

## Kaltura Quick Start Guide

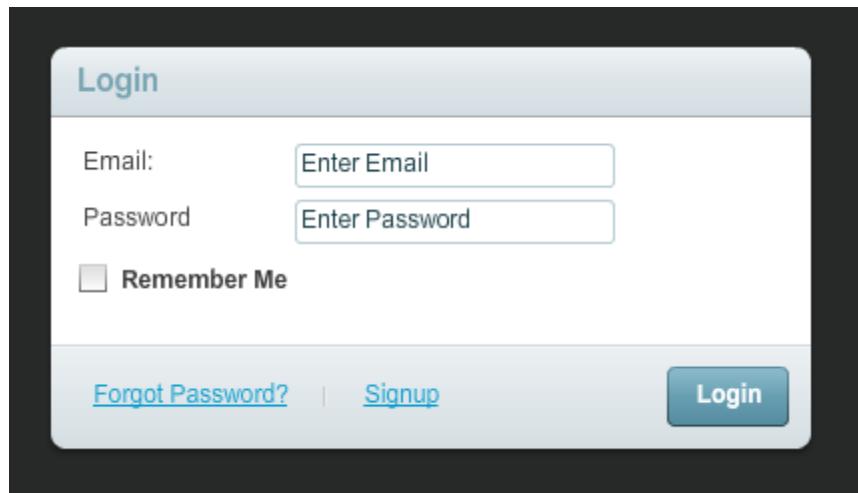
- ↳ [Content Management](#) (Content Tab)
- ↳ [Content Syndication & SEO](#) (Content Tab)
- ↳ [Live Streaming](#) (Content Tab)
- ↳ [Video Delivery Settings](#) (Settings Tab)
- ↳ [Access Control Settings](#) (Settings Tab)
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## Content Management

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### Logging into the Kaltura Management Console (KMC)

Go to the Kaltura Management Console (KMC) at: <http://www.kaltura.com/index.php/kmc> and log-in with the credentials that you received in the “Kaltura Registration Confirmation” email.

A screenshot of the Kaltura Management Console (KMC) login page. The page has a light gray header bar with the word "Login". Below this is a form with two input fields: "Email:" and "Enter Email" and "Password" and "Enter Password". There is also a "Remember Me" checkbox. At the bottom of the form are two links: "Forgot Password?" and "Signup", followed by a blue "Login" button.



## Uploading videos from your desktop to your website

### Upload videos to the KMC

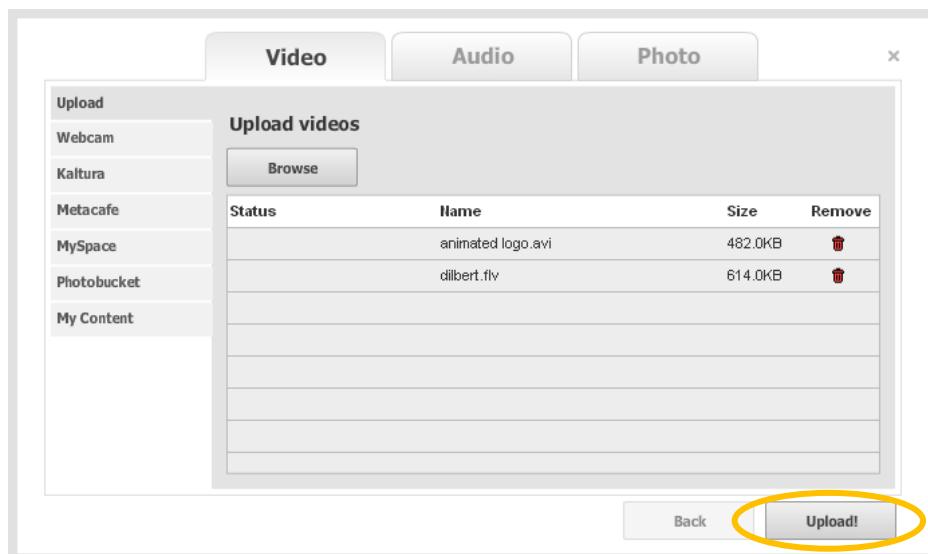
1. Go to the Content tab > Upload section.
2. Select the Transcoding Profile to use in this upload session using the drop-down menu
3. Click the Upload button to launch the Media Uploader.

The screenshot shows the KMC interface. At the top, there's a navigation bar with tabs: Dashboard, Content (which is highlighted), Studio, and Settings. Below the navigation bar, there are four buttons: Manage, Moderate, Playlists, and Syndicate. The 'Upload' button is circled in yellow. Below this, there's a section titled 'Upload' with a sub-section titled 'Default'. A yellow arrow points to the 'Upload' button in this section, which is also circled in yellow. A tooltip below the 'Upload' button says: 'This will allow you to upload directly from your computer, as well as search popular repositories and import content from there.'

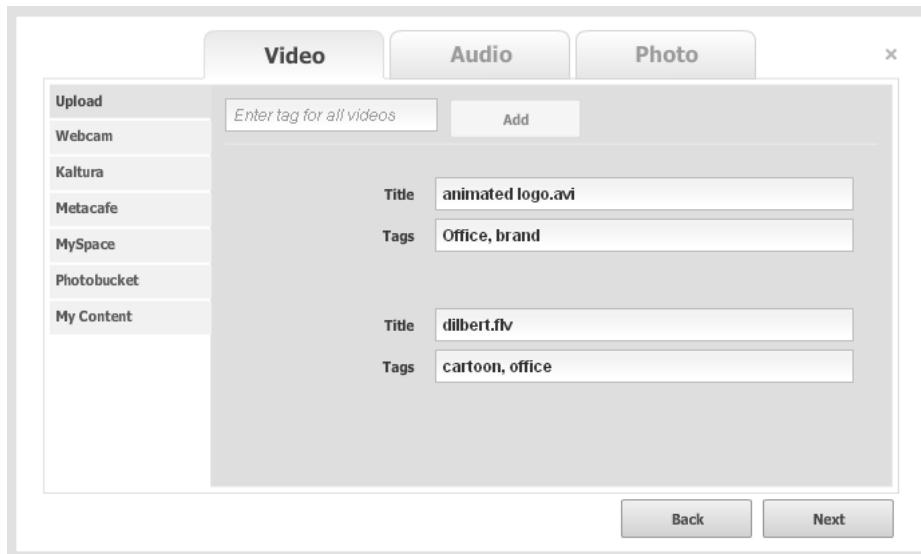
4. In the Media Uploader, click the browse button to select videos from your desktop. Hold down the CTRL key to select multiple files.

The screenshot shows the Media Uploader window. At the top, there are three tabs: Video, Audio, and Photo. On the left, there's a sidebar with a 'Upload' section containing options like Webcam, Kaltura, Metacafe, MySpace, Photobucket, and My Content. The main area is titled 'Upload videos' and contains a 'Browse' button, which is circled in yellow. A tooltip next to the 'Browse' button says: '(You can select multiple files)'. At the bottom of the window are 'Back' and 'Upload!' buttons.

5. Click the upload button to start the file transfer



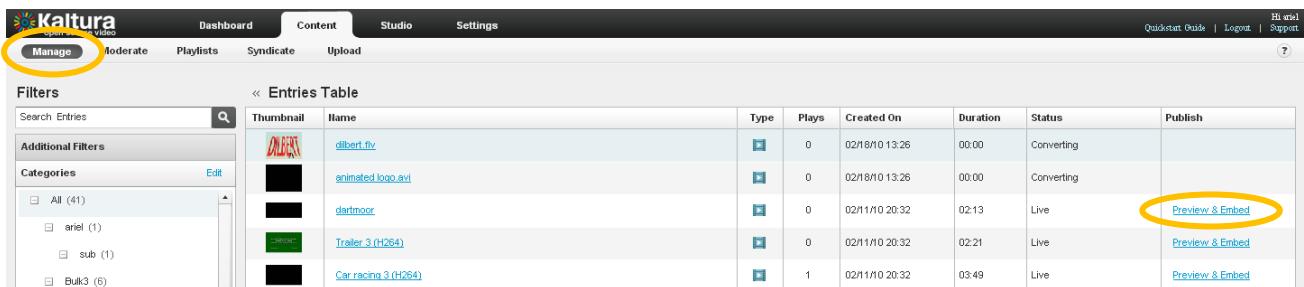
6. Add titles and tags to your videos.



7. After the system completes the file conversions you will be able to see your uploads and their status in the Manage tab.

## Embed videos on your site

1. In the Manage tab, locate the files that you want to place on your website and click on Preview & Embed



The screenshot shows the Kaltura Management interface. The 'Manage' tab is highlighted with a yellow circle. On the left, there's a sidebar with 'Filters' and 'Categories'. The main area is titled 'Entries Table' and lists several video entries:

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	dibert.flv		0	02/18/10 13:26	00:00	Converting	
	animated_logo.avi		0	02/18/10 13:26	00:00	Converting	
	darkmoor		0	02/11/10 20:32	02:13	Live	<a href="#">Preview &amp; Embed</a>
	Trailer 3 (H264)		0	02/11/10 20:32	02:21	Live	<a href="#">Preview &amp; Embed</a>
	Car racing 3 (H264)		1	02/11/10 20:32	03:49	Live	<a href="#">Preview &amp; Embed</a>

2. Select your preferred player skin from the drop down menu and grab the embed code.

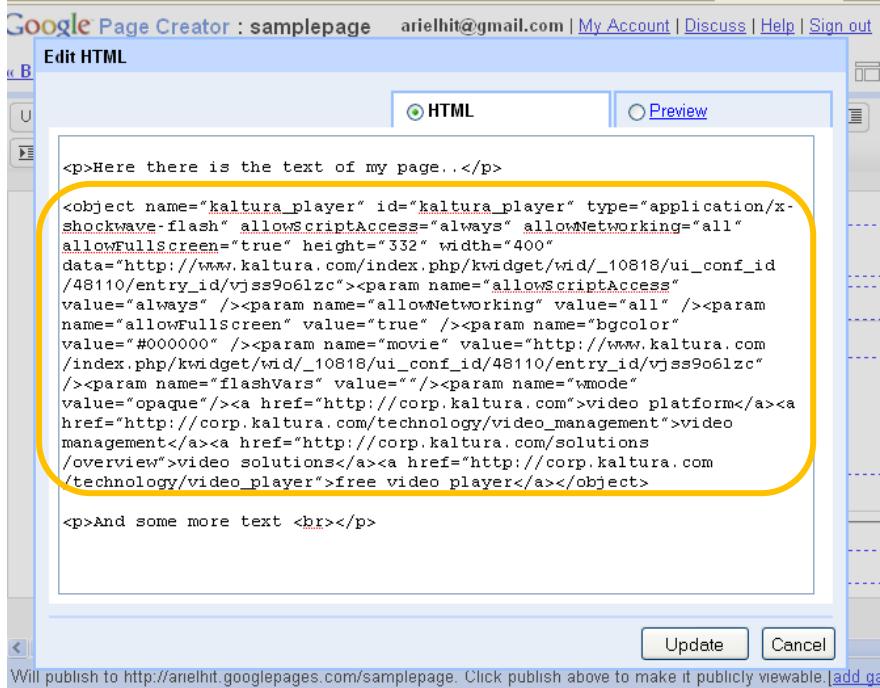


The screenshot shows the video player interface for entry ID: 0\_n1kx7sjw. The player skin dropdown is set to 'KDP3 Light Player', which is highlighted with a yellow circle. Below the player, there's a preview of the video showing a man in an orange flight suit. At the bottom, there's a media control bar with a play button, a progress bar from 00:32 to 02:21, and volume controls. The Kaltura logo is at the bottom right. Below the player, there's an 'Embed Code:' section containing the Flash object code and a 'Select Code' button.

```
<object id="kaltura_player" name="kaltura_player"
type="application/x-shockwave-flash" allowFullScreen="true"
allowNetworking="all" allowScriptAccess="always" height="330"
width="400" data="http://www.kaltura.com/index.php/kwidget
/cache_st/1266518860/wid/_7463/uiconf_id/48501/entry_id
/0_n1kx7sjw"><param name="allowFullScreen" value="true"
```

Select Code

### 3. Add the embed code to your website HTML source and you're done



Google Page Creator : samplepage arielhit@gmail.com | My Account | Discuss | Help | Sign out

Edit HTML

HTML Preview

```
<p>Here there is the text of my page..</p>
<object name="kaltura_player" id="kaltura_player" type="application/x-shockwave-flash" allowScriptAccess="always" allowNetworking="all" allowFullScreen="true" height="332" width="400" data="http://www.kaltura.com/index.php/kwidget/wid/_10818/ui_conf_id/48110/entry_id/vjss9o6lzc"><param name="allowScriptAccess" value="always" /><param name="allowNetworking" value="all" /><param name="allowFullScreen" value="true" /><param name="bgcolor" value="#000000" /><param name="movie" value="http://www.kaltura.com/index.php/kwidget/wid/_10818/ui_conf_id/48110/entry_id/vjss9o6lzc" /><param name="flashVars" value="" /><param name="wmode" value="opaque" /><a href="http://corp.kaltura.com/technology/video_management">video management</a><a href="http://corp.kaltura.com/solutions/overview">video solutions</a><a href="http://corp.kaltura.com/technology/video_player">free video player</a></object>
```

<p>And some more text <br></p>

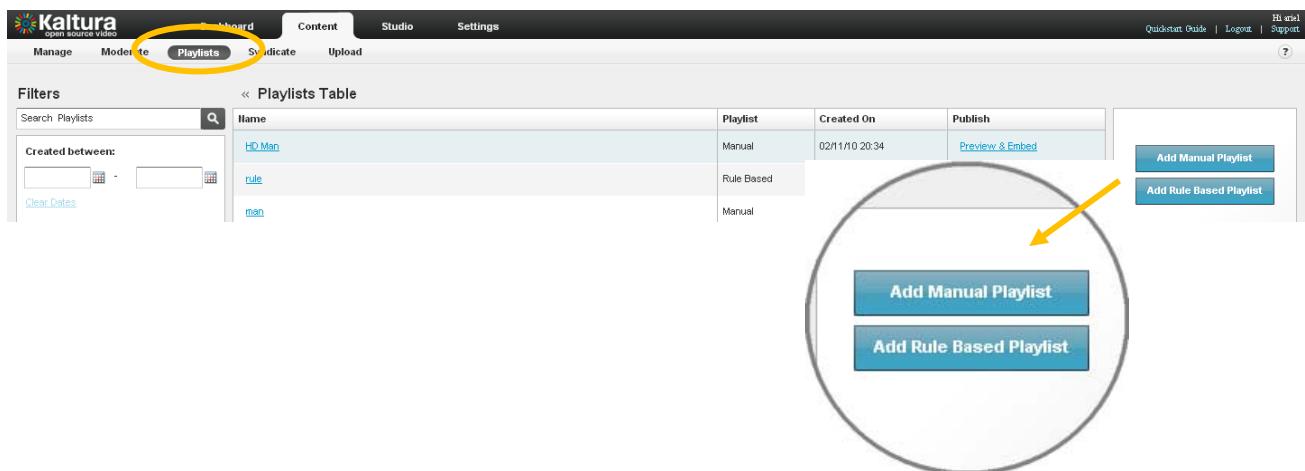
Update Cancel

Will publish to <http://arielhit.googlepages.com/samplepage>. Click publish above to make it publicly viewable. [\[add ga\]](#)

## Creating Playlists and embedding them on your website

A playlist is a list of media items (videos, audios, images) that can be embedded with a player in your website. Manual playlists allow you to select a static list of items, while rules based playlists allow you to define a dynamic list.

Go to the Content tab > Playlist section and select either a Manual Playlist or a Rule Based Playlist



Kaltura open source video

Dashboard Content Studio Settings

Manage Moderate **Playlists** Syndicate Upload

Quickstart Guide | Logout | Support ?

Filters << Playlists Table

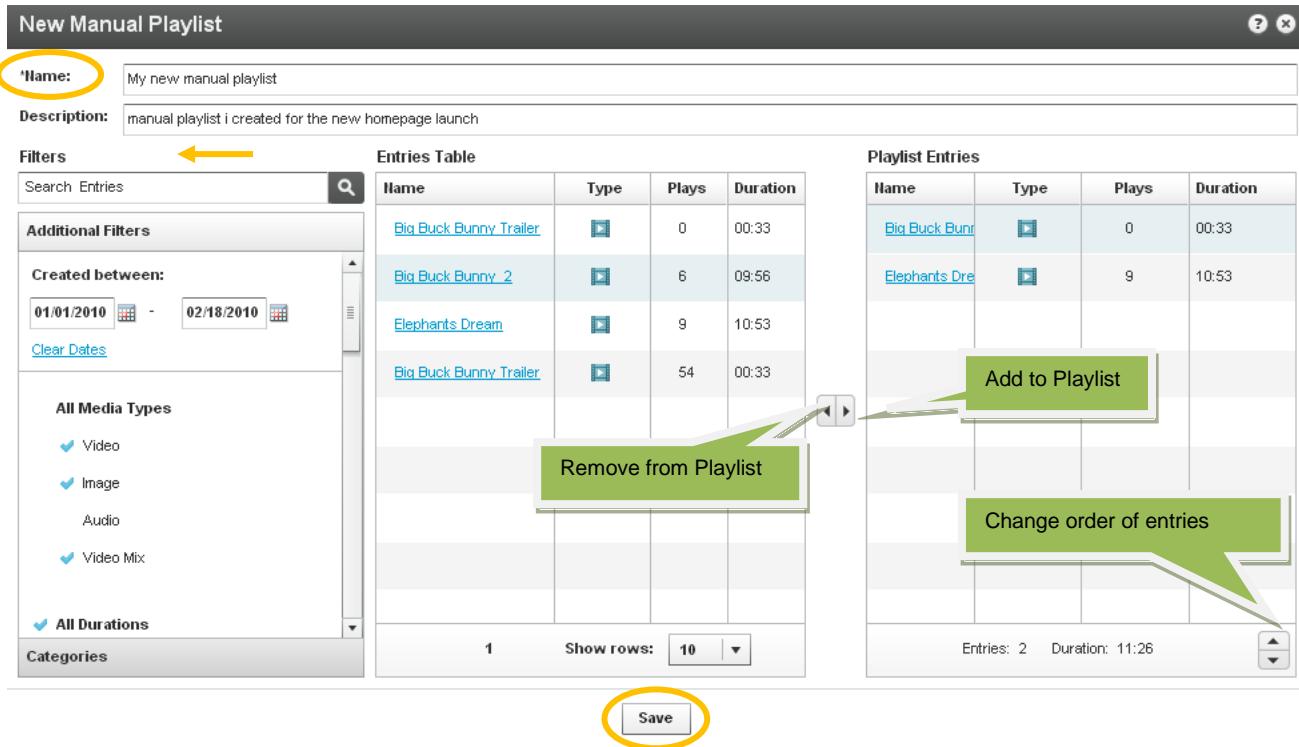
Name	Playlist	Created On	Publish
HD Man	Manual	02/11/10 20:34	<a href="#">Preview &amp; Embed</a>
rule	Rule Based		
man	Manual		

Add Manual Playlist

Add Rule Based Playlist

## Creating a Manual Playlist

1. Enter a name for your playlist (required) and select Manual in the Type field.
2. Using the Filters search for the entries you'd like to include - the results will appear in the Entries Table.
3. Add entries to your playlist by clicking the desired entry followed by the Add or Remove buttons.
4. Click "Save" to complete the process.



