

Kaltura Management Console (KMC) Quickstart Guide

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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>.

Log-in with the credentials you received in the “Kaltura Registration Confirmation” email.

Login

Email:

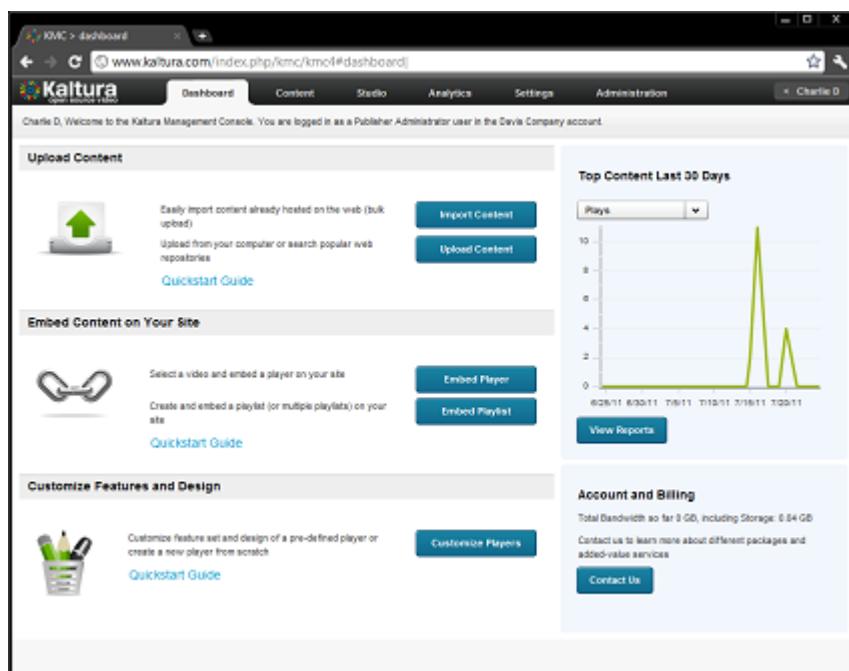
Password:

Remember Me

[Forgot Password?](#) | [Signup](#)

Login

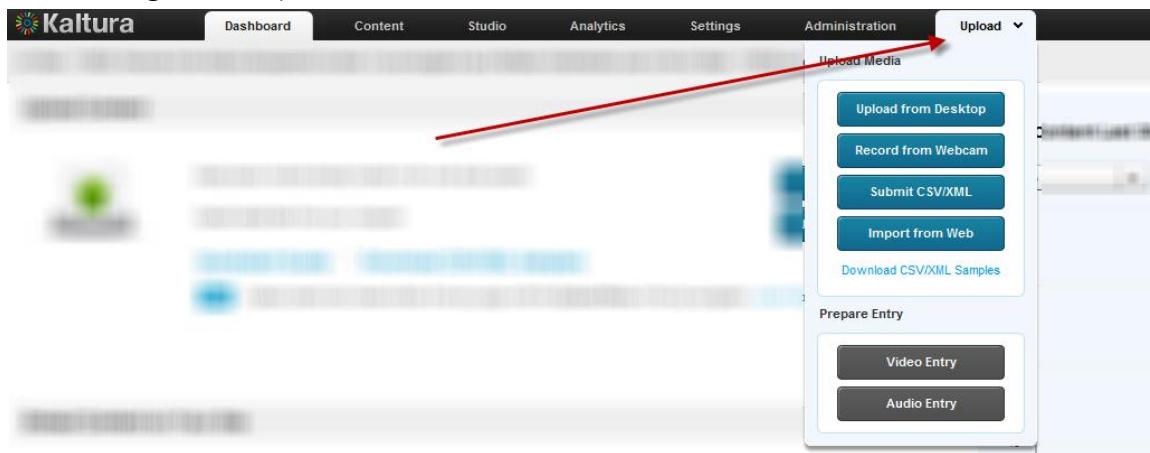
The KMC Dashboard is displayed.



Uploading videos to your website

Upload videos to the KMC

Content can be uploaded either from the Dashboard tab, from a new Upload tab (on the right side of the navigation bar) or from the Content tab.



Using the Upload Menu

The Upload menu is a one-stop location to upload content to Kaltura.

Videos can be added to your site from the following locations:

- From your desktop: Opens a file browser and allows you to select multiple files. See below for the flow when uploading media files from your desktop.
- Recorded from a web cam: Allows you to select a transcoding profile that enables you to capture video content from a webcam connected to your computer.
- Submit a CSV or XML: Allows you to submit a CSV or XML file that points to multiple media files
- Import from web: Allows you to search for videos to ingest in video repositories such as Metacafe and others, depending on the feature set enabled in your account.

You can also prepare a video entry without including the media content in advance. This scenario is used for media that may be included at a later stage, for example, in a drop folder.

Uploading media files from your desktop

The process of uploading media files from your desktop is accessible either from the Upload menu described above, or from the Dashboard tab.

1. Click **Upload from Desktop** in the Upload tab (or click Upload Content in the Dashboard.) The Upload Settings window is displayed.
2. Select one or more media files
3. Select the **Transcoding Profile**.

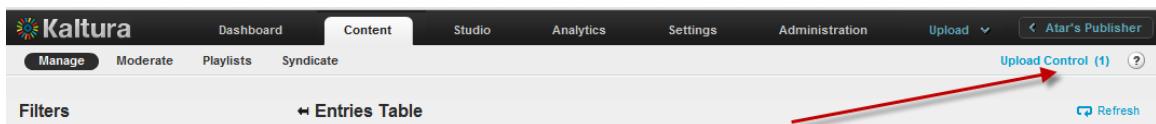
4. Modify the **Media Type**.
5. Add files. (Optional).
6. Click **Upload**.

Tracking Your Uploads

You can track uploaded content in the Content tab.

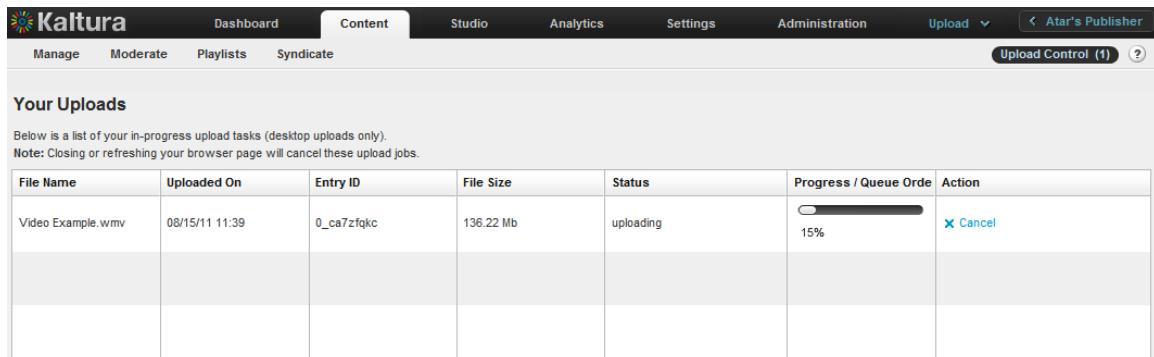
1. Click the **Content** tab and select the **Manage** menu.

The **Upload Control** feature, located on the upper right of the screen, indicates the number of uploads in progress.



A screenshot of the Kaltura Content tab. The top navigation bar includes tabs for Dashboard, Content (which is selected), Studio, Analytics, Settings, Administration, and Upload. Below the navigation is a sub-menu with options: Manage (selected), Moderate, Playlists, and Syndicate. On the far right of the top bar is an 'Upload Control (1)' button with a red arrow pointing to it. The main content area has sections for 'Filters' and 'Entries Table'.

2. Click **Upload Control** to display the file uploads and to view additional information.



A screenshot of the Kaltura Content tab after clicking 'Upload Control'. The page title is 'Your Uploads'. It displays a table with one row of data:

File Name	Uploaded On	Entry ID	File Size	Status	Progress / Queue Order	Action
Video Example.wmv	08/15/11 11:39	0_ca7zfqkc	136.22 Mb	uploading	<div style="width: 15%;">15%</div>	Cancel

After the upload process is complete, media is managed through the Content tab.

Embed videos on your site

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

Screenshot of the Kaltura Content Management System showing the 'Entries Table'.

The 'Filters' section on the left is circled in yellow. The 'Entries Table' on the right shows a list of media entries:

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	dilbert.flv		0	02/18/10 13:26	00:00	Converting	
	animated logo.avi		0	02/18/10 13:26	00:00	Converting	
	dartmoor.		0	02/11/10 20:32	02:13	Live	Preview & Embed
	Trailer 3 (H264)		0	02/11/10 20:32	02:21	Live	Preview & Embed
	Car racing 3 (H264)		1	02/11/10 20:32	03:49	Live	Preview & Embed

2. Select your preferred player skin from the drop-down menu and grab the embed code. To learn more about embedding videos for mobile devices, see [Mobile Delivery](#).

Screenshot of the Kaltura Player interface for entry ID: 0_n1kx7sjw.

The player skin dropdown menu is set to "KDP3 Light Player" and is circled in yellow. Below it is a preview of a video showing a person in an orange spacesuit. The player controls include "Play", "Share", and a progress bar showing 00:32 of 02:21. At the bottom, there is an "Embed Code:" section containing the following Flash object code:

```
<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"
/>
```

A "Select Code" button at the bottom of the embed code box is also circled in yellow.

3. Add the embedded code to your website HTML source.

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="vmode" value="opaque" /><a href="http://corp.kaltura.com">video platform</a><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>
```

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

Choosing a thumbnail for your video

You can select a thumbnail for your video after the file transfer is complete and the file is embedded in your website. By default, a thumbnail is automatically grabbed from the first frames of the video. You can choose to have multiple thumbnails of different qualities associated with your video, or grab any frame from the video to use as a thumbnail.

To edit the thumbnails associated with the video.

1. Go to the Content tab and select the Manage menu.
2. Select an entry and click Thumbnails.
3. Select Upload, Grab from Video or New Crop.

Kaltura

Dashboard Content Studio Analytics Settings Administration Upload

Manage Edit Entry - Excellent web quality video (1200kbps)

Filters

Dimensions	Size (KB)	Distributors	Status	Action
640 X 480	29	NOT REQUIRED	Ready	<input checked="" type="checkbox"/> Set as Default <input type="checkbox"/> Download <input type="checkbox"/> Delete

Add Thumbnail

Upload
Grab from Video
New Crop

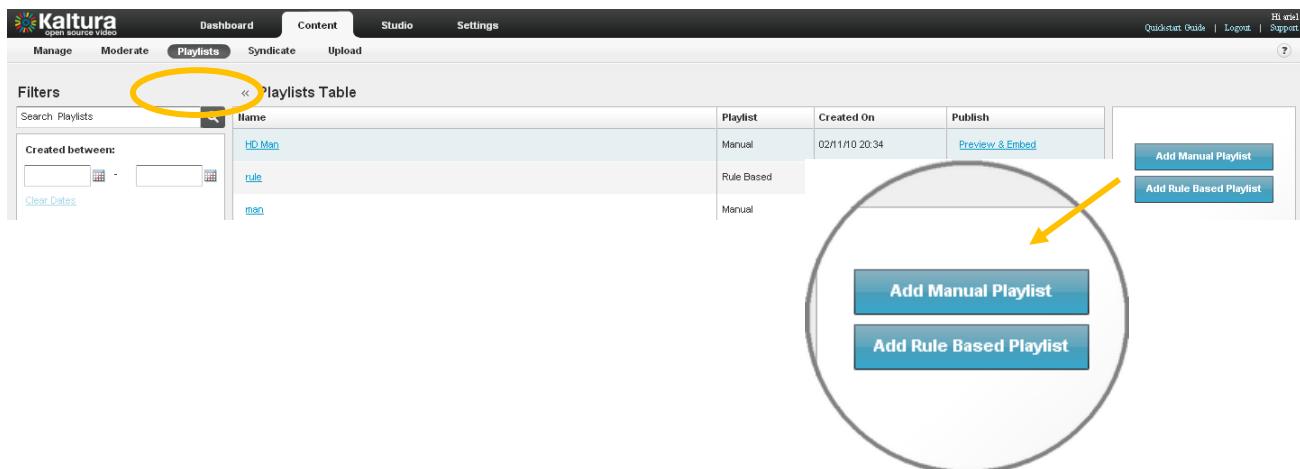
Save Save & Close < Previous Entry Next Entry >

Note: the default thumbnail is not displayed in the list.

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. In the Playlist menu, select either Add Manual Playlist or Add Rule Based Playlist.



The screenshot shows the Kaltura CMS interface with the 'Content' tab selected. The 'Playlists' tab is highlighted with a yellow circle. On the left, there's a 'Filters' sidebar with a search field and date range selector. The main area displays a 'Playlists Table' with a single entry: 'HD Man' (Type: Manual, Created On: 02/11/10 20:34, Publish: Preview & Embed). On the right, there are two blue buttons: 'Add Manual Playlist' and 'Add Rule Based Playlist'. A yellow arrow points from a large circle containing both buttons to the 'Add Manual Playlist' button.

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 would like to include. The results are displayed 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
Big Buck Bunny Trailer		0	00:33
Big Buck Bunny_2		6	09:56
Elephants Dream		9	10:53
Big Buck Bunny Trailer		54	00:33

Show rows: 10

Playlist Entries

Name	Type	Plays	Duration
Big Buck Bunny		0	00:33
Elephants Dre		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 would like to include. The results are displayed 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.

Select the total number of entries you would like to include in the playlist via the Limit Playlist result box.

4. Click “Save Changes” to complete the process.

My new playlist 2

Name:

Description:

Filters 

Playlist Entries			
Name	Type	Plays	Duration
Big Buck Bunny		0	09:56
Car racing 3 (H264)		1	03:49
Trailer 3 (H264)		0	02:21
dartmoor		0	02:13
Elephants Dream		0	10:58
Big Buck Bunny		0	00:33
Companies to w		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 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

[?](#) [X](#)
Name:

Description:

Type	Order by	Limit
Media Type Video Video Mix Audio Image	Most Viewed	20
Media Type Video Video Mix Audio Image	Highest Rated	33
Media Type Video Video Mix Audio Image	Most Recent	15

Change the order of the rules

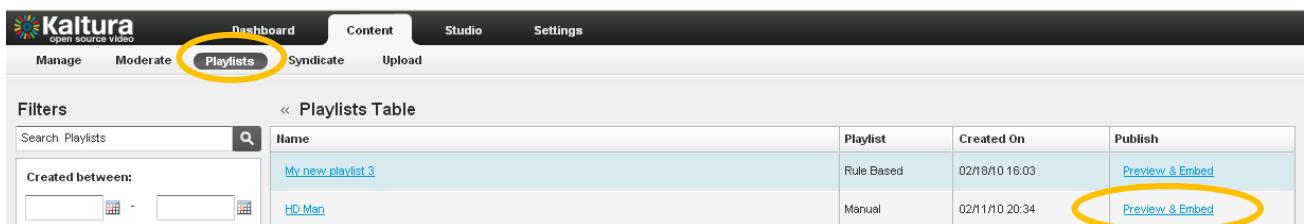
[Add Rule](#)
[Remove Rule](#)
[Edit Rule](#)

Length 01:16:23 Entries Count 17

[Save](#)

Embedding a playlist on your site

1. Go to the **Content** tab and select the **Playlists** menu.
2. Locate the playlist you want to place on your website and click **Preview & Embed**.

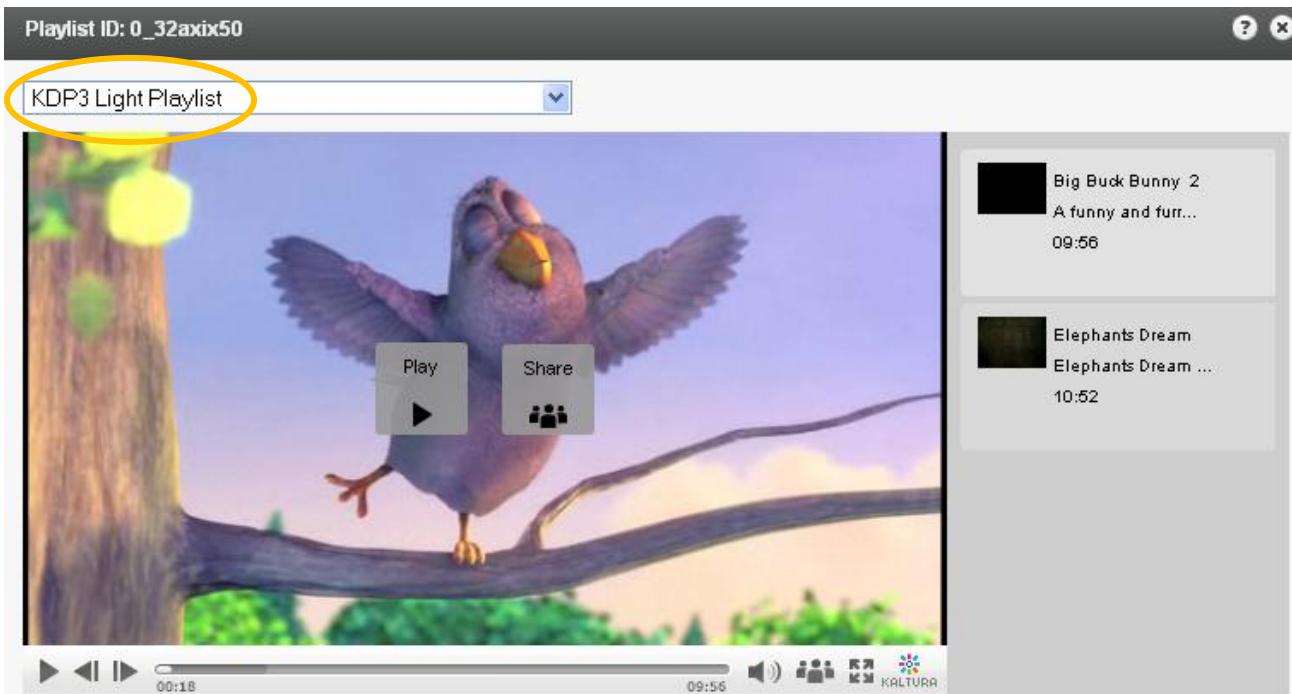


The screenshot shows the Kaltura Content tab interface. The 'Playlists' menu item is highlighted with a yellow circle. In the main content area, there is a table titled 'Playlists Table' showing two entries: 'My new playlist 3' and 'HD Man'. The 'Preview & Embed' link for 'My new playlist 3' is also highlighted with a yellow circle.

Name	Playlist	Created On	Publish
My new playlist 3	Rule Based	02/18/10 16:03	Preview & Embed
HD Man	Manual	02/11/10 20:34	Preview & Embed

3. Select your preferred playlist skin from the drop-down menu.

4. Grab the Embed Code.

**Embed Code:**

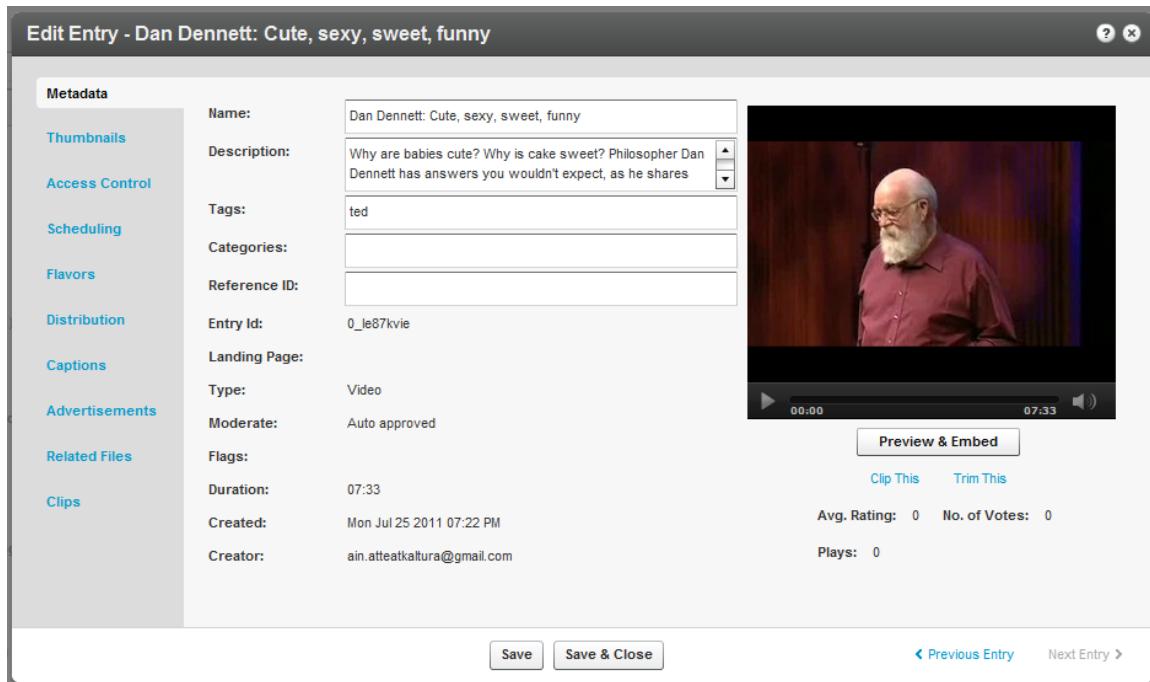
```
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash" allowFullScreen="true"
allowNetworking="all" allowScriptAccess="always" height="330" width="740" data="http://www.kaltura.com/index.php/kwidget
/cache_st/1266530642/wid/_7463/uiconf_id/48504"><param name="allowFullScreen"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

**Select Code**

5. Add the embedded code to your website HTML source.

Editing Entries

Clicking on an entry name opens the Edit Entry window. Use the Edit Entry window to manage all information relating to the entry.



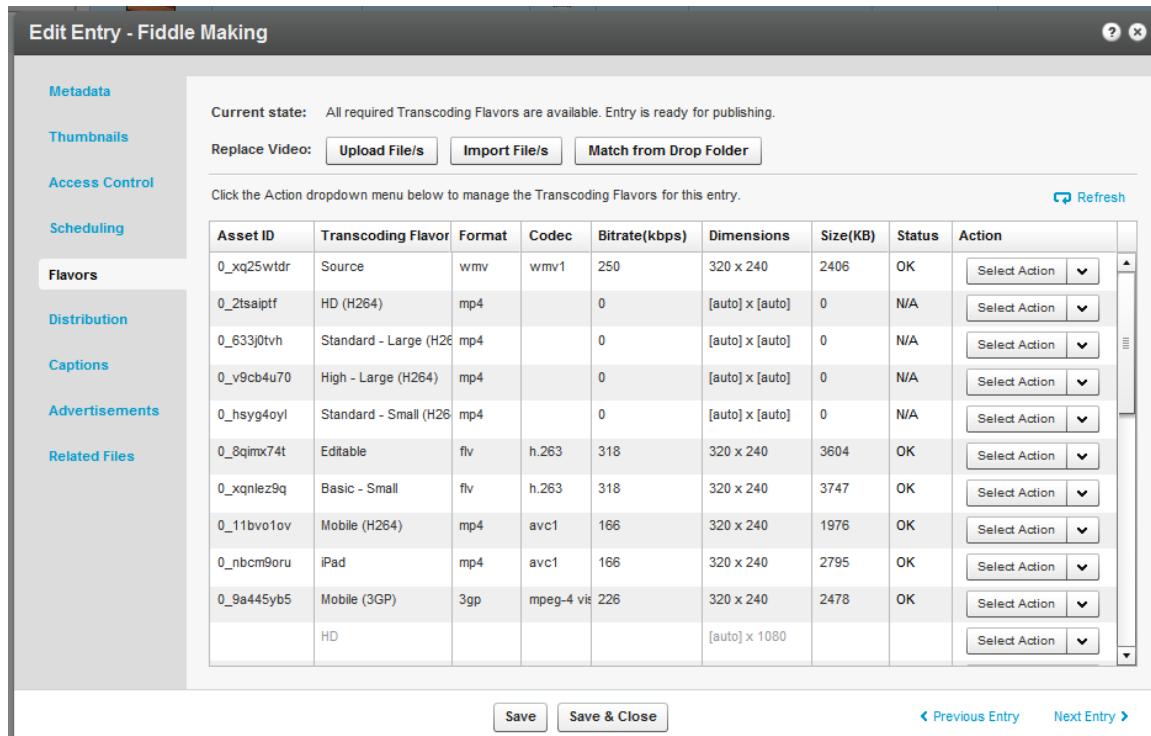
The Edit Entry window includes the following menus:

- **Metadata:** Use to display the entry and edit basic metadata: Name, Description, Tags, Categories and Reference ID. For video and audio entries, you can also trim or clip the entry. See [Clipping an Entry](#) and [Trimming an Entry](#).
- **Thumbnails:** Use to upload thumbnails, grab a thumbnail from video, crop thumbnails and select a default thumbnail. See [Distribution>Thumbnails](#)
- **Access Control:** Use to assign an access control profile to an entry. See [Access Control](#).
- **Scheduling:** Use to specify date ranges for scheduling an entry. See [Content Scheduling](#).
- **Flavors:** Lists all related flavors. Use to convert an entry to additional flavors or to re-convert existing flavors. See how to add a [flavor](#).
- **Distribution:** Lists distribution channels associated with an entry and use to manage distributors. See [Content Distribution](#).
- **Captions:** Use to manage captions. Use to upload captions, link to external caption files, and to add additional captions to an entry. See [Adding Captions to Entry](#).
- **Advertisements:** Use to create midrolls and overlays for each entry. See [Defining entry-specific ads](#).
- **Related Files:** Use to upload related files and to assign the files to an entry. See [Uploading Related Files](#).
- **Clips:** Displayed if clips were created from an original video or audio entry. See [Clipping an Entry](#).

