


Kaltura **REACH**

Video Discovery, Search
and Accessibility Suite

Kaltura REACH Solution Highlights

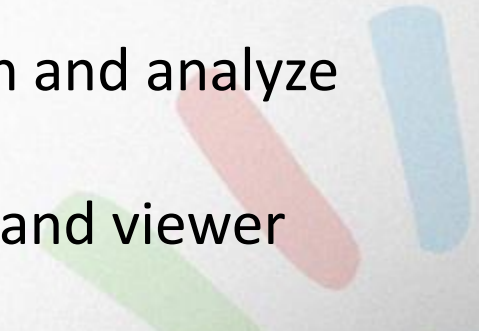
- **R**each better results with discoverable video
 - **E**nrich user experience with accurate in-video search
 - **A**ccess global audiences by breaking language barriers
 - **C**omply with government and industry regulations
 - **H**arvest your video library into searchable data
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Seamlessly Integrated with Complete Control

- Decide which videos to caption and translate right from within your Kaltura MediaSpace™ portal and Kaltura Management Console
- Control captioning quality, turn-around-time and language
- Moderate user access through an administrative interface
- Batch captioning by tags, categories or metadata fields
- FREE Speech-to-Text
- Captions for accessibility within 3 to 24 hours



Robust Search and Metadata Enrichment


- Accurate Transcription vs. Speech to Text enables:
 - Valuable and searchable video down to the specific word – even names, industry terms, acronyms, product descriptions...
 - Relevant keyword extraction to ease discovery or click for immediate, specific playback
 - Topic generation to facilitate video exploration and analyze content for trends
 - Intelligent SEO and improved video discovery and viewer engagement
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Privacy Enforced and Secured Transcription

Transcription Process

- Data is transferred via secure HTTPS connections
- Access to content is limited to individuals under strict NDA
- 1st pass transcription is divided into segments < 35sec
- Final review is limited to expert contracted workers

Data Storage

- Servers with Rackspace and AWS EC2 (Virginia and Chicago)
 - Content is stored no longer than 30 days
 - Content is delivered using auto-expiring URLs
 - Access is only allowed via VPN with narrow IP whitelist
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Education Use Cases

- Accessibility for the deaf and hard of hearing
- Extending content reach to 2nd language viewers (bridging the gap)
- Media Asset Management (internal search of media assets)
- Search and navigation within single video (deep search)
- Interactive transcript experience



Enterprise Use Cases

- Accessibility for the hearing impaired, external branded content including promotional, training, webinars, and customer support videos
- Extending content reach to 2nd language viewers (bridging the gap)
- Media Asset Management (internal search of media assets)
- Search and navigation within single video (deep search)
- Leverage machine with key words for search across large libraries

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News and Media Use Cases

- Accessibility for the deaf and hard of hearing
- Extending content reach to 2nd language viewers (bridging the gap)
- Media Asset Management (internal search of media assets)
- Search and navigation within single video (deep search)
- Interactive transcript experience
- SEO (exposing caption data to search engines)
- Video intelligence (entities, keywords and categories)
- SDH compliance



Customer Onboarding

1. What are the captioning/transcription purpose(s)?
 - a. Accessibility (hearing impaired, etc.)
 - b. 2nd language viewer
 - c. TV closed captions (compliance)
 - d. Library and in-video search
 - e. Enhanced content recommendation and discovery
 2. What is the expected turnaround time?
 3. How many hours of content do you need transcribed?
 4. What languages are spoken in your video?
 5. Do you need your video translated?
 - a. If yes, which languages?
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