**New Manual Playlist**

**Name:** My new manual playlist

**Description:** manual playlist i created for the new homepage launch

**Filters**

**Entries Table**

Name	Type	Plays	Duration
<a href="#">Big Buck Bunny Trailer</a>		0	00:33
<a href="#">Big Buck Bunny_2</a>		6	09:56
<a href="#">Elephants Dream</a>		9	10:53
<a href="#">Big Buck Bunny Trailer</a>		54	00:33

**Playlist Entries**

Name	Type	Plays	Duration
<a href="#">Big Buck Bunn</a>		0	00:33
<a href="#">Elephant's Dre</a>		9	10:53

Add to Playlist

Remove from Playlist

Entries: 2 Duration: 11:26

Save

## Creating a Rules Based Playlist

A rules based playlist is a dynamic playlist that is automatically updated when content is uploaded or edited. For example you can create a “Most Viewed” playlist, a “Most Recent” playlist, as well as a playlist based on single or multiple filters, such as “videos tagged with “dogs” and created during January 2010”.

Your playlist can be based on a single rule or multiple rules:

### Single Rule Playlist

1. Enter a name for your playlist (required).
  2. Using the Filters search for the entries you'd like to include - the results will appear in the Entries Table.
- Note: You can choose more than one type of filter (for instance, text search + date + media type), the logical relationship between fields will be an "AND" relationship.
3. Select your preferred video order from the Order By drop down menu

4. Select the total number of entries you'd like to include in the playlist via the Limit Playlist result box.
5. Click "Save Changes" to complete the process.

**My new playlist 2**

**Name:**  ? X

**Description:**

**Filters** ←

Animals	
<b>Additional Filters</b>	
<b>Created between:</b>	
02/01/2010  - 02/14/2010 	
<b>All Media Types</b>	
<input checked="" type="checkbox"/> Video <input type="checkbox"/> Image <input type="checkbox"/> Audio <input type="checkbox"/> Video Mix	
<b>Categories</b>	

**Playlist Entries**

Name	Type	Plays	Duration
<a href="#">Big Buck Bunny</a>		0	09:56
<a href="#">Car racing 3 (H264)</a>		1	03:49
<a href="#">Trailer 3 (H264)</a>		0	02:21
<a href="#">dartmoor</a>		0	02:13
<a href="#">Elephants Dream</a>		0	10:58
<a href="#">Big Buck Bunny</a>		0	00:33
<a href="#">Companies to w</a>		0	02:30

Entries: 20 Duration: 01:21:18

Order by Most Recent Limit Playlist Result 20 ▲ ▼

[Switch to Advanced Mode](#)

**Save**

## Multiple Rule Playlist - Advanced Mode

Advanced Mode enables you to create playlists based on multiple rules.

1. Click Switch to Advanced Mode.
2. Enter a name for your playlist (required).
3. Click Add Rule to create a new playlist rule (see Single Rule Playlist to learn about creating rules)
4. Add any number of additional rules. Use the Remove Rule and Edit Rule buttons to make changes to your list of rules.
5. Rules will be applied to the playlist in the order they appear, so use the arrows to change the order of the rules

My new playlist 2

Name: My new playlist 3

Description:

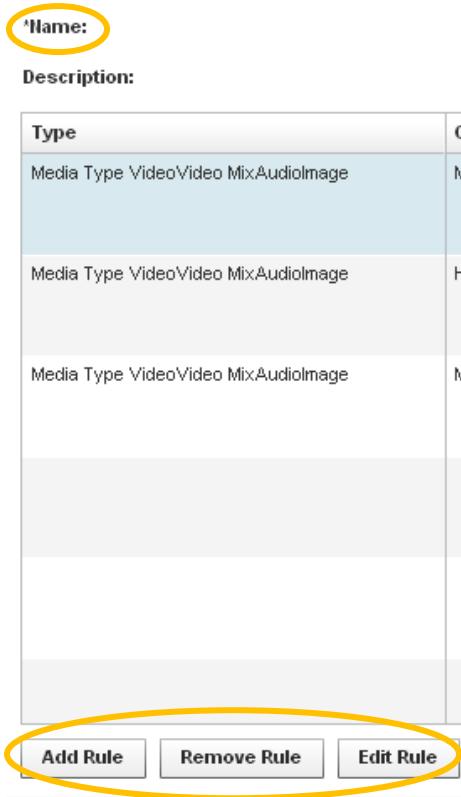
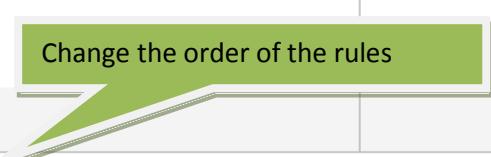
Type	Order by	Limit
Media Type VideoVideo MixAudioImage	Most Viewed	20
Media Type VideoVideo MixAudioImage	Highest Rated	33
Media Type VideoVideo MixAudioImage	Most Recent	15

Change the order of the rules

Add Rule Remove Rule Edit Rule

Length 01:16:23 Entries Count 17

Save

## Embedding a Playlist on your site

4. Go to the Content tab > Playlists section and locate the playlist that you want to place on your website. Click on Preview & Embed.

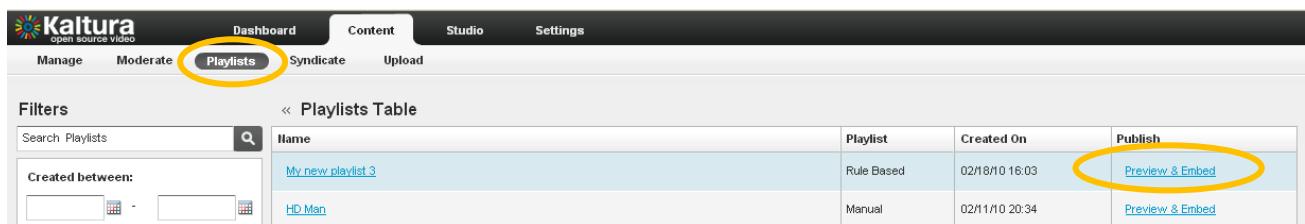
Kaltura open source video

Dashboard Content Studio Settings

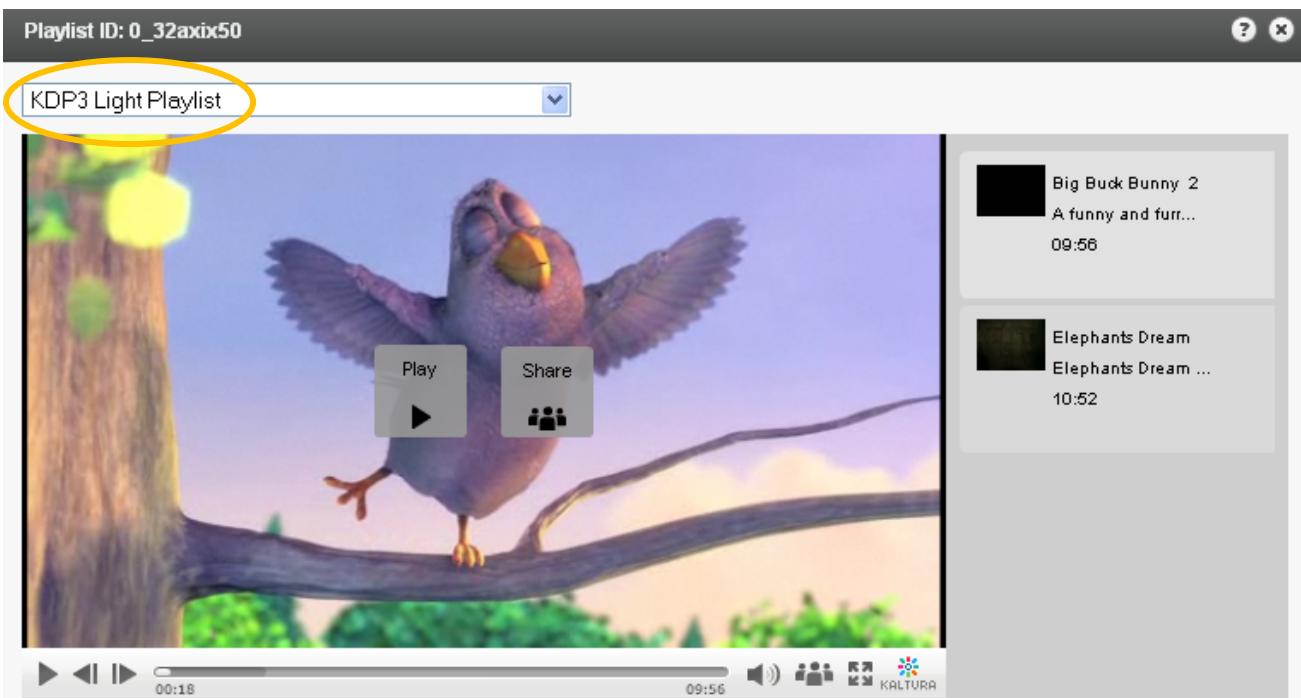
Manage Moderate **Playlists** Syndicate Upload

Filters << Playlists Table

Name	Playlist	Created On	Publish
My new playlist 3	Rule Based	02/18/10 16:03	<a href="#">Preview &amp; Embed</a>
HD Man	Manual	02/11/10 20:34	<a href="#">Preview &amp; Embed</a>



5. Select your preferred playlist skin from the drop down menu and grab the embed code.


**Embed Code:**

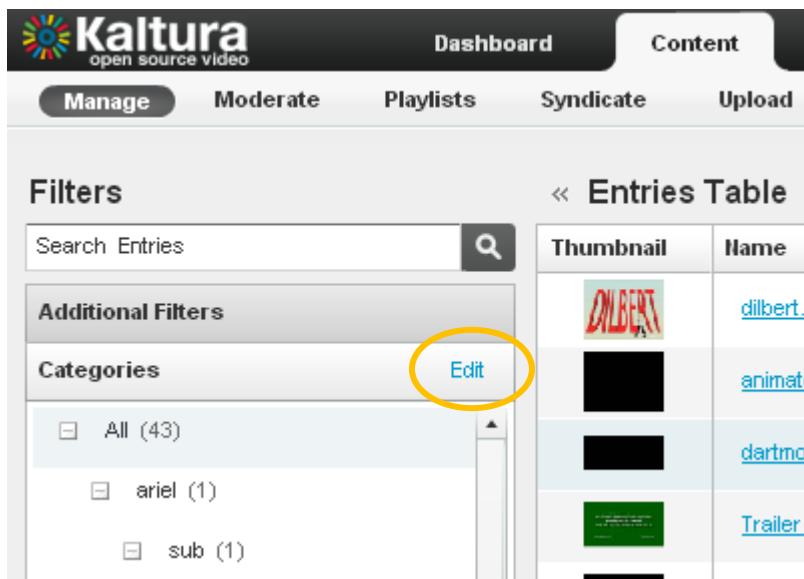
```
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash" allowFullScreen="true"
allowNetworking="all" allowScriptAccess="always" height="330" width="740" data="http://www.kaltura.com/index.php/kwidget
/cache_st/1266530642/wid/_7463/uiconf_id/48504"><param name="allowFullScreen" value="true" /><param
name="allowNetworking" value="all" /><param name="allowScriptAccess" value="always" /><param name="bgcolor"
value="#000000" /><param name="flashVars" value="playlistAPI.autoContinue=true&playlistAPI.autoInsert=true&
playlistAPI.kpl0Name=HD Man&playlistAPI.kpl0Url=http%3A%2F
```

6. Add the embed code to your website HTML source.

## Creating and Managing Content Categories

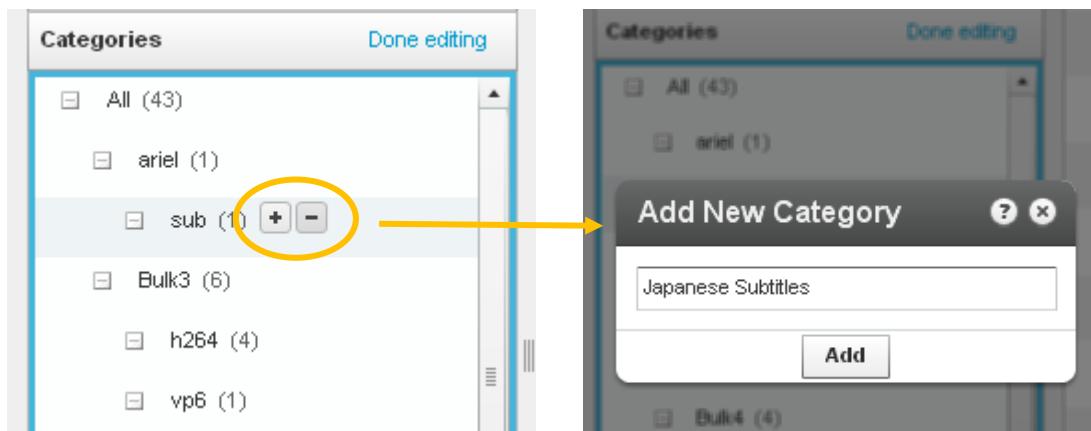
Media entries are divided into categories. The different categories are built in a tree-like hierarchy where each category can include multiple sub-categories.

1. To add a content category click Edit on the top left corner of the Filter bar.



The screenshot shows the Kaltura CMS interface. On the left, there's a 'Filters' sidebar with a search bar and an 'Edit' button circled in yellow. Below it is a tree view of categories: 'All (43)' which branches into 'ariel (1)' and 'sub (1)'. To the right is the 'Entries Table' with columns 'Thumbnail' and 'Name', displaying four entries: 'dilbert.' (with a thumbnail), 'animate' (black thumbnail), 'cartoon' (black thumbnail), and 'Trailer' (green thumbnail).

2. Add or remove categories by clicking on the "+ / -" icons that appear when you hover with your mouse over a specific category.



This screenshot shows two views of the category tree. On the left, the 'sub (1)' node under 'ariel (1)' has its '+' and '-' edit buttons circled in yellow. An arrow points from this view to a modal window on the right titled 'Add New Category' with the input field 'Japanese Subtitles' and an 'Add' button.

3. To change the tree location of any category just drag-and-drop categories from one location to another.
4. To assign a media entry to a specific category, just drag-and-drop the entry from the entries table on the right to the desired category on the left.

## Migrating content from your existing hosting / video service – Bulk Upload Process

1. Go to the Content tab > Upload section > Import from Existing Host
2. Download the sample CSV file – the file contains examples of how to add the URLs and metadata of your existing content. Replace the sample data with your own.

**Kaltura**  
open source video

Dashboard      Content      Studio      Settings

Manage    Moderate    Playlists    Syndicate    **Upload**

## Upload

This will allow you to upload directly from your computer, as well as search popular repositories and import content from there.

**Default** | **Upload**

### Import from Existing Host

If the content you wish to upload is already hosted on the web, you can easily direct the Kaltura servers to import it for you.

1. Download the sample CSV file [here](#) ←
2. Edit the CSV file locally - add the URLs of your content, and additional meta-data such as title, description, tags in the relevant columns.
3. Click Browse and select the CSV file you have edited.
4. Submit the CSV files so that the Kaltura servers will start to import the files.
5. Use the table below to keep track of the progress of your import.

**Submit CSV**

3. Click Submit CSV to upload the modified file.
4. The process is complete once the status in the table is Finished.

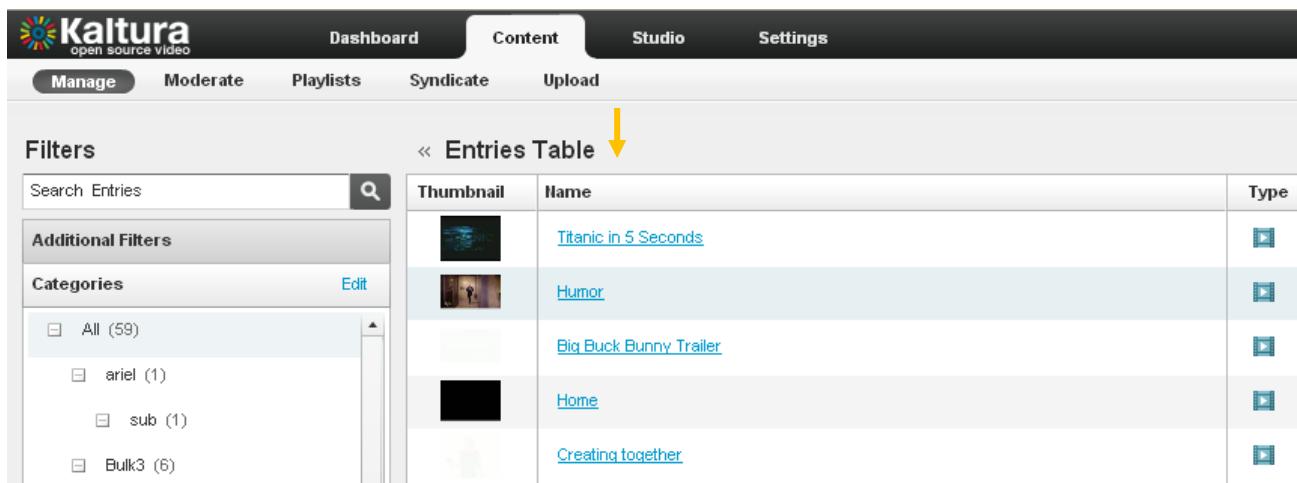
If the content you wish to upload is already hosted on the web, you can easily direct the Kaltura servers to import it for you.