Note: The tab display depends on your KMC configuration.

The Flavors Menu

The Flavors menu in the Edit Entry window allows you to manage the *flavors* that are available. Flavors are transcoded versions of an entry that are used to specify resolutions and formats. You can select multiple flavors for an entry, including flavors geared towards displaying media on mobile devices (low bandwidth, small screens, and/or HTML5 supporting devices).



Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
0_xq25wtldr	Source	wmv	wmv1	250	320 x 240	2406	OK	Select Action
0_2tsajptf	HD (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_633j0tvh	Standard - Large (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_v9cb4u70	High - Large (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_hsyg4oyl	Standard - Small (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_8qimx74t	Editable	flv	h.263	318	320 x 240	3604	OK	Select Action
0_xqnle29q	Basic - Small	flv	h.263	318	320 x 240	3747	OK	Select Action
0_11bvo1ov	Mobile (H264)	mp4	avc1	166	320 x 240	1976	OK	Select Action
0_nbcm9oru	iPad	mp4	avc1	166	320 x 240	2795	OK	Select Action
0_9a445yb5	Mobile (3GP)	3gp	mpeg-4 vis	226	320 x 240	2478	OK	Select Action
	HD				[auto] x 1080			Select Action

When the status for a transcoded flavor is **OK**, you can:

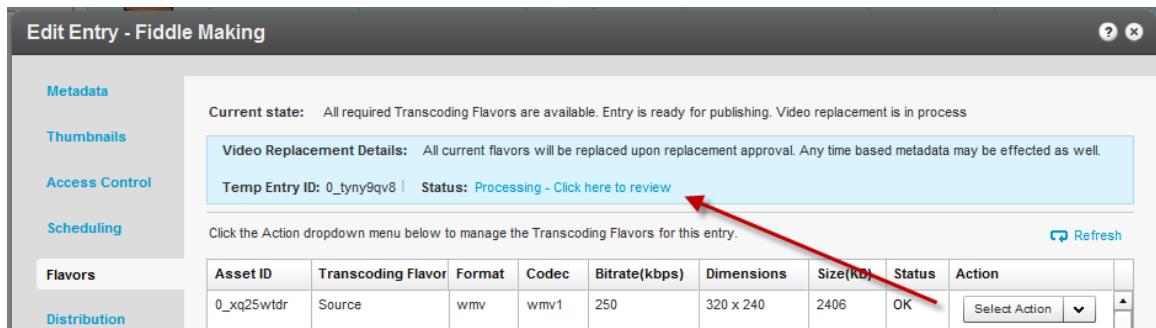
- Delete the file. The file may be unsuitable for your needs and you would like to remove it.
- Download the transcoded file to your desktop.
- Upload a file you transcoded on your own, to serve as a flavor for an entry.
- Assign a drop folder matching rule to have the flavor transcoded on your own transcoding farm. The KMC will be able to automatically pull the transcoded data from your location.
- Import the flavor from a URL.

Sometimes, video contents may be updated, and you want to propagate the changes across all sites where your video is embedded. Use the Replace Video Workflow feature to update your files across your sites.

1. Select an upload method (Upload, Import or Match from Drop Folder) to add the file.

The file is uploaded.

You can track the upload and transcode progress in a new window:



Edit Entry - Fiddle Making

Metadata Current state: All required Transcoding Flavors are available. Entry is ready for publishing. Video replacement is in process.

Thumbnails

Access Control

Scheduling

Flavors Status: Processing - Click here to review

Distribution

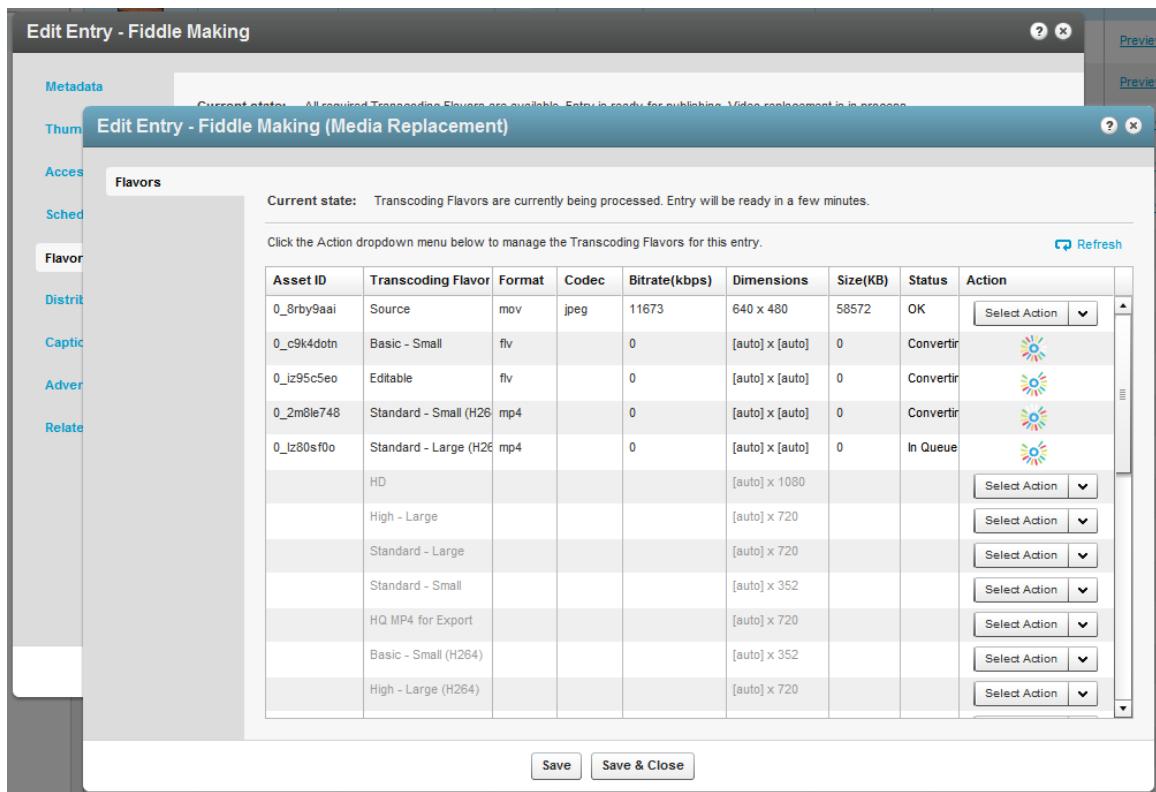
Video Replacement Details: All current flavors will be replaced upon replacement approval. Any time based metadata may be effected as well.

Temp Entry ID: 0_tyny9qv8 | Status: Processing - Click here to review

Click the Action dropdown menu below to manage the Transcoding Flavors for this entry. [Refresh](#)

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
0_xq25wtdr	Source	wmv	wmv1	250	320 x 240	2406	OK	Select Action

2. Click on the Status link to open a new window for the transcoding process of the file.



Edit Entry - Fiddle Making

Metadata Current state: All required Transcoding Flavors are available. Entry is ready for publishing. Video replacement is in process.

Thumbnails

Access Control

Scheduling

Flavors Current state: Transcoding Flavors are currently being processed. Entry will be ready in a few minutes.

Distribution

Captions

Advertiser

Related Entries

Click the Action dropdown menu below to manage the Transcoding Flavors for this entry. [Refresh](#)

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
0_8rby9aai	Source	mov	jpeg	11673	640 x 480	58572	OK	Select Action
0_c9k4dotn	Basic - Small	flv		0	[auto] x [auto]	0	Converting	
0_lz95c5eo	Editable	flv		0	[auto] x [auto]	0	Converting	
0_2m8le748	Standard - Small (H264)	mp4		0	[auto] x [auto]	0	Converting	
0_lz80sf0o	Standard - Large (H264)	mp4		0	[auto] x [auto]	0	In Queue	
	HD				[auto] x 1080			Select Action
	High - Large				[auto] x 720			Select Action
	Standard - Large				[auto] x 720			Select Action
	Standard - Small				[auto] x 352			Select Action
	HQ MP4 for Export				[auto] x 720			Select Action
	Basic - Small (H264)				[auto] x 352			Select Action
	High - Large (H264)				[auto] x 720			Select Action

Save **Save & Close**

After the transcoding process is complete, the new file will replace the old video and the original video will be deleted.

Adding Captions to Entry

You can add multiple captions files to each entry (e.g., for multiple languages).

To assign a file, either paste an external URL of the file or upload a SRT/DFXP file from your computer.

To add a caption:

1. Upload SRT to DFXP (timed text) file or paste a URL pointing to captions file in the URL field.

Edit Entry - Dan Dennett: Cute, sexy, sweet, funny

To assign a file, either paste an external URL of the file or upload a SRT/DFXP file from your computer.

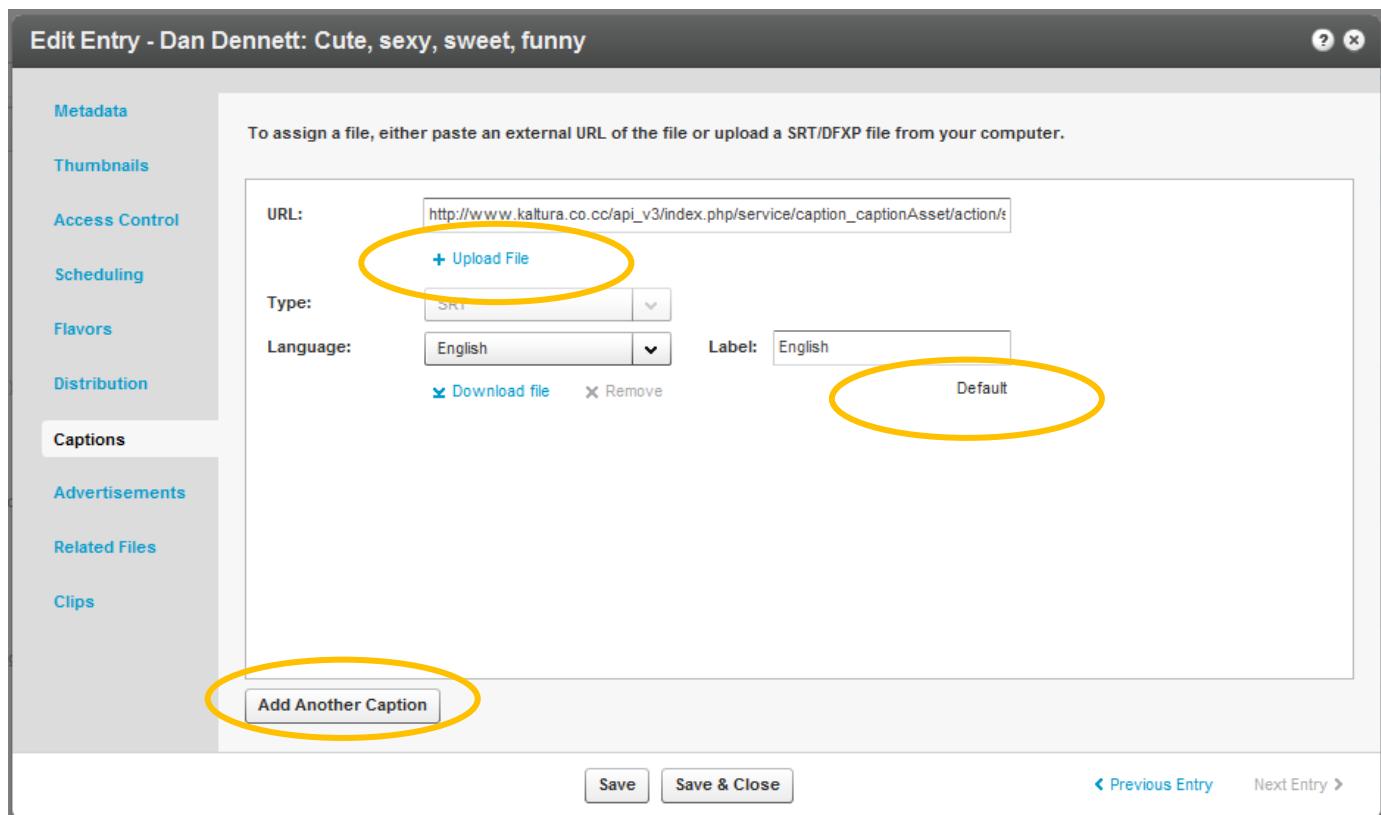
Metadata

URL: **+ Upload File**

Type: **Language:** **Label:** **Default**

Add Another Caption

Save **Save & Close** **Previous Entry** **Next Entry**



2. Assign a Language to the caption
3. Enter a label (optional) that will appear in the player's captions drop-down menu.
4. Save the caption.
5. Set the default caption – this will select the captions file that is displayed by default during playback.
6. Select Add Another Caption to add additional caption files.

To display captions during playback, you will need a captions enabled player.

1. Go to the Studio menu, and select a Player or Create New Player.
3. In the Edit Player window, click Features and then select Subtitles and Transcriptions.

Edit Player - with captions

Basics

Features

Advertising

Style

Select Features from List:

Controls
Viral & Distribution
UI/CS & user interaction
Subtitles & Transcriptions
<input checked="" type="checkbox"/> SubV Component*
<input checked="" type="checkbox"/> Captions on video
<input type="checkbox"/> Captions for accessibility

* Features that require additional configuration.

Custom Buttons*

Preview

Player Size: 540 x 334 Preview Auto preview

Video screen size: 540 x 304

Video Ratio: 16 : 9 Standard video ratios are 16:9 and 4:3.
4 : 2.25 It is recommended that you optimize the video player size so that video ratio is one of those.



Save Changes

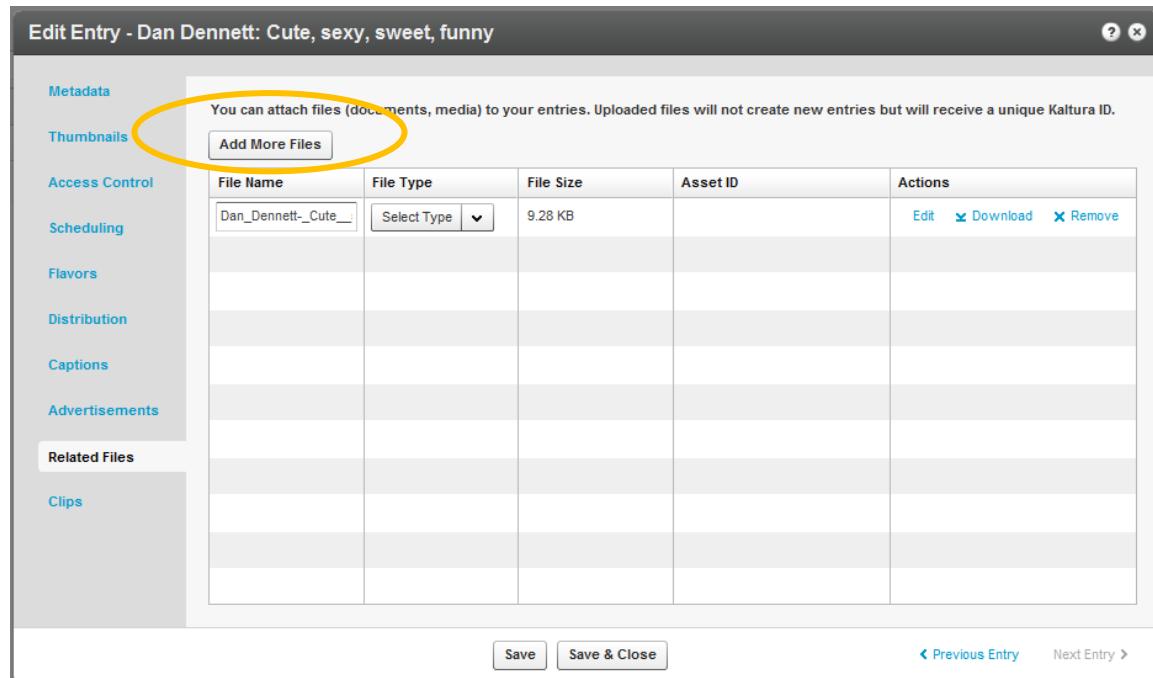
4. Select **either** Captions on video or Captions for Accessibility (Do NOT select both!). The caption will be displayed as an overlay at the bottom of the video area. Captions for accessibility are created in the dedicated area for accessibility captions in the video area.
5. Click “options” to modify the text style and background.

Example of captions on a video with 2 caption files (Default: English):



Uploading Related Files

All entries may have associated files. Use the Related Files menu to upload files associated to entries. Related files are not stored with the entries on the Kaltura platform and are referenced using an “Asset ID”.



The screenshot shows the 'Edit Entry' window for an entry titled 'Dan Dennett: Cute, sexy, sweet, funny'. The left sidebar lists various tabs: Metadata, Thumbnails (highlighted with a yellow circle), Access Control, Scheduling, Flavors, Distribution, Captions, Advertisements, Related Files (selected), and Clips. The main content area displays a table for managing related files. The table has columns: File Name, File Type, File Size, Asset ID, and Actions. One row is visible, showing 'Dan_Dennett-_Cute_' as the file name, 'Select Type' as the file type, '9.28 KB' as the file size, and 'Edit', 'Download', and 'Remove' actions. At the bottom of the table are 'Save' and 'Save & Close' buttons, along with navigation links 'Previous Entry' and 'Next Entry'.

To upload related files

1. Select the Related Files tab and click **Add More Files**.

Your OS browse window is displayed.

Select a file.

The related file will immediately begin uploading. Once the upload is complete, you can edit the file details (title, description), download the file, or remove it.

6. Click Save. An Asset ID is generated, that you can use to create custom workflows relating media to files.

Clipping an Entry

You can create clips from video and audio entries. Clipping an entry creates a new entry from the clipped excerpt that is linked to the original (“parent”) entry.

To Create a Clip

1. In the Edit Entry window select the Metadata menu and then click **Clip This**.

Edit Entry - Dan Dennett: Cute, sexy, sweet, funny

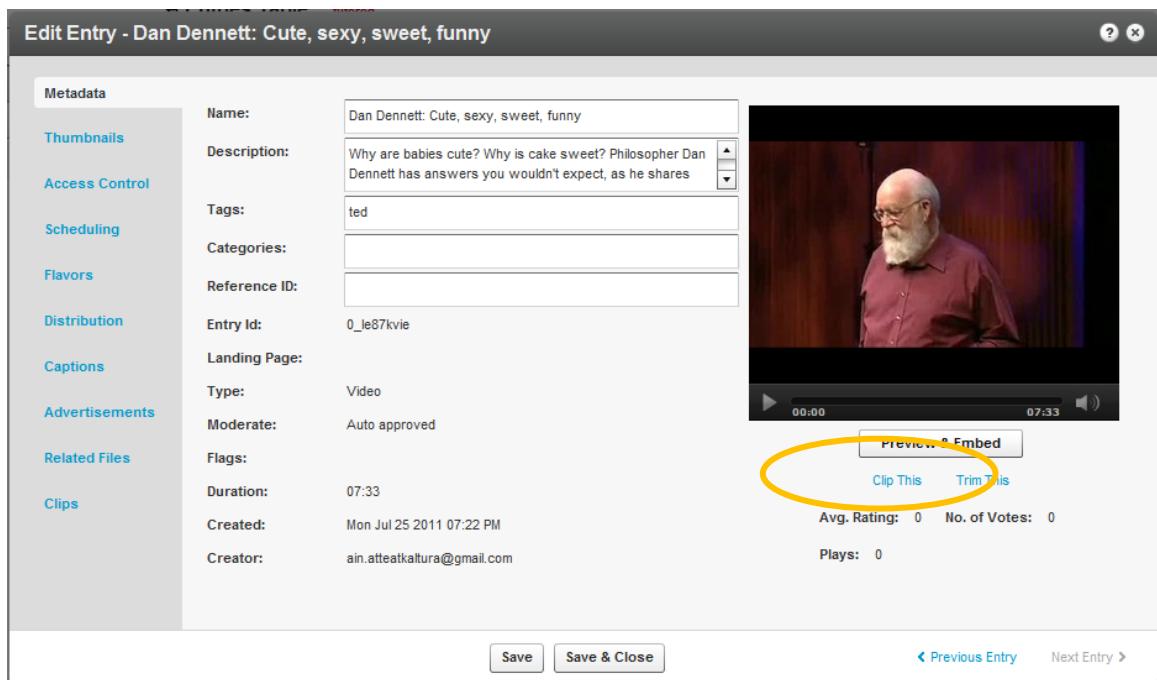
Metadata

Name:	Dan Dennett: Cute, sexy, sweet, funny
Description:	Why are babies cute? Why is cake sweet? Philosopher Dan Dennett has answers you wouldn't expect, as he shares
Tags:	ted
Categories:	
Reference ID:	
Entry Id:	0_le87kvie
Landing Page:	
Type:	Video
Moderate:	Auto approved
Flags:	
Duration:	07:33
Created:	Mon Jul 25 2011 07:22 PM
Creator:	ain.attekaltura@gmail.com

Clips

Preview Embed Clip This Trim This Avg. Rating: 0 No. of Votes: 0 Plays: 0

Save Save & Close < Previous Entry Next Entry >



7. In the Clipping Tool window, click **Add New Clip**.

Clipping Tool

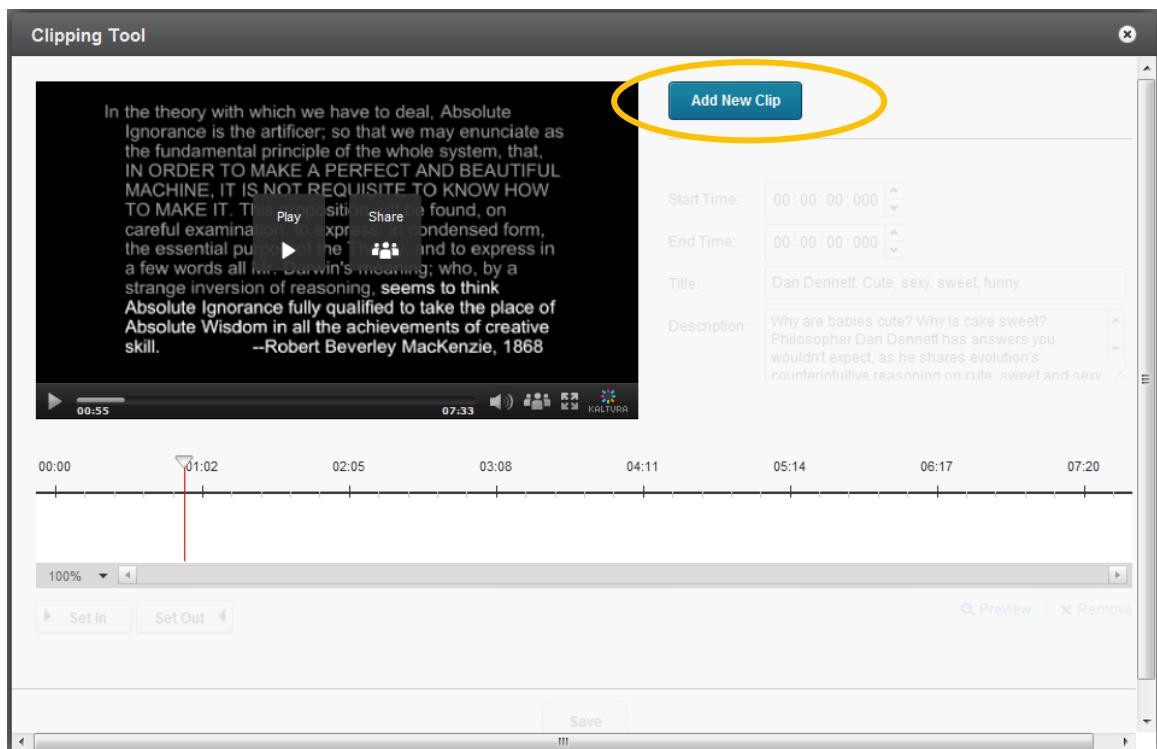
In the theory with which we have to deal, Absolute Ignorance is the artifcior, so that we may enunciate as the fundamental principle of the whole system, that, IN ORDER TO MAKE A PERFECT AND BEAUTIFUL MACHINE, IT IS NOT REQUISITE TO KNOW HOW TO MAKE IT. This position will be found, on careful examination, to express, in condensed form, the essential purpose of the Theory, and to express in a few words all Mr. Darwin's meaning; who, by a strange inversion of reasoning, seems to think Absolute Ignorance fully qualified to take the place of Absolute Wisdom in all the achievements of creative skill. --Robert Beverley MacKenzie, 1868

