

Media Repurposing Information Guide

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Overview of Media Repurposing

The increasing growth of online video, the shifting streaming consumption patterns of consumers, employees and students and the increased focus on regulatory compliance, are augmenting the need to optimize storage of online media, while retaining and protecting business-critical information.

Kaltura's customers, across its Media, Enterprise and Education verticals, have asked for a robust solution for retirement, repurposing and retention of streaming media that is smart, simple, scalable and cost-effective.

Kaltura's Media Repurposing is the latest addition to Kaltura's streaming media management tools, providing stronger focus on Information Lifecycle Management (ILM), and the industry's first archiving solution optimized for streaming media and its unique challenges.

Terminology

Media Repurposing allows customers to define a variety of retirement, repurposing and retention **Profiles** using combinations of **Scheduling Rules** and **Scheduled Actions**. As a result of an extensive analysis of customer needs across its three verticals - Media, Enterprise and Education, Kaltura has formalized a set of best practice **profiles** covering common use cases, which are delivered as reusable **Packaged Policies**.

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". See [Supported Customer Examples](#).
- **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". See examples below.

- **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". See examples below.
- **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. This allows to either effectively hide assets from all users but your media repository admins, or, allows mostly Media customers to perform "stock rotation" by reintroducing older content to new users.
- **Combined Policies** – All the above can 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.

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 catalog. 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 catalog".

Simulation Support

Media Repurposing supports a "dry run" mode, allowing customers to simulate a future repurposing event and see which assets will be affected. This allows making sure Scheduling Rules and Scheduling Actions are defined correctly, but can also be used for capacity planning and ordering of more storage in advance, in case retention policies dictate more media assets are to be retained than deleted.

Open Architecture

Being a part of Kaltura's platform, Media Repurposing is an open solution, designed with integration in mind. Using smart connectors, both media and metadata can be transformed in-transfer to match any 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 can be defined offline by customers, but their deployment into a live environment (Saas or On-Prem) will be handled by Kaltura's Professional Services.