

Kaltura Technology Partner Program

With 300,000+ publishers, Kaltura is the world's leading media platform. The Kaltura Technology program provides companies of all sizes partnership opportunities to build innovative applications and provide consulting and integration services. The partnership program sets the foundations and provides the benefits to grow your business, and become a leader in the market of tomorrow.

1. **Kaltura App Developer**

This is our FREE package for developers and partners.

Feature your Kaltura applications and services on the Kaltura Exchange marketplace and receive access to a FREE Kaltura account with full API access and monthly storage and streaming of 1TB. In addition, the following benefits are available to Kaltura App Developers -

- Join Kaltura's developer community and get FREE access to knowledge and training resources.
- Feature your integrated offering on the Kaltura Exchange (<http://exchange.kaltura.com>) website.
- Receive a featured section in a monthly newsletter and a Blog post on the Kaltura blog.

2. **Certified Kaltura Partner**

Certify your Kaltura applications and services to unlock wide variety of opportunities through Kaltura's networking and marketing channels. Gain exposure to new leads across industries and globally.

Certified Kaltura Partners have access to all the benefits of a Kaltura App Developer, in addition to a variety of global marketing and sales activities including:

- Quarterly application review and Annual certification by Kaltura – ensure your integrated offering is always at par with the latest Kaltura best practices and security guidelines.
- A Free Kaltura Developer license for MediaSpace to integrate your offering with Kaltura's flagship application and reach wider market.
- License to use Kaltura Certified Partner Brand and Kaltura's Logo in partner website and marketing collateral.
- An invitation to present at Kaltura sales teams lunch & learn once a year
- A multitude of marketing activities built to promote the partner's application and reach out to Kaltura's customer base including a joint Video Case-Study where the partner receive full list of leads, an annual joint white-paper, and an annual webinar.
- An opportunity to be included in the Kaltura Connect Partners Pavilion and free SILVER sponsorship at Kaltura conferences and summits.

3. **Signature Kaltura Partner**

Outshine the competition! Signature Kaltura Partners gain access to all benefits of the program including:

- Co-marketing at large exhibitions such as Gartner ITxpo or EduCause
- Signature sponsorship at Kaltura conferences and online events
- An annual joint Press Releases
- FREE 10 hours of professional services for solution integration consultancy and support.
- Direct contact to Kaltura's global sales teams.
- A Referral Agreement.
- An invitation to an annual round-table with selected Kaltura customers and sales team.

4. **Strategic Kaltura Partner**

This is our unique and prestigious VIP program!

In addition to all benefits offered to Signature Kaltura Partners, as an accomplished strategic partner you gain an opportunity to boost your sales force through Kaltura's global sales teams. We will collaborate on product strategy and joint roadmaps that are customized to your goals, and build joint opportunities.

TERMS & CONDITIONS

The Kaltura Technology Partners Program is issued under and incorporates the Terms and Conditions in effect between the parties. "Terms and Conditions" shall mean the Kaltura Software Developer and Exchange Participant License and Professional Services License Agreement Version 1.0, available at http://exchange.kaltura.com/Kaltura_Technology_Partner_Terms_Conditions.pdf, which is incorporated herein by reference.

Summary of benefits - Kaltura Technology Partner Packages

Benefits	App Developer	Certified Partner	Signature Partner	Strategic Partner*
Featured on the Kaltura Exchange Marketplace	X	X	X	X
Access to Kaltura Product Release Notes and News	X	X	X	X
Access to online Kaltura training and knowledge	X	X	X	X
Free Kaltura account: 10 users, 1TB of Storage/Streaming, Live	X	X	X	X
Kaltura Certification With Every Product Version Release		X	X	X
Quarterly Product Integration Review and Roadmap Discussion		X	X	X
Free Kaltura Developer license for MediaSpace		X	X	X
Free Commercial License to Kaltura Client Libraries and API Access		X	X	X
Featured post in the Kaltura Community Blog	X	X	X	X
License to use Kaltura Certified Partner Brand and Kaltura's Logo on partner website and marketing collateral		X	X	X
Partner logo in Kaltura sales presentations			X	X
Invitation to present at Kaltura sales teams lunch & learn		X	X	X
Free 10 hours of integration consultant services and support			X	X
Featured in Kaltura Newsletter, once upon publishing of app	X	X	X	X
Joint Video Case-Study - Partner receive full list of leads, one-time		X	X	X
Joint White Paper - Partner receive full list of leads, annually		1	1	1
Joint Webinars - Partner receive full list of leads, annually		1	2	2
Events Sponsorship of Online Kaltura Video Summits			1, Silver	1, Gold
Mentioned in the Kaltura Connect Partners Pavilion		X	X	X
Event Sponsorship at Kaltura Conferences (e.g Kaltura Connect)			1, Silver	2, Gold
Invitation to customer roundtable meetings, annually			1	1
Joint Press Release on application release, annually			1	1
Featured on Partner Section at top events such as IBC, NAB, EDUCAUSE and Gartner ITxpo		1 event	3 events	3 events
Optional Referral Agreement				X
Joint MDF (Marketing Development Fund)				X
Reseller Distribution - Applications/Services sold by Kaltura				X
Kaltura Support Class of Service	Forums	Silver	Gold	Platinum

Technology Partners Loyalty Program

As a valued partner we appreciate the investment you make into creating amazing Kaltura experiences and complimentary solutions that increase the adoption and functionality of Kaltura.

The loyalty program allows partners to earn higher-level packages by certifying and driving adoption for their applications. The following table describes the guidelines for earning higher-level packages:

Number of paying Kaltura customers using Partner's app/services	Credits
5 mutual customers	Free certification (\$4,000)
10 mutual customers	\$10,000 credit towards partner program level
20 mutual customers	Free upgrade to Signature Partner

Kaltura Technology Partnership Packages Pricing

Technology Partner Package	Annual Fee
Kaltura App Developer	\$0
Kaltura Certified Partner	\$4,000
Kaltura Signature Partner	\$13,000
Kaltura Strategic Partner	Revenue Share, By Invitation Only

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