1. Download the sample CSV file [here](#)
2. Edit the CSV file locally - add the URLs of your content, and additional meta-data such as title, description, tags in the relevant columns.
3. Click Browse and select the CSV file you have edited.
4. Submit the CSV files so that the Kaltura servers will start to import the files.
5. Use the table below to keep track of the progress of your import.

**Submit CSV**

Uploaded By	Uploaded On	Number Of Entries	Status	Error	Log File URL	CSV File URL
	02/21/10 11:33		Verifying file		<a href="http://www.kaltura.com/index.php/lexv">http://www.kaltura.com/index.php/lexv</a>	<a href="http://cdn.kaltura.com/index.php/lexv">http://cdn.kaltura.com/index.php/lexv</a>
	02/21/10 11:32				<a href="http://www.kaltura.com/index.php/lexv">http://www.kaltura.com/index.php/lexv</a>	<a href="http://cdn.kaltura.com/index.php/lexv">http://cdn.kaltura.com/index.php/lexv</a>
	02/21/10 11:32				<a href="http://www.kaltura.com/index.php/lexv">http://www.kaltura.com/index.php/lexv</a>	<a href="http://cdn.kaltura.com/index.php/lexv">http://cdn.kaltura.com/index.php/lexv</a>

5. The videos will now appear in the Entries table in the KMC Content tab > Manage section.



The screenshot shows the Kaltura CMS interface with the 'Content' tab selected. On the left, there's a sidebar with 'Filters' containing a search bar and an 'Additional Filters' section with a 'Categories' dropdown showing options like 'All (59)', 'ariel (1)', 'sub (1)', and 'Bulk3 (6)'. To the right is the 'Entries Table' with columns for 'Thumbnail', 'Name', and 'Type'. The table lists five entries:

Thumbnail	Name	Type
	<a href="#">Titanic in 5 Seconds</a>	
	<a href="#">Humor</a>	
	<a href="#">Big Buck Bunny Trailer</a>	
	<a href="#">Home</a>	
	<a href="#">Creating together</a>	

## Content Syndication & SEO

### [Content Syndication](#)

- [TubeMogul](#)
- [iTunes](#)

### [SEO](#)

- [Google](#)
- [Yahoo!](#)

### [Content Syndication](#)

Kaltura allows you to create video feeds in multiple formats that are ready for submission to 3<sup>rd</sup> party platforms.

#### **TubeMogul**

This premium syndication service enables you to distribute your content to over 20 video portals including YouTube, Dailymotion, Metacafe, etc.

**Note:** requires a Kaltura-TubeMogul premium account ([contact us](#) to learn more)

1. Go to the Content tab > Syndicate section and click Create New Feed.



Syndication Feeds

Here you can maximize your content's reach and generate traffic back to your site via external syndication. Through Kaltura's integration with multiple distribution partners, you can distribute and track your videos on a wide range of search engines, video sharing sites and social networks.

Name	Type	Content	Feed URL

**Create New Feed**

- Enter the feed name (required), select TubeMogul from the Feed Type drop down, enter the TubeMogul Parameters and click Add Feed

### Add Video Feed

\*Feed Name:  →

Select Content:  All Content  
 Only content from this playlist

Feed Type:  →

**TubeMogul Parameters:**

Content Flavor:  →  Add to default transcoding profile

Categories:  →

These categories will be used when pushing your content to the various sharing websites

**Add Feed** →

- Copy the Feed URL

If you already have a Kaltura-TubeMogul account submit this feed to TubeMogul by following these steps:

- Copy the feed URL

4. Login to your [Kaltura-TubeMogul account](#) and go to Advanced Tools > More Tools > select “MRSS Feed Manager” > Submit your feed

## iTunes

This feed allows you to submit your content to the iTunes Store as a podcast.

1. Go to the Content tab > Syndicate section and click Create New Feed.
2. Enter the feed name (required), select iTunes from the Feed Type drop down, enter the iTunes Parameters and click Add Feed
3. To test the feed before submitting to the iTunes Store:
  - (a) copy the URL
  - (b) Launch the iTunes application installed on your desktop
  - (c) Go to Advance > Subscribe to podcast and submit the feed URL
4. To **submit this feed** to the iTunes Store as a podcast/ video podcast:  
Note that you will need an active Apple ID and the iTunes application installed
  - (a) Copy the feed URL
  - (b) Go to <https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast> (launches iTunes application in the right page)
  - (c) Submit your feed

## This feed is ready for submission



You can transcode any entry to HQ MP4 Export by going to the Manage section of the entry, then open the specific entry that you would like to transcode, go to the Flavors tab, and select the "Convert" option.

If you wish to transcode multiple entries into HQ MP4 for Export, please contact Kaltura professional services: <http://corp.kaltura.com/support/form/project/13>

**Test Feed**

**In order to test this feed before submitting to the iTunes Store please follow these steps (Note that you will need the iTunes application installed):**

1. Copy the feed URL
2. Launch the iTunes application installed on your desktop
3. Inside iTunes go to "Advance > Subscribe to podcast" and submit the feed URL there

**Submit Feed**

**In order to submit this feed to the iTunes Store as a podcast/ video podcast, please follow these steps (Note that you will need an active Apple ID and the iTunes application installed):**

1. Copy the feed URL
2. Go to <https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast>  
(launches iTunes application in the right page)
3. Submit your feed

**OK**

## SEO

Submitting feeds to major search engines helps to increase your content's SEO, and ultimately direct more traffic to your website.

## Google

1. Go to the Content tab > Syndicate section and click Create New Feed.
2. Enter the feed name (required), select Google from the Feed Type drop down, enter the Google Parameters and click Add Feed

**Add Video Feed**

'Feed Name:  →

Select Content:  All Content  
 Only content from this playlist

Feed Type:  →

**Google Parameters:**

Content Flavor:  ▼  Add to default transcoding profile

Landing Page:

Enter the URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="

Playback directly from Google?:  Yes and use this video player:  
 ▼  
 This player will appear within the Google search results page  
 No, only linkback to my site

Adult Content:  This feed includes adult content

Add Feed

3. Submission of video feeds to Google is free of charge, yet requires some technical knowledge. It is recommended that your website's webmaster be available for assistance.

Here are the technical guidelines for submission:

a. Google Webmaster Tool Setup

- Setup a Google Webmaster account for your website:  
<https://www.google.com/webmasters/tools/home>
- Setup your website in the Google Webmaster Tool – follow the directions here:  
<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=34592>  
 Make sure your site is valid based on the Google instructions.

b. Feed submission

- Create a server page on your website that redirects to this feed URL  
 For example, for a php implementation save a php file named redirect.php with the following content (replace the XXXXX with your feed URL)
 

```
<?php
Header( "HTTP/1.1 301 Moved Permanently" );
Header( "Location : XXXX" );
?>
```
- Login to the Google Webmaster Tool <https://www.google.com/webmasters/tools/home>
- Within the Google Webmaster Tool go to "Site configuration > Sitemaps > Submit a sitemap"
- Submit the feed as your redirect page in your site, for example <http://mysite.com/redirect.php>

Google videos tennis

Search Videos Search the Web Advanced Video Search  
Moderate SafeSearch is on

Videos > eurosport.fr Show options... Result of about 94:

**Tennis - I love Australian Open**  
14 days ago video.eurosport.fr Entry Name  
Link goes to landing page, with entry id appended

**Tennis - Serena "pète les plombs"**  
3 months ago video.eurosport.fr Entry Description  
When Moderate SafeSearch is on (Google Default) will not show content of feeds marked as "adult"

**Tennis - Radwanska sauve Wozniacki**  
01:05 - 2 months ago video.eurosport.fr Play video If selected "playback directly from google", play button will appear.

Google videos tennis

Search Videos Search the Web Advanced Video Search  
Moderate SafeSearch is on

Videos > eurosport.fr Show options... Results 1 - 50 of about 945 for tennis (0.03 s) - RSS

**Tennis - I love Australian Open**  
14 days ago video.eurosport.fr Your player with your design

**Tennis - Serena "pète les plombs"**  
3 months ago video.eurosport.fr

**Tennis - Radwanska sauve Wozniacki**  
01:05 - 2 months ago video.eurosport.fr Tennis - Serena "pète les plombs"

## Yahoo!

1. Go to the Content tab > Syndicate section and click Create New Feed.
2. Enter the feed name (required), select Yahoo! from the Feed Type drop down, enter the Yahoo Parameters and click Add Feed

**Add Video Feed**

\*Feed Name:  →

Select Content:  All Content  
 Only content from this playlist

Feed Type:  →

**Yahoo Parameters:**

Content Flavor:  ▼  Add to default transcoding profile

\*Landing Page:

Enter the URL template that you would like to appear in the Yahoo search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="

Playback directly from Yahoo?:  Yes and use this video player:  
 ▼  
 This player will appear within the Yahoo search results page  
 No, only linkback to my site

\*Web Site:

Feed Description:

**Add Feed**  

3. Copy the feed URL
4. Go to <http://video.search.yahoo.com/mrss/submit>
5. Fill in the form and submit your feed as a “Full feed”

## Live Streaming

### [Basic setup](#)

- [HW & SW setup](#)
- [Set up a stream in the KMC](#)
- [Broadcasting setup](#)
- [Viewing setup](#)

### [Advanced configuration options](#)

**Kaltura's Live Streaming is a paid service. To enable live streaming for your account [contact us](#) or call +1-800-871-5224**

Once your account has been enabled, follow the steps below to set up Kaltura's Live Streaming service.

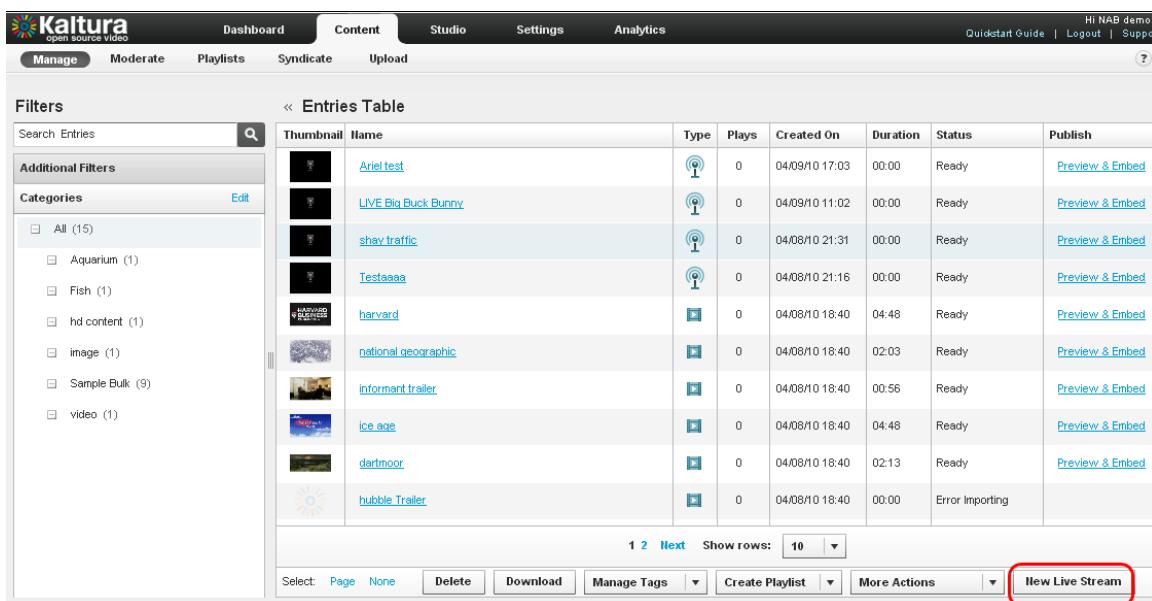
## Basic setup

### HW & SW setup

1. Download Flash Media Encoder (FME) from:  
<http://www.adobe.com/products/flashmediaserver/flashmediaencoder/>
2. Install FME on your local Windows machine (follow the FME installation guide and minimum requirements described in Appendix A of this document)
3. Connect your camera to the installed computer

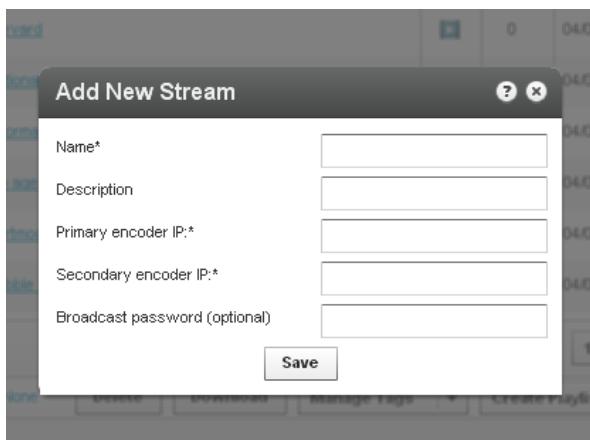
### Set up a stream in the KMC

1. Login into the Kaltura Management Console, navigate to the Content/ Manage tab and click on the “New Live Stream” button.



The screenshot shows the Kaltura Management Console interface. The top navigation bar includes links for Dashboard, Content (which is selected), Studio, Settings, and Analytics. On the far right, there are links for Hi NAB demo 1, Quickstart Guide, Logout, and Support. Below the navigation is a search bar and a 'Filters' section with a 'Categories' dropdown menu expanded to show various content types like All (15), Aquarium (1), Fish (1), hd content (1), image (1), Sample Bulk (9), and video (1). The main area is titled 'Entries Table' and displays a list of media entries with columns for Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. The entries listed include 'Ariel test', 'LIVE Big Buck Bunny', 'shay traffic', 'Testaaaa', 'harvard', 'national geographic', 'informant trailer', 'ice age', 'dartmoor', and 'hubble Trailer'. At the bottom of the table are buttons for Select, Page, None, Delete, Download, Manage Tags, Create Playlist, More Actions, and a redboxed 'New Live Stream' button.

2. Fill in the form with the following details:



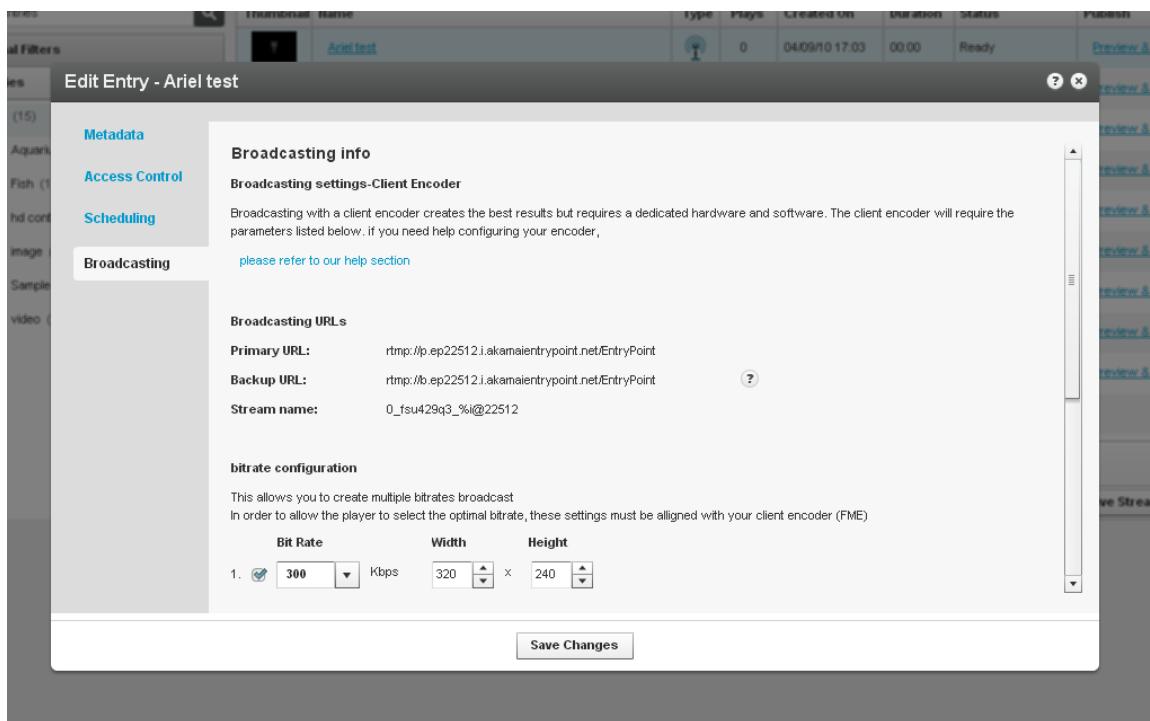
The screenshot shows the 'Add New Stream' dialog box. It contains fields for 'Name\*' (with a required asterisk), 'Description', 'Primary encoder IP\*', 'Secondary encoder IP\*', and 'Broadcast password (optional)'. A 'Save' button is located at the bottom right of the dialog.

