled	Display Email in the share options.
Share uiconf ID	Specify a UIConf ID for the shared link. Leave empty to use the current UIConf.
Share Config	Configuration options for all share networks. Use these fields to define each social network's icon, tooltips and template.
Embed options	Embed code configuration options. **borderWidth** - enter the embed frame border wdth in pixels. **height** - enter the video frame height **streamerType** - Select a Kaltura video delivery streaming type. **uiconfID** - use to define a specific uiconf ID for the embedded video. Leave this field emplty to use the current player's uiconfID **width** - enter the video frame width.

📑 To set the Share button

1. Select the Universal Studio tab and select a player to edit or create a new one.
2. Select the Look and Feel icon.

3. Check the box next to Share and Embed feature to enable this option.
4. Select the parent (where the Share and Embed button should be placed) from the drop down menu.
5. Use the table to configure the fields.
6. Click Preview changes to preview your modifications.
7. Click Save Player Settings.

Using the Share Button

After you configured the Share and Embed option in your player you can use the links provided in the player to embed your video.

To use the embed links in the player:

1. Click on the Share icon. The location of the icon depends on your configuration.
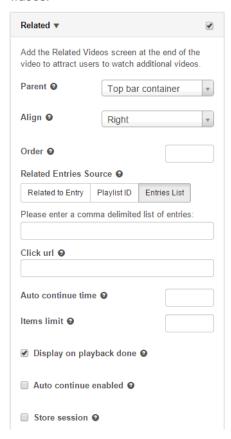   The following share and embed window is displayed on the player.

2. Click on the social media or email icon to open the relevant social media windows or email for sharing.

3. For additional embed code and JSON configuration information see the Share Plugin API.

Related Videos

Use this option to add the related videos screen at the end of the video to attract users to watch additional videos.

To set the Related Videos screen

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to the Related feature to enable this option.
3. Select the parent (where the Related Videos button should be placed) from the drop down menu.
4. Select the alignment location.
5. Enter the Order where the icon should be displayed.
6. Enter the Related Entries Source to select data the source for the related videos.

   The options are:

   - Related to Entry – the server side determines which entries are related to the entry using the system logic. Entries related to the current entry are displayed. If there are no related entries, the plugin is disabled.

   - Playlist ID – select from the dropdown for available playlists.

   - Entries List – enter a comma delimited list of entries.

7. Enter the configuration settings.

   - Click URL – Enter the URL to click on to get to the related items. If this field is left blank, clicking will replace the current video with a new one. For example:

   - Auto continue time – Enter the number of seconds for auto play.
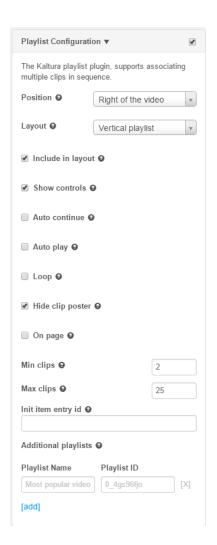
- o Items limit – Enter the maximum number of items to show on the related screen.
- o Display on playback done- display related screen automatically when playback is done.
- o Auto continue enabled – should the next item automatically play.
- o Store session – store the played entries across the page views in the related clips display.
8. Click Preview changes to preview your modifications.
9. Click Save Player Settings.

Playlist Setup

Use the Playlist setup options to configure the playlist's settings and configure the playlist controls. You can set a playlist Preview id in the Basic Settings.

Playlist Configuration

The Kaltura playlist plugin supports associating multiple clips in sequence.

📋 To configure the playlist's settings

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to the Playlist Configuration feature to enable this option.
3. Select the position where the playlist should display. The options are to the right, left, above or beneath the video.
4. Select the layout, vertical or horizontal.
5. Enable the playlist features by checking the relevant boxes.
6. Check On (Publisher's) Page to display the playlist on the publisher's page. If unchecked, the playlist is displayed on the player's iFrame. (Recommended)
7. Enter the minimum amount of clips of display. The number represents the minimum number of clips to show in the playlist without scrolling. If the playlist has fewer entries than the specified Min Clips value, all the clips in the playlist are displayed. If the Min Clips value specified prevents optimal viewing, (may cover the video or shrink the player display) - the Min clips value for display are determined to provide optimal video viewing.
8. Enter the initial entry ID that should be played first. In the Init item entry id.