Add New Clip

Start Time: 00:00:00:000
End Time: 00:00:00:000
Title: Dan Dennett: Cute, sexy, sweet, funny
Description: Why are babies cute? Why is cake sweet? Philosopher Dan Dennett has answers you wouldn't expect, as he shares evolution's counterintuitive reasoning on cute, sweet and sexv

00:00 01:02 02:05 03:08 04:11 05:14 06:17 07:20

100% Set In Set Out Preview Remove Save



8. Set in and out times of the clip using the clipping timeline or the timing stepper. A default duration of the clip will appear on the time line. You can edit duration by dragging the clip handles, clicking "Set In/Out" or modifying the values in the timing steppers:

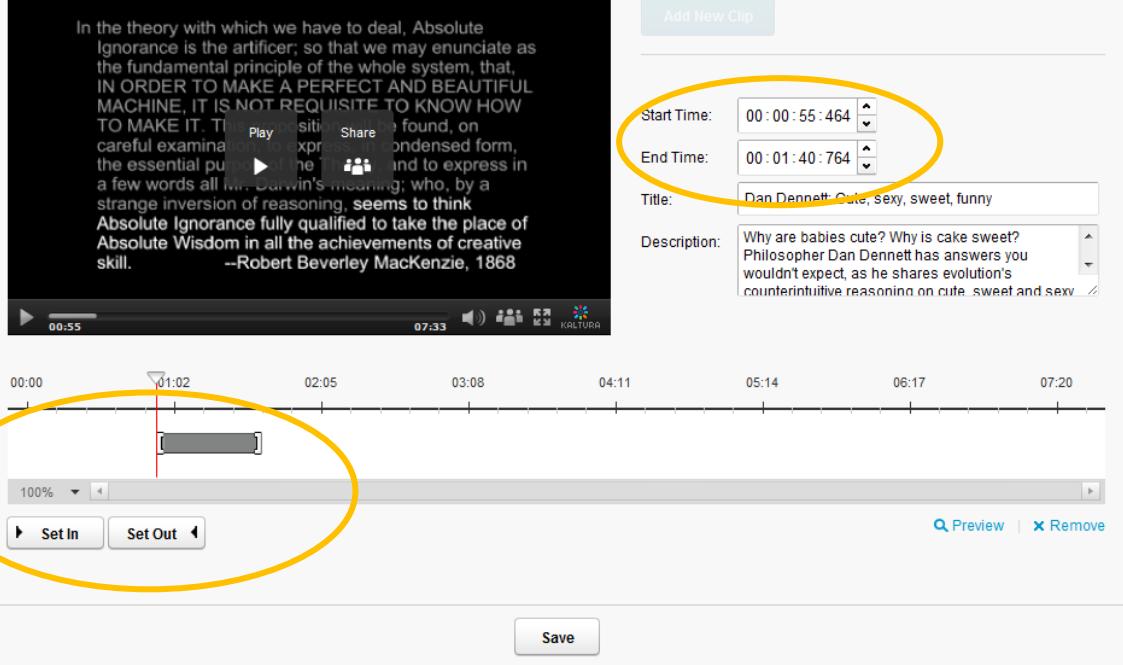
Clipping Tool

In the theory with which we have to deal, Absolute Ignorance is the artificer, so that we may enunciate as the fundamental principle of the whole system, that, IN ORDER TO MAKE A PERFECT AND BEAUTIFUL MACHINE, IT IS NOT REQUISITE TO KNOW HOW TO MAKE IT. This position can be found, on careful examination, to express, in condensed form, the essential purpose of the Theory, and to express in a few words all Mr. Darwin's meaning; who, by a strange inversion of reasoning, seems to think Absolute Ignorance fully qualified to take the place of Absolute Wisdom in all the achievements of creative skill. --Robert Beverley MacKenzie, 1868

Play Share
00:55 07:33 KALTURA

00:00 01:02 02:05 03:08 04:11 05:14 06:17 07:20

100% Set In Set Out Preview Remove Save



9. You can edit metadata for the new clip and preview it.

10. Click Save. A new entry is created. Media is re-transcoded at this point.

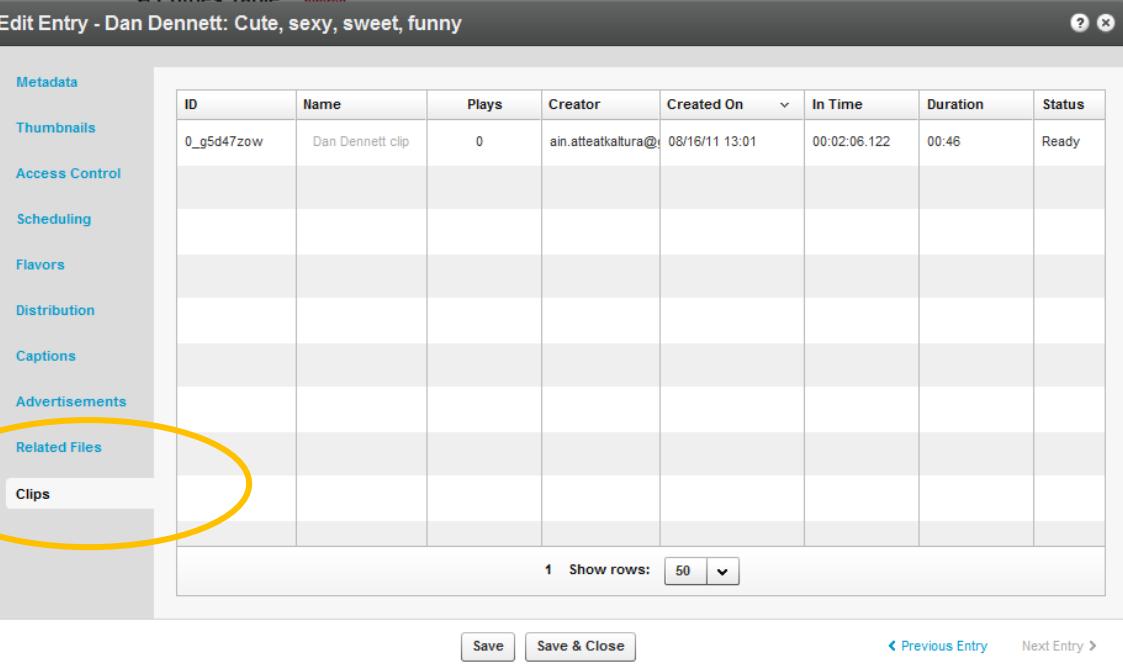
11. Once the original entry has been clipped at least once, a new tab ("Clips") is displayed in the "Edit Entry" window, listing all the created clips from entry.

Edit Entry - Dan Dennett: Cute, sexy, sweet, funny

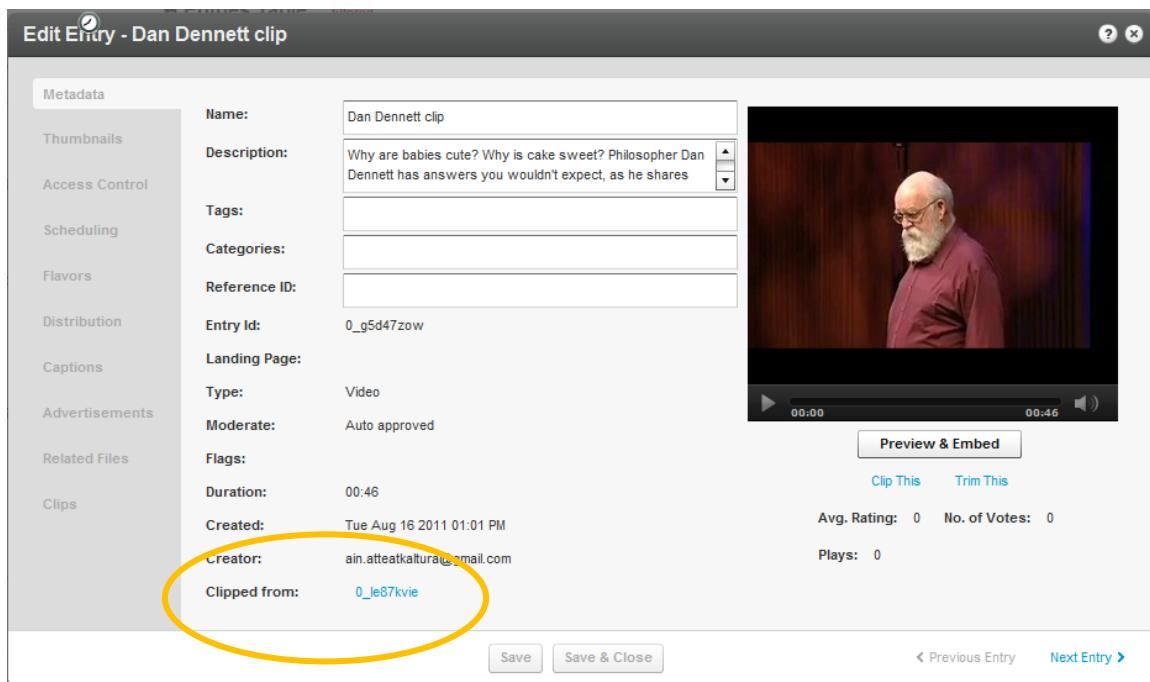
Metadata	ID	Name	Plays	Creator	Created On	In Time	Duration	Status
Thumbnails	0_g5d47zow	Dan Dennett clip	0	ain.att@atktaltura@	08/16/11 13:01	00:02:06.122	00:46	Ready
Access Control								
Scheduling								
Flavors								
Distribution								
Captions								
Advertisements								
Related Files								
Clips								

1 Show rows: 50

Save Save & Close Previous Entry Next Entry



12. In the entry created from the clip, you can find the original entry information in the “Metadata” tab in the Clipped from field.

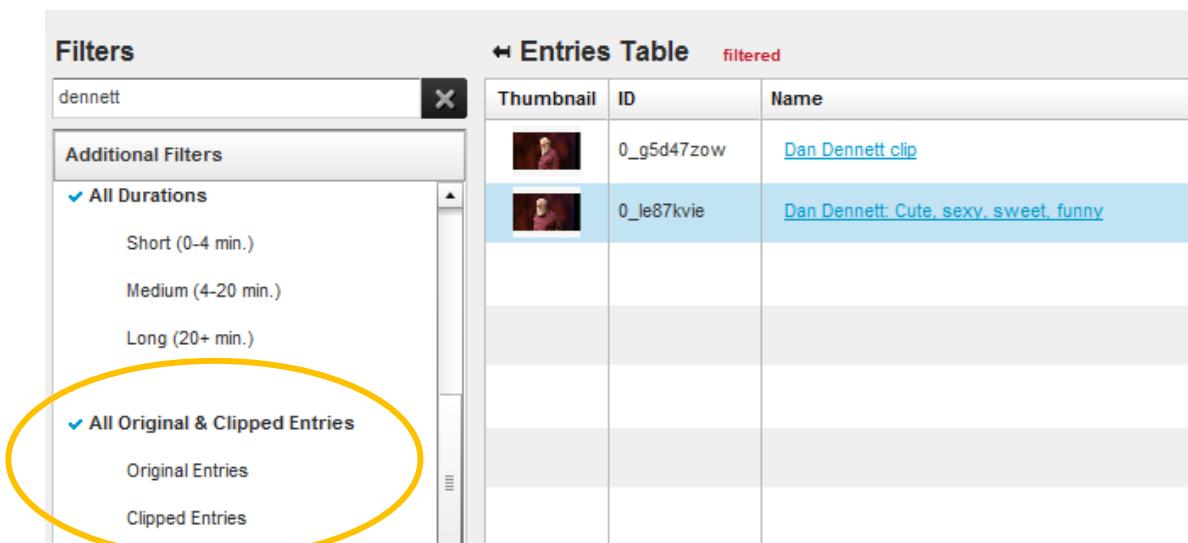


The screenshot shows the 'Edit Entry' interface for a video titled 'Dan Dennett clip'. The 'Clips' tab is selected on the left sidebar. The 'Clipped from' field in the main content area is highlighted with a yellow circle and contains the value '0_le87kvie'. To the right, there is a video preview window showing a man with a beard and glasses. Below the preview are buttons for 'Preview & Embed', 'Clip This', 'Trim This', and statistics like 'Avg. Rating: 0', 'No. of Votes: 0', and 'Plays: 0'.

Filter by clips/original entry:

In the entries table (Content>Manage), under “Additional Filters” you can filter by:

- Clips only
- Original entries only
- All clips and originals



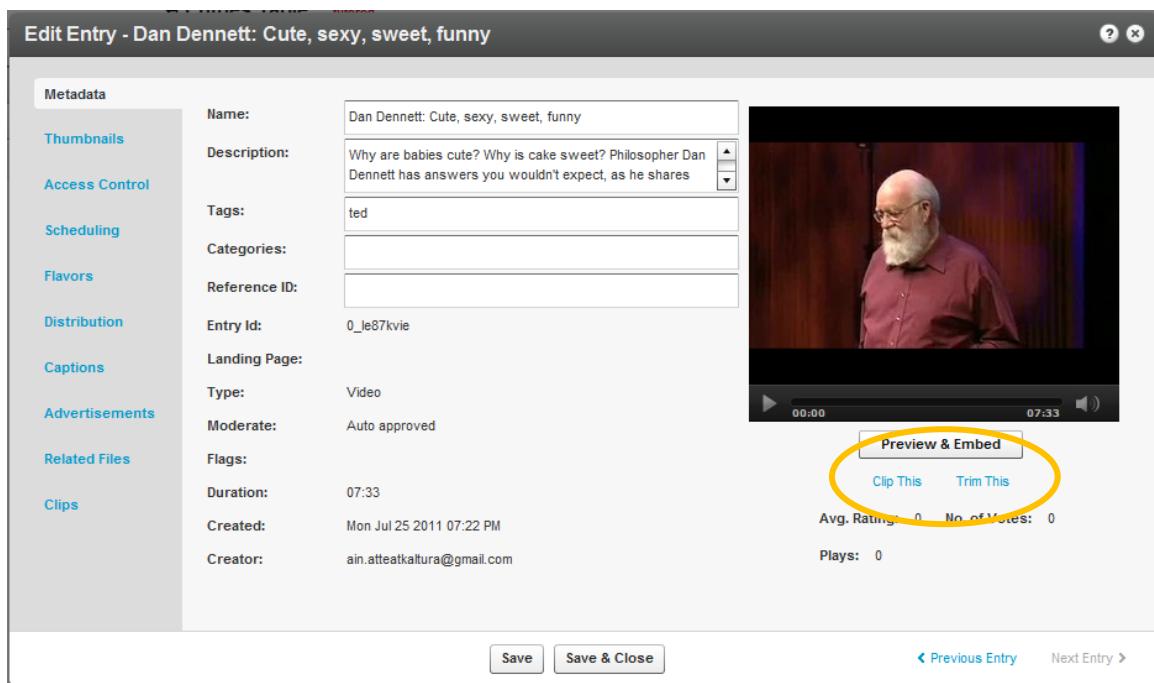
Entries Table filtered		
Thumbnail	ID	Name
	0_g5d47zow	Dan Dennett clip
	0_le87kvie	Dan Dennett: Cute, sexy, sweet, funny

The screenshot shows the 'Entries Table' interface with a search term 'dennett' entered. The 'Additional Filters' section is expanded, showing 'All Durations' (Short, Medium, Long) and 'All Original & Clipped Entries' (Original Entries, Clipped Entries). The 'All Original & Clipped Entries' option is checked and highlighted with a yellow circle. Two entries are listed in the table: 'Dan Dennett clip' (ID: 0_g5d47zow) and 'Dan Dennett: Cute, sexy, sweet, funny' (ID: 0_le87kvie). The second entry is highlighted with a blue background.

Trimming an Entry

Trimming an entry follows a similar flow to clipping an entry but instead of creating a new entry, it replaces the existing media.

1. In the Edit Entry window Metadata tab, click Trim This.



Trim window will load with a clip of 100% duration. You can move the in and out points but you cannot cut from the middle of the clip.

2. Click Save. The trimmed video will start transcoding. This might take a few minutes.
3. To view the transcoding status, go to Edit entry Flavors and click "Processing – click here to review":

Edit Entry - Dan Dennett: Cute, sexy, sweet, funny

Metadata
Thumbnails
Access Control
Scheduling
Flavors
Distribution
Captions
Advertisements
Related Files
Clips

Current state: All required Transcoding Flavors are available. Entry is ready for publishing. Video replacement is in process

Video Replacement Details: All current flavors will be replaced upon replacement approval. Any time based metadata may be effected as well.
Temp Entry ID: 0_zla2v0l2 | Status: Processing - Click here to review

Click the Action dropdown menu below to manage the Transcoding Flavors for this entry.

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
0_utj929pj	Source	mp4	avc1	356	432 x 240	25804	OK	Select Action
0_bcuxl075	Basic - Small	flv	h.263	391	432 x 240	28774	OK	Select Action
0_7c3f2zos	Editable	flv	h.263	684	432 x 240	44236	OK	Select Action
	HD				[auto] x 1080			Select Action
	High - Large				[auto] x 720			Select Action
	Standard - Large				[auto] x 720			Select Action
	Standard - Small				[auto] x 352			Select Action
HQ MP4 for Export					[auto] x 720			Select Action
	Basic - Small (H264)				[auto] x 352			Select Action

Save Save & Close < Previous Entry Next Entry >

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.

Kaltura open source video Dashboard Content

Manage Moderate Playlists Syndicate Upload

Filters

Search Entries

Additional Filters

Categories

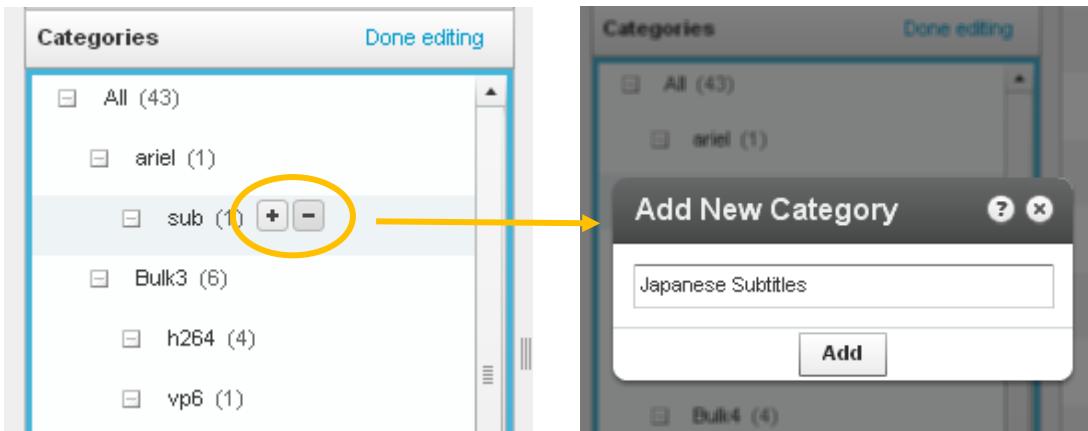
All (43)

- ariel (1)
- sub (1)

<< Entries Table

Thumbnail	Name
	dilbert.
	animation
	dartmo
	Trailer

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



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 upload menu, and click “download CSV/XML Samples”. This link points to an archive of examples for CSV or XML files containing URLs for existing media and its metadata. Replace the data with your own.

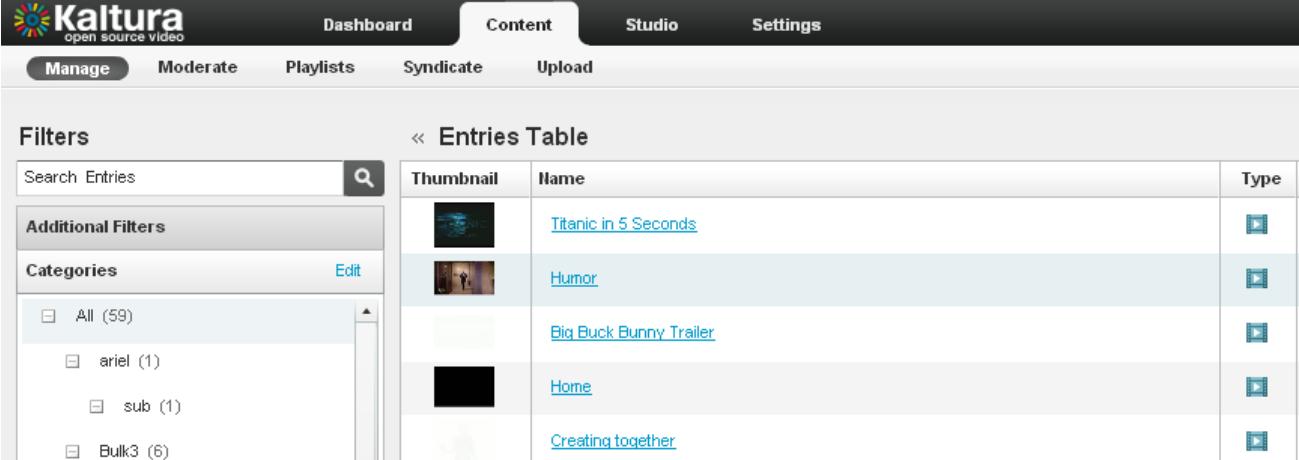


2. Access the upload menu again, and select “Submit CSV/XML” to upload the modified file.

- Administration
- Upload ▼
 - Upload Media
 - Upload from Desktop
 - Record from Webcam
 - Submit CSV/XML
 - Import from Web
 - Download CSV/XML Samples
- Prepare Entry
 - Video Entry
 - Audio Entry
 - Live Stream Entry

3. You can track the upload process content>manage>upload control. Choose “bulk uploads” in the bottom left.

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



The screenshot shows the KMC Content tab with the 'Manage' button selected. On the left, there's a 'Filters' sidebar with a search bar and an additional filters section. The 'Categories' section is expanded, showing a tree view with 'All (59)' selected, which further branches into 'ariel (1)', 'sub (1)', and 'Bulk3 (6)'. To the right, the 'Entries Table' is displayed with the following data:

Thumbnail	Name	Type
	Titanic in 5 Seconds	
	Humor	
	Big Buck Bunny Trailer	
	Home	
	Creating together	

Content Distribution

Distributing content

- [Adding a distributor for a video package](#)
- [Scheduling a video package](#)
- [Validating a video package](#)
 - [Missing Flavor Error](#)
 - [Metadata Error](#)
 - [Missing Thumbnail Error](#)
- [Filtering distributed content](#)
- [Removing a distributor from a video package](#)

Distributing content

You can create and automate customized video packages to send to distribution partners, such as YouTube, Hulu, Comcast, MySpace, and MSN.

You define the destinations for each video package.