- **Name** – the name of the stream that will appear in the KMC entries list
- **Description** – a description of the stream (optional)

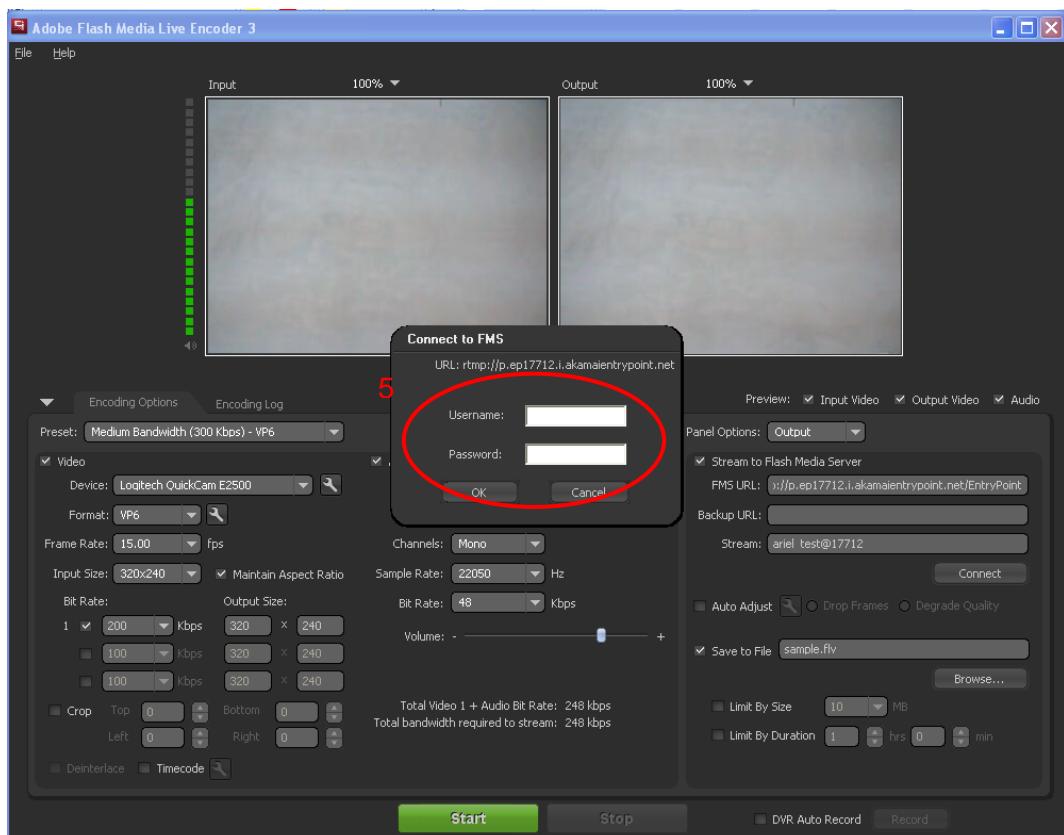
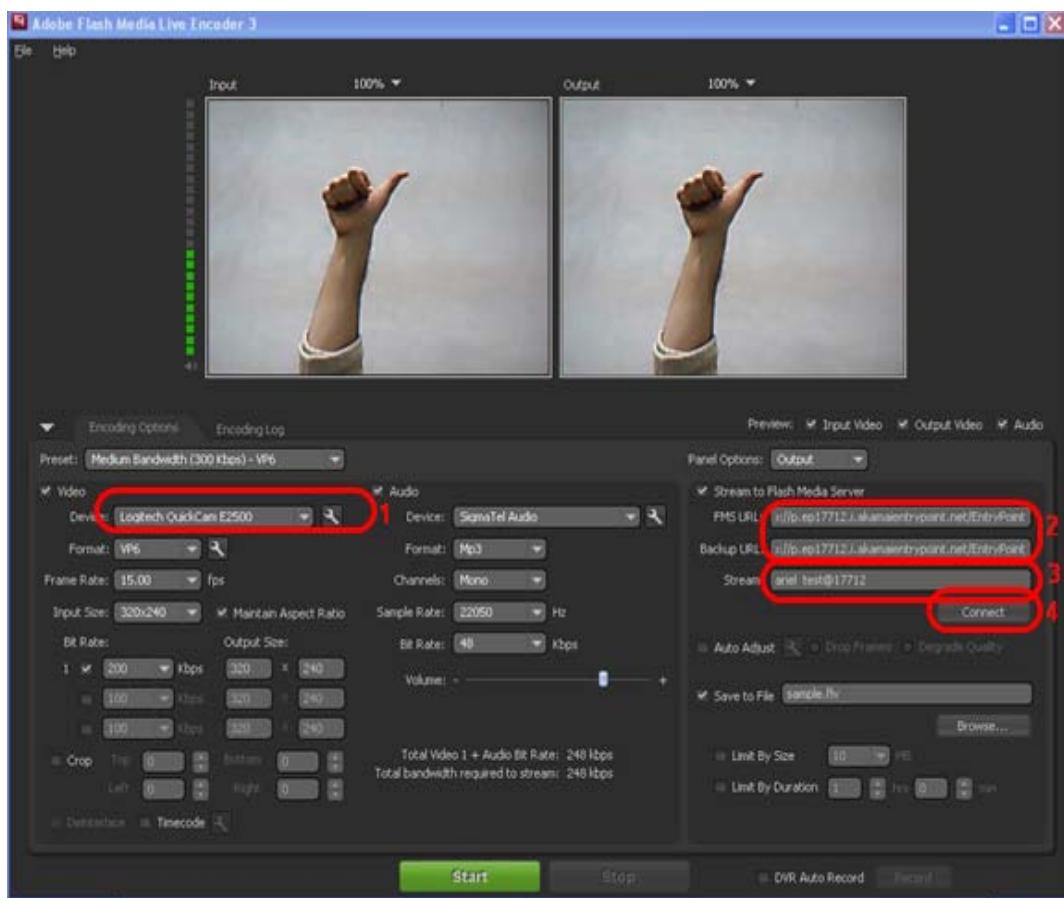
- **Primary encoder IP** – the public address that will be used for streaming (the computer where the client encoder is installed)  
 Note: your IP address can be retrieved by browsing from the computer where the FME is installed to <http://www.whatismyip.com/>
- **Secondary encoder IP** – if you are using two encoders for redundancy, fill in the secondary encoder. If you are using only a single encoder, simply copy the Primary encoder IP to the secondary encoder IP field.
- **Broadcasting password** – the password required for broadcasting. You will be required to fill this into your client encoder (FME). If you do not chose a password the system will create one for you.  
 Note: it may take up to 20 minutes until the stream is provisioned with the CDN.

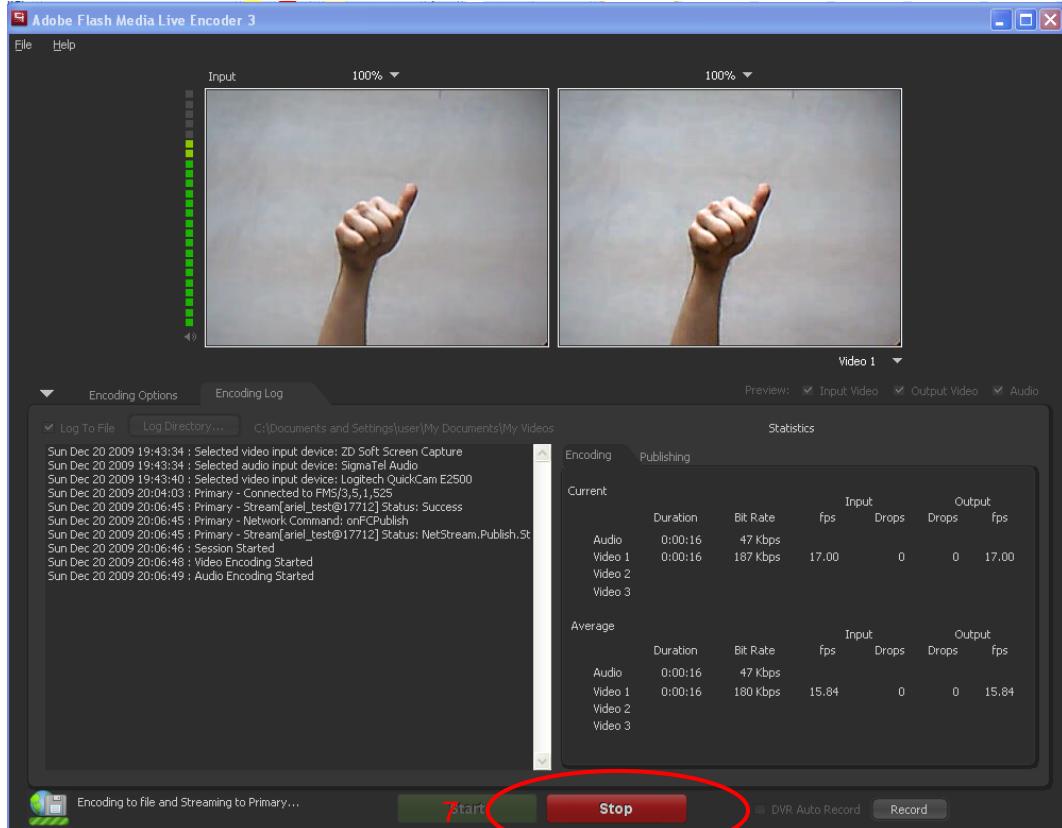
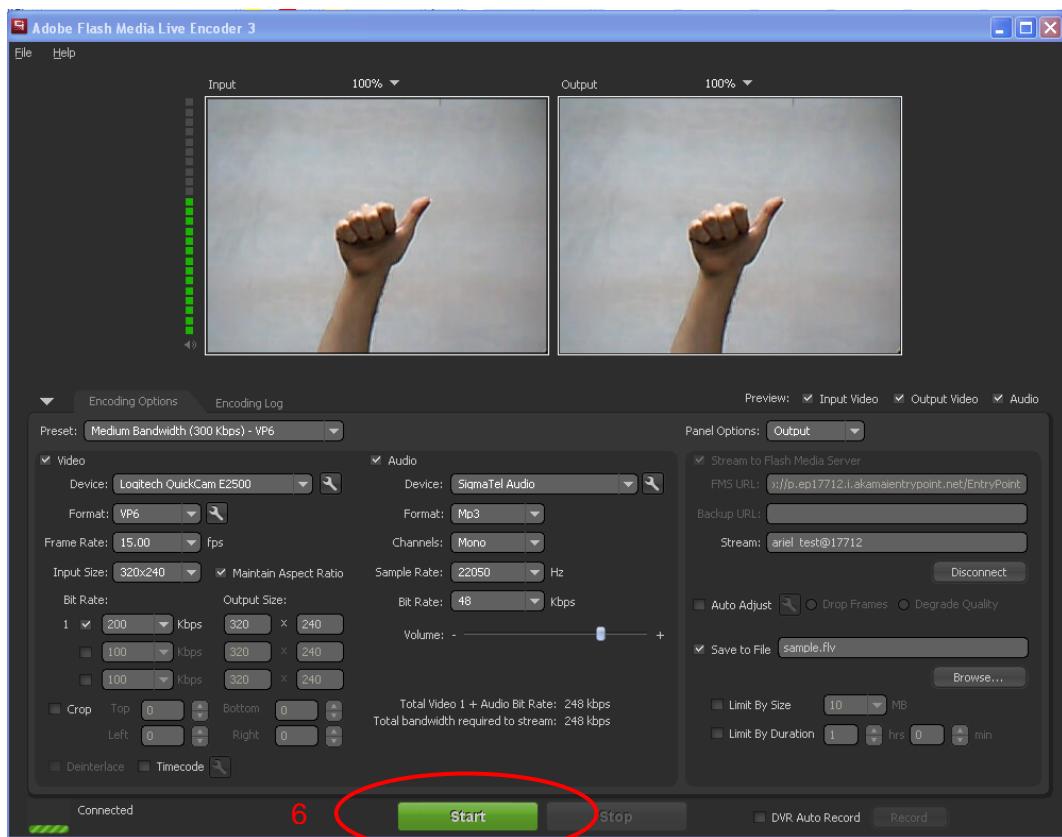
## Broadcasting setup

Go to the “Broadcasting” tab of the live entry you just created and copy the details to your FME, you can do this either by copying the details manually, or by using the “Export XML to FME” option:



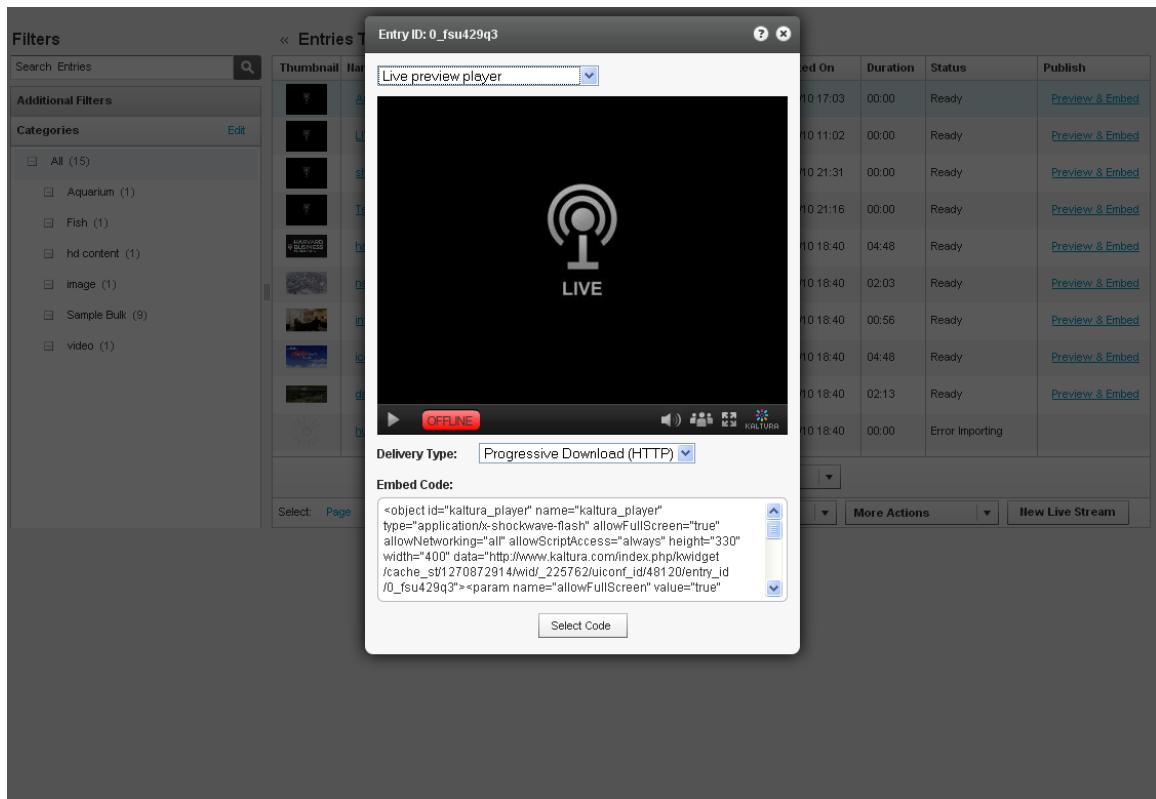
- Connect your camera to the broadcasting computer
- Run the FME software
- Configure your FME with the following parameters:
  1. Select the relevant camera from the dropdown menu in the FME software
  2. Enter the Primary URL and Secondary URL as displayed in the KMC
  3. Enter the “stream name” as displayed in the KMC
  4. Click “Connect”
  5. Enter the “User Name” and “Password” as displayed in the KMC and click “OK”
  6. Click “Start” → you are now broadcasting
  7. When your broadcast is finished, click “Stop”





## Viewing setup

- Click on the “Preview & Embed” link from the KMC



- Select the player from the drop down menu and copy the embed code
- Paste the embed code within an HTML page
- Browse to the page where the embed code was inserted and press “play” on the video player.

## Advanced configuration options

There are multiple factors that influence the video quality for live streaming. In order to receive good results you should optimize the settings based on your specific needs.

The table below can be used as a starting point for optimization and setup - it provides a rough estimate for the different factors based on the video dimensions.

Video Dimensions	Bitrate Required (Mbps)	Camera Requirements	FME HW Requirements	Broadcaster Uplink, Viewer Downlink Requirements (Mbps)	Throughput example for 1000 concurrent viewers of 1 hour broadcast
320x240	0.3		Dual Core 2GB RAM	0.4	135 GB
640x480	1.4	support frame size & bitrate	Quad Core Xeon 3GB RAM	2	630 GB
1024x720	3.5		8 Core Xeon 3GB RAM	5	1600 GB

For further reading on how to set up these parameters in FME, as well as additional advanced configuration options please refer to the FME guide available at:

[http://help.adobe.com/en\\_US/FlashMediaLiveEncoder/3.0/Using/flashmedialiveencoder\\_3\\_help.pdf](http://help.adobe.com/en_US/FlashMediaLiveEncoder/3.0/Using/flashmedialiveencoder_3_help.pdf)

## Video Delivery Settings

### Video Delivery Settings

- [HTTP Delivery](#)
- [RTMP Delivery with Adaptive Bitrate](#)
- [Adding the flavor selector module](#)

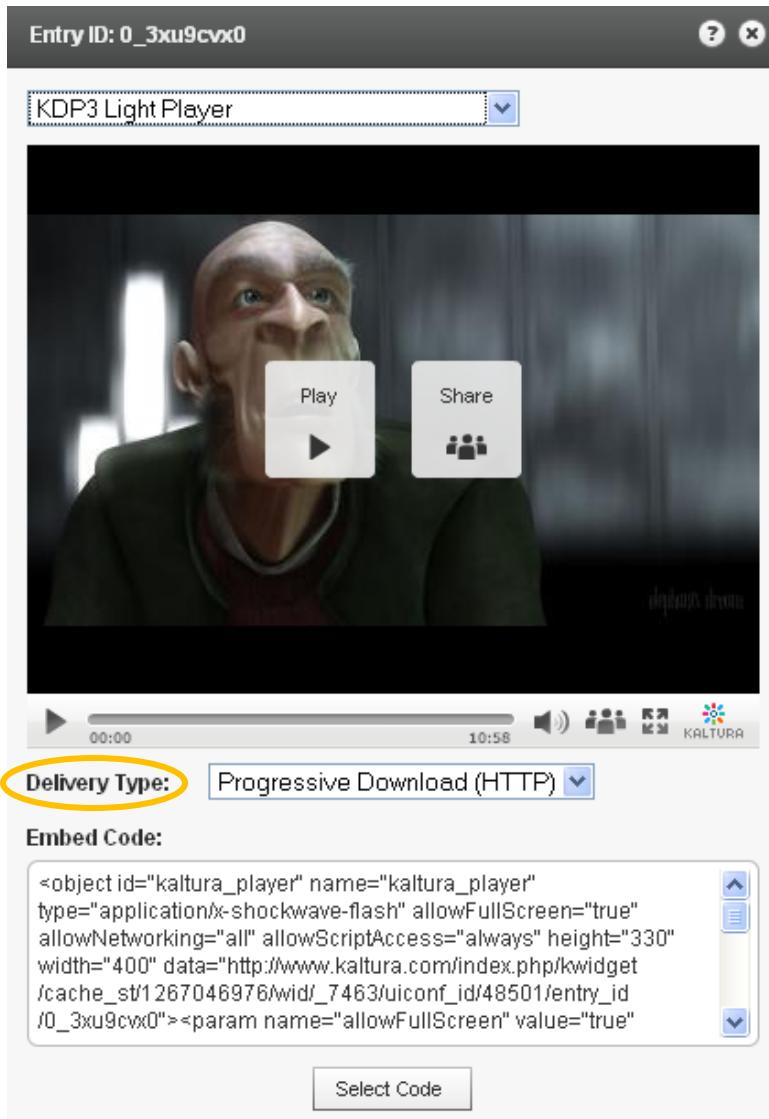
### Video Delivery Settings

Choose between two types of video delivery settings - HTTP Delivery or RTMP Delivery with Adaptive Bitrate.