📋 To add additional playlists

1. Enter the Playlist Name and the Playlist ID.
2. Click Add.

Playlist Controls

Use to configure the Next and Previous buttons on the playlist.

📋 To configure the playlist's controls

1. Select the Universal Studio tab and select the Look and Feel icon.
2. Check the box next to the Playlist Controls feature to enable this option.
3. Select where you want to display the Next and Previous buttons. The choice are the Top bar container or the Controls container. Leave this field empty if you are uncertain where you want these buttons displayed.

Configuring the Player's Analytics

Kaltura supports robust analytics via the Kaltura platform as well as via 3rd party analytics providers.

The following Analytics options are supported:

- Akamai Media Analytics - Supports sending player analytics events to Akamai.
- Google Analytics - Supports sending player analytics events to Google.
  For full implementation guide see Google Analytics in the Knowledge Center.
- comScore- Supports sending player analytics events to comScore
- Nielsen Combined - Supports sending player analytics events to Nielsen Combined
- Omniture on page - The Omniture s_code config version of the plugin allows you to connect the Omniture plugin to your existing s_code.js configuration for easy integration of video analytics into an Omniture site.
- Kaltura Analytics- (Statistics) Use Kaltura analytics to tracking Kaltura player events. Statistics are enabled by default. Configuration consists of adding additional tracking info.

🔳 To configure the player analytics settings

1. Select the Universal Studio tab and then select or create a player.
2. Select the Analytics icon.
3. Check the Analytics option you want to configure.
4. Enter the relevant parameters for the chosen option.
5. Click Save Player Options.

Akamai Media Analytics

Akamai Media Analytics are designed to provide consistent and accurate data about the playback and quality your audience is experiencing on any device.

Field	Attribute	Value	Description
Configuration XML path	configPath	http://ma193-r.analytics.edgesuite.net/config/beacon-3431.xml	URL for Akamai's configuration XML.
Secured configuration XML path			Secured URL for Akamai's configuration XML
Media Analytics SWF path	swfPath	http://79423.analytics.edgesuite.net/csma/plugin/csma.swf	URL for Akamai Media Analytics SWF.
Secured Media Analytics SWF			Secured URL for Akamai's configuration SWF

Field	Attribute	Value	Description
path			
Track event monitor	trackEventMonitor	trackAkamaiAnalyticsEvent	Track Akamai media analytics events with a named callback.
Player id	playerId	null	Override the default value for the playerId field, By default it is the uiconf_id.
Title	title	null	Override the default value for the title field. By default it is the entry title.
Category	category	null	Override the default value for the category field, By default it is the media type. For example, image, video, audio.
Sub Category	subCategory	null	Override the default value for the subCategory field. The default value is null. This field can be used for additional segmentation.
Event Name	eventName	null	Override the default value for the eventName field, custom set by event

Google Analytics

Field	Attribute	Value	Description
Google urchin code	urchinCode		The Google urchin code i.e. UA-30149691-1
Event monitor function name	customEvent	doPlay	Function called on parent page for every event.
Custom events list	doPlayCategory	My Custom event	Comma separated list of events you want to track.
Category for event			Category sent to Google Analytics for prefixed event.
Action for event	doPlayAction	player is playing	Action sent to Google Analytics for prefixed event.
Value for event	doPlayValue	1	Value sent to Google Analytics for prefixed event

comScore

Field	Attribute	Value	Description
ComScore XML tag mapping file path			URL to a ComScore XML tag mapping file.

Field	Attribute	Value	Description
Event function name			Function called on parent page for every event.
Content party			Party that delivered the content
Content owner			Owner of the content - Content producer
Content owner attribute key			Mapping the attribute key for content owner
Content owner value key			Value key for content owner
Content view site			Location/site where content was viewed
Site mapping attribute key			Mapping the attribute key for site/location
Site value key			Value key for site location
Content type			Genre and type of content
Type attribute key			Mapping the attribute key for genre and type
Site value key			Value key for site location

Nielsen Combined

Field	Attribute	Sample Value	Description
Client ID	clientId	us-502202	The client ID.
Video IS	vcid	c15	The video ID.
Title tag	tag_title	{mediaProxy.entry.name}	The title tag.
Category Tag	tag_category	{mediaProxy.entry.categories}	The category tag.
Sub-category tag	tag_subcategory	{mediaProxy.entryMetadata.subcategories}	The subcategory tag.
Census Category tag	tag_censuscategory	{mediaProxy.entry.censuscategories}	The census category tag.
Thumbnail URL tag	tag_imgurl	{mediaProxy.entry.thumbnailUrl}	The thumbnail URL tag.
Even t Function name	trackEventMonitor	trackEvent	Function called on parent page for every event.
	clientId	us-502202	The client ID.
	vcid	c15	The video ID.