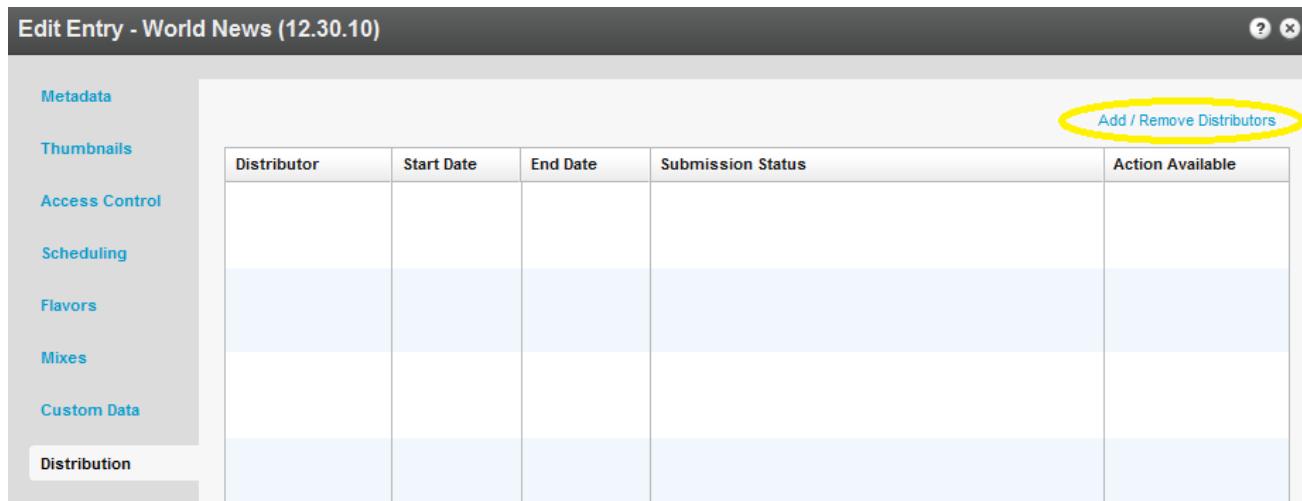
For each distribution destination, you control aspects such as the video qualities, number and size of thumbnails, metadata, and scheduling data.

Adding a distributor for a video package

Note: To enable automatic distribution of **all** new entries, [contact us](#) or call +1-800-871-5224.

1. Go to the “Content” tab and select the Manage menu.
2. In the Entries Table, click the name of the entry you want to distribute.

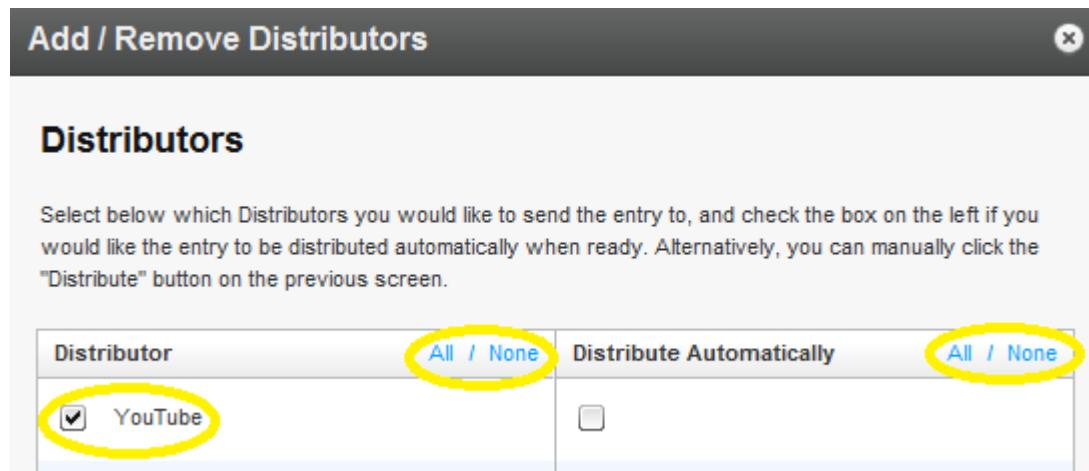
3. In the Edit Entry window, click Distribution .
4. Click Add / Remove Distributors.



The screenshot shows the Kaltura Edit Entry interface for an entry titled "World News (12.30.10)". The left sidebar has tabs for Metadata, Thumbnails, Access Control, Scheduling, Flavors, Mixes, Custom Data, and Distribution. The Distribution tab is currently selected. In the main area, there is a table with columns: Distributor, Start Date, End Date, Submission Status, and Action Available. A yellow circle highlights the "Add / Remove Distributors" button located at the top right of the table area.

The Add/Remove Distributors window is displayed.

5. Check the distributors you want for the entry.
 - a. Check the "Distribute Automatically" column to distribute an entry as soon as it is ready.
 - b. Click "All" or "None" at the top of the column to select or clear all the items in a column.



The screenshot shows the "Add / Remove Distributors" window. At the top, it says "Add / Remove Distributors". Below that, the title "Distributors" is displayed. A descriptive text explains: "Select below which Distributors you would like to send the entry to, and check the box on the left if you would like the entry to be distributed automatically when ready. Alternatively, you can manually click the "Distribute" button on the previous screen." The main area is a table with two columns: "Distributor" and "Distribute Automatically". The "Distributor" column has a row for "YouTube" with a checked checkbox. The "Distribute Automatically" column has two "All / None" buttons at the top. A yellow circle highlights the "All / None" button in the "Distributor" column, another highlights the "All / None" button in the "Distribute Automatically" column, and a third highlights the checked checkbox for YouTube.

6. Click Apply to save your changes and return to the Distribution tab.
7. Click Save Changes to complete the process.

Scheduling a video package

To schedule when an entry is available for each distributor

1. Go to the “Content” tab and select “Manage” from the menu.
2. In the Entries Table, click the name of the entry that you want to schedule.

- In the Edit Entry window, click Distribution and then select the name of a distributor.

Edit Entry - World News (12.29.10)

Distributor	Start Date	End Date
YouTube		

The Distribution Details window is displayed.

- Set the Start Date and End Dates and enter the hour.
- Click Save to return to the Distribution menu.

Edit Entry - World News (12.29.10) - YouTube Distribution Details

YouTube Distribution Details

Status: Distributing

Remote ID: [REDACTED]

Start Date: 0 : 00 am [REDACTED]
 End Date: 0 : 00 am

[Metadata Details](#)

- Click Save Changes to complete the process.

Validating a video package

Errors may occur when you specify a video package distributor.

To find and resolve errors

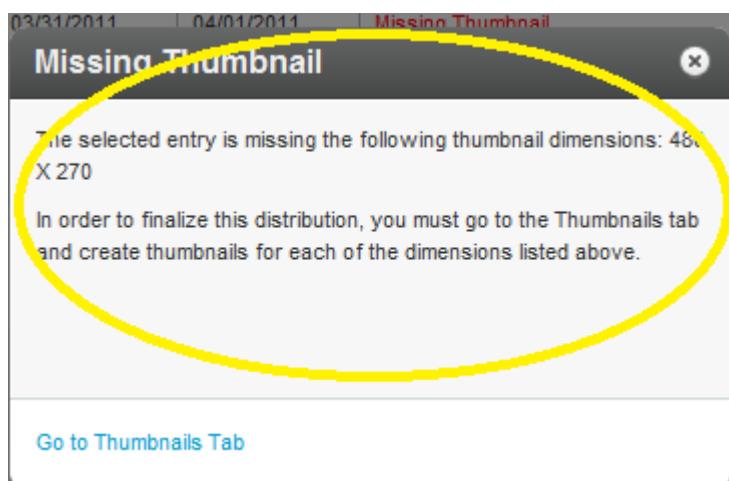
- Go to the “Content” tab and select “Manage” from the menu.
- In the Entries Table, click the name of an entry for which you added a distributor.

3. In the "Edit Entry" window, go to the "Distribution" tab and click the error name in the "Submission Status" column to display a description of the error.

Edit Entry - World News (01.04.10)

Metadata	Thumbnail	Access Control	Scheduling	Flavors	Mixes	Custom Data	Distribution																				
							<table border="1"> <thead> <tr> <th>Distributor</th> <th>Start Date</th> <th>End Date</th> <th>Submission Status</th> </tr> </thead> <tbody> <tr> <td>YouTube</td> <td>03/31/2011</td> <td>04/01/2011</td> <td>Missing Thumbnail</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Distributor	Start Date	End Date	Submission Status	YouTube	03/31/2011	04/01/2011	Missing Thumbnail												
Distributor	Start Date	End Date	Submission Status																								
YouTube	03/31/2011	04/01/2011	Missing Thumbnail																								

- You also can click the name of a distributor in the "Distribution" tab, and then click the error name in the "Distribution Details" window.
4. Follow the instructions in the error description.



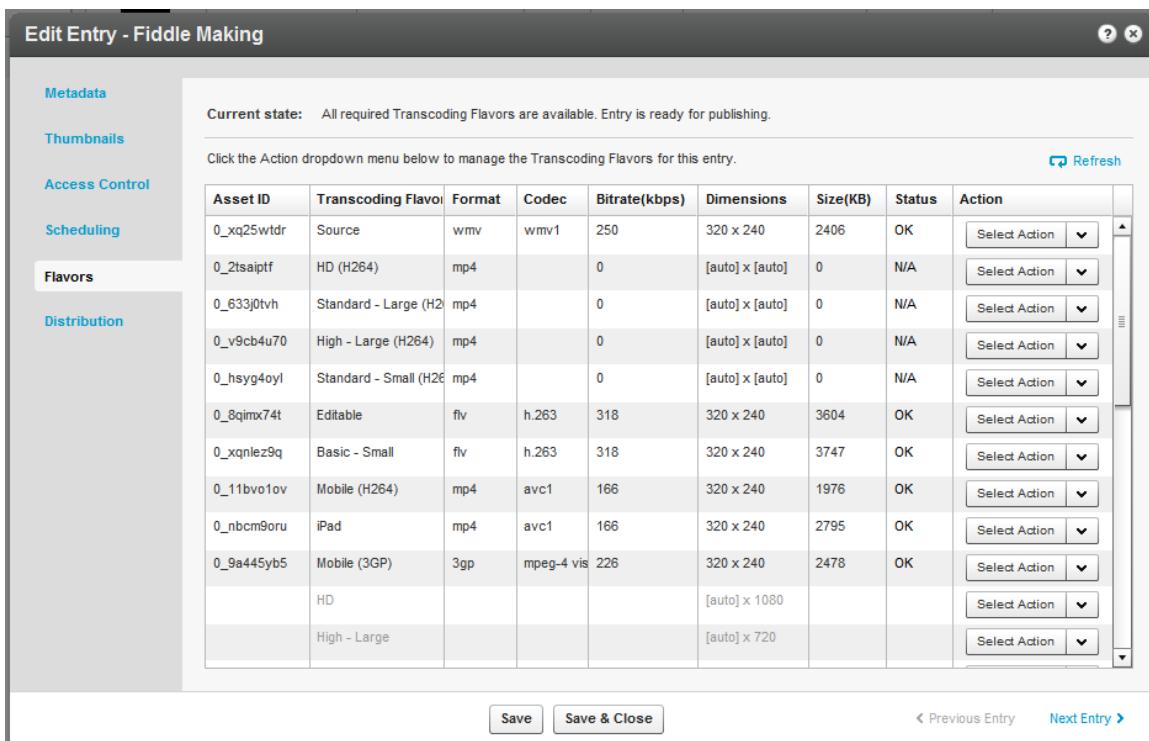
The following errors may occur:

Missing Flavor Error

To add a flavor:

Note: If you click "Go to Flavors Tab" in the error description, skip to step 4.

1. Go to the “Content” tab and select “Manage” from the menu.
2. In the Entries Table, click the name of the entry that is missing a flavor.
3. In the “Edit Entry” window, go to the “Flavors” tab.
4. Click “Convert” or “Reconvert” for each transcoding flavor specified in the error description, and click “Save Changes”.



Current state: All required Transcoding Flavors are available. Entry is ready for publishing.

Click the Action dropdown menu below to manage the Transcoding Flavors for this entry. [Refresh](#)

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
0_xq25wtldr	Source	wmv	wmv1	250	320 x 240	2406	OK	Select Action
0_2tsaiptf	HD (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_633j0tvh	Standard - Large (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_v9cb4u70	High - Large (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_hsyg4oyl	Standard - Small (H264)	mp4		0	[auto] x [auto]	0	N/A	Select Action
0_8qimx74t	Editable	flv	h.263	318	320 x 240	3604	OK	Select Action
0_xqnlez9q	Basic - Small	flv	h.263	318	320 x 240	3747	OK	Select Action
0_11bvo1ov	Mobile (H264)	mp4	avc1	166	320 x 240	1976	OK	Select Action
0_nbcm9oru	iPad	mp4	avc1	166	320 x 240	2795	OK	Select Action
0_9a445yb5	Mobile (3GP)	3gp	mpeg-4 vis	226	320 x 240	2478	OK	Select Action
	HD				[auto] x 1080			Select Action
	High - Large				[auto] x 720			Select Action

[Save](#) [Save & Close](#) [Previous Entry](#) [Next Entry](#)

Metadata Error

To correct metadata:

Note: If you click "Go to Metadata Tab" in the error description, skip to step 4.

1. Go to the “Content” tab and select “Manage” from the menu.
2. In the Entries Table, click the name of the entry that has a metadata error.
3. In the “Edit Entry” window, go to the “Metadata” tab.
4. Add the missing information in the metadata field specified in the error description, and click “Save Changes”.
5. If the submission status error still is displayed in the “Edit Entry” window’s “Distribution” tab:
 - a. In the “Edit Entry” window, go to the “Custom Data” tab.
 - b. Add the missing information specified in the error description, and click “Save Changes”.

Missing Thumbnail Error

To add a thumbnail:

Note: If you click "Go to Thumbnails Tab" in the error description, skip to step 4.

1. Go to the "Content" tab and select "Manage" from the menu.
2. In the Entries Table, click the name of the entry that is missing a thumbnail.
3. In the "Edit Entry" window, go to the "Thumbnails" tab.
4. Click "Add Thumbnail" and select "Grab from Video".

Edit Entry - World News (01.04.10)

Metadata	Add Thumbnail	Upload	Dimensions	Size (KB)	Distributors	Status	Action
Thumbnails	<ul style="list-style-type: none"> Upload Grab from Video New Crop 	World	480 X 270	-	YouTube	-	<ul style="list-style-type: none"> Set as Default Download Delete
Access Control							
Scheduling							
Flavors							
Mixes							
Custom Data							
Distribution							

- If you have a thumbnail file, select "Upload", specify the file location and name, and click "Open".
5. Play the video, pause on the frame you want, and click the thumbnail capture button. A thumbnail will be captured from the highest quality video flavor.

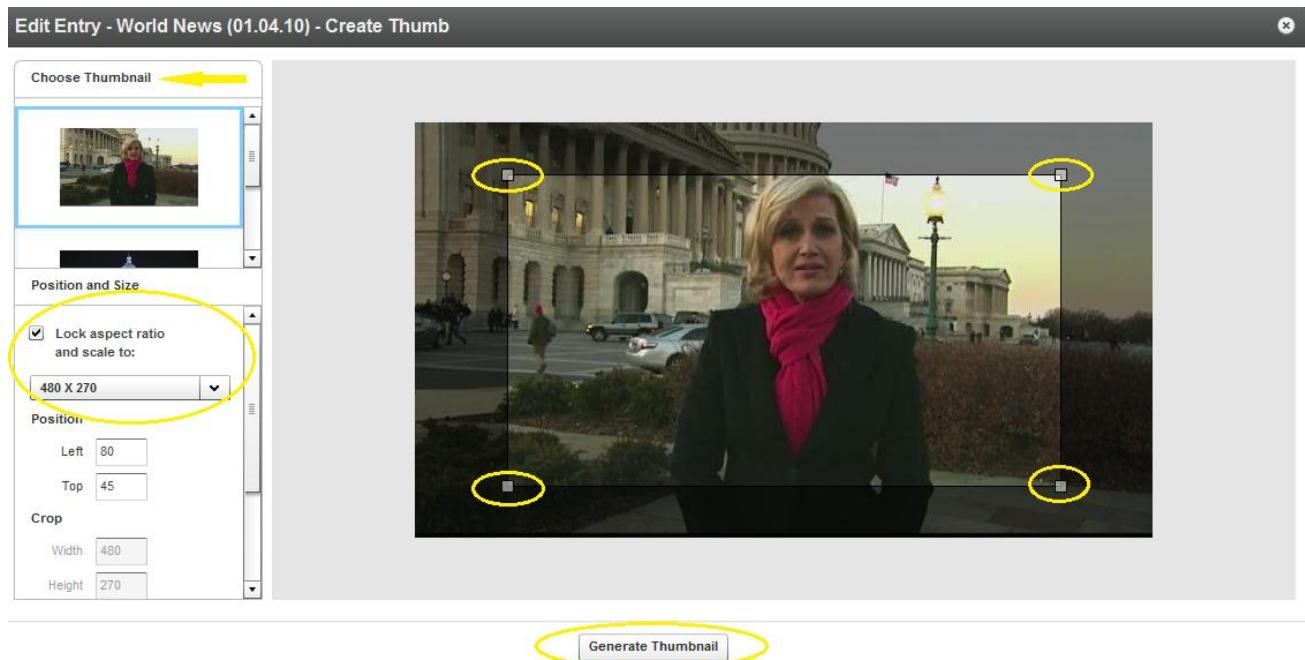


Pause the video on the appropriate frame and click the thumbnail capture button

6. Exit to return to the "Thumbnails" window.

To modify the thumbnail dimensions:

1. In the "Edit Entry" window, click "Add Thumbnail" and select "New Crop".
2. Select the thumbnail to modify.
3. Check the "Lock aspect ratio and scale to" option and select the values specified in the error description.
4. Adjust the display area with the handles on the image.
5. Click "Generate Thumbnail", and exit to return to the "Thumbnails" window.



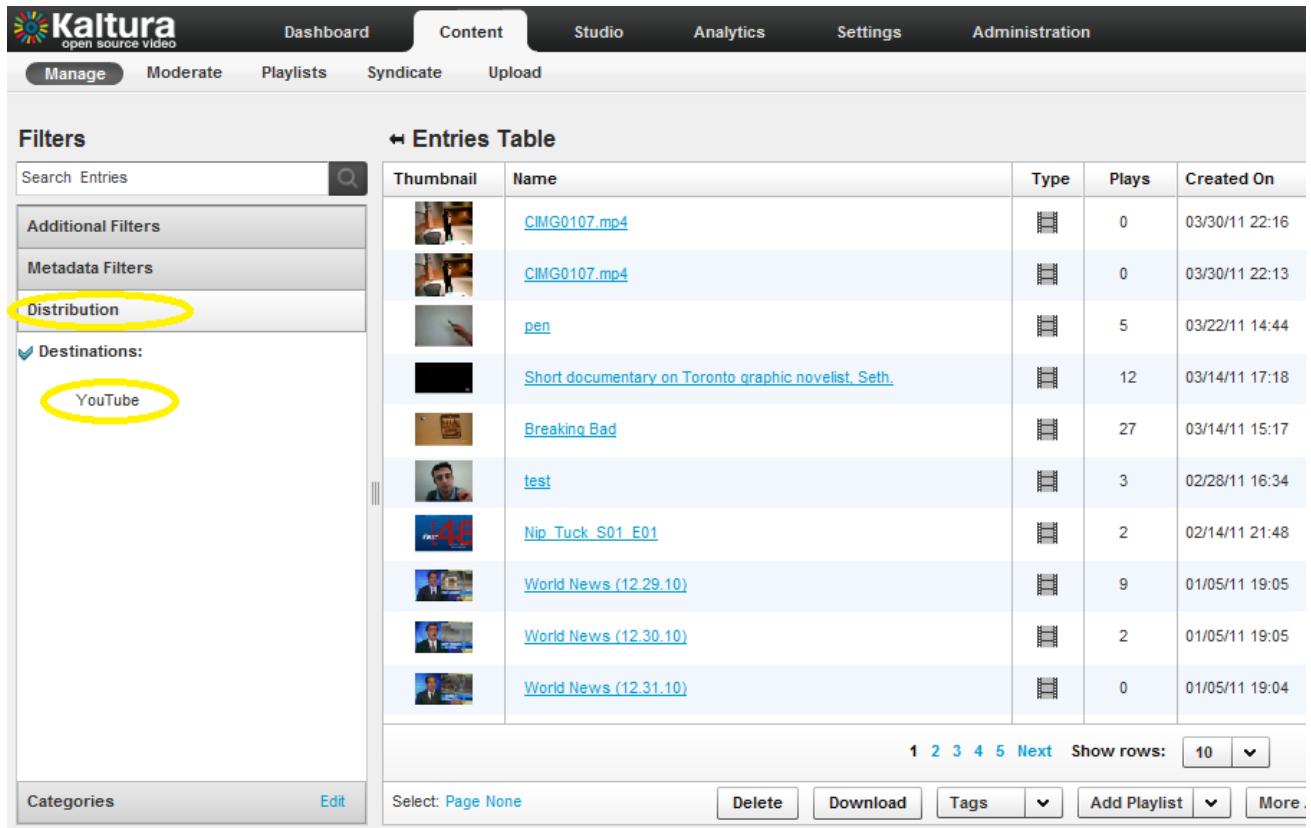
6. Click "Save Changes" to complete the process.

Filtering distributed content

To display only distributed content in the Entries Table:

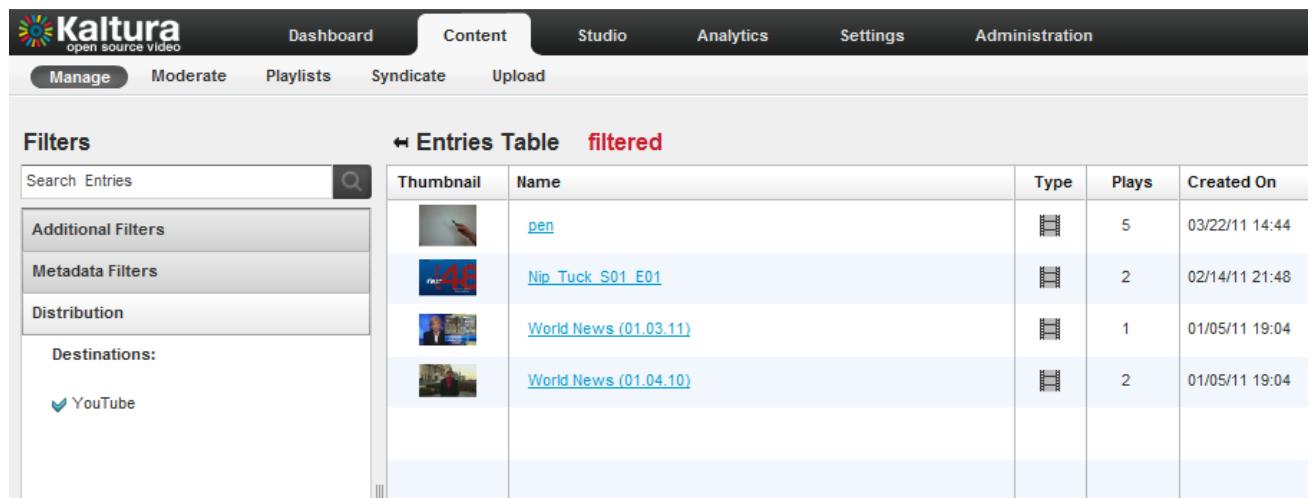
1. Go to the "Content" tab and select "Manage" from the menu.

2. Select the "Distribution" filter and click a destination you want to display.



The screenshot shows the Kaltura Content Management System interface. On the left, there's a sidebar with 'Filters' containing 'Search Entries' and sections for 'Additional Filters', 'Metadata Filters', and 'Distribution'. The 'Distribution' section is highlighted with a yellow circle. Below it, under 'Destinations:', 'YouTube' is also highlighted with a yellow circle. The main area is titled 'Entries Table' and contains a table with columns: Thumbnail, Name, Type, Plays, and Created On. The table lists various video entries, including 'CIMG0107.mp4', 'pen', 'Short documentary on Toronto graphic novelist, Seth.', 'Breaking Bad', 'test', 'Nip Tuck S01 E01', 'World News (12.29.10)', 'World News (12.30.10)', and 'World News (12.31.10)'. At the bottom of the table, there are navigation links (1, 2, 3, 4, 5, Next), a 'Show rows:' dropdown set to 10, and buttons for 'Delete', 'Download', 'Tags', 'Add Playlist', and 'More'.

Only entries that are active for the selected destination are displayed in the Entries Table.