#### **HTTP Delivery**

With HTTP Progressive download, the digital media begins downloading and once a specified amount of data becomes available to the video player, the media begins to play while the rest of the data continues to buffer.

To select this delivery setting go to Content > Manage > Preview and Embed and select Progressive Download (HTTP) from the drop-down menu.

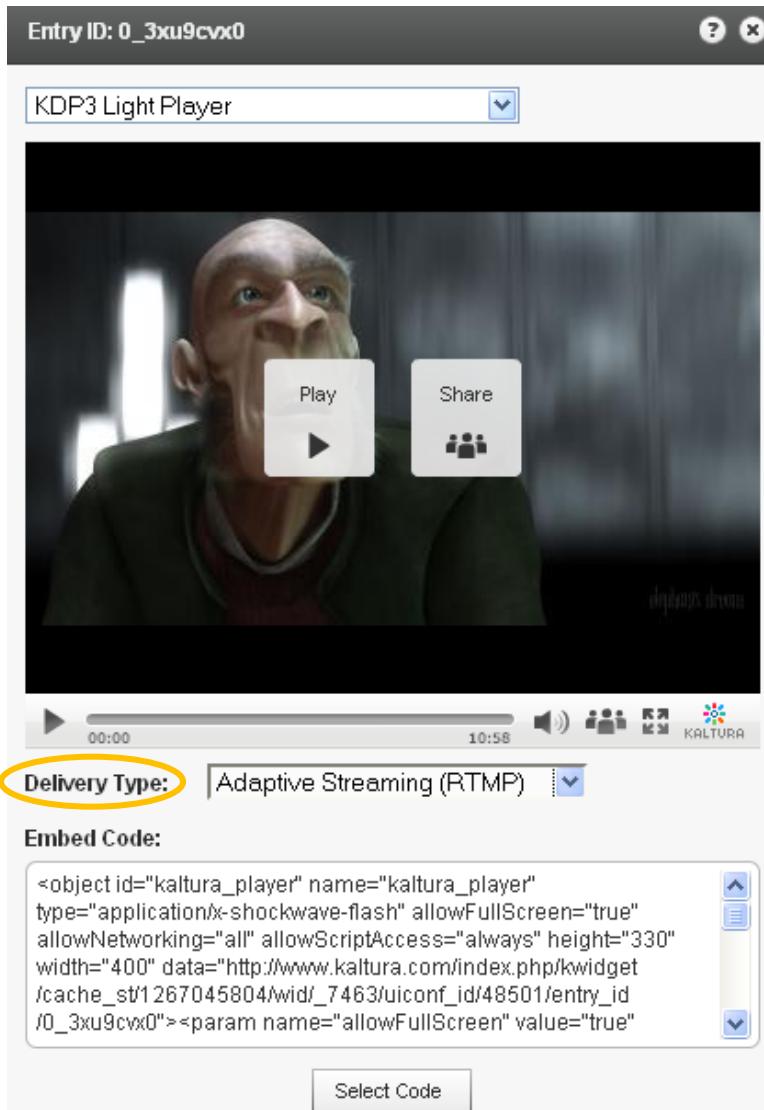


## RTMP Delivery with Adaptive Bitrate

Adaptive bitrate is a technique of detecting a watcher's bandwidth and CPU capabilities in real time and then adjusting the quality of a video stream. The result is very little buffering, fast start time and a good experience for both high-end and low-end connections.

The RTMP protocol maintains a single persistent connection and allows real-time communication. Video and data are split into fragments, which then guarantees smooth delivery of video and audio streams.

To select this delivery setting go to Content > Manage > Preview and Embed and select Adaptive Streaming (RTMP) from the drop-down menu.



## Adding the Flavor Selector Module

Any entry is available in various transcoding flavors. The flavor selector module allows the viewer to manually select the video flavor he wishes to watch, based on his preferences.

Note: If you are broadcasting with Adaptive RTMP then the flavor selector will be set to "auto".

In order to add the flavor's selector module:

1. Go to Studio > Players List and create a new player or edit an existing one.
2. In the Features tab, go to the Features List > Controls and check Flavor Selector.
3. Preview your selection and click Save Changes to complete the process.

## Create New Player

**Basics**

**Features**

**Style**

Select Features from List:

Controls	
<input type="checkbox"/> Title Text	<a href="#">Options</a>
<input checked="" type="checkbox"/> Your Watermark	<a href="#">Options</a>
<input checked="" type="checkbox"/> Left Play Counter	<a href="#">Options</a>
<input checked="" type="checkbox"/> Right Play Counter	<a href="#">Options</a>
<input checked="" type="checkbox"/> Flavor Selector	<a href="#">Options</a>
<input checked="" type="checkbox"/> Full Screen Button	<a href="#">Options</a>
<input checked="" type="checkbox"/> On-video Play Button	<a href="#">Options</a>
<input type="checkbox"/> Play Device Button	<a href="#">Options</a>

\* Features that require additional configuration.

**Viral & Distribution**

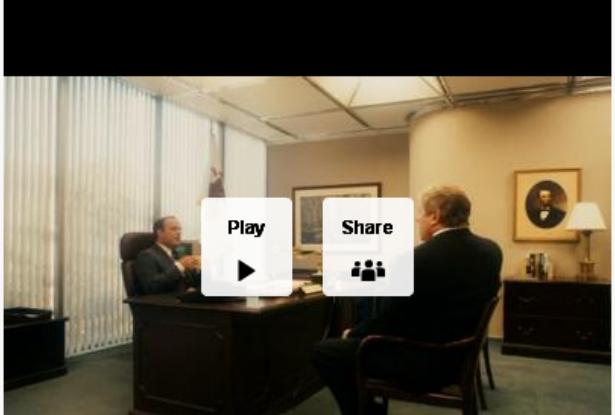
**UGC & User Interaction**

**Subtitles & Transcriptions**

Yellow arrow pointing to the "On-video Play Button" checkbox in the feature list.

Entry ID: 0\_b4a90q1y

pl



Kaltura creating together

Delivery Type: Adaptive Streaming (RTMP)

Embed Code:

```
<object id="kaltura_player" name="kaltura_player">
  <param name="allowFullScreen" value="true" />
  <param name="allowNetworking" value="all" />
  <param name="allowScriptAccess" value="always" />
  <param name="height" value="360" />
  <param name="width" value="400" />
  <param name="cache_st" value="1267048608" />
  <param name="data" value="http://www.kaltura.com/index.php/kwidget/cache_st/1267048608/wid/_7463/uiconf_id/1236922/entry_id/0_b4a90q1y" />
  <param name="allowFullScreen" value="true" />
</object>
```

Yellow arrow pointing to the "auto" dropdown in the player control bar.

## Access Control Settings

### [Access Control Settings](#)

- [Domain Restrictions – Restricting content to specific domains](#)
- [Geo Restrictions - Restricting content to specific Countries](#)
- [Assigning an Access Control Profile to an Entry](#)
- [Content Scheduling](#)

## Access Control Settings

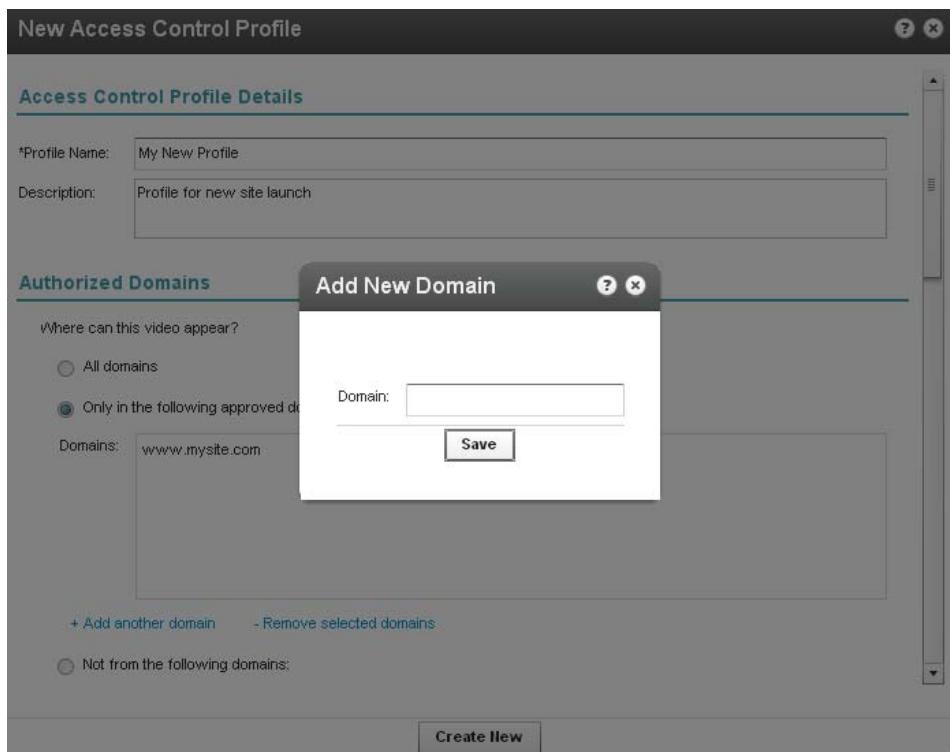
An Access Control Profile defines authorized and restricted domains where your content can or cannot appear, countries from which it can or cannot be viewed, Kaltura Network preferences and security settings. In this area you can view existing profiles and create new ones.



ID	Name	Description	Created On	Domains	Countries	Advanced Security
7175	Default	default access control profile	Wed Jan 13 2010	Allow All	Allow All	
63702	Mexico only		Thu Feb 4 2010	Allow All	Authorized: 	

### Domain Restrictions – Restricting content to specific domains

1. Go to the Settings tab > Access Control section and click Add Profile.
2. Enter an informative name for the new profile and give it a description.
3. Under Authorized Domains you can choose between allowing all domains, listing a group of approved sites or a list of domains to exclude.
4. To add or remove a domain click the '+ Add another domain' or '– Remove selected domains' links.
5. Continue to add other parameters or click Create New to save your new profile.



## Geo Restrictions - Restricting content to specific countries

1. Go to the Settings tab > Access Control section and click Add Profile.
2. Enter an informative name for the new profile and give it a description.
3. Scroll down to the Authorized Countries section and choose to allow viewers from any country, select a group of approved countries or a group of excluded countries.
4. Use the '+Add / -Remove countries' link to add or remove countries.
5. Continue to add other parameters or click Create New to save your new profile.

New Access Control Profile

Where can the viewers come from?

Anywhere

Only from the following countries:

Countries:  Argentina  Australia  Canada

+ Add / - Remove countries

Not from the following countries:

[Create New](#)

## Assigning an Access Control Profile to an entry

1. Go to Content > Manage section and click on the Entry to which you want to assign an Access Control Profile.
2. Go to the Access Control tab and select an existing Profile from the drop-down menu.
3. Click Save Changes to complete the process

Dashboard    Content    Studio    Settings

Playlists    Syndicate    Upload

Edit Entry - Titanic in 5 Seconds

**Metadata**

**Access Control**

**Scheduling**

**Flavors**

**Mixes**

**Profile Details:**

Access Control Profile:	Default	Add Profile
Profile Name:	Default	
Description:	Mexico only	
Domains:	Any Domain	
Countries:	Any Country	

## Content Scheduling

Content Scheduling determines when your entry will be displayed on your website.

1. Go to Content >Manage section and click on an Entry.
2. Go to the Scheduling tab and select and set your specific time range.
3. Click Save Changes to complete the process

**Edit Entry - Titanic in 5 Seconds**

**Metadata**

**Access Control**

**Scheduling**

**Flavors**

**Mixes**

**Entry Scheduling:**

Any Time

Specific Range

Note: Time Zone used is (GMT+2)

Start Date:   1 : 00 pm 

End Date:   10: 00 pm 

[Clear Dates](#)

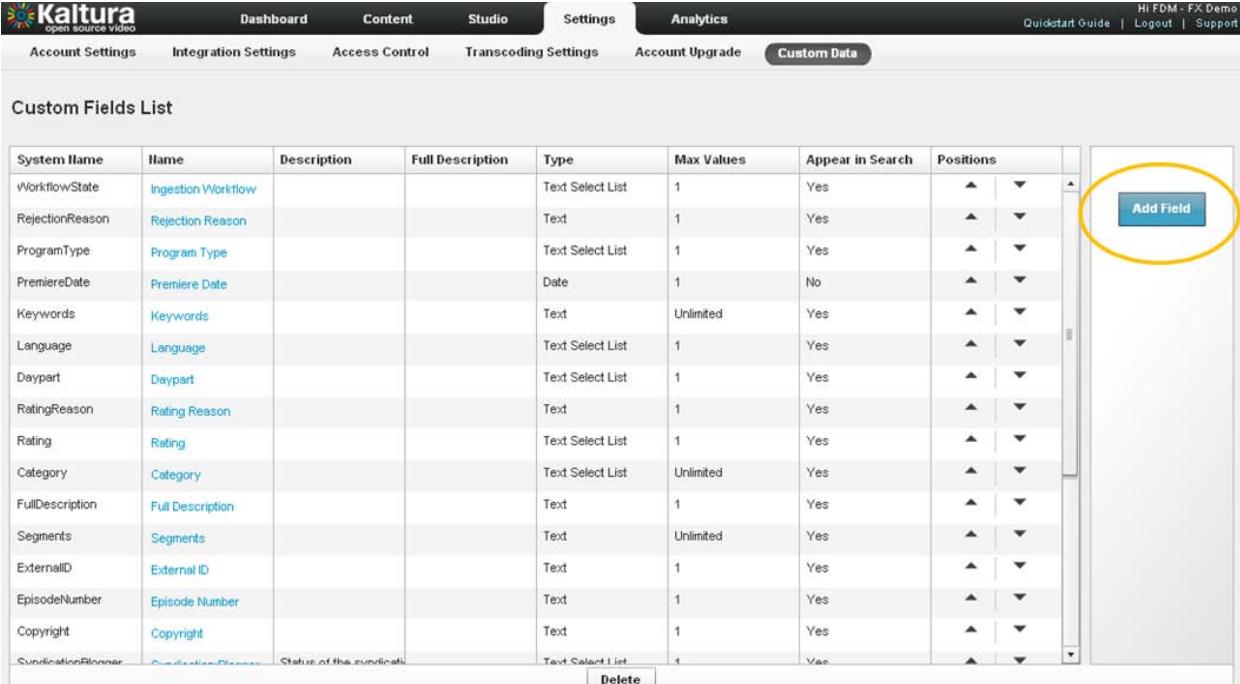
**Save Changes**

## Custom Metadata

- ↳ [Adding Custom Metadata Fields](#)
- ↳ [Setting Values for Custom Metadata Fields \(Per Entry\)](#)
- ↳ [Searching Based on Metadata Fields](#)

### Adding Custom Metadata Fields

1. To create an additional field, click the “Add Field” button.



System Name	Name	Description	Full Description	Type	Max Values	Appear in Search	Positions	
vWorkflowState	Ingestion Workflow			Text Select List	1	Yes	▲ ▼	▲
RejectionReason	Rejection Reason			Text	1	Yes	▲ ▼	▲
ProgramType	Program Type			Text Select List	1	Yes	▲ ▼	▲
PremiereDate	Premiere Date			Date	1	No	▲ ▼	▲
Keywords	Keywords			Text	Unlimited	Yes	▲ ▼	▲
Language	Language			Text Select List	1	Yes	▲ ▼	▲
Daypart	Daypart			Text Select List	1	Yes	▲ ▼	▲
RatingReason	Rating Reason			Text	1	Yes	▲ ▼	▲
Rating	Rating			Text Select List	1	Yes	▲ ▼	▲
Category	Category			Text Select List	Unlimited	Yes	▲ ▼	▲
FullDescription	Full Description			Text	1	Yes	▲ ▼	▲
Segments	Segments			Text	Unlimited	Yes	▲ ▼	▲
ExternalID	External ID			Text	1	Yes	▲ ▼	▲
EpisodeNumber	Episode Number			Text	1	Yes	▲ ▼	▲
Copyright	Copyright			Text	1	Yes	▲ ▼	▲
SundicationPlanner	Sundication Planner	Status of the syndication		Text Select List	1	Yes	▲ ▼	▲

2. Select the field type from the following options:

- Text field – values are free text
- Text select list – this is similar to the text field, but allows the publisher to set a predefined list of values from which the user can choose (for example select the country out of a list of options)
- Date - a date field
- Entry ID link - a link to a different entry (asset) in order to create a compound structure. An example of this would be multiple high res images relating to the video.

Hi FDM - FX Demo | Quickstart Guide | Logout | Support

Dashboard Content Studio Settings Analytics

Account Settings Integration Settings Access Control Transcoding Settings Account Upgrade Custom Data

New Field

Custom Fields List

System Name	Name
vWorkflowState	Ingestion Workflow
RejectionReason	Rejection Reason
ProgramType	Program Type
PremiereDate	Premiere Date
Keywords	Keywords
Language	Language
Daypart	Daypart
RatingReason	Rating Reason
Rating	Rating
Category	Category
FullDescription	Full Description
Segments	Segments
ExternalID	External ID
EpisodeNumber	Episode Number
Copyright	Copyright
SundicationProvider	Status of the syndical

Field Name:

Field Type:  Text Date Text Select List Entry-id List

Max Number of Values:  Yes

Appear in Search?