Omniture on Page

The Omniture s_code config version of the plugin allows you to connect the Omniture plugin to your existing s_code.js configuration for easy integration of video analytics into an Omniture site.

Studio Parameter name	Parameter description	Sample Value	Required
Code url	The URL to the Omniture generated sCode file that must be set in the uiConf (not via flashvars). This parameter is required for the plugin to work.	adobe_sample_s_code.js	Yes
Entry code name	The name of the s_code entry point in the global window scope. ("s" by default).	s	Yes
Monitor event tracking interval	Set to an interval (in seconds) for tracking the Omniture 'monitor' event.	10	Yes
Omniture events function name	A global callback function for logging Omniture events.	omnitureTrackingLog	no
Media name concatenation rules	A per partner key for special media name concatenation rules. By default this parameter should be left null.		no
Kaltura player events	A comma separated list of Kaltura player events you want to track.	"openFullScreen,closeFullScreen"	no
Omniture variables and properties	A comma separated list of Omniture evars and props, you wish to pass along with every media event.	"eVar51,prop44"	no
Kaltura values	A comma separated list of Kaltura values, you want to pass along with every media event. Values will correspond to the evars and props comma separated map defined in the "Omniture variables and properties" field.	"{mediaProxy.entry.creatorId},{mediaProxy.entry.createdAt}"	no

Kaltura Analytics

Field	Attribute	Value	Description
Track Event Monitor	trackEventMonitor	kalturaSendAnalyticEvent	Enables you to audit Kaltura events with a named callback function.

Monetization - Configuring the Player Advertising Settings

The Kaltura platform supports VAST 3.0 as well as 3rd party ad plugins to facilitate content monetization.

The following monetization options are available:

- Bumper
- VAST
- DoubleClick
- FreeWheel

To configure the player advertising settings

1. Select the Universal Studio tab and then select or create a player.
2. Select the Monetization icon.
3. Configure the VAST 3.0 or third party plugin advertising settings.
4. Save your changes.

Bumper

Bumpers are videos that act as ads and do not use an ad server. Bumper videos uploaded to Kaltura can be inserted before or after a video, to function as pre-rolls or post-rolls. Bumper videos are associated with a player, and not associated with a specific video. Bumper videos are independent of actual pre/post-rolls and can be played in addition to ads. Bumper videos are helpful for Kaltura partners that would like to advertise their logo, or other information, before or after a video, and for smaller partners that would like to advertise, but do not need advanced tracking tools that ad servers provide.

Field	Value	Description
Bumper Entry Id		The Entry Id of the bumper to be played.
Click URL		The URL to open when the user clicks the bumper video
Pre Sequences Index		The pre-seqeunce number for sequencing the bumper before or after ads before content. For example can be set to 0 and then set the add post-sequence to 1, to have the bumper play after the content.
Post Sequence index		The post-sequence number for sequencing the bumper before or after ads after content the content. .

Field	Value	Description
		For example can be set to 0 and then set the add pre-sequence to 1, to have the bumper play before the content.
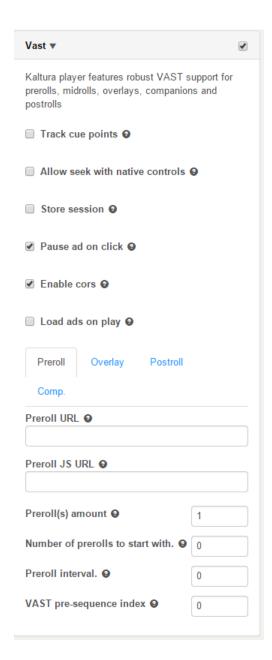
VAST

VAST, (Video Ad Serving Template), includes a standard XML-based ad response for in-stream video as well as an XML Schema Definition ("XSD") for developers. It is meant to accommodate the majority of current practices within the online digital video advertising business.