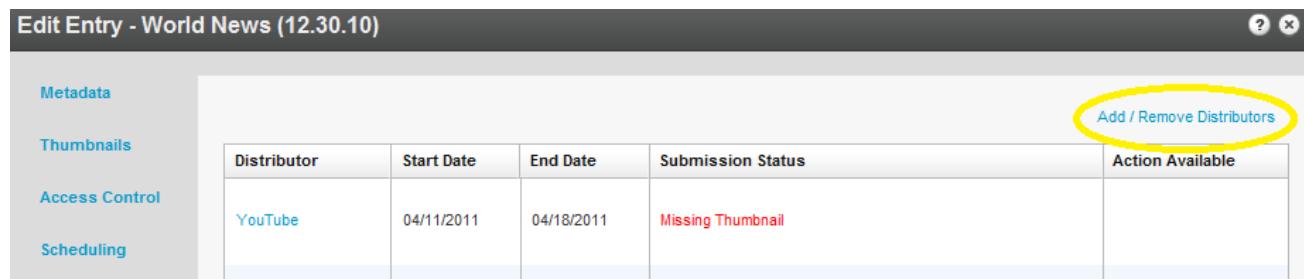
This screenshot shows the same Kaltura interface after applying a distribution filter. The 'Distribution' section in the sidebar is still highlighted. The 'Destinations:' section now shows 'YouTube' with a checkmark, indicating it is the selected destination. The 'Entries Table' title includes the word 'filtered'. The table data has been updated to show only entries active for YouTube, which are 'pen', 'Nip Tuck S01 E01', 'World News (01.03.11)', and 'World News (01.04.10)'.

Note: To clear the filter, click the destination name in the Distribution filter again.

Removing a distributor from a video package

1. Go to the "Content" tab and select "Manage" from the menu.
2. In the Entries Table, click the name of the entry with a distributor that you want to remove.

3. In the "Edit Entry" window, go to the "Distribution" tab and click "Add / Remove Distributors".

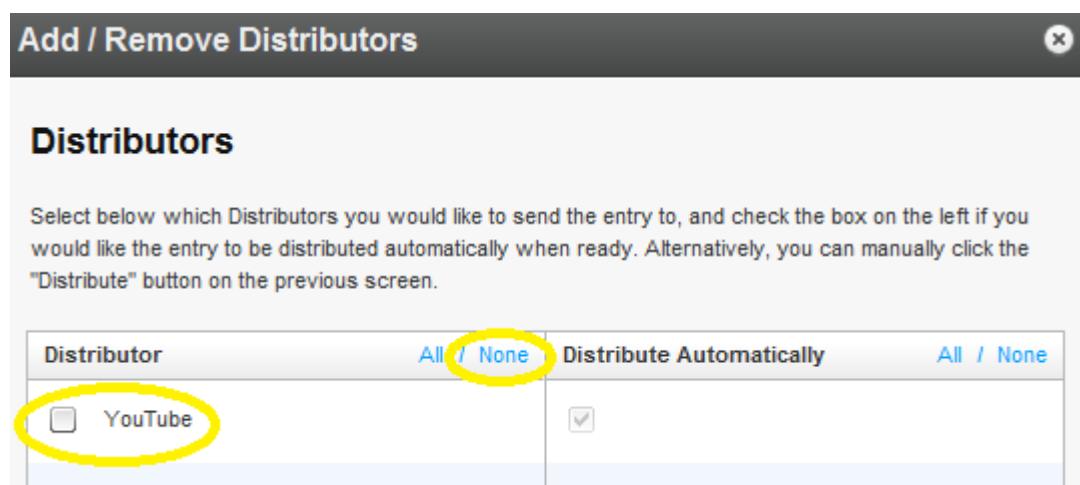


The screenshot shows the 'Edit Entry - World News (12.30.10)' window. On the left, there's a sidebar with tabs: Metadata, Thumbnails, Access Control, and Scheduling. The main area is titled 'Distribution' and contains a table with one row. The row has columns for Distributor (YouTube), Start Date (04/11/2011), End Date (04/18/2011), Submission Status (Missing Thumbnail), and Action Available (empty). In the top right corner of the main area, there is a blue link 'Add / Remove Distributors' which is circled in yellow.

Distributor	Start Date	End Date	Submission Status	Action Available
YouTube	04/11/2011	04/18/2011	Missing Thumbnail	

4. In the "Add / Remove Distributors" window, clear a distributor checkbox.

To clear all items in a column, click "None" at the top of the column.



The screenshot shows the 'Add / Remove Distributors' window with the title 'Distributors'. It contains instructions: 'Select below which Distributors you would like to send the entry to, and check the box on the left if you would like the entry to be distributed automatically when ready. Alternatively, you can manually click the "Distribute" button on the previous screen.' Below these instructions is a table with three columns: 'Distributor', 'All / None' (which is highlighted with a yellow circle), and 'Distribute Automatically'. The first row shows 'YouTube' with its checkbox also highlighted with a yellow circle. The 'Distribute Automatically' column for YouTube has a checked checkbox.

Distributor	All / None	Distribute Automatically
YouTube	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Click "Apply" to save your changes and return to the "Distribution" tab.

5. Click "Save Changes" to complete the process.

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 3rd 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.



The screenshot shows the Kaltura CMS interface. At the top, there's a navigation bar with tabs: Dashboard, Content (which is selected and highlighted in black), Studio, and Settings. Below the navigation is a secondary menu with items: Manage, Moderate, Playlists, Syndicate (circled in yellow), Upload, and a question mark icon. The main content area is titled "Syndication Feeds". It contains a brief description: "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." Below this is a table with four columns: Name, Type, Content, and Feed URL. There is one row in the table. In the bottom right corner of the table area, there is a blue button labeled "Create New Feed" with a yellow circle around it.

2. Enter the feed name (required), select TubeMogul from the Feed Type drop-down menu, 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

3. Copy the Feed URL

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

1. Copy the feed URL ←

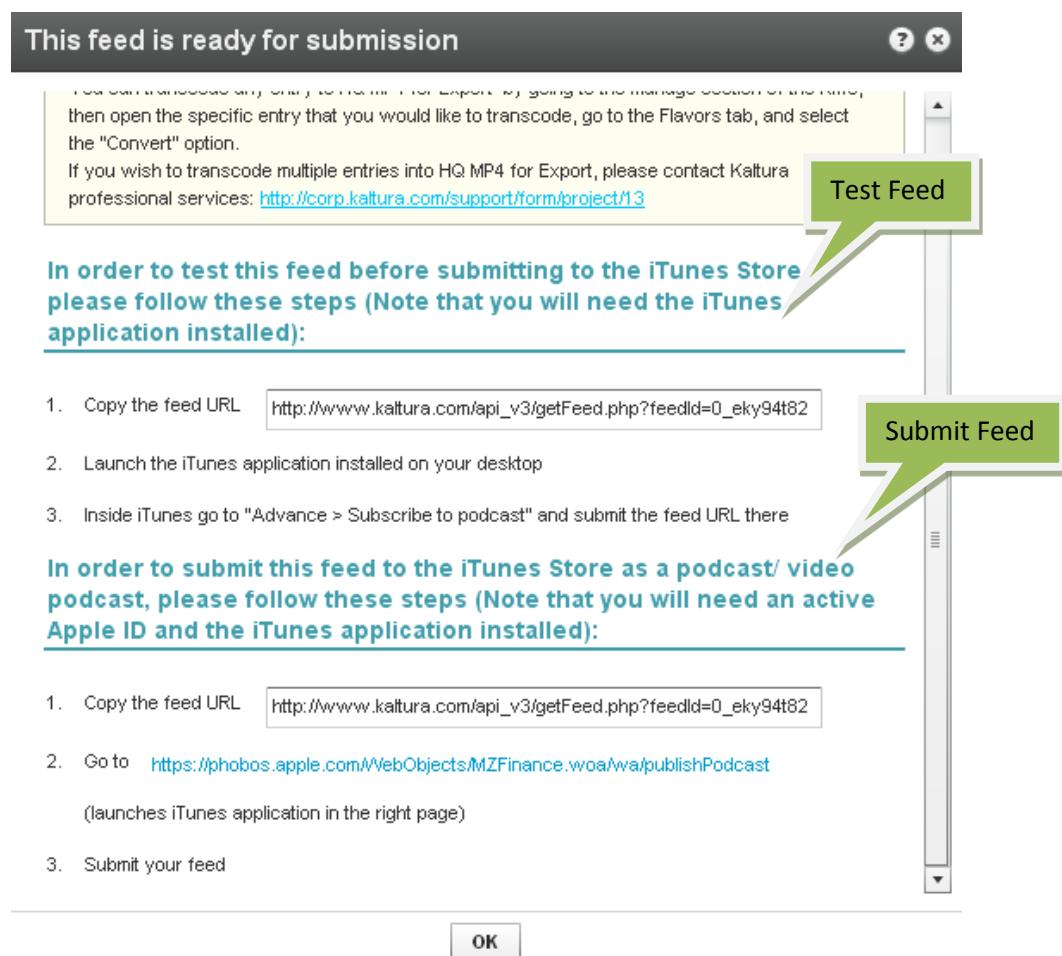
4. Login to your [Kaltura-TubeMogul account](#) and go to Advanced Tools> More Tools > select “MRSS Feed Manager” > Submit your feed

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 menu, 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



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 menu, 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

Result of about 945

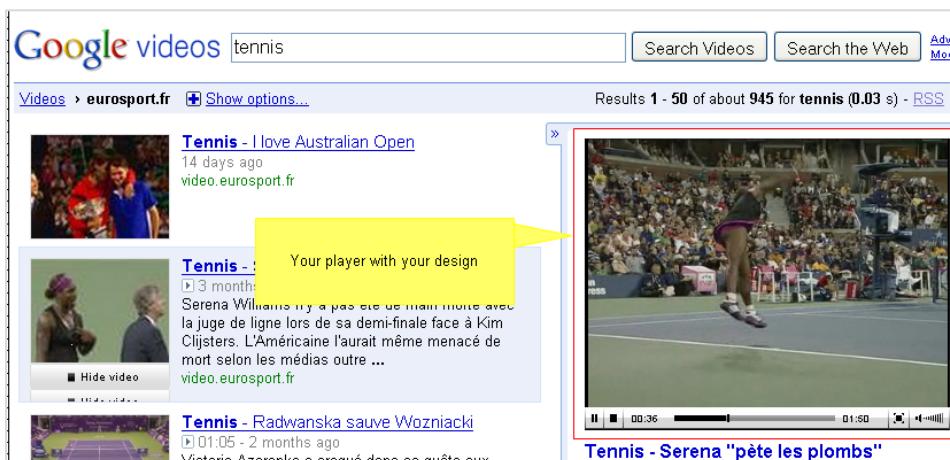
Videos > eurosport.fr Show options...

Tennis - I love Australian Open
14 days ago video.eurosport.fr

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

Tennis - R
01:05 - 2 months ago video.eurosport.fr

When Moderate SafeSearch is on (Google Default) will not show content of feeds marked as "adult"



Google videos tennis

Search Videos Search the Web Advanced Mode

Results 1 - 50 of about 945 for tennis (0.03 s) - RSS

Videos > eurosport.fr Show options...

Tennis - I love Australian Open
14 days ago video.eurosport.fr

Tennis - :
3 months ago

Tennis - Radwanska sauve Wozniacki
01:05 - 2 months ago

Your player with your design

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 menu, 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.

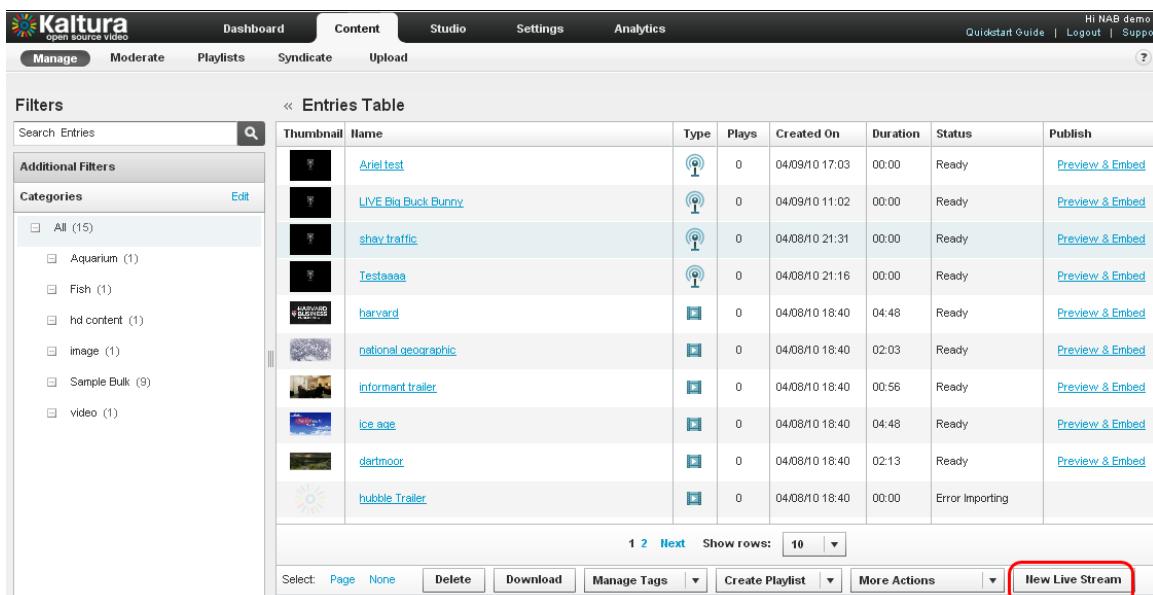
Basic setup

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

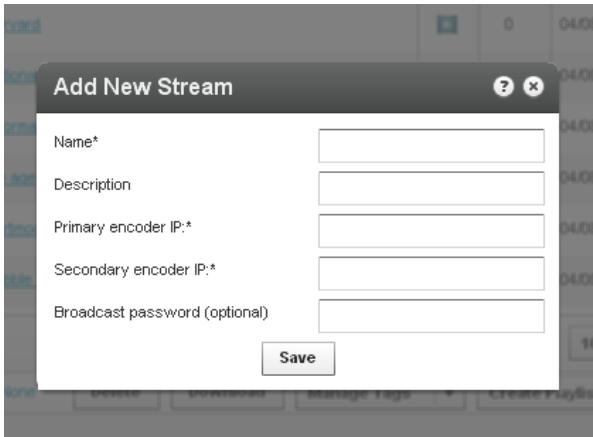
1. Login into the Kaltura Management Console, navigate to the Content/ Manage tab and click on the "New Live Stream" button.



Entries Table							
Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	Ariel test		0	04/09/10 17:03	00:00	Ready	Preview & Embed
	LIVE Big Buck Bunny		0	04/09/10 11:02	00:00	Ready	Preview & Embed
	shay_traffic		0	04/08/10 21:31	00:00	Ready	Preview & Embed
	Testaaaa		0	04/08/10 21:16	00:00	Ready	Preview & Embed
	harvard		0	04/08/10 18:40	04:48	Ready	Preview & Embed
	national_geographic		0	04/08/10 18:40	02:03	Ready	Preview & Embed
	informant_trailer		0	04/08/10 18:40	00:56	Ready	Preview & Embed
	ice age		0	04/08/10 18:40	04:48	Ready	Preview & Embed
	dartmoor		0	04/08/10 18:40	02:13	Ready	Preview & Embed
	hubble Trailer		0	04/08/10 18:40	00:00	Error Importing	

Select: Page None Delete Download Manage Tags Create Playlist More Actions New Live Stream

2. Fill in the form with the following details:

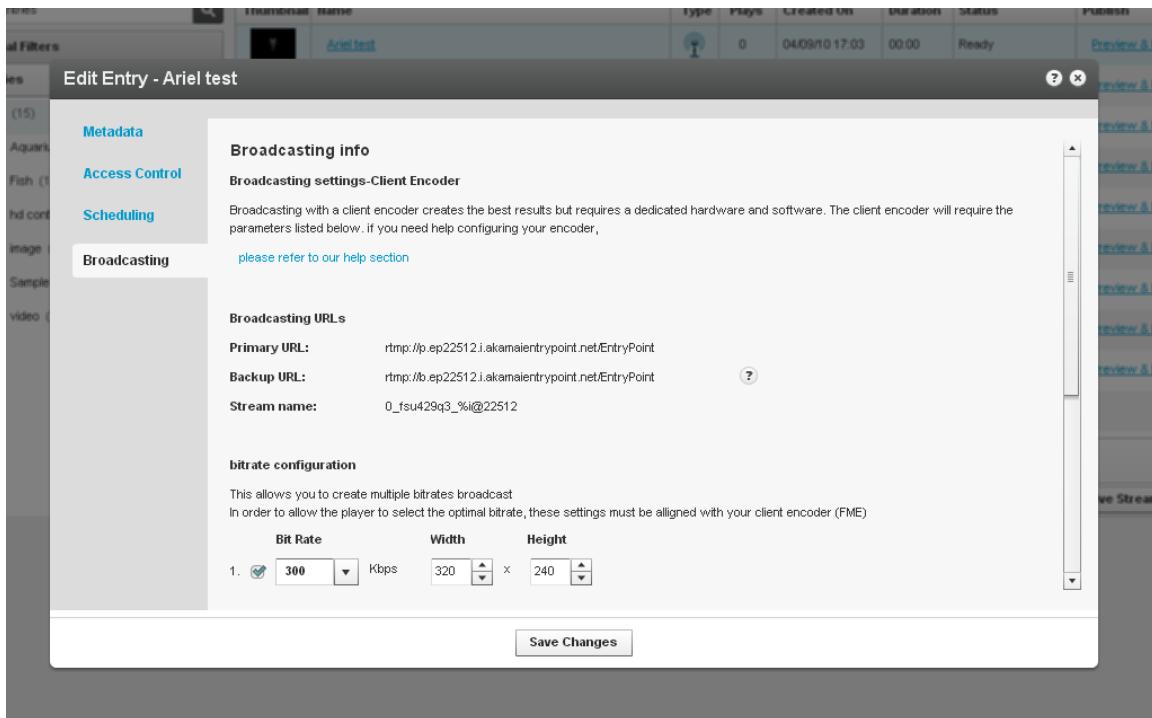


The screenshot shows a modal dialog titled "Add New Stream". It contains five input fields: "Name*" (with a red asterisk indicating it's required), "Description", "Primary encoder IP: *" (with a red asterisk), "Secondary encoder IP: *" (with a red asterisk), and "Broadcast password (optional)". Below the fields is a "Save" button.

- **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:

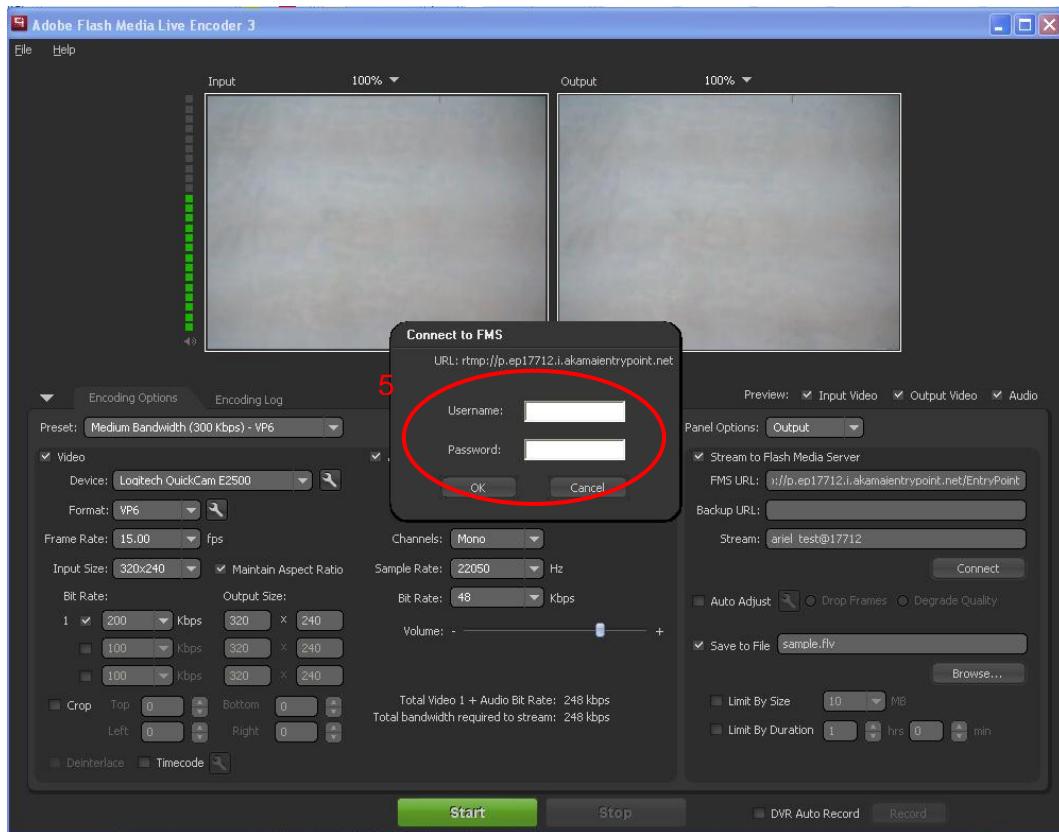
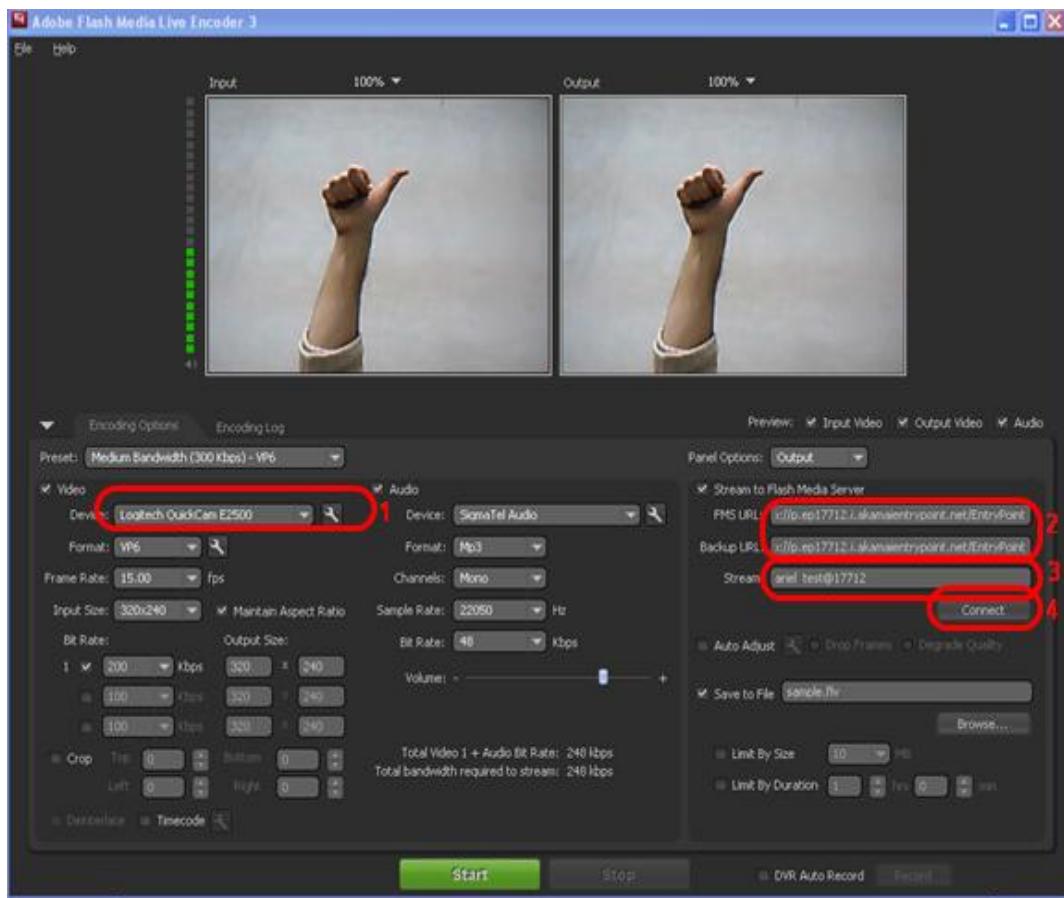