Description:

Full Description:

Save

Add Field

Done Fiddler: Disabled

3. Add a description, or full description
4. Change the order of the fields by clicking the up and down arrows

Hi FDM - FX Demo | Quickstart Guide | Logout | Support

Dashboard Content Studio Settings Analytics

Account Settings Integration Settings Access Control Transcoding Settings Account Upgrade Custom Data

Custom Fields List

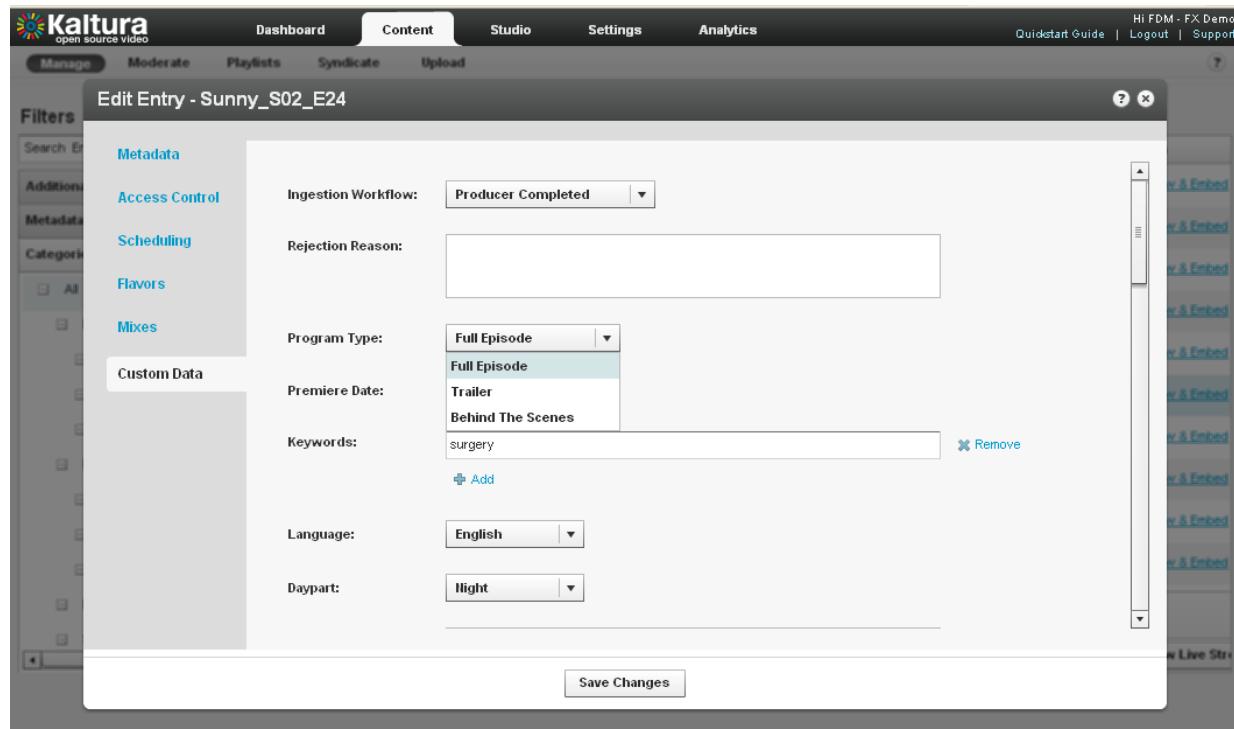
System Name	Name	Description	Full Description	Type	Max Values	Appear in Search	Positions
vWorkflowState	Ingestion Workflow			Text Select List	1	Yes	 
RejectionReason	Rejection Reason			Text	1	Yes	 
ProgramType	Program Type			Text Select List	1	Yes	 
PremiereDate	Premiere Date			Date	1	No	 
Keywords	Keywords			Text	Unlimited	Yes	 
Language	Language			Text Select List	1	Yes	 
Daypart	Daypart			Text Select List	1	Yes	 
RatingReason	Rating Reason			Text	1	Yes	 
Rating	Rating			Text Select List	1	Yes	 
Category	Category			Text Select List	Unlimited	Yes	 
FullDescription	Full Description			Text	1	Yes	 
Segments	Segments			Text	Unlimited	Yes	 
ExternalID	External ID			Text	1	Yes	 
EpisodeNumber	Episode Number			Text	1	Yes	 
Copyright	Copyright			Text	1	Yes	 
SundicationProvider	Sundication Provider	Status of the syndical		Text Select List	1	Yes	 

Delete

Add Field

## Setting Values for Custom Metadata Fields (Per Entry)

To add values to the custom metadata fields create, go to the entry drilldown window  
 (It is also possible to set them as part of bulk upload or API)



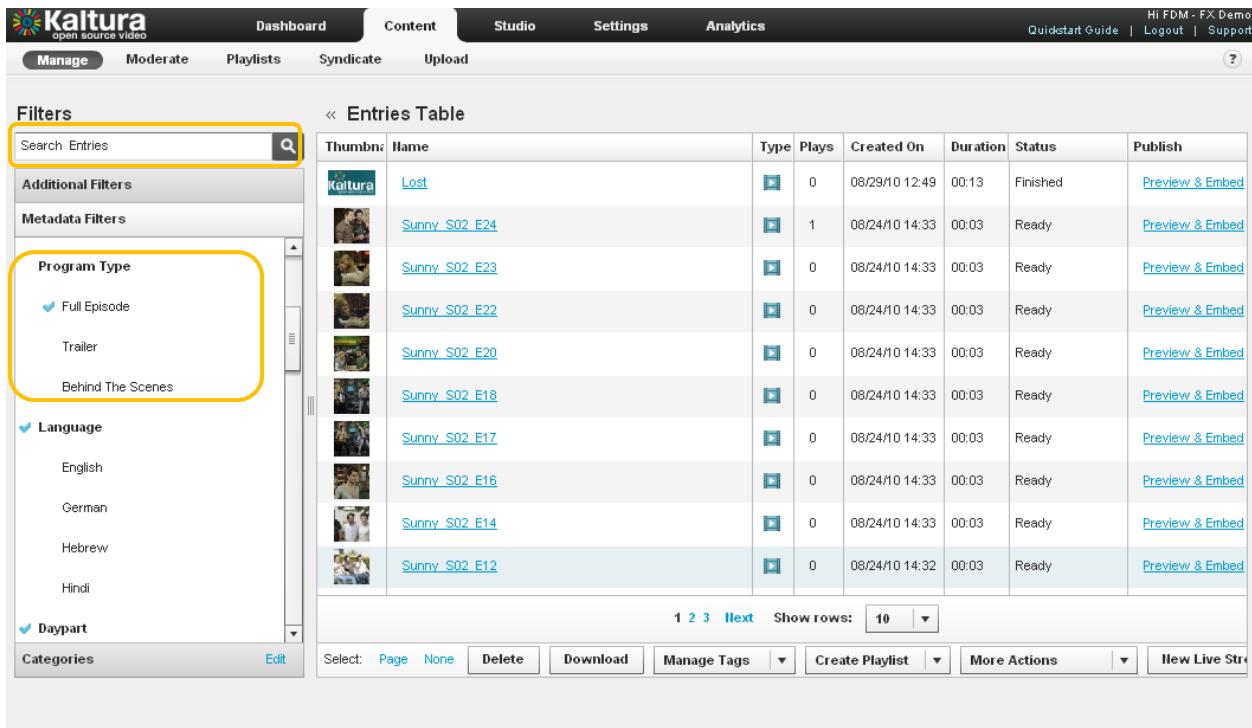
The screenshot shows the Kaltura Content Editor interface. The main window is titled "Edit Entry - Sunny\_S02\_E24". On the left, there's a sidebar with "Filters" and several tabs: "Metadata" (selected), "Access Control", "Scheduling", "Flavors", "Mixes", and "Custom Data". The "Custom Data" tab is currently active. The main content area contains the following fields:

- Ingestion Workflow:** Producer Completed
- Rejection Reason:** (empty text area)
- Program Type:** Full Episode (selected from a dropdown menu)
- Premiere Date:** Full Episode (selected from a dropdown menu)
- Keywords:** surgery
- Language:** English
- Daypart:** Night

At the bottom right of the dialog is a "Save Changes" button.

## Searching Based on Metadata Fields

Custom fields can be used to perform a search and create playlists. To search textual fields use the regular search box, for canned lists use the Metadata Filters.



The screenshot shows the Kaltura Content Management System interface. The top navigation bar includes links for Dashboard, Content, Studio, Settings, Analytics, and user-specific options like Quickstart Guide, Logout, and Support. Below the navigation is a menu bar with Manage, Moderate, Playlists, Syndicate, and Upload. On the left, a sidebar titled 'Filters' contains sections for Search Entries (with a magnifying glass icon), Additional Filters, Metadata Filters, Program Type (with sub-options: Full Episode, Trailer, Behind The Scenes), Language (with sub-options: English, German, Hebrew, Hindi), and Daypart. The main area is titled 'Entries Table' and displays a grid of video entries. The columns include Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. The data shows several entries named 'Sunny\_S02\_E24' through 'Sunny\_S02\_E12'. At the bottom of the table are navigation links (1, 2, 3, Next) and a 'Show rows:' dropdown set to 10. Below the table are buttons for Select, Page, None, Delete, Download, Manage Tags, Create Playlist, More Actions, and New Live Stream.

## Advertising

### Advertising

- [Connecting with Ad Servers and networks via AdapTV](#)
- [Connecting with Tremor Media](#)
- [\*\*Connecting with any ad server that supports IAB standards \(VAST 1.0 / VAST 2.0\)\*\*](#)
  - [Targeting with an Ad Server](#)
  - [How to locate the Ad Tag URL](#)

## Advertising

### Connecting with Ad Servers and networks via adap.tv

To add adap.tv's service to your Kaltura players start by signing up with adapt.tv ([Contact us](#) to learn more) – you will then receive an adapt.tv Partner Key.

1. Go to the Studio tab and edit an existing player or create a new one
2. Go to the Advertising section
3. Enable ads for this player
4. Select adapTV from the “Ad Source” drop down
5. Enter your adapt.tv Partner Key in “Key Value Pairs” section, in the following format “key=[YOUR ADAPTV KEY]”



**Create New Player**

**Basics**

**Features**

**Advertising** (highlighted)

**Style**

**Advertising Status**

Request ads for this player:  Yes  No (highlighted)

**Ad Source Configuration**

Ad Source: **AdapTV** (highlighted)

Custom SWF URL: adaptvPlugin.swf

Key Value Pairs: key=[YOUR ADAPTV KEY] (highlighted)

6. Target, manage and customize your ads via the [adap.tv console](#)
7. Via adapt.tv you can also connect to additional ad servers & ad networks such as AdTech, Atlas, DART, OpenX, Advertising.com, ScanScout , SpotExchange, Google AFV, AdBrite, AdDynamic, AdEngage, AdFish, AdoTube and over 20 other networks and servers.

For example connecting to DART via adapt.tv would simply require pasting the Ad Tag URL that the AdTech Server supplies.

Create/Edit Connection to Ad Server

**Name**: AdTech

**Display**: Video (VAST)

**Ad Provider**: AdTech Helios IQ Publisher

**Ad Format**: Video (VAST)

**Ad Tag URL**: `http://adserver.adtechus.com/addyn/3.0/5132/383941/0/16/ADTECH;loc=100;noperf=1;target=_blank;cc=2;sub1=383937;sub2=383939;sub3=383938;sub4=383940;misc=[TIMESTAMP]`

**Upload...**

**Buffer Duration (sec)**: 3

**Countdown Text**: Video begins in \_\_SECONDS\_\_ seconds

**Insert Skip Ad Option**: No

**Skip Ad Link Text**: skip ad..

**Enable the sound button**: Yes

**Start muted**: No

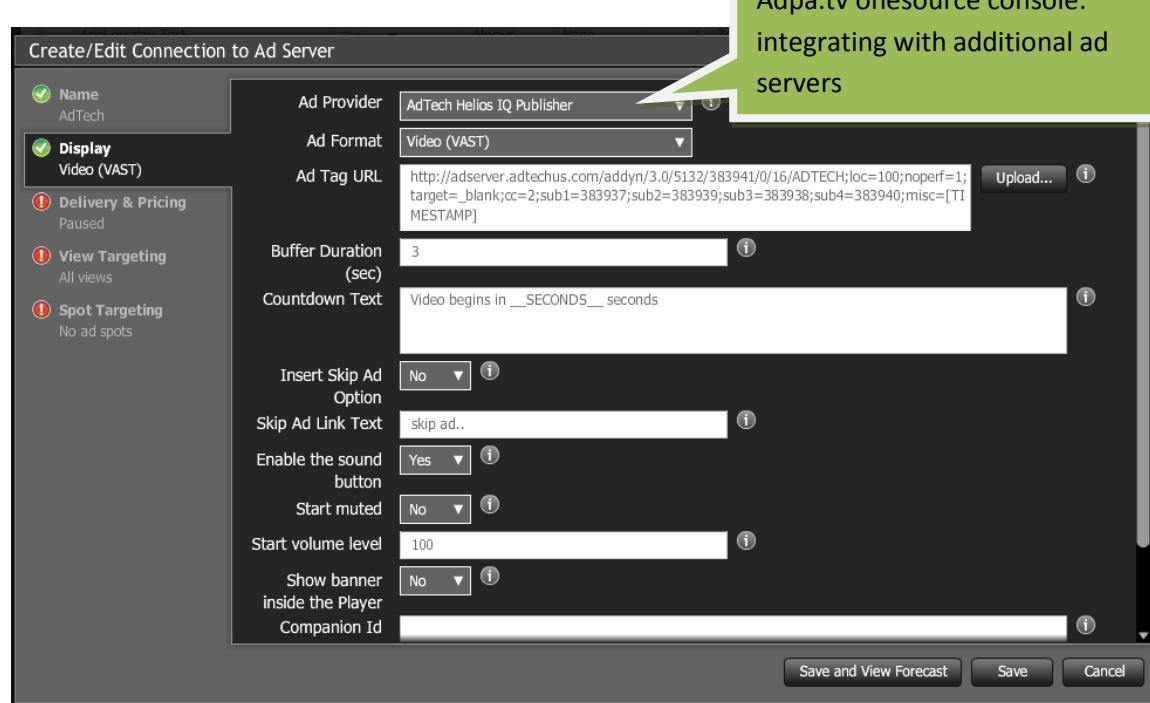
**Start volume level**: 100

**Show banner inside the Player**: No

**Companion Id**: [REDACTED]

**Save and View Forecast**, **Save**, **Cancel**

**Adpa.tv onesource console: integrating with additional ad servers**



## Connecting with Tremor Media

1. To add Tremor Media's service to your Kaltura players start by signing up with Tremor Media ([Contact us](#) to learn more) – you will then receive a Tremor Media Program ID.
2. Go to the studio tab and edit an existing player or create a new one
3. Go to the Advertising section
4. Enable ads for this player
5. Select Tremor from the "Ad Source" drop down
6. Enter your acudeo Program id in the "Key Value Pairs" section, in the following format: "progId=[YOUR ACUDEO PROGRAM ID]". Additional targeting parameters should be separated with semicolons.

## Edit Player

**Basics**

**Features**

**Advertising** (circled)

**Style**

### Advertising Status

Request ads for this player:

Yes  No (circled)

### Ad Source Configuration

Ad Source: **Tremor** (circled)

Custom SWF URL: tremorPlugin.swf

Key Value Pairs: progl=[YOUR ACUDEO PROGRAM ID] (circled)

7. Target, manage and customize your ads via the [Tremor Media console](#) (Acudeo).

Via Tremor Media's Acudeo console you can specify ad sources for each ad slot within your content. Program id's are available in the program list

**ACUDEO®**

Kaltura  
HELP | MY ACCOUNT | LOG OUT

HOME AD POLICIES VIDEO APPLICATIONS AD ROTATOR REPORTING ACCOUNTS

[VIEW AD POLICIES](#) [CREATE NEW AD POLICY](#)

Show Ad Policies with <input type="text" value="Ad Policy ID"/> Go							
Ad Policy Name	ID	Modified By	Date Created	Date Modified	Preview	Modify	Duplicate
overlay after 15 sec	4c4c4b66e721b	eitan.avgil@kaltura.com	07/25/10 10:34 AM	07/25/10 10:34 AM			
pre roll every 2nd	4c27908cb91dd	eitan.avgil@kaltura.com	06/27/10 01:55 PM	06/27/10 02:38 PM			
Atar - post, overlay	4c1a21ec7d676	eitan.avgil@kaltura.com	06/17/10 09:23 AM	07/25/10 10:26 AM			
Atar - mid only	4c1a1c25270b5	eitan.avgil@kaltura.com	06/17/10 09:59 AM	06/17/10 09:01 AM			
Atar - pre, mid, post, overlay	4c19d3ff812d7	eitan.avgil@kaltura.com	06/17/10 03:51 AM	06/17/10 03:54 AM			
AmirN pre+mid	4b962fa654fb4	eitan.avgil@kaltura.com	03/09/10 07:23 AM	03/09/10 07:23 AM			
mid roll time based	4b7960f9a06e4	eitan.avgil@kaltura.com	02/15/10 10:58 AM	02/15/10 10:59 AM			
Ariel Test program	4b584e8b0181f	eitan.avgil@kaltura.com	01/21/10 08:54 AM	01/21/10 10:32 AM			
ariel test	4b572ea432ac3	eitan.avgil@kaltura.com	01/20/10 12:26 PM	01/20/10 02:03 PM			
eran pre + post	4a530e2200a52	eitan.avgil@kaltura.com	07/07/09 04:58 AM	07/07/09 04:58 AM			
moran	4a51b2e101ca9	eitan.avgil@kaltura.com	07/06/09 04:16 AM	07/06/09 04:16 AM			
50 Percent	4a2fa1b54fd5a	eitan.avgil@kaltura.com	06/10/09 08:05 AM	06/10/09 08:05 AM			
pre roll timeout 8	4a12a53f457bd	eitan.avgil@kaltura.com	05/19/09 08:25 AM	05/19/09 08:25 AM			
midroll X_5	4a12a4ca7902d	eitan.avgil@kaltura.com	05/19/09 08:23 AM	05/20/09 05:02 AM			
AmirN All - Pre-roll / Mid-roll + Overlay / Post-Roll	4a1294f4b728d	eitan.avgil@kaltura.com	05/19/09 07:16 AM	06/21/10 11:01 AM			
eran end	4a129492db314	eitan.avgil@kaltura.com	05/19/09 07:14 AM	05/19/09 10:51 AM			
eran mid end	4a128d6d0c165	eitan.avgil@kaltura.com	05/19/09 06:43 AM	05/19/09 06:43 AM			