(http://www.iab.net/iab_products_and_industry_services/508676/compliance/679253)

VAST Configuration Parameters

Kaltura player features robust VAST support for prerolls, midrolls, overlays, companions and postrolls.

Vast ▼   ☑

Kaltura player features robust VAST support for
prerolls, midrolls, overlays, companions and
postrolls

☐ Track cue points ❔

☐ Allow seek with native controls ❔

☐ Store session ❔

☑ Pause ad on click ❔

☑ Enable cors ❔

☐ Load ads on play ❔

| Preroll | Overlay | Postroll |

Comp.

Preroll URL ❔

Preroll JS URL ❔

Preroll(s) amount ❔ | 1 |

Number of prerolls to start with. ❔ | 0 |

Preroll interval. ❔ | 0 |

VAST pre-sequence index ❔ | 0 |

Field	Value	Description
Track cue points		Check if entry cue points should be tracked
Allow seek with native controls		Allow to catch seek requests during ad and return the player to the original play time.
Store session		If the frequency playback should be stored across player reloads. By default, only playlists respect frequency intervals. If set to true, the preroll interval is respected across player views.

Field	Value	Description
Preroll URL		The VAST ad tag XML URL for the preroll ad. For midroll ad requests.
Preroll JS URL		The VAST tag URL used where platform does not support Flash. If undefined, all platforms use the base preroll URL for ad requests.
Preroll tab		
Preroll(s) amount		The number of prerolls to be played.
Number of prerolls to start with		How many prerolls to start with
Preroll interval		How often to show prerolls
VAST pre-sequence index		Allows for sequencing the vast ad within the pre-sequence. 1 for ads then 2 for a bumper plugin, would result in an ad and then a bumper
Overlay tab		
Overlay start time		Start time in seconds for overlay
Overlay interval		How often should the overlay be displayed
Overlay URL		The VAST xml overlay ad xml.
Timeout		The time out in seconds, for displaying an overlay VAST ad.
Postroll tab		
Postroll URL		The VAST ad tag XML URL for the postroll ad.
Postroll JS URL		The VAST tag URL used where platform does not support Flash. If undefined, all platforms use the base postroll URL for ad requests.
Postroll(s) amount		The number of postrolls to be played.
Number of postrolls to start with		How many posttolls to start with
Postroll interval		How often to show postrolls
VAST post-sequence index		Allows for sequencing the vast ad within the post-sequence

VAST Skip Button

Field	Value	Description
Skip button label		Skip button label, for example "Skip Ad"
Skip offset		The time in seconds before the skip ad link is activated.

VAST Skip Notice

Field	Value	Description
Skip notice text		Skip notice text

VAST Notice Message

Field	Value	Description
Skip notice text		Skip notice text (can use evaluated expressions)

VAST Support

Here is a list of some of the largest video ad servers/networks that are VAST-compliant:

http://www.iab.net/iab_products_and_industry_services/508676/compliance/679253 .

VPAID Support

Kaltura's plugin for *VAST* supports VPAID ads.

Kaltura player features robust VAST support for prerolls, midrolls, overlays, companions and postrolls.

DoubleClick

DoubleClick for Publishers (DFP) Video provides publishers with a platform to increase revenue from video advertising as well as manage costs. Fully integrated with DFP, publishers can manage their entire display advertising through one platform, with video at its core. Learn more about DFP video solutions.

Field	Value	Description
Ad tag URL		The DoubleClick DFP VAST ad tag URL (can include multiple nested VAST URLs) (see Integrating Kaltura with VAST adTag URL)
Enable notice message		When checked, a notice message is displayed after playback.

Field	Value	Description
Notice message		Notice message to be displayed after ad playback. Can contain evaluated expressions using curly brackets.
Content Id		The contentId, used by DoubleClick plugin API, generally the entry ID, but can also be custom metadata mapping
Custom params		Custom parameters passed to the DoubleClick adTag URL. Should be listed as URL parameters key=value&key2=value2 pairs.
CMS id		Appended to the VAST URL, used by the DoubleClick plugin API
HTML Companions		Companions list. For each companion, please specify the ad container div ID and the expected ad width and height.