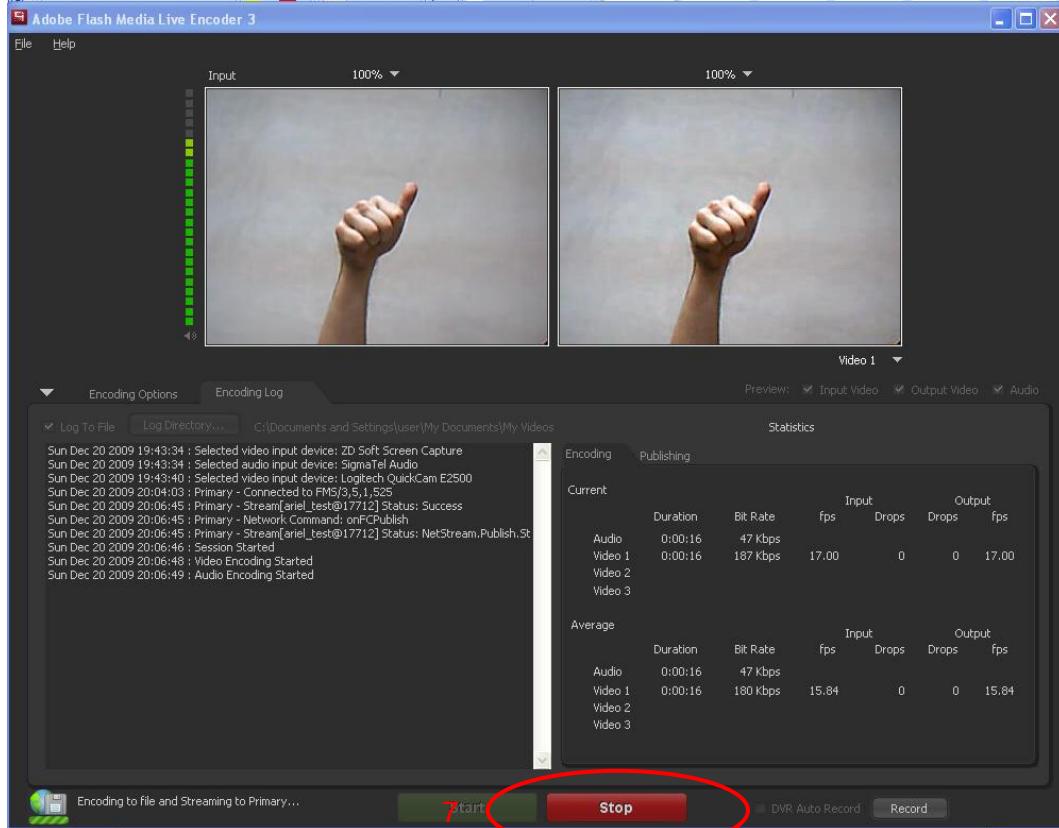
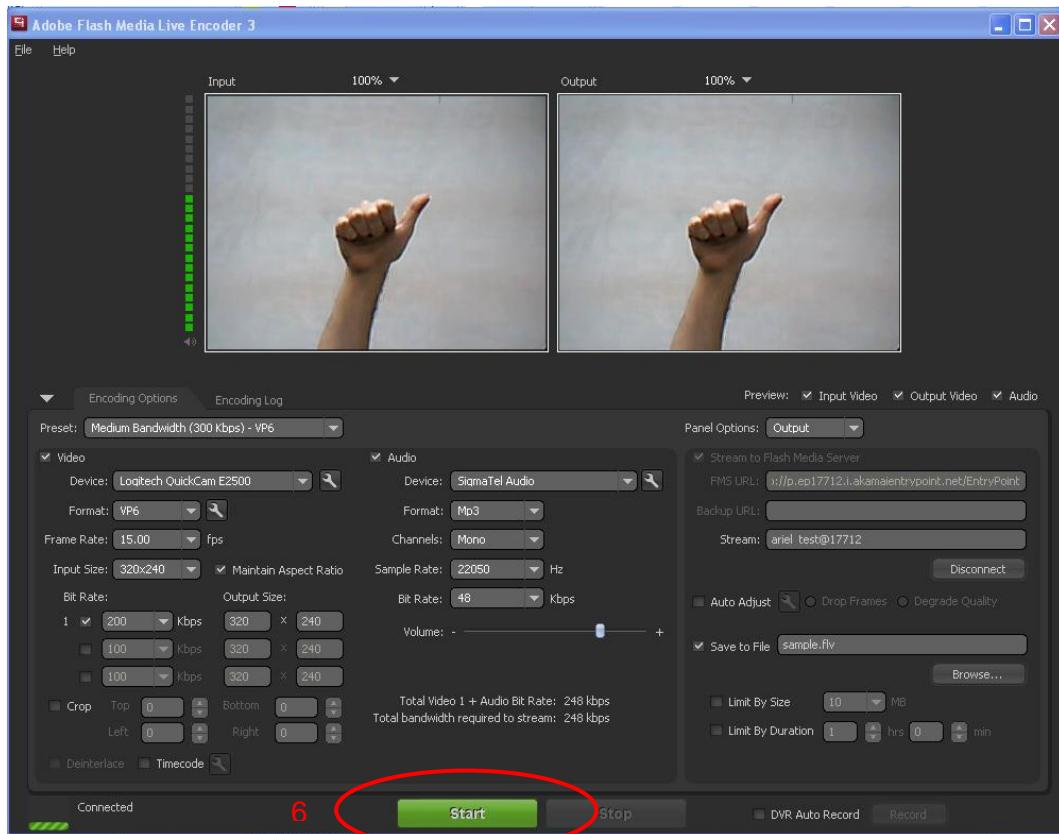
The screenshot shows the 'Edit Entry - Ariel test' interface in the Kaltura management center. The 'Broadcasting' tab is selected. The 'Broadcasting URLs' section contains the following information:

- Primary URL: rtmp://ep22512.i.akamaientrypoint.net/EntryPoint
- Backup URL: rtmp://b.ep22512.i.akamaientrypoint.net/EntryPoint
- Stream name: 0_fsu429q3_%!@22512

Below this, the 'bitrate configuration' section shows settings for Bit Rate (300 Kbps), Width (320), and Height (240). At the bottom of the form is a 'Save Changes' button.

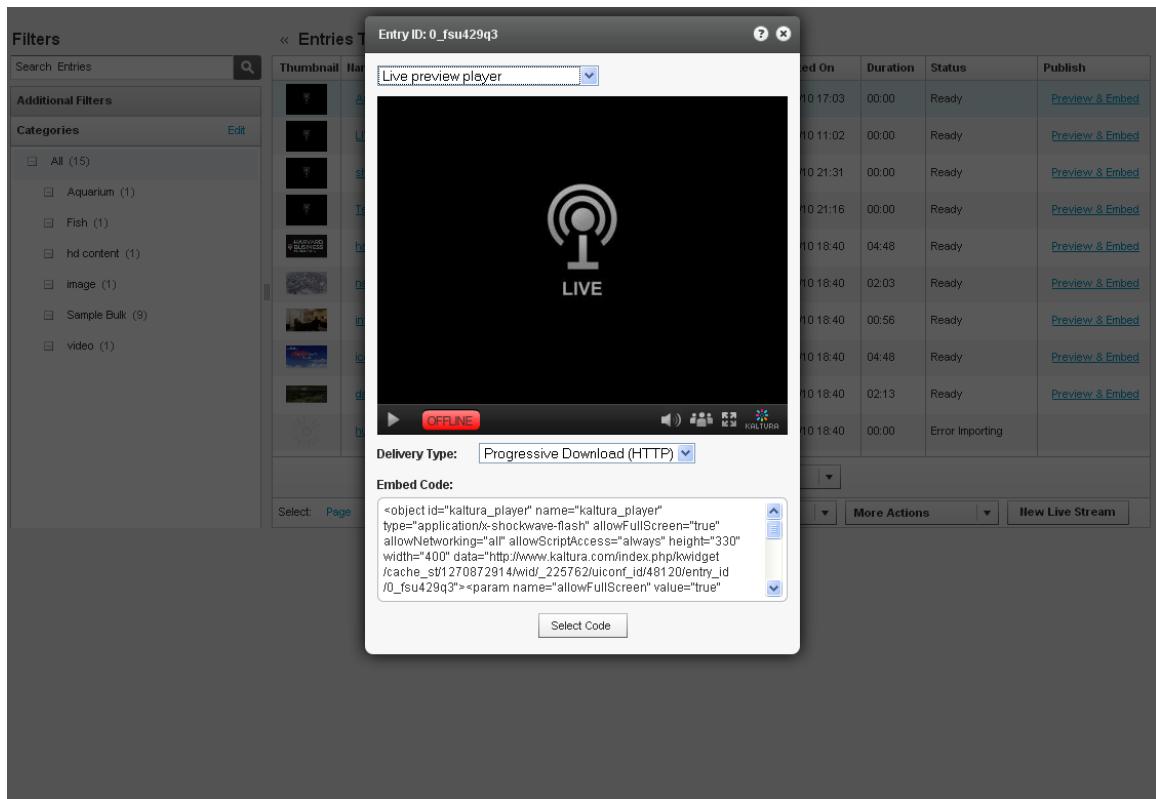
- Connect your camera to the broadcasting computer.
- Run the FME software.
- Configure your FME with the following parameters:
 1. Select the relevant camera from the drop-down menu in the FME software.
 2. Enter the Primary URL and Secondary URL as displayed in the KMC.
 3. Enter the “stream name” 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. 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. A rough estimate is provided 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, refer to the FME guide available at:

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

There are two types of video delivery settings:

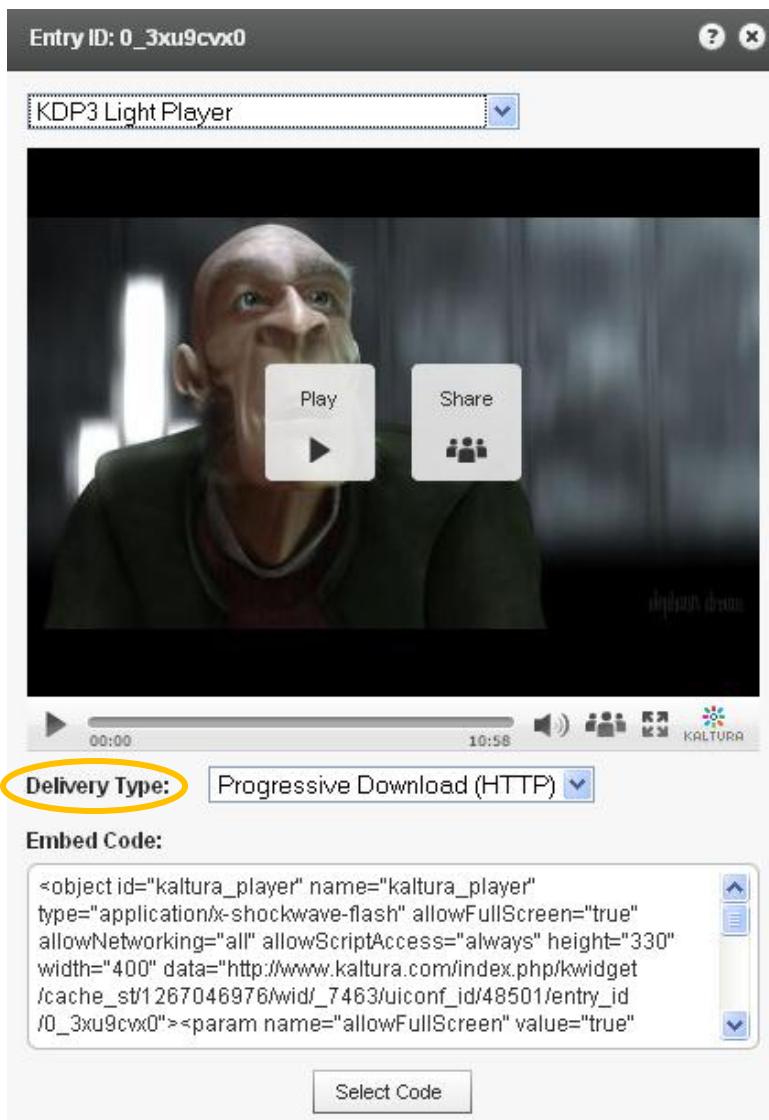
- HTTP Delivery
- RTMP Delivery with Adaptive Bitrate.

HTTP Delivery

With HTTP Progressive download, the digital media begins downloading. When the 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 HTTP Delivery

1. Select the **Content** tab and then select the **Manage** menu.
2. Select **Preview & Embed**.
3. Select **Progressive Download (HTTP)** from the drop-down menu.



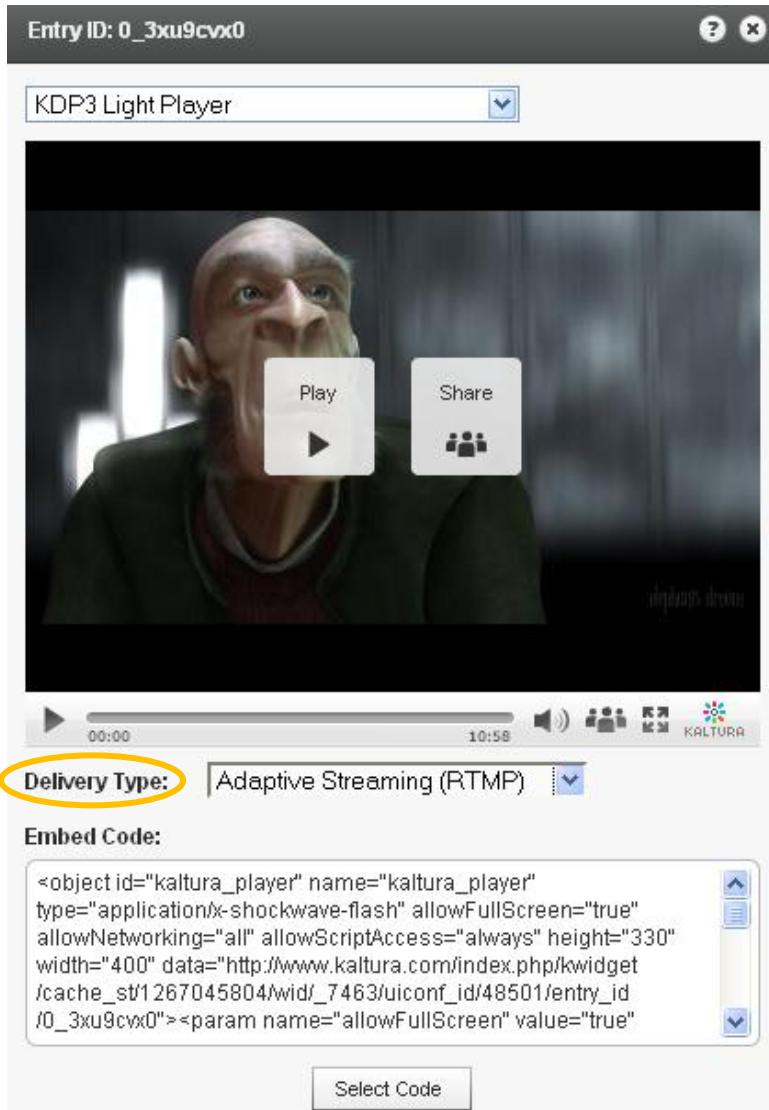
RTMP Delivery with Adaptive Bitrate

Adaptive bitrate is a technique of detecting a viewer's bandwidth and CPU capabilities in real time, and then adjusting the quality of a video stream. This method results with 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, and guarantees smooth delivery of video and audio streams.

To select RTMP Delivery with Adaptive Bitrate

1. Select the **Content** tab and then select the **Manage** menu.
2. Select **Preview & Embed**.
3. Select **Adaptive Streaming (RTMP)** from the drop-down menu.



Adding the Flavor Selector Module

Various transcoding flavors are available for each entry. Use the Flavor Selector Module to manually select the video flavor you want to watch, based on your preferences.

Note: If you are broadcasting with Adaptive RTMP, the flavor selector will be set to **Auto**.

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

* Features that require additional configuration.

Viral & Distribution

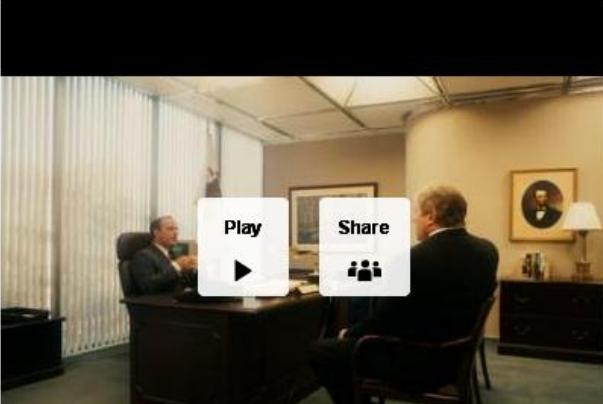
UGC & User Interaction

Subtitles & Transcriptions

Yellow arrow points to the "On-video Play Button" checkbox.

Entry ID: 0_b4a90q1y

pl



Kaltura creating together

Delivery Type: Adaptive Streaming (RTMP)

Embed Code:

```
<object id="kaltura_player" name="kaltura_player">
  <param name="movie" value="http://www.kaltura.com/index.php/kwidget/cache_st1267048608/wid/_7463/uiconf_id/1236922/entry_id/0_b4a90q1y">
  <param name="allowFullScreen" value="true">
</object>
```

Yellow arrow points to the bottom right corner of the video player interface.

Mobile Delivery

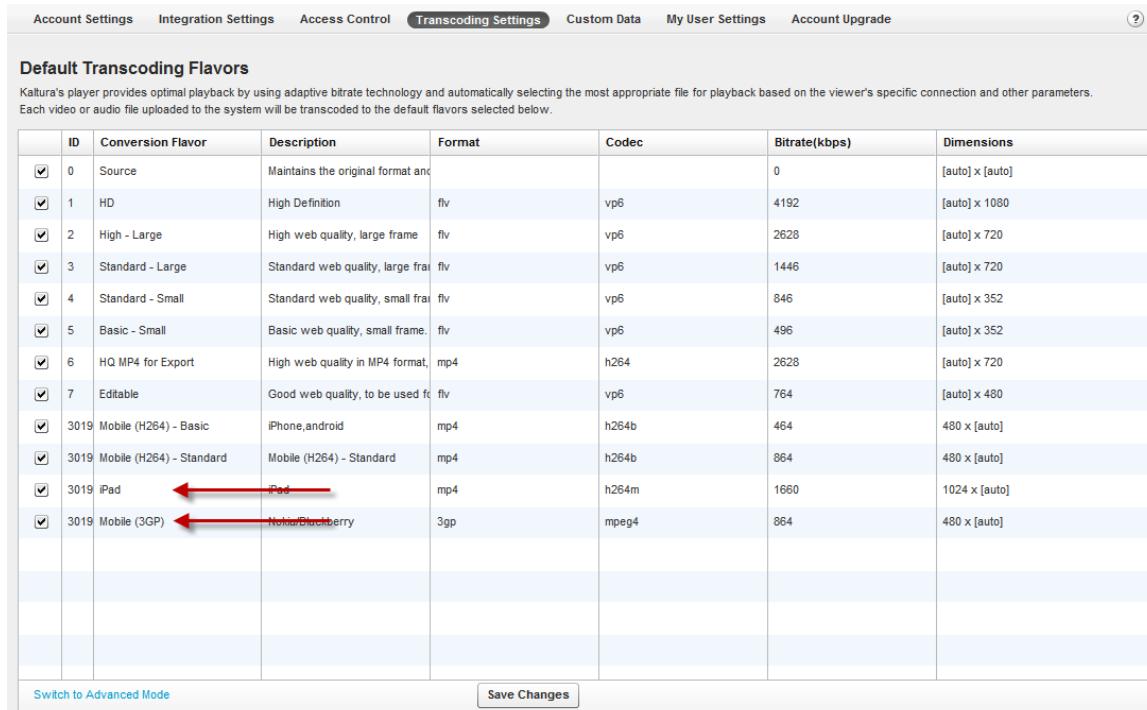
- ↳ [Enabling Mobile Transcoding in Your Kaltura Account](#)
- ↳ [Mobile Transcoding for New and Existing Video](#)
- ↳ [Embedding an HTML5 Player](#)
- ↳ [Advertising on Mobile Devices](#)
- ↳ [Viewing Analytics for Mobile Devices](#)

Enabling Mobile Transcoding in Your Kaltura Account

To add mobile delivery to your account, contact your Kaltura account manager to purchase the mobile package.

Mobile Transcoding for New and Existing Videos

- Once mobile transcoding has been enabled, go to the “Settings” tab > “Transcoding Settings” and select both mobile conversion flavors. Any video you upload from this point onwards will be transcoded for mobile.

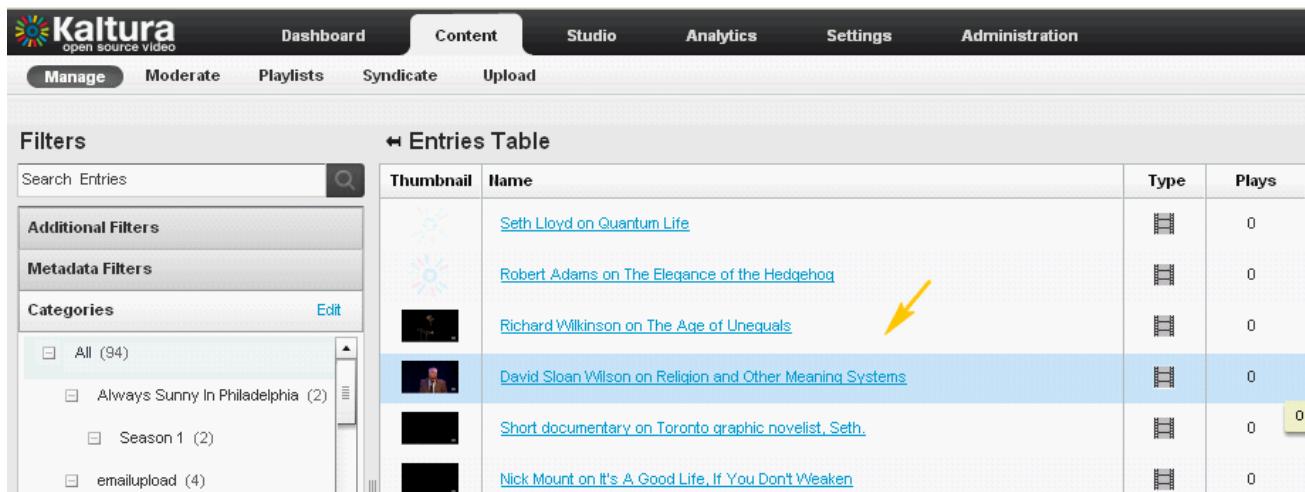


The screenshot shows the 'Transcoding Settings' section of the Kaltura interface. At the top, there are tabs for Account Settings, Integration Settings, Access Control, Transcoding Settings (which is selected), Custom Data, My User Settings, and Account Upgrade. Below the tabs is a help icon (question mark) and a 'Default Transcoding Flavors' section header. A note states: "Kaltura's player provides optimal playback by using adaptive bitrate technology and automatically selecting the most appropriate file for playback based on the viewer's specific connection and other parameters. Each video or audio file uploaded to the system will be transcoded to the default flavors selected below." The main area is a table titled 'Default Transcoding Flavors' with columns: ID, Conversion Flavor, Description, Format, Codec, Bitrate(kbps), and Dimensions. The table lists various profiles, including 'Source', 'HD', and several mobile profiles like 'Mobile (H264) - Basic' and 'Mobile (H264) - Standard'. Two rows are highlighted with red arrows pointing to them: 'iPad' and 'Mobile (3GP)'. At the bottom of the table are buttons for 'Switch to Advanced Mode' and 'Save Changes'.