1 2 ... 2 ►

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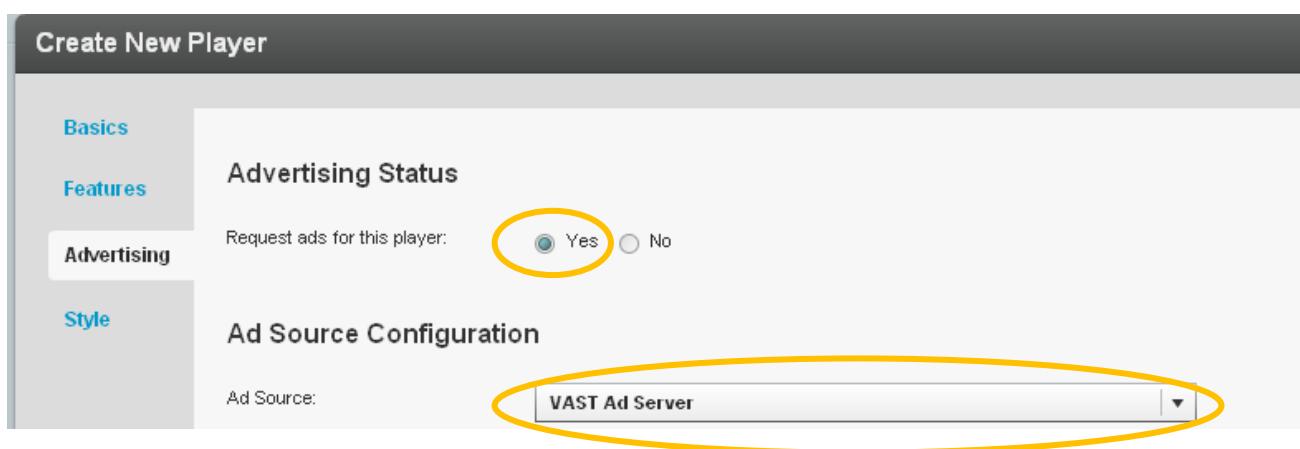
powered by media

## Connecting with any ad server that supports IAB standard (VAST 1.0 / VAST 2.0)

Most of the leading Ad Servers and Ad Networks are now VAST compliant. This includes DoubleClick, Dart for publisher (DFP), Microsoft Atlas, OpenX, ScanScout, and many others. To see the full list of servers and networks that comply with VAST please refer to the IAB website:

[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/compliance/679253](http://www.iab.net/iab_products_and_industry_services/508676/compliance/679253)

1. To add any ad server that supports the VAST standard you first need an ad tag URL from your ad server, To learn more browse the "[how to find Ad Tag URL](#)" section below
2. Go to the studio tab and edit an existing player or create a new one
3. Go to the Advertising section
4. Enable ads for this player
5. Select VAST Ad Server from the "Ad Source" drop down



**Create New Player**

**Basics**      **Features**      **Advertising**      **Style**

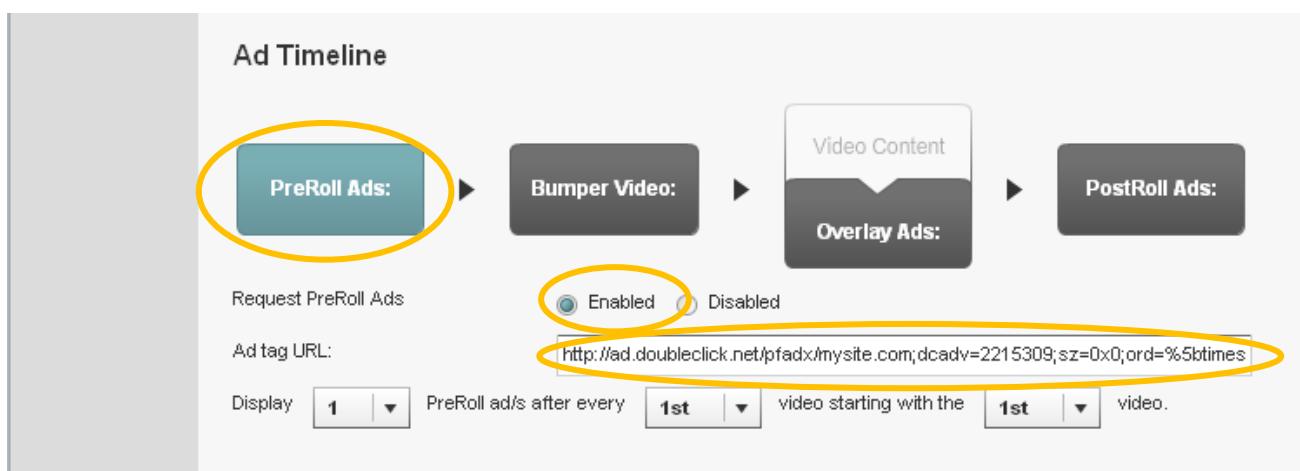
**Advertising Status**

Request ads for this player:  Yes  No

**Ad Source Configuration**

Ad Source: **VAST Ad Server**

6. For Pre-roll ads select the Pre-roll section, set it to “enabled” and paste the Ad Tag URL received from the ad server



**Ad Timeline**

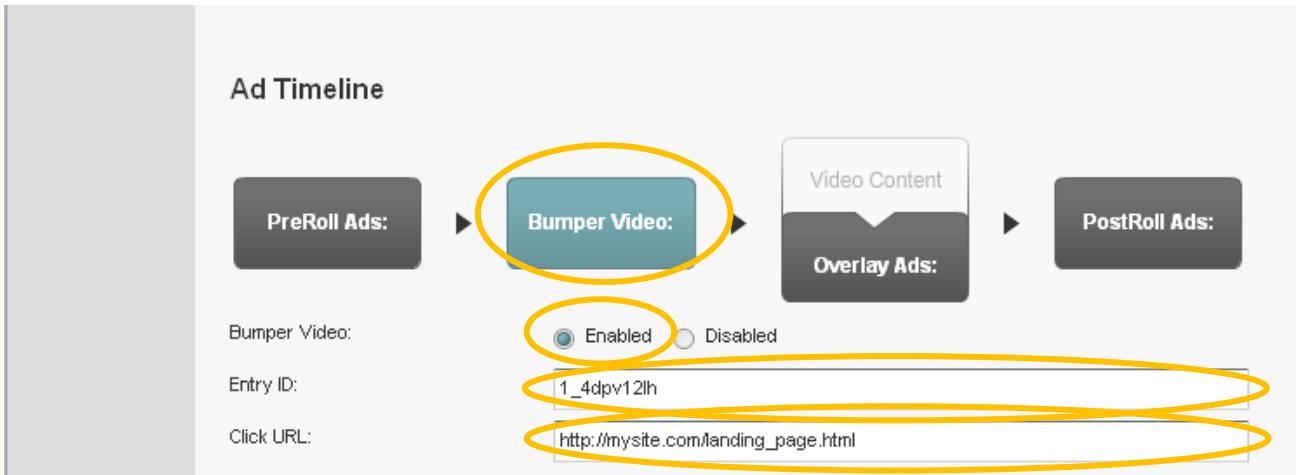
**PreRoll Ads:**

Request PreRoll Ads:  Enabled  Disabled

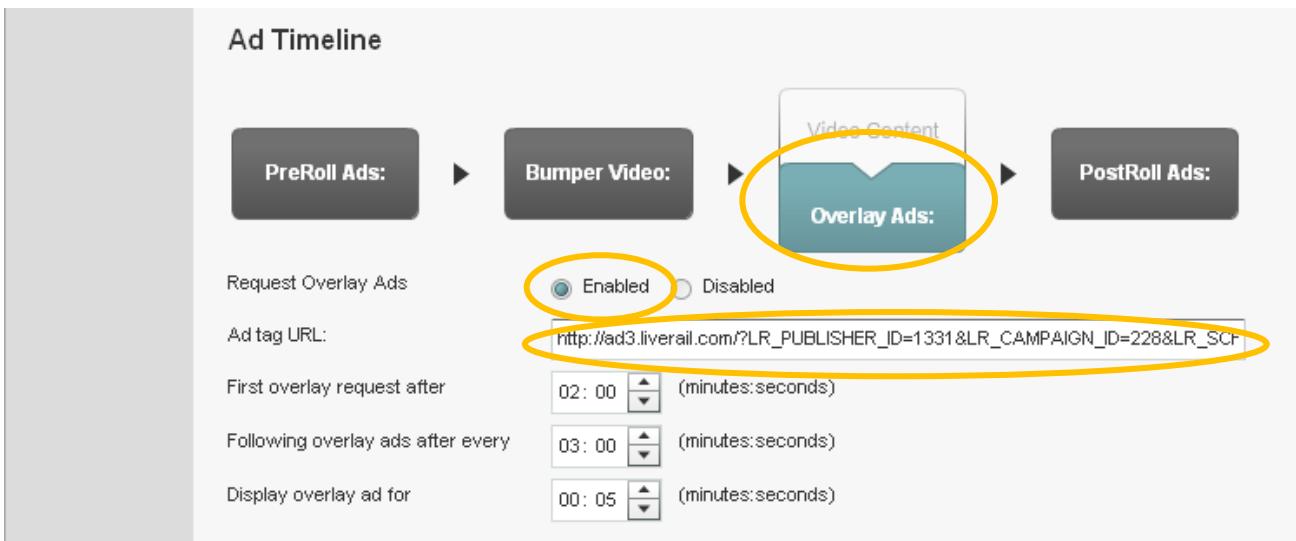
Ad tag URL: http://ad.doubleclick.net/pfadx/mysite.com;dcadv=2215309;sz=0x0;ord=%5btimes

Display: 1 | ▾ PreRoll ad/s after every: 1st | ▾ video starting with the: 1st | ▾

7. For bumper videos (a bumper video is a static pre-roll that does not use an ad server) select the bumper section, and set it to enabled. Select a Kaltura entry id that will be used as the bumper, and add the click URL.



8. For Overlay ads select the overlay section, set it to enabled and paste the Ad Tag URL received from the ad server.



9. For Post-roll ads select the Post-roll section, set it to enabled and paste the Ad Tag URL received from the ad server



## Targeting with an Ad Server

While ads targeting is performed within the ad server, Kaltura's advertising module is designed to pass all the relevant targeting information to the ad server.

Targeting information can be set in several levels:

1. Targeting per player and ad slot – you can add additional key value pairs within the adtag URL. The ad server will use these for targeting.
2. Targeting per content item - The Kaltura VAST module supports dynamic pulling of metadata from the content item, and passes it to the ad server.

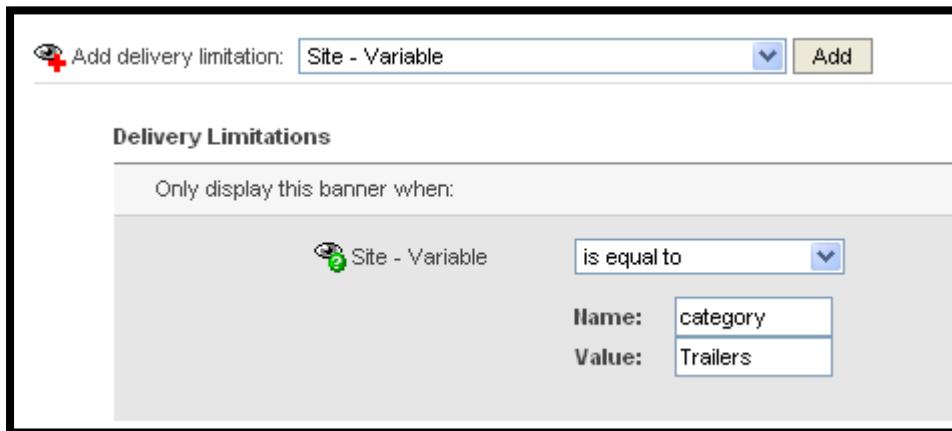
For example for targeting a specific content category :

- a) Drag content items into the category within the KMC

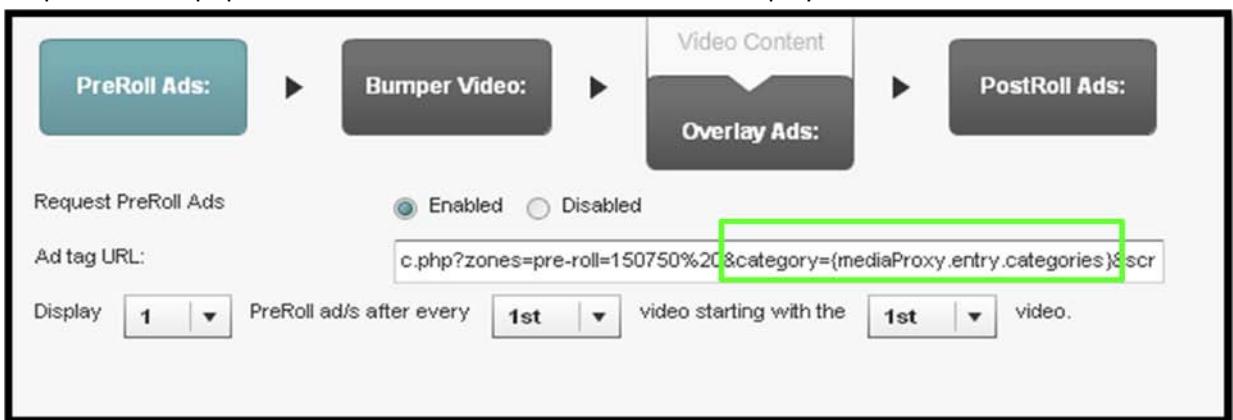
Categories	
<input type="checkbox"/>	All (31)
<input type="checkbox"/>	behind the scenes (1)
<input type="checkbox"/>	rango (1)
<input type="checkbox"/>	hi-res-images (9)
<input type="checkbox"/>	rango (9)
<input type="checkbox"/>	Trailers (20)

- b) Define the additional parameter in your ad server.

For example in OpenX set the “category” parameter through “Site - Variable”



- c) Add category template category={mediaProxy.entry.categories} into the AdTag URL. At runtime this template will be populated with the actual values for each video played.



The following targeting templates are available for targeting  
 category={mediaProxy.entry.categories}  
 tags={mediaProxy.entry.tags}  
 name={mediaProxy.entry.name}  
 id={mediaProxy.entry.id}

### 3. Targeting per viewer

In some cases the targeting information is not defined per content item, but per viewer.

To support these cases the Kaltura VAST module dynamically pulls metadata from the website via flashvars passed to the player.

For example targeting per a specific age group. This example assumes that the hosting site has a user database and would like to further target known users.

- a) Pass the viewer age from your internal DB to the player via Flashvar.

```
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash"
  = "always" height="333" width="680" xmlns:dc="http://purl.org/dc/terms/"
  resource="http://www.kaltura.co.cc/index.php/kwidget?entryId=150750&partnerId=20&playerId=kaltura_player&flashvars[viewerAge]=34&category={mediaCategory}&allowNetworking=all" /><param name="allowScriptAccess" value="always"/>
```

- b) Define the additional parameter in your ad server.

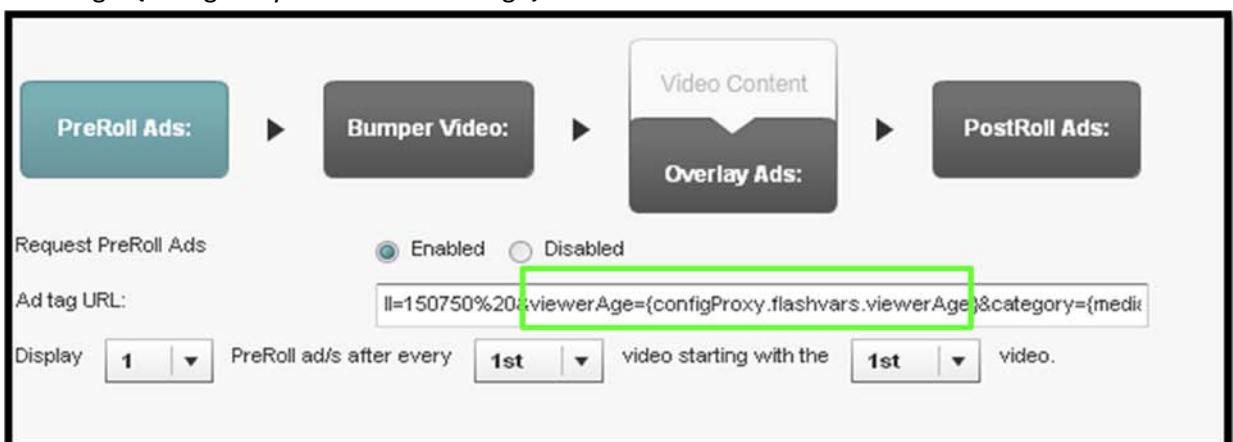
For example in OpenX, set the “viewerAge” parameter through “Site - Variable”



- c) Add the flashvar template into the AdTag URL, this template will be populated in runtime with the actual values.

The template is FLASHVAR\_NAME={configProxy.flashvars.FLASHVAR\_NAME } and in the viewerAge example it would be:

viewerAge={configProxy.flashvars.viewerAge}

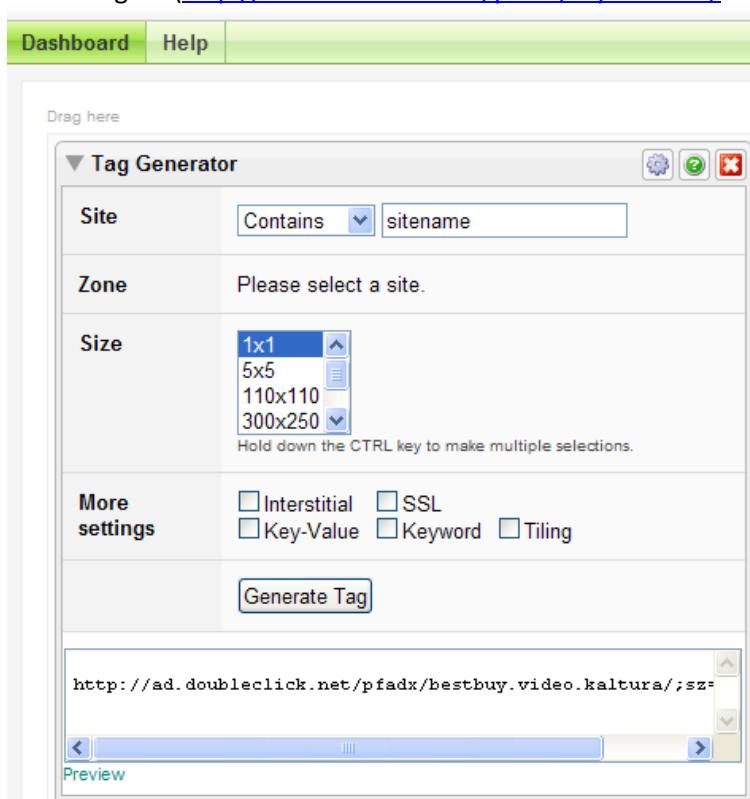


## How to locate the Ad Tag URL

### DFP

In DFP there is a “Tag Generator” utility in the dashboard to generate the ad tag url.