FreeWheel

FreeWheel gives enterprise-level media companies the infrastructure they need to create scaled, profitable content businesses in the new media landscape. Learn more about FreeWheel offerings. Kaltura supports a full featured FreeWheel ad network integration for both HTML5 and Flash players.

Field	Value	Description
Ad manager SWF URL		The FreeWheel ad manager SWF URL.
Ad manager JavaScript URL		The FreeWheel ad manager JavaScript URL. Must be set in uiConf not via flashvar.
Ad server URL		The FreeWheel ad server
Network Id		The network ID property, for retrieving FreeWheel ads
Player Profile ID		The player profile ID for Flash, for identifying the Flash player.
Player HTML5 Profile Id		The player profile ID for HTML5, for identifying the HTML5 player
Site section Id		The site section ID used to segment ad retrieval per site section.
Use Kaltura Cue Points		If Kaltura cuePoints should be used for ad opportunities.
Video asset Id		Asset ID, for FreeWheel ad targeting.

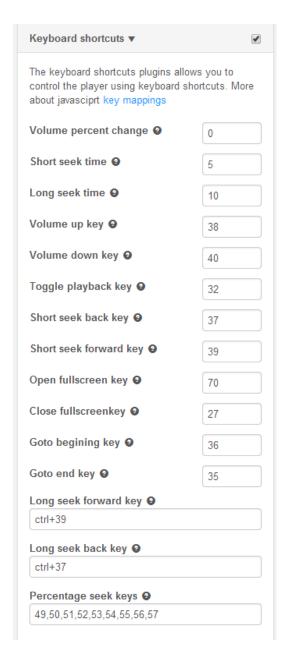| Field	Value	Description
Video asset fallback Id		Fallback asset ID, if the initial asset does not have targeting info.

Plugins

Use the Plugins tab to configure additional plugins.

The following plugins are available:

- Keyboard Shortcuts - Use to control the player using keyboard shortcuts.
- Moderation - Allow your users to flag content as inappropriate
- Playback Rate Selector - Enables users to select the video playback rate.
- Restrict User Agent - Allows you to block the player to specific user agents.
- Widevine - provides a DRM solution for Kaltura content. Initially, the Kaltura player checks for the Widevine browser plugin and displays a message with a download link if this plugin is missing. See here for more information.
- Universal DRM - Kaltura Universal DRM enables multiple DRM engines to run within the Kaltura player based on the capabilities of the browser or packaged native application.
- Source Selector - Enables users to select the video quality.
- Download - Enables users to add a download button to the player controls. The download button enables users to download the media to a local file.
- Native Callouts – Use to configure native callouts to replace the player "Play button".
- Strings - Use to over write player strings.
- UI Variables - Allows you to add UI variables to the player configuration.

Keyboard Shortcuts

The keyboard shortcuts' plugin allows you to control the player using keyboard shortcuts. See JavaScript key mappings for more information.

Plugins

Keyboard shortcuts ▼   ☑

The keyboard shortcuts plugins allows you to
control the player using keyboard shortcuts. More
about javasciprt key mappings

Volume percent change ❓   0

Short seek time ❓   5

Long seek time ❓   10

Volume up key ❓   38

Volume down key ❓   40

Toggle playback key ❓   32

Short seek back key ❓   37

Short seek forward key ❓   39

Open fullscreen key ❓   70

Close fullscreenkey ❓   27

Goto begining key ❓   36

Goto end key ❓   35

Long seek forward key ❓
ctrl+39

Long seek back key ❓
ctrl+37

Percentage seek keys ❓
49,50,51,52,53,54,55,56,57

🔲 **To set keyboard shortcuts**

1. Select the Universal Studio tab and select the Plugins icon.
2. Check the box next to Keyboard Shortcuts to enable this option.
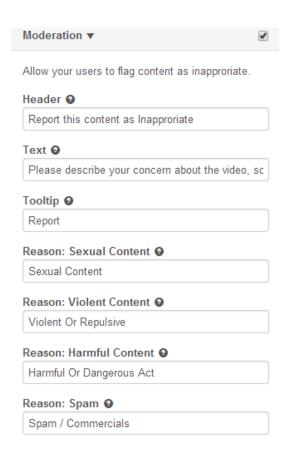3. Enter the following parameters:

Name	Description	Values
Volume Precent Change	Controls the interval of Volume Change	0-1, .2 for example defines 5 steps of keyboard volume control
Short Seek Time	In seconds	
Long Seek Time	In seconds	

Name	Description	Values
Volume Up Key		
Volume Down Key		
Toggle Playback Key		
Short Seek Back Key		
Long Seek Back Key		
Short Seek Forward Key		
Long Seek Forward key		
Open Full Screen Key		
Close Full Screen Key		
Go to beginning Key	Seeks to the start of the content	
Go To End Key	Seeks to the end of the stream	
Percentage Seek Keys	Comma delimited list of keys used to seek to fixed percentages in the stream	

4. Click Preview changes to preview your modifications.
5. Click Save Player Settings.

Moderation

Use the Moderation option to allow users to moderate content and flag content as inappropriate.

Plugins

Moderation ▼ ☑

Allow your users to flag content as inappriorate.

Header ❓
Report this content as Inapproriate

Text ❓
Please describe your concern about the video, so

Tooltip ❓
Report

Reason: Sexual Content ❓
Sexual Content

Reason: Violent Content ❓
Violent Or Repulsive

Reason: Harmful Content ❓
Harmful Or Dangerous Act

Reason: Spam ❓
Spam / Commercials

▤ To set the Moderation options
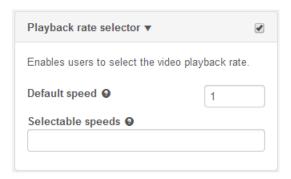
1. Select the Universal Studio tab and select the Plugins icon.
2. Check the box next to Moderation to enable this option.
3. Enter the following parameters:

Name	Description	Values
Header		
Text		
Tooltip		
Reason: Sexual Content		
Reason: violent Content		
Reason: Harmful Content		
Reason Spam		

4. Click Preview changes to preview your modifications.
5. Click Save Player Settings.

Playback Rate Selector

Use this option to select the video playback rate.

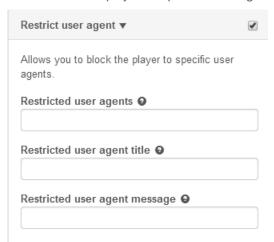Plugins

📋 **To select the video playback rate**

1. Select the Universal Studio tab and select the Plugins icon.
2. Check the box next to the option and enter the default speed for the player.
3. Enter the set of selectable speeds separated by commas, where 1 = 100% speed.

Restrict User Agent
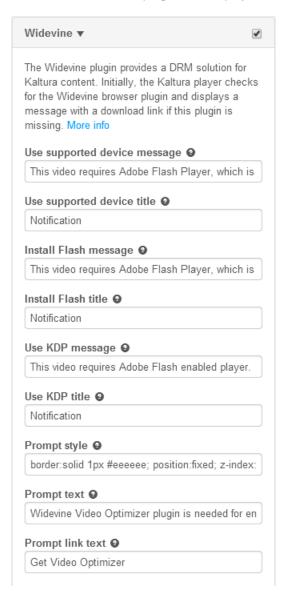
Use to block the player to specific user agents.

NOTE: Use these settings for the player display only. For general purpose access controls see entry level access controls.

📋 **To restrict the User Agent**

1. Select the Universal Studio tab and select the Plugins icon.
2. Check the box next to the option.
3. Enter the Restricted user agents. Enter a comma-separated list of browsers to search for.
4. Enter the Restricted user agent title (error title).
5. Enter the Restricted user agent message (error message).

Widevine

The Widevine plugin provides a DRM solution for Kaltura content. Initially, the Kaltura player checks for the Widevine browser plugin and displays a message with a download link if this plugin is missing.

Widevine ▾	☑

The Widevine plugin provides a DRM solution for Kaltura content. Initially, the Kaltura player checks for the Widevine browser plugin and displays a message with a download link if this plugin is missing. More info

Use supported device message ❷

This video requires Adobe Flash Player, which is

Use supported device title ❷

Notification

Install Flash message ❷

This video requires Adobe Flash Player, which is

Install Flash title ❷

Notification

Use KDP message ❷

This video requires Adobe Flash enabled player.