	ID	Conversion Flavor	Description	Format	Codec	Bitrate(kbps)	Dimensions
<input checked="" type="checkbox"/>	0	Source	Maintains the original format and			0	[auto] x [auto]
<input checked="" type="checkbox"/>	1	HD	High Definition	flv	vp6	4192	[auto] x 1080
<input checked="" type="checkbox"/>	2	High - Large	High web quality, large frame	flv	vp6	2628	[auto] x 720
<input checked="" type="checkbox"/>	3	Standard - Large	Standard web quality, large frame	flv	vp6	1446	[auto] x 720
<input checked="" type="checkbox"/>	4	Standard - Small	Standard web quality, small frame	flv	vp6	846	[auto] x 352
<input checked="" type="checkbox"/>	5	Basic - Small	Basic web quality, small frame,	flv	vp6	496	[auto] x 352
<input checked="" type="checkbox"/>	6	HQ MP4 for Export	High web quality in MP4 format,	mp4	h264	2628	[auto] x 720
<input checked="" type="checkbox"/>	7	Editable	Good web quality, to be used for	flv	vp6	764	[auto] x 480
<input checked="" type="checkbox"/>	3019	Mobile (H264) - Basic	iPhone,android	mp4	h264b	464	480 x [auto]
<input checked="" type="checkbox"/>	3019	Mobile (H264) - Standard	Mobile (H264) - Standard	mp4	h264b	864	480 x [auto]
<input checked="" type="checkbox"/>	3019	iPad	Pad	mp4	h264m	1660	1024 x [auto]
<input checked="" type="checkbox"/>	3019	Mobile (3GP)	Nokia/Blackberry	3gp	mpeg4	864	480 x [auto]

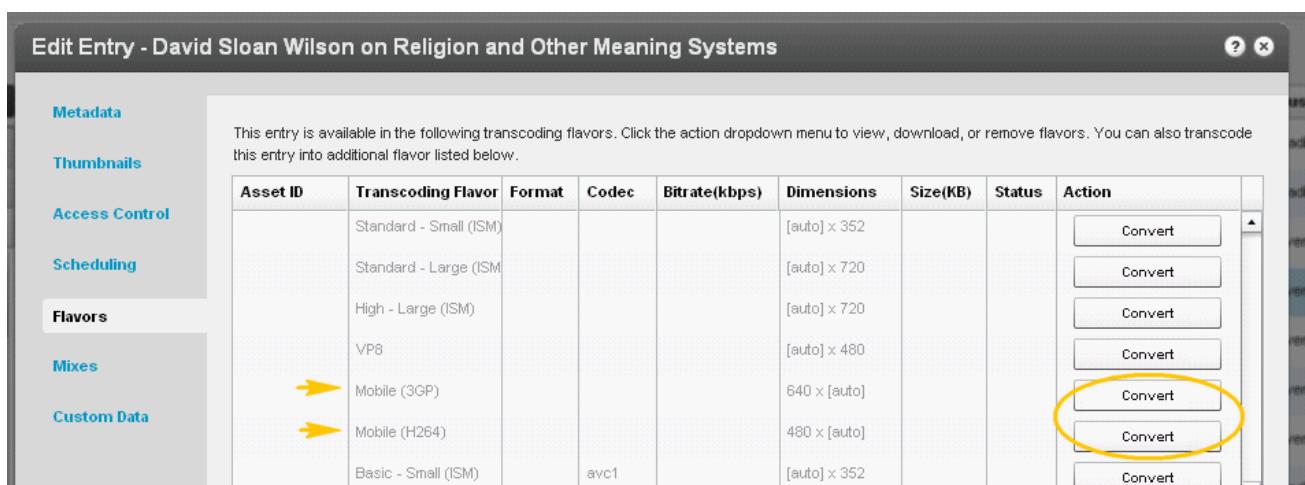
- For existing videos you can either contact your account manager who will assist you with bulk encoding or transcode videos one at a time by going to “Content” > “Manage” and clicking on the video you would like to transcode. Select “Flavors” from the window’s side menu, find the mobile transcoding flavors and

click "Convert".



The screenshot shows the Kaltura Content Management interface. The top navigation bar includes links for Dashboard, Content (which is selected), Studio, Analytics, Settings, and Administration. Below the navigation is a sub-menu with Manage, Moderate, Playlists, Syndicate, and Upload. On the left, there's a sidebar titled 'Filters' with sections for Search Entries, Additional Filters, Metadata Filters, Categories (with options like All (94), Always Sunny In Philadelphia (2), Season 1 (2), and emailupload (4)), and Edit. The main area is titled 'Entries Table' and displays a list of video entries. One entry, 'David Sloan Wilson on Religion and Other Meaning Systems', is highlighted with a blue background. A yellow arrow points to the 'Convert' button in the Action column for this entry.

Thumbnail	Name	Type	Plays
	Seth Lloyd on Quantum Life		0
	Robert Adams on The Elegance of the Hedgehog		0
	Richard Wilkinson on The Age of Unequals		0
	David Sloan Wilson on Religion and Other Meaning Systems		0
	Short documentary on Toronto graphic novelist, Seth.		0
	Nick Mount on It's A Good Life, If You Don't Weaken		0

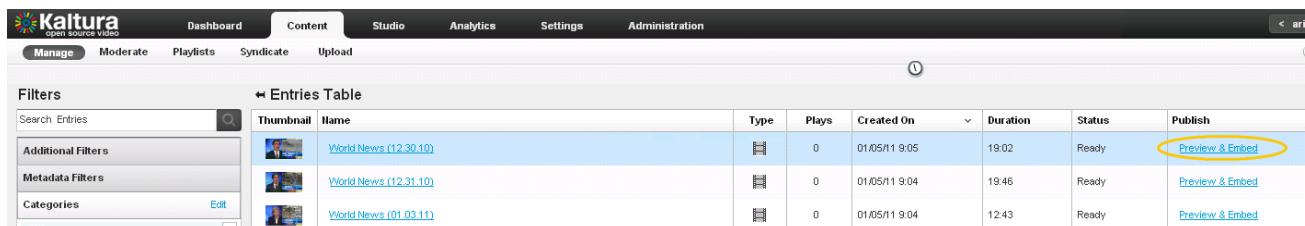


This screenshot shows the 'Edit Entry' dialog for the video 'David Sloan Wilson on Religion and Other Meaning Systems'. The left sidebar lists various metadata sections: Metadata, Thumbnails, Access Control, Scheduling, Flavors (which is selected), Mixes, and Custom Data. The main table lists transcoding flavors for the asset. A yellow arrow points to the 'Convert' button for the 'Mobile (H264)' flavor, which is highlighted with an orange circle.

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
	Standard - Small (ISM)				[auto] x 352			<button>Convert</button>
	Standard - Large (ISM)				[auto] x 720			<button>Convert</button>
	High - Large (ISM)				[auto] x 720			<button>Convert</button>
	VP8				[auto] x 480			<button>Convert</button>
	Mobile (3GP)				640 x [auto]			<button>Convert</button>
	Mobile (H264)				480 x [auto]			<button>Convert</button>
	Basic - Small (ISM)	avc1			[auto] x 352			<button>Convert</button>

Embedding an HTML5 Player

1. To grab the embedded code for a video in an HTML5 player, select the Content tab and then select the Manage menu.
2. Select **Preview and Embed** for the selected video.

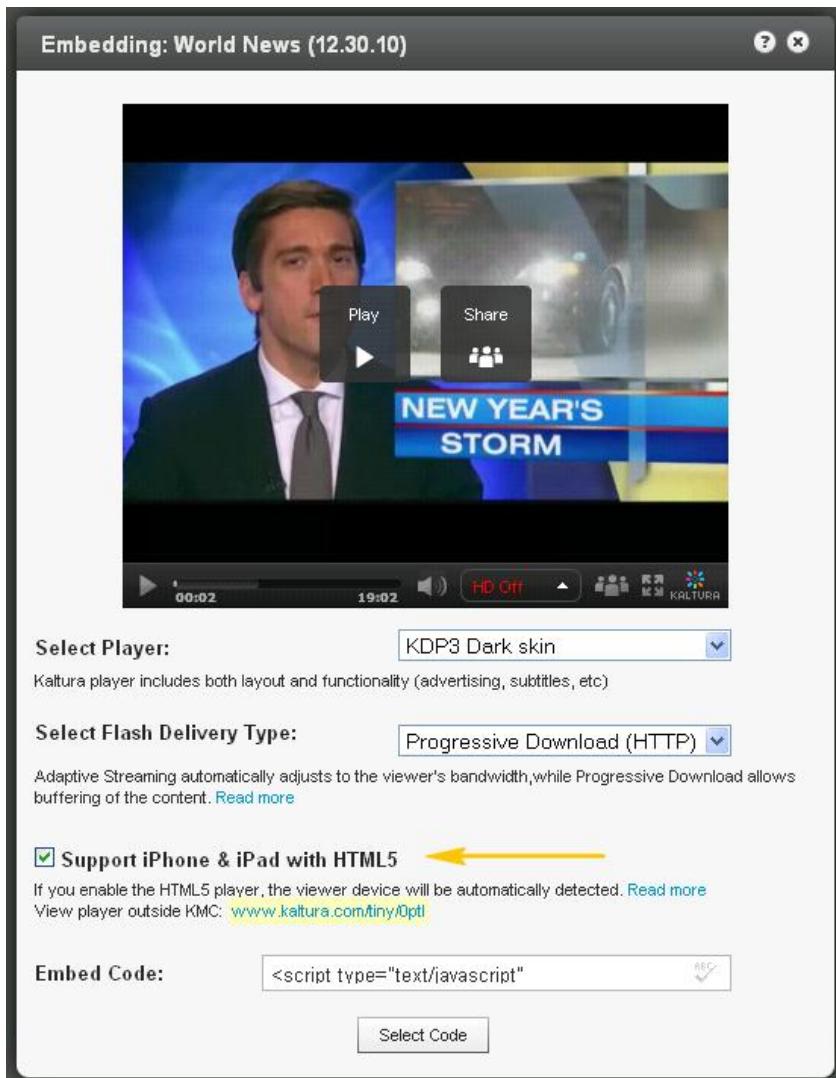


The screenshot shows the Kaltura Content Management interface. The top navigation bar includes links for Dashboard, Content (selected), Studio, Analytics, Settings, and Administration. Below the navigation is a sub-menu with Manage, Moderate, Playlists, Syndicate, and Upload. On the left, there's a sidebar titled 'Filters' with sections for Search Entries, Additional Filters, Metadata Filters, Categories (with options like All (94)), and Edit. The main area is titled 'Entries Table' and displays a list of video entries. The first entry, 'World News (12.30.10)', has a yellow arrow pointing to its 'Preview & Embed' link, which is also circled in orange.

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Published
	World News (12.30.10)		0	01/05/11 9:05	19:02	Ready	Preview & Embed
	World News (12.31.10)		0	01/05/11 9:04	19:46	Ready	Preview & Embed
	World News (01.03.11)		0	01/05/11 9:04	12:43	Ready	Preview & Embed

3. After selecting the player and flash delivery type, check the **Support iPhone &iPad and HTML5** box. JavaScript code is added to your embedded code that identifies the device and switches to the HTML5 player, when accessed from iOS Devices.

4. Copy the embedded code and paste on your site.



Advertising on Mobile Devices

The advertising settings applied to your player will also apply for mobile delivery. Visit the advertising section for more information on advertising. The following table summarizes current advertising support for mobile:

Device	Supported Ad type	Notes & Limitations
iPhone	VAST Pre-roll Bumper video VAST Post-roll	<ul style="list-style-type: none"> - Ads are played back in the native player - Player controls are not disabled during playback (user can skip the ads) - Ads are not clickable - Ads must be encoded for the iPhone (H264)
iPad	VAST Pre-roll Bumper video	<ul style="list-style-type: none"> - Ads must be encoded for the iPad (H264)

	VAST Overlay VAST Post-roll	
Android (ver 2.2 and up)	All	Android from version 2.2 supports Flash playback with all ads integration as in Flash player.

Viewing Analytics for Mobile Devices

Analytics from mobile devices are aggregated into the general analytics report in the “Analytics” tab

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 be displayed, countries from which it can or cannot be viewed, and Kaltura Network preferences and security settings. You can also use this menu to view existing profiles and create new ones.

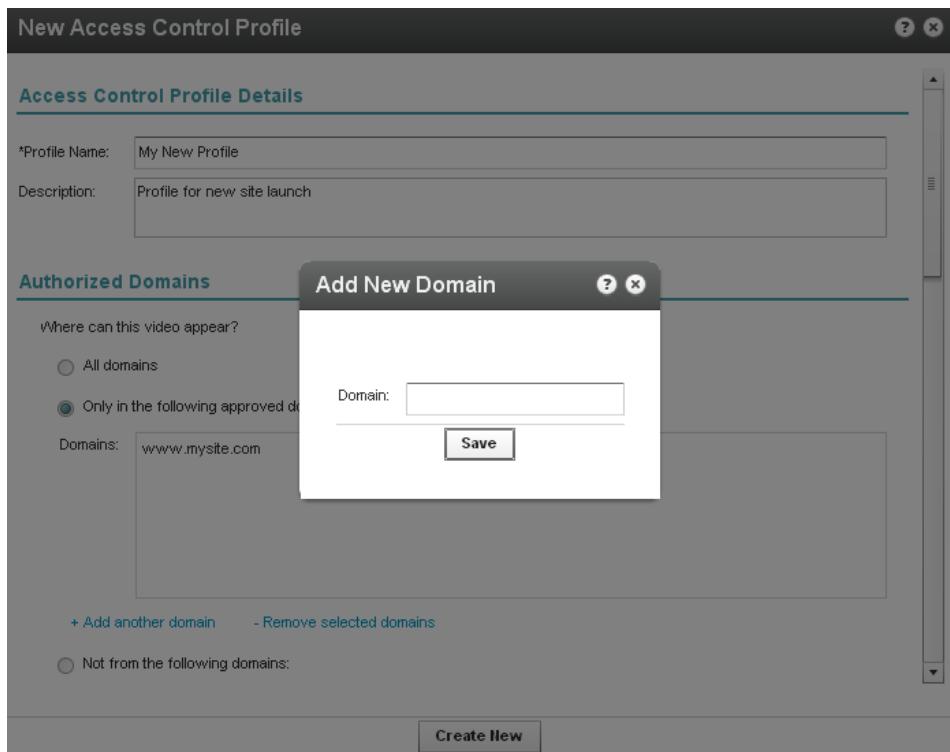


The screenshot shows the Kaltura interface with the 'Access Control' tab selected. Below the tabs, there's a heading 'Access Control Profiles' and a note about defining authorized domains and security settings. A table lists existing profiles: 'Default' (Created Jan 13 2010, Domains: Allow All, Countries: Allow All) and 'Mexico only' (Created Feb 4 2010, Domains: Allow All, Countries: Authorized: Mexico). At the bottom right of the table, there's a blue 'Add Profile' button.

Domain Restrictions – Restricting content to specific domains

1. Go to the **Settings** tab and select the **Access Control** menu.
2. Click **Add Profile**.
3. Enter an informative name for the new profile and enter a description.
4. Under **Authorized Domains** you can choose between allowing all domains, listing a group of approved sites, or input a list of domains to exclude.

5. To add or remove a domain, click the **+ Add another domain** or **Remove selected domains** links.
6. 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 and select the **Access Control** menu.
2. Click **Add Profile**.
3. Enter an informative name for the new profile and enter a description.
4. Scroll down to the Authorized Countries section and select one of the following options:
 - Anywhere
 - Only from the following countries - select a group of approved countries
 - Not from the following countries – select a group of excluded countries.

5. Use the **+Add / -Remove countries** link to add or remove countries.
6. Continue to add other parameters or click Create New to save your new profile.

New Access Control Profile

Authorized Countries

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** tab and select the **Manage** menu.
2. Click on the entry to which you want to assign an **Access Control Profile**.
3. Go to the **Access Control** tab and select an existing profile from the drop-down menu.
4. 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** tab and select the **Manage** menu.
2. Click on an entry.
3. Select the **Scheduling** menu and select and set your specific time range.
4. 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](#)

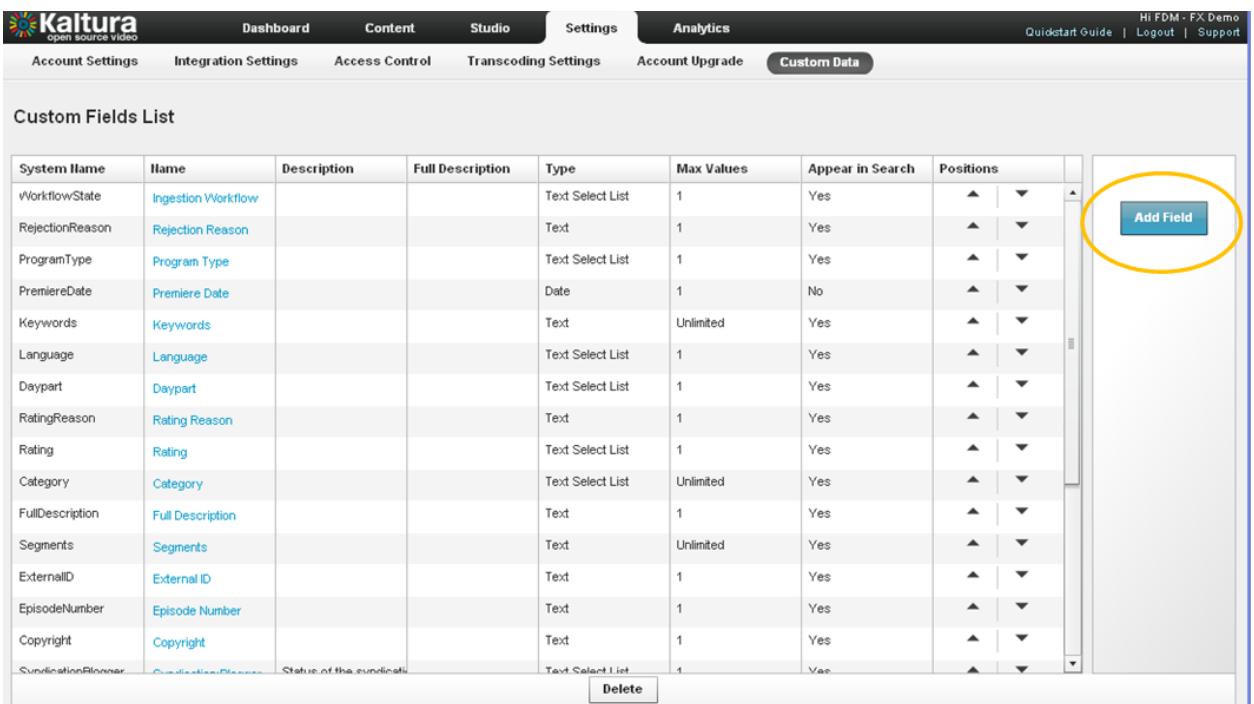
Save Changes

Custom Metadata

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

Adding Custom Metadata Fields

1. Select the **Settings** tab and then select the **Custom Data** menu.
2. Click **Add Field** to add an additional field.

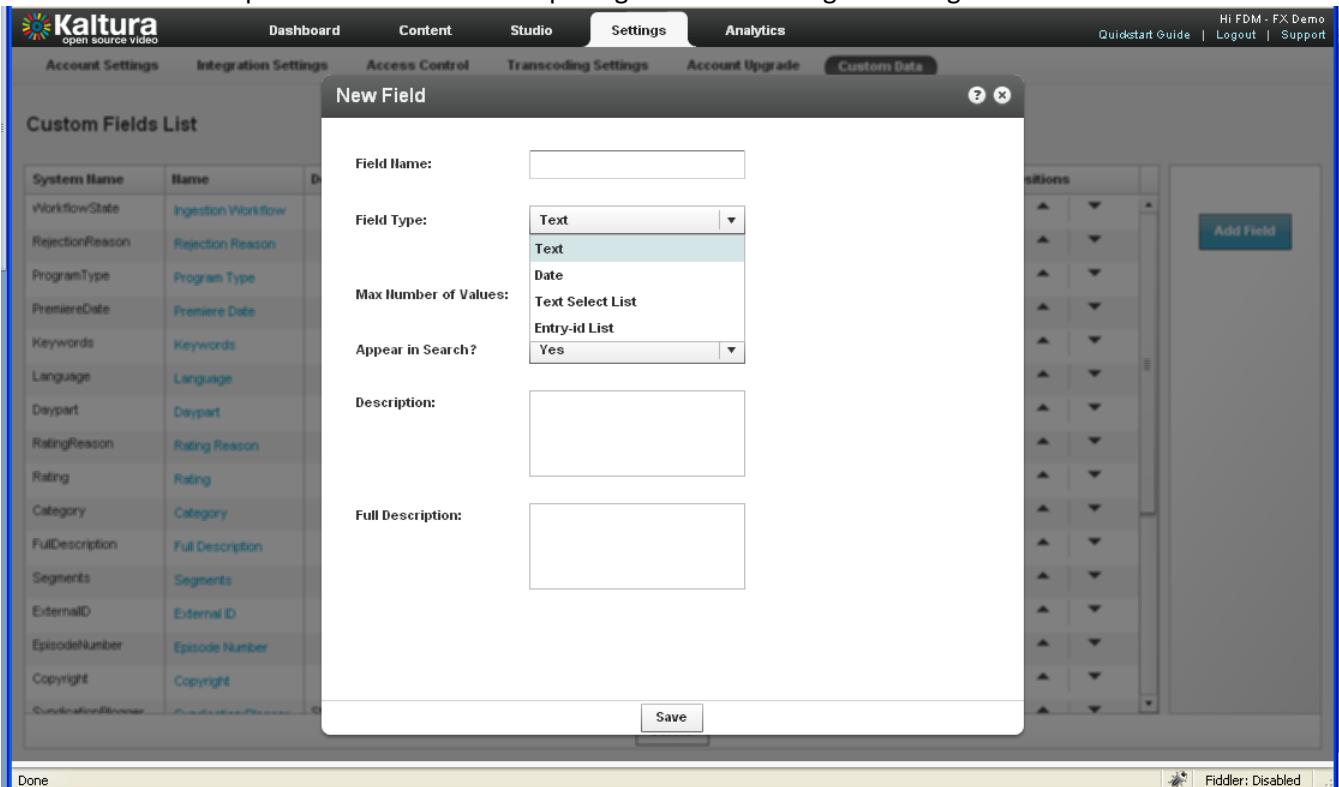


The screenshot shows the Kaltura Settings interface with the 'Custom Data' tab selected. The 'Custom Fields List' table is displayed, listing various metadata fields with their names, descriptions, types, and search settings. The 'Add Field' button is highlighted with a yellow circle.

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	▲ ▼	
SundializationPlanner	Sundialization Planner	Status of the syndication		Text Select List	1	Yes	▲ ▼	

3. Select the field type from the following options:

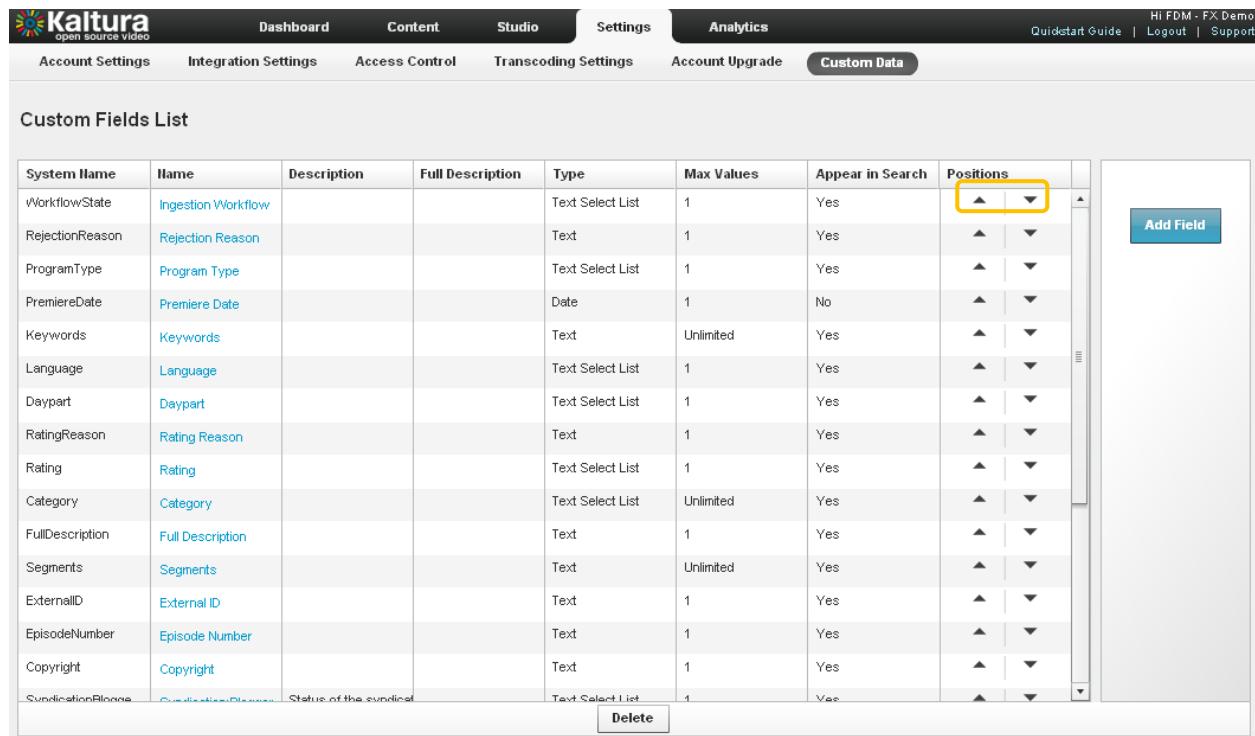
- Text field – values are free text
 - Date - a date field
 - Text Select List – this is similar to the text field, but allows the publisher to set a predefined list of values from which the user can choose (for example select the country out of a list of options)
 - Entry ID link - a link to a different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



The screenshot shows the Kaltura 'Custom Data' settings interface. A modal window titled 'New Field' is open, allowing the creation of a new custom field. The 'Field Type' dropdown is currently set to 'Text'. Other options shown in the dropdown include 'Text', 'Date', 'Text Select List', and 'Entry-id List'. The 'Appear in Search?' dropdown is set to 'Yes'. The 'Description' and 'Full Description' fields are empty. A 'Save' button is located at the bottom right of the modal. In the background, a table lists various system names and their corresponding names, such as 'WorkflowState' and 'Ingestion Workflow'. On the right side of the screen, there is a vertical list of existing custom fields, and a large 'Add Field' button is visible.