The ad tag url (<http://ad.doubleclick.net/pfadx/mysite.com/>...) is at the bottom of the widget.



### OpenX

In OpenX the adtag URL is linked to an OpenX Zone, in the following format:

`http://[OPENX_INSTALL]/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charSet=UTF_8&nz=1&zones=z1=[ZONE_ID]`

for openX hosted, the URL is d1.openX.org. ,

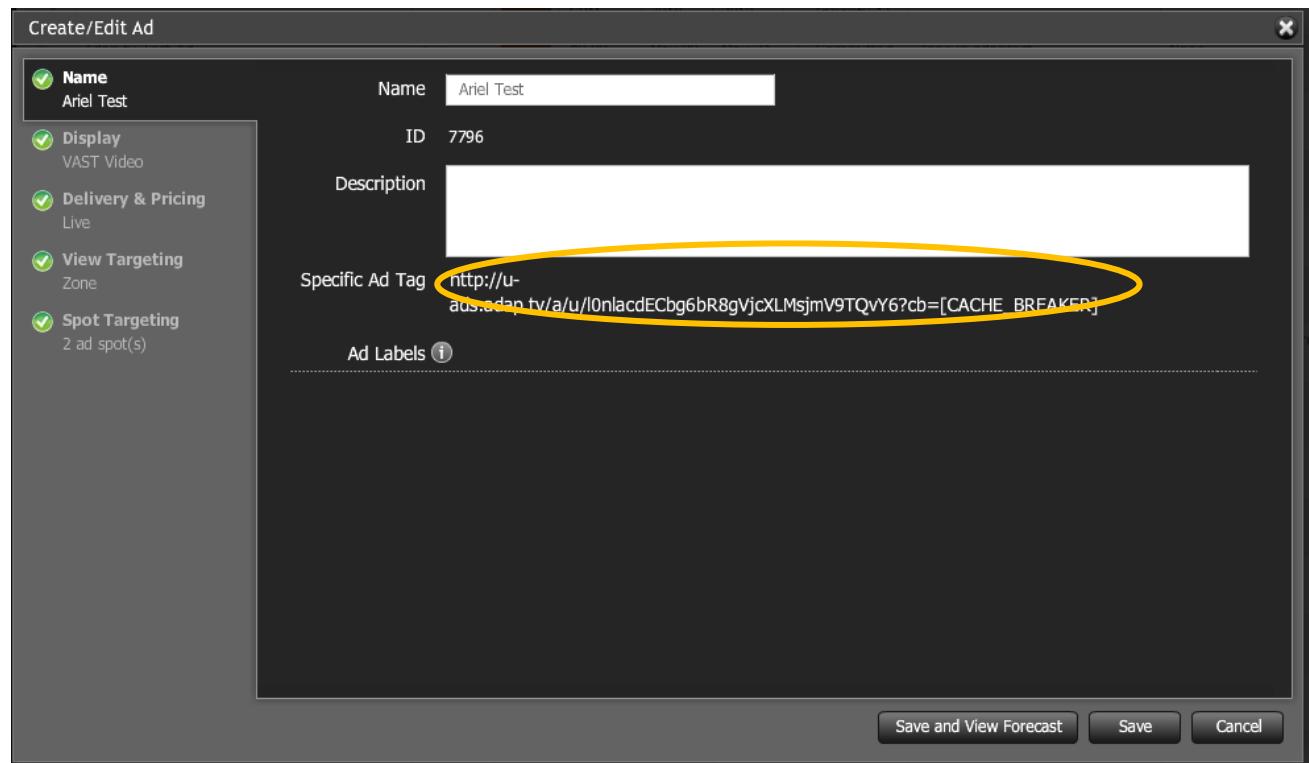
from within your OpenX account you can retrieve the zone Id.

for example for zone id 150750 in openX hosted the ad tag url would be:

`http://d1.openx.org/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charSet=UTF_8&nz=1&zones=z1=150750`

**AdapTV (via VAST)**

Copy the "Specific Ad Tag" from the Ad screen



## Player Design

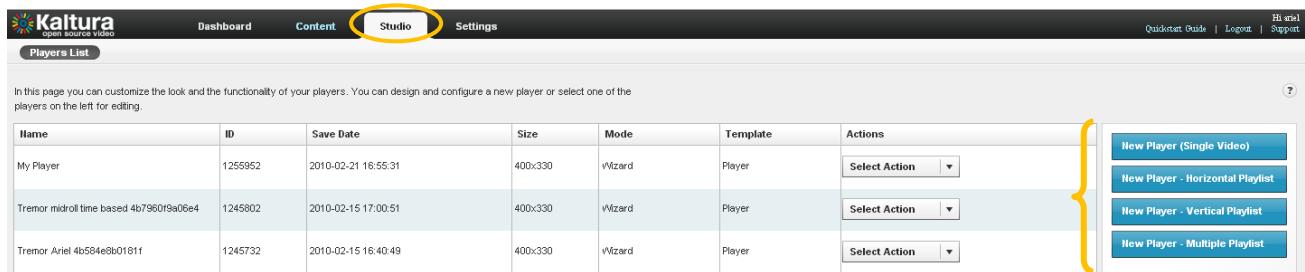
### [Designing and Configuring a New Player or Playlist](#)

- [Configuring the player settings](#)
- [Configuring the player features](#)
  - [Additional feature configuration options for playlists](#)
- [Configuring the player style](#)
- [Creating a Multiple Playlist](#)

### [Designing and Configuring a New Player or Playlist](#)

The Studio section of the KMC enables you to create new configurations and design for players and playlists. Add, remove and adjust multiple buttons and features, and create a look to match your site.

Start by logging-in to the KMC and going to the Studio tab. Select the type of player you would like to create: player, player with playlist (horizontal/vertical) or player with multiple playlists.



In this page you can customize the look and the functionality of your players. You can design and configure a new player or select one of the players on the left for editing.

Name	ID	Save Date	Size	Mode	Template	Actions
My Player	1255952	2010-02-21 16:55:31	400x330	vWizard	Player	Select Action
Tremor midroll time based 4b7960f9a06e4	1245802	2010-02-15 17:00:51	400x330	vWizard	Player	Select Action
Tremor Ariel 4b594e8b0181f	1245732	2010-02-15 16:40:49	400x330	vWizard	Player	Select Action

### [Configuring the Template Settings](#)

1. Begin by selecting a name for your player (required). We suggest choosing an informative name – it will help you when you're ready to embed players into your site.
2. Set the Video Ratio – select normal/wide and opt to either keep or stretch your media to fit the player when the media and player aspect ratios are different.
3. Select auto-play features
4. If you're creating a Player & Playlist you'll also see the Playlist Controls – check "Automatically continue" to play the playlist media consecutively. For playlists with images, set the duration for images to be displayed during the continuous play of the playlist.

## Create New Player

**Template**

**Player Details**

Player Name

**Features**

**Style**

**Video Ratio**

If media aspect ratio is different than player aspect ratio:

- Keep original media ratio
- Stretch media to fit player

**Auto Play**

- Automatically play video on page load
- Start player muted

**Playlist Controls**

- Automatically continue to the next entry

When playing images in playlist set duration to:    seconds

## Configuring the Player Features

In the Features Tab you can select the features (buttons, layers and modules) to be included in your player. Any changes you make will appear in the preview area (click Preview button to see changes you've made).

**Create New Player**

**Basics**

**Features**

**Style**

**Features List:** Select the features you want to add and remove

Select Features from:

**Controls**

- Title Text [Options](#)
- Your Watermark [Options](#)
- Left Play Counter [Options](#)
- Right Play Counter [Options](#)
- Flavor Selector [Options](#)
- Full Screen Button [Options](#)
- On-video Play Button [Options](#)

\* Features that require additional configuration.

Viral & Distribution

UGC & User Interaction

Subtitles & Transcriptions

Advertising

Custom Buttons\*

Playlist Items

Additional parameters and plugins

**Preview**

Player Size: 700  x 290

Video screen size: 360 x 260

Video Ratio: 16 : 11.55 Standard video ratios are 16:9 and 4:3.  
4 : 2.88 It is recommended that you optimize the video player size so that video ratio is one of those.

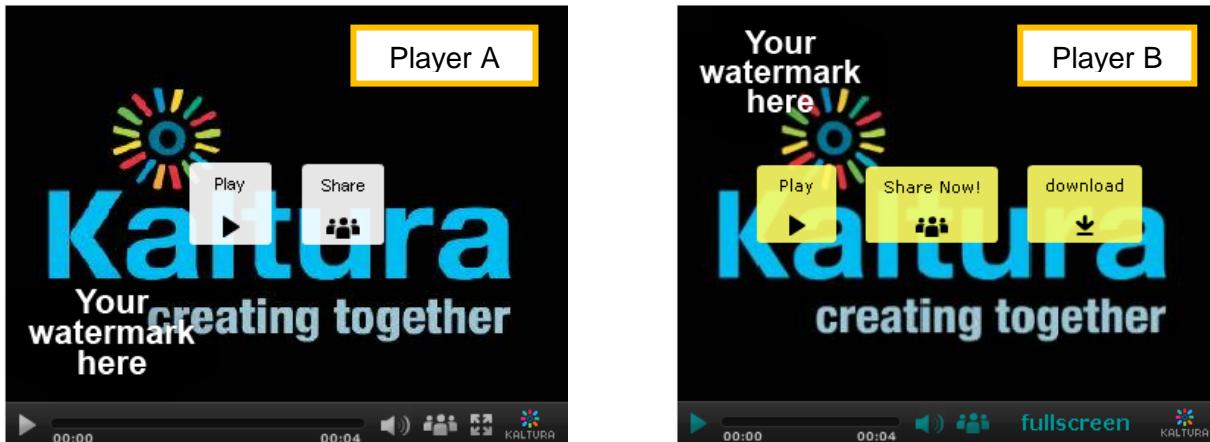
**Preview Pane:** Change the player size and preview your Features List changes



The features list is made up of different sections, controlling the various features of the player.

Player (A) below displays the default settings. The following instructions will show you how to create a more customized player, for example, Player (B).

**Note that Player (B) presents only one of many set-up scenarios.** There are many configuration options within this section. Click the Help button on the top right of any page to learn more.



1. Change the location of the watermark logo

Go to Controls → Watermark → click Options

In the Watermark Location drop-down menu select Top Left, click Preview and then Apply to confirm your choice

2. Change the label of the Share button

Go to Viral & Distribution → Share Button → Options

Locate the Label field and change the default text to "Share now!", then click Apply

Create New Player

**Basics**

**Features**

**Style**

**Share Button**

Share this movie. Enables posting to social networks, social bookmarking, sending email and grabbing of the embed code.

Location & Playing States:

Video Area

- Before play
- During play, when mouse is on screen
- When paused
- End play

Controls Area

Display in controls area as:

Icon

Label: Share Now!

Tooltip: share with friends

Player Size: 370  x 300

Video screen size: 370 x 270

Video Ratio: 16 : 11.67 Standard video ratios are 16:9 and 4:3.  
4 : 2.91 It is recommended that you optimize the video player ratio is one of those.

Preview



### 3. Add Download button to the video area only

Go to Viral and Distribution → check the Download feature → click Options  
Remove the check mark from the Controls Area option

Create New Player

**Basics**

**Features**

**Style**

**Download Button**

Enables download of video to your computer. Note that the download button only supports downloads of single video files and does not support mix downloads - contact Kaltura Professional Services to enable download of mix content.

Location & Playing States:

Video Area

- Before play
- During play, when mouse is on screen
- When paused
- End play

Controls Area

Display in controls area as:

Icon

Label: download

Tooltip: download

Player Size: 370  x 300

Video screen size: 370 x 270

Video Ratio: 16 : 11.67 Standard video ratios are 16:9 and 4:3.  
4 : 2.91 It is recommended that you optimize the video player ratio is one of those.

Preview



### 4. Change existing Fullscreen button on the control area to text button

Go to Controls → Fullscreen → Options  
In the Display in Controls Area drop-down select Label  
If desired, change the label text in the Button Label field

Create New Player

**Basics**

**Features**

**Style**

**Full Screen Button**  
This button allows users to switch to full screen mode, and back to regular mode.

**Location & Playing States:**

- Video Area
  - Before play
  - During play, when mouse is on screen
  - When paused
  - End play
- Controls Area
 

Display in controls area as:

  - Label
  - Icon
  - Label

Tooltip Text:

**Preview**

Player Size: 370 x 300 Preview

Video screen size: 370 x 270

Video Ratio: 16:11.67 Standard video ratios are 16:9 and 4:3.  
4:2.91 It is recommended that you optimize the video player ratio is one of those.



## Additional feature configuration options for playlists

When creating a playlist (either with one or multiple tabs) you will see additional configuration options under the Playlist Items section. This will allow you to display various types of information for each of the playlist items, such as number of plays, tags, rank etc.

→ Play around some more to get a feel for the Features section and then continue to customize the player's design in the Style section.

## Configuring the Player Style

In the Style Tab you can select the theme, colors and fonts for your player.

1. Select either a dark or light player skin.
2. Choose the colors of the icons/labels and online video buttons by clicking the small colored squares. This will open a color picker where you can select a color or enter a color value.

Create New Player

**Basics**

**Features**

**Style**

**Style and Color**

Select theme: **dark**

**Control bar buttons**

Color of icons and labels

Mouse over color

**On-video buttons**

On-video buttons color

On-video mouse over color

On-video icons and labels color

**Font:**

**Preview**

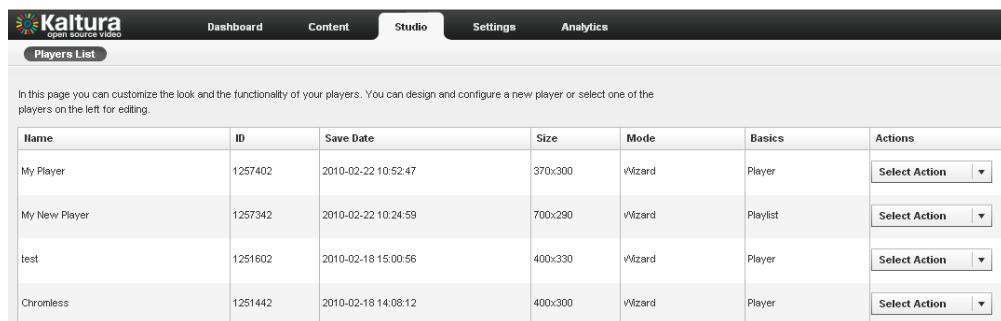
Player Size: 370 x 300 Preview

Video screen size: 370 x 270

Video Ratio: 16:11.67 Standard video ratios are 16:9 and 4:3.  
4:2.91 It is recommended that you optimize the video player ratio is one of those.



3. Change the font.
4. Once you are finished defining your player template, features and style, click Save Changes to complete your player configuration and design.
5. Your new player will now appear in the player list



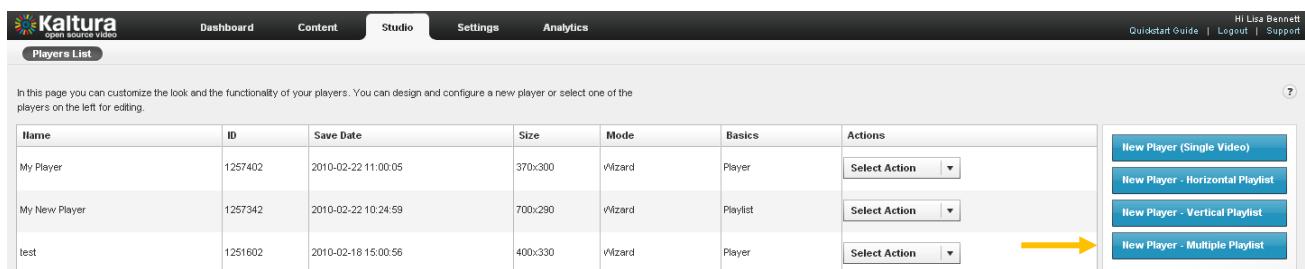
Name	ID	Save Date	Size	Mode	Basics	Actions
My Player	1257402	2010-02-22 10:52:47	370x300	vWizard	Player	Select Action ▾
My New Player	1257342	2010-02-22 10:24:59	700x290	vWizard	Playlist	Select Action ▾
test	1251602	2010-02-18 15:00:56	400x330	vWizard	Player	Select Action ▾
Chromless	1251442	2010-02-18 14:08:12	400x300	vWizard	Player	Select Action ▾

## Creating a Multiple Playlist

A Multiple Playlist is a playlist with a multiple tabs, each containing a different playlist.

Creating a Multiple Playlist:

1. If you haven't already, create the playlists that you wish to use ([learn how to create a playlist](#))
2. In the Studio Tab, select New Player – Multiple Playlist



Name	ID	Save Date	Size	Mode	Basics	Actions
My Player	1257402	2010-02-22 11:00:05	370x300	vWizard	Player	Select Action ▾
My New Player	1257342	2010-02-22 10:24:59	700x290	vWizard	Playlist	Select Action ▾
test	1251602	2010-02-18 15:00:56	400x330	vWizard	Player	Select Action ▾

3. Design and configure your playlist as [described above](#).
4. Continue to the Content tab and add pre-existing playlists to your new Multiple Playlist by selecting them and clicking the arrows.
5. Save Changes to complete the process.

## Create New Player

**Basics**

All Playlists (as created in the Content tab):

Name	Playlist Type	Created At
Ariel November Blog Mo	Manual	01-Nov-2009 21:38
Ariel October Blog Mov	Manual	02-Oct-2009 12:17
Ariel Songs	Manual	03-Sep-2009 15:47
Ariel September Blog M	Manual	01-Sep-2009 10:57
Ariel August Blog Movie	Manual	05-Aug-2009 24:06
Ariel July Blog Movies	Manual	02-Jul-2009 23:29
Ariel's 4th B-day Party	Manual	07-Jun-2009 14:48
Ariel June Blog Movies	Manual	04-Jun-2009 15:59

**Features**

**Style**

**Content**

Playlist Tabs (each playlist represents a new tab):

Name	Playlist Type	Created Date
Ariel Songs	Manual	03-Sep-2009 15:47
Ariel's 4th B-day Party	Manual	07-Jun-2009 14:48
Ariel June Blog Movies	Manual	04-Jun-2009 15:59

Total Playlists: 3

6. The new player will appear in the Players List.