Use KDP title ❷

Notification

Prompt style ❷

border:solid 1px #eeeeee; position:fixed; z-index:

Prompt text ❷

Widevine Video Optimizer plugin is needed for en

Prompt link text ❷

Get Video Optimizer

▤ To configure the Widevine plugin

1. Select the Universal Studio tab and select the Plugins icon,
2. Check the box next to the Widevine.
3. Enter the parameters.
4. Click Preview changes to preview your modifications.
5. Click Save Player Settings.
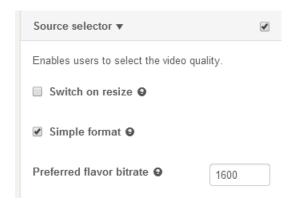
Universal DRM

Kaltura Universal DRM enables multiple DRM engines to run within the Kaltura player based on the capabilities of the browser or packaged native application.

📋 To configure Universal DRM

1. Select the Universal Studio tab and select the Plugins icon,
2. Check the box next to Universal DRM.
3. Click Save Player Settings.

Source Selector

Use to select the video quality.

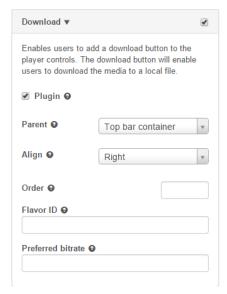| Name	Description	Values
Switch on resize	When the player changes size or goes into full screen the source will update per playback resolution. By default, the embed size is only taken into consideration at startup	
Simple format	Use this format to restrict to two sources only per name size and not list content type.	
Preferred flavor bitrate		

📋 To configure the Source Selector

1. Select the Universal Studio tab and select the Plugins icon.
2. Check the box next to Source Selector.
3. Enter the parameters.
4. Click Preview changes to preview your modifications.
5. Click Save Player Settings.

Download

Use to add a download button to the player controls. The download button enables users to download the media to a local file.

Name	Description	Values
Parent	Parent container for component. Components include default placement, leave as null if unsure.	
Align	Alignment for component, Can be left or right.	
Order	Draw order of the component within the container. Together with alignment, determines component placement of the component. Order is set with respect to siblings on the parent container.	
Flavor ID	Flavor for the downloaded movie source. When specified, overrides any preferred bitrate settings.	
Preferred bitrate	Preferred bitrate for the downloaded movie source (when the flavour ID is not specified). Keep empty for the highest	

Plugins

Name	Description	Values
	bitrate. Enter "0" for the original movie source file.	

📋 **To add the Download button**

1. Select the Universal Studio tab and select the Plugins icon.
2. Check the box next to Download.
3. Check Plugin to enable the Download plugin.
4. Configure the parent container for the component.
5. Configure the alignment.
6. Set the order.
7. Enter the Flavor ID for the downloaded movie source. When specified this flavour overrides any preferred bitrate settings.
8. Set the Preferred bitrate. Leave empty for the highest bitrate. Set to zero for the original movie source file.
9. Click Preview changes to preview your modifications.
10. Click Save Player Settings.

Native Callout

Use this option to configure native callouts to replace the player "Play button" with a callout to a native player. This option is for Mobile Devices.
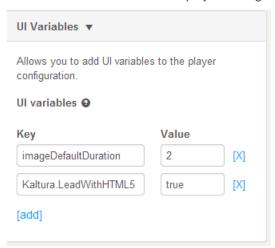

Name	Description	Values
Store URL	The URL for the app market.	
Mime name	The linker for opening your native app.	
Iframe URL	Iframe URL	

Strings

Use this option to over write player strings. For full string keys listing, review the Strings documentation page.

UI Variables

Use to add UI variables to the player configuration.

To simplify the management of many of the player features, Kaltura has implemented the UI Vars to override and configure player features.

Kaltura UIVars are an incredibly powerful feature of the Kaltura Players which allow publishers to pre-set or override the value of any FlashVar (object level parameters), show, hide and disable existing UI element, add new plugins and UI elements to an existing player, and modify attributes of all the player's elements.

The most updated list of UIVars is here.

To add UI Variables

1. Select the Universal Studio tab and select the Plugins icon.
2. Check the box next to UI Variables.
3. Enter the key and Value pairs.
4. Click Add to add additional key value pairs.
5. Click Save Player Settings.

Create New Plugin

This option allows you to create a custom plugin configuration. For more information, contact Kaltura Customer Care.

Import Plugin

This option allows you to import a Kaltura player plugin using a one line string. For more information, contact Kaltura Customer Care.