4. Add a description, or full description

5. Use the up and down arrows to change the order of the fields.



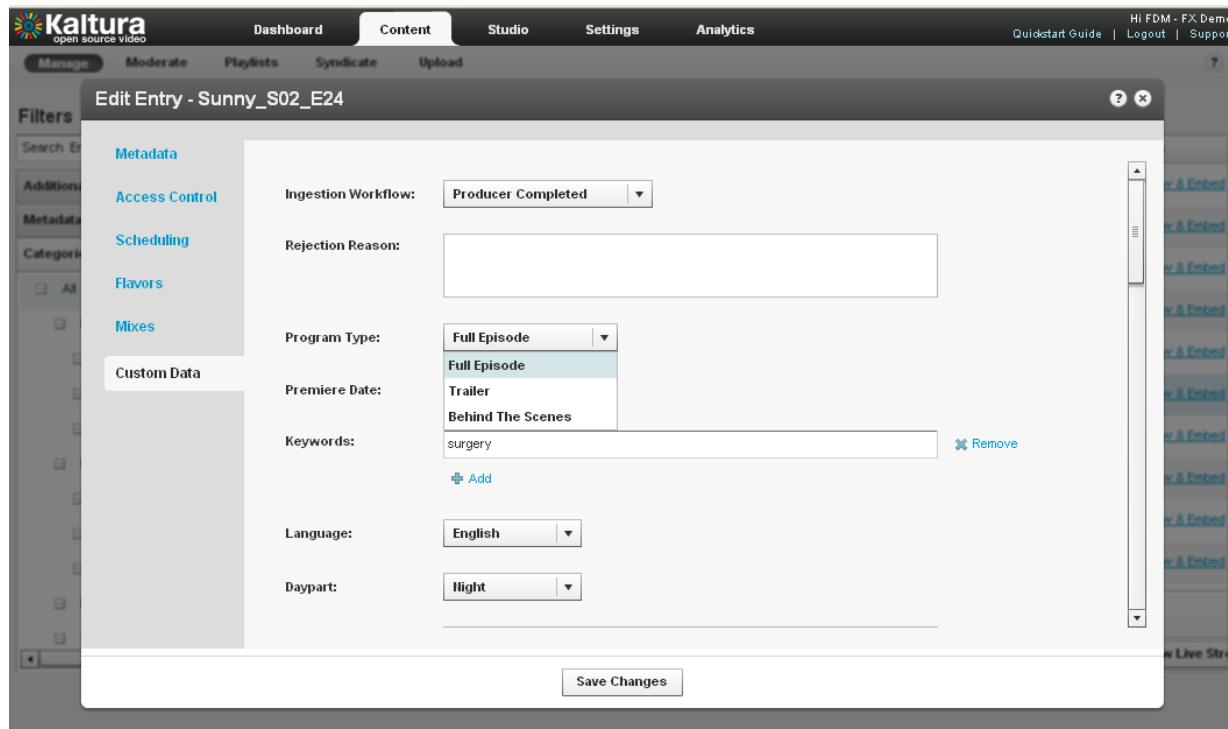
The screenshot shows a table titled "Custom Fields List" with columns: System Name, IName, Description, Full Description, Type, Max Values, Appear in Search, and Positions. The Positions column includes up and down arrow icons. A yellow box highlights these icons. A blue button labeled "Add Field" is located on the right side of the screen.

System Name	IName	Description	Full Description	Type	Max Values	Appear in Search	Positions
WorkflowState	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	
SundicationPlaces	Sundication Places	Status of the syndication		Text Select List	1	Yes	

Delete

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)



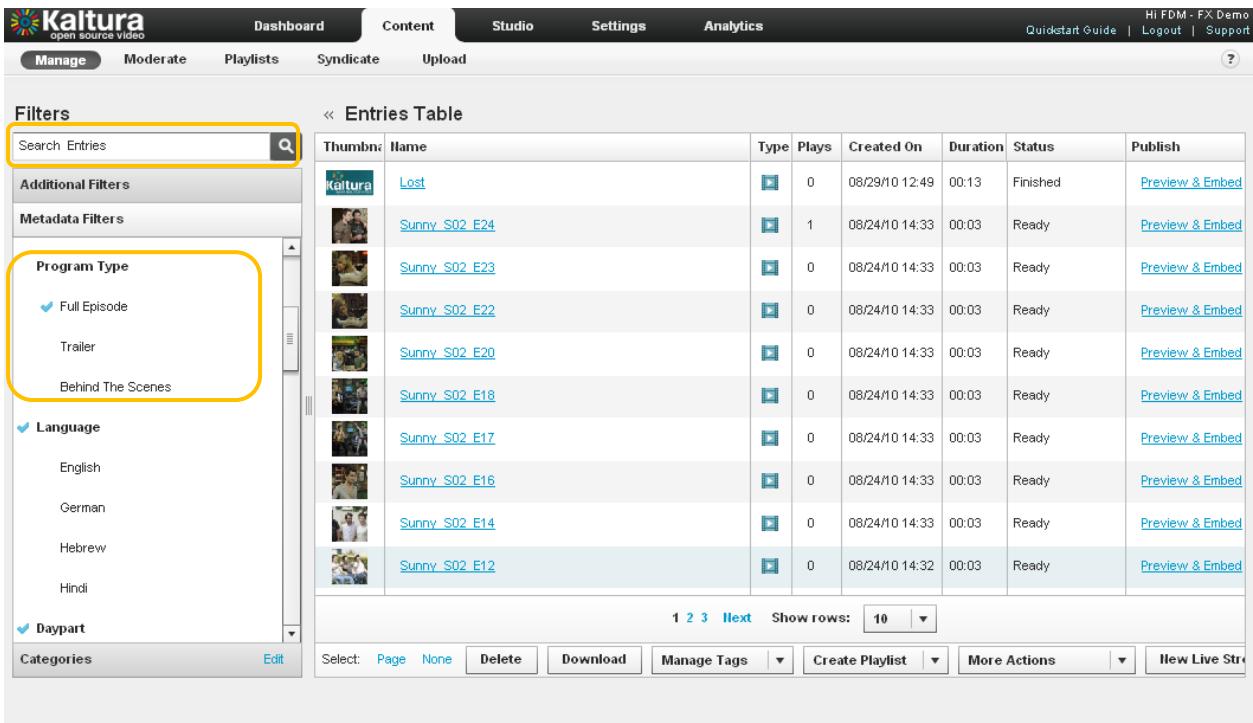
The screenshot shows the Kaltura Content Management System interface. The top navigation bar includes 'Dashboard', 'Content' (which is selected), 'Studio', 'Settings', and 'Analytics'. On the right, there are links for 'Hi FDM - FX Demo', 'Quickstart Guide', 'Logout', and 'Support'. Below the navigation is a toolbar with 'Manage', 'Moderate', 'Playlists', 'Syndicate', and 'Upload' buttons. The main area is titled 'Edit Entry - Sunny_S02_E24'. On the left, a sidebar titled 'Filters' lists categories: 'Search Entries', 'Additional', 'Metadata', 'Categories', 'All', 'Mixes', 'Flavors', 'Keywords', and 'Custom Data'. The 'Custom Data' section is currently active. The main content area contains the following form fields:

- Ingestion Workflow:** Producer Completed
- Rejection Reason:** (Empty text input field)
- Program Type:** Full Episode
- Premiere Date:** Full Episode
- Keywords:** surgery
- Language:** English
- Daypart:** Night

A 'Save Changes' button is located at the bottom of the dialog.

Searching Based on Metadata Fields

Custom fields are 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 (selected), Studio, Settings, and Analytics, along with user information and links for Quickstart Guide, Logout, and Support.

The main area is titled "Entries Table" and displays a grid of video entries. The columns are: Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. The data in the grid is as follows:

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	Lost		0	08/29/10 12:49	00:13	Finished	Preview & Embed
	Sunny_S02_E24		1	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E23		0	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E22		0	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E20		0	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E18		0	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E17		0	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E16		0	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E14		0	08/24/10 14:33	00:03	Ready	Preview & Embed
	Sunny_S02_E12		0	08/24/10 14:32	00:03	Ready	Preview & Embed

The left sidebar contains a "Filters" section with the following options:

- Search Entries (highlighted with a yellow box)
- Additional Filters
- Metadata Filters
- Program Type** (highlighted with a yellow box)
 - Full Episode
 - Trailer
 - Behind The Scenes
- Language**
 - English
 - German
 - Hebrew
 - Hindi
- Daypart**

At the bottom of the page, there are buttons for Select, Page, None, Delete, Download, Manage Tags, Create Playlist, More Actions, and New Live Stream.

Advertising

Advertising

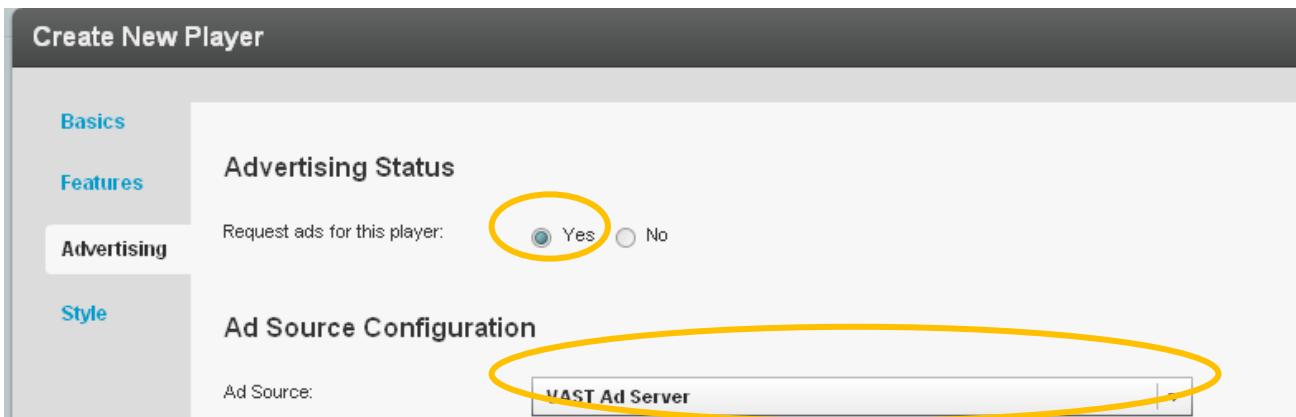
- [Connecting with any ad server that supports IAB standards \(VAST 1.0 / VAST 2.0\)](#)
 - [Configuring Companion Ads](#)
 - [Targeting with an Ad Server](#)
 - [How to locate the Ad Tag URL](#)
- [Connecting with Ad Servers and networks via AdapTV](#)
- [Connecting with Tremor Media](#)

Connecting with an 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, including 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, refer to the IAB website:

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

1. To add an 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 menu.



The screenshot shows the 'Create New Player' interface. On the left, there's a sidebar with tabs: Basics, Features, **Advertising**, and Style. The Advertising tab is active. In the main area, under 'Advertising Status', there's a radio button group for 'Request ads for this player'. The 'Yes' radio button is selected and highlighted with a yellow circle. Below that, under 'Ad Source Configuration', there's a dropdown menu labeled 'Ad Source' with 'VAST Ad Server' selected and highlighted with a yellow circle.

6. Only if you have created midrolls/overlays for specific entries, enable **Request ads from entry's cue points**.

Player Configuration

Request ads from entry's cuepoints: Yes No

Show Notice Text: Yes No

Notice Text: Video will start in {sequenceProxy.timeRemaining} seconds

Allow Skip : Yes No

Skip Text: skip ad >

Timeout Configuration: (in seconds)
4

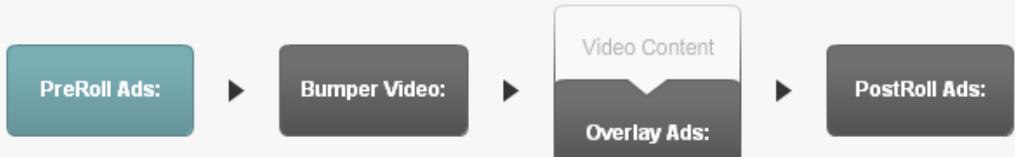
Companion Ads in HTML [Add companion div](#)

Companion Ads in Flash [Add companion element](#)

Configuring the Ad Timeline

1. For Pre-roll ads, select the Pre-roll section. Click **Enabled** and paste the Ad Tag URL received from the ad server.

Ad Timeline



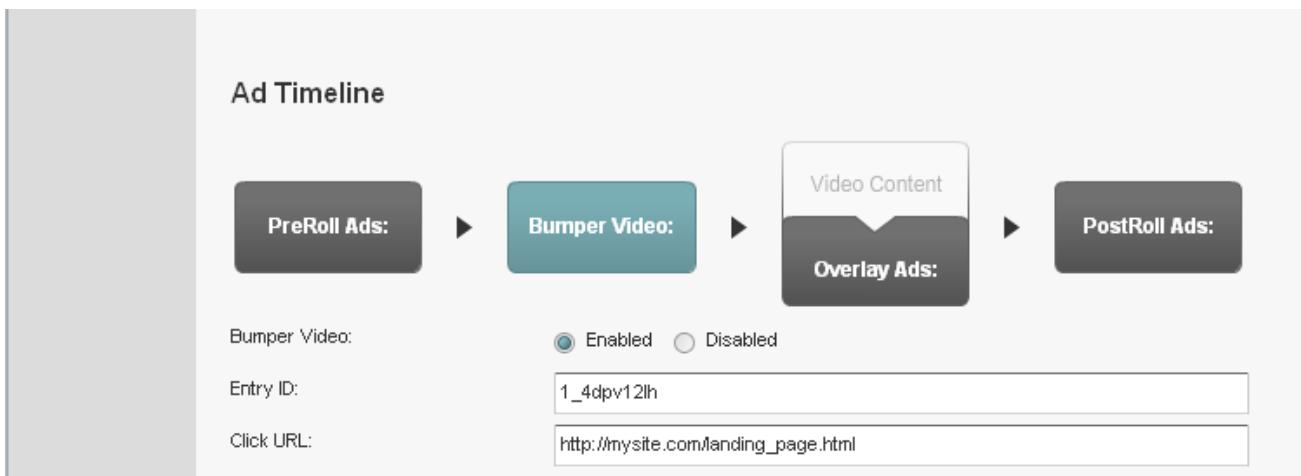
PreRoll Ads: ► Bumper Video: ► Video Content
Overlay Ads: ► PostRoll Ads:

Request PreRoll Ads Enabled Disabled

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

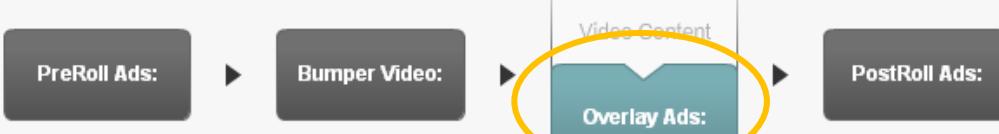
Display PreRoll ad/s after every video starting with the video.

2. For bumper videos (a bumper video is a static pre-roll that does not use an ad server), click Bumper Video, and then click **Enabled**. Select a Kaltura Entry ID to use as the bumper, and add the Click URL.



3. For Overlay ads select the **Overlay Ads**, click Enabled and paste the Ad Tag URL received from the ad server.

Ad Timeline



Request Overlay Ads Enabled Disabled

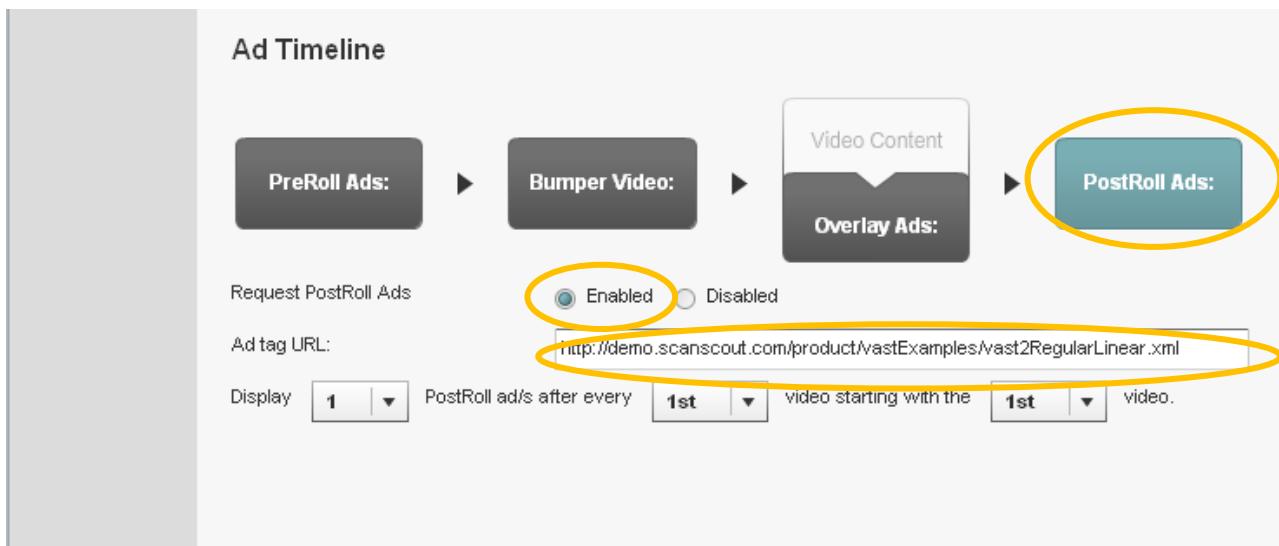
Ad tag URL: http://ad3.liverail.com/?LR_PUBLISHER_ID=1331&LR_CAMPAIGN_ID=228&LR_SCF=

First overlay request after 02: 00 (minutes:seconds)

Following overlay ads after every 03: 00 (minutes:seconds)

Display overlay ad for 00: 05 (minutes:seconds)

4. For PostRoll ads, select the Post Roll section, click **Enabled** and paste the Ad Tag URL received from the ad server.



Defining entry-specific ads

Once you have enabled ads from entry cue points, you can create ad cue points by selecting an entry and clicking on the Advertisements menu.

Edit Entry - Dan Dennett: Cute, sexy, sweet, funny

Metadata

Thumbnails

Access Control

Scheduling

Flavors

Distribution

Captions

Advertisements

Related Files

Clips

File Actions

To add a midroll or overlay:

- Click "Add" on the timeline below
- (Required) Select ad type (midroll/overlay)
- (Optional) Enter provider name (VAST, Freewheel, or Other) & optional values. E.g., for VAST enter TagURL, for other providers enter values that you want to pass to the player. Note that the player needs to be ad enabled.
- (Optional) Enter cue point name

00:00 01:15 02:31 03:46 05:02 06:17

100% + - 00:00 01:15

Save Save & Close Previous Entry Next Entry

Manually add cue points

1. Click Add (+) on the timeline at the in-time of the ad. Zoom
2. Fine tune the in time with the timing stepper or zoom in to view the video frame-by-frame:

Edit Entry - Dan Dennett: Cute, sexy, sweet, funny

File Actions

To add a midroll or overlay:

- Click "Add" on the timeline below
- (Required) Select ad type (midroll/overlay)
- (Optional) Enter provider name (VAST, Freewheel, or Other) & optional values. E.g., for VAST enter TagURL, for other providers enter values that you want to pass to the player. Note that the player needs to be ad enabled.
- (Optional) Enter cue point name



06:17 07:39

Clips

Frames 100% 5 sec 1 sec Frames

Save Save & Close Previous Entry Next Entry

3. Select Ad Type (midroll, overlay):

Timing	00:06:17.843	▲ ▼
Type	Select Type	Duration: 00:00:04.000
Provider	Other	
Enter ad provider		
URL		
Name		

4. If you select overlay, set the overlay duration.
5. Enter the provider name and optional values for the provider.

Upload a cue point file

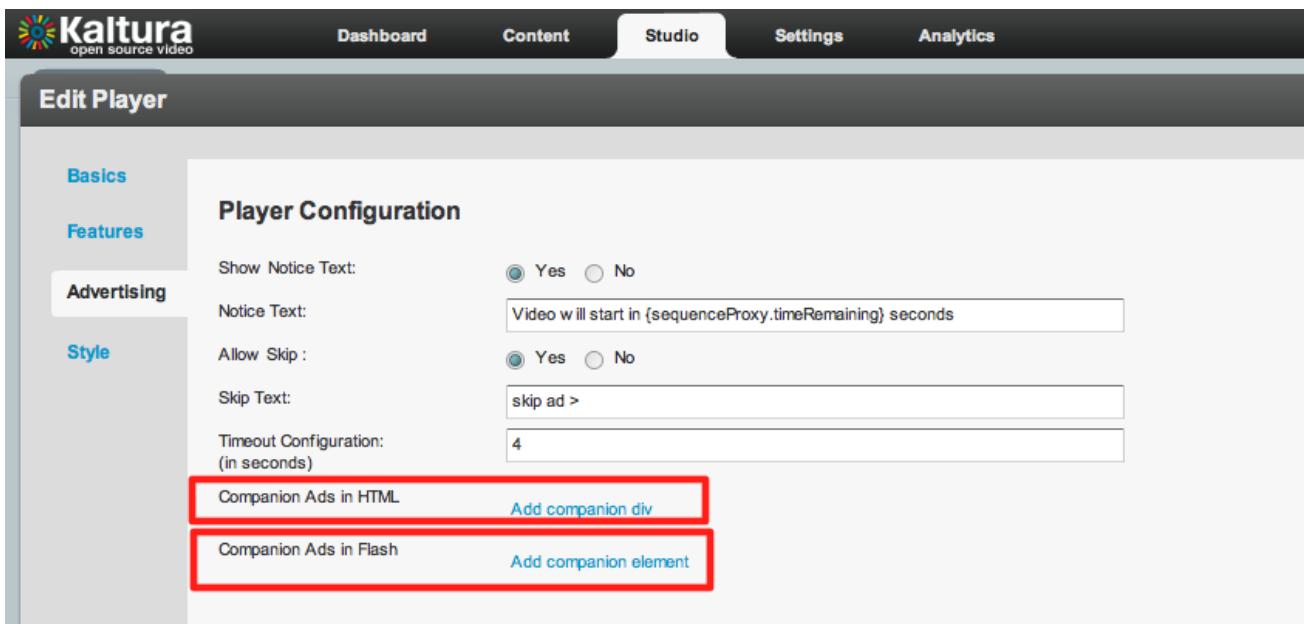
From the "File Actions" drop-down menu you can select to upload an XML with cue point data that will assign cue points to entry upon save.

Configuring Companion Ads

Companion Ads are “text, display ads, rich media, or skins that wrap around the video experience, and can run alongside either or both the video or ad content. The primary purpose of the Companion Ad product is to offer sustained visibility of the sponsor throughout the video content experience.”

- http://www.iab.net/wiki/index.php/Companion_Ad

Kaltura’s platform makes it easy to add Companion Ads in either HTML or Flash. After you’ve configured your player (see the “Configuring the Kaltura Video Player” section earlier in this document), edit the player and navigate to the Advertising tab. Scroll down a bit and you’ll see the “Player Configuration” section:



The screenshot shows the Kaltura player configuration interface. The top navigation bar includes links for Dashboard, Content, Studio, Settings (which is currently selected), and Analytics. Below the navigation is a header titled "Edit Player". On the left, there's a sidebar with tabs for Basics, Features, Advertising (which is selected and highlighted in blue), and Style. The main content area is titled "Player Configuration". It contains several input fields and dropdowns:

- Show Notice Text: A radio button group where "Yes" is selected.
- Notice Text: A text input field containing the placeholder "Video will start in {sequenceProxy.timeRemaining} seconds".
- Allow Skip: A radio button group where "Yes" is selected.
- Skip Text: A text input field containing the placeholder "skip ad >".
- Timeout Configuration: A text input field containing the value "4".
- Companion Ads in HTML: A button labeled "Add companion div". This button and the one below it are highlighted with a red border.
- Companion Ads in Flash: A button labeled "Add companion element".

Here, you can choose to configure HTML or Flash-based Companion Ads.

1. Companion Ads in HTML

Click on the “Add companion div” text in the “Player Configuration” section. You’ll get entry fields to enter the CSS “id” of your companion ad and the dimensions in pixels. You can click on the “Add companion div” text multiple times to enter more ad regions:

Note: make sure the dimensions you enter here match the dimensions of your served ads exactly.

Player Configuration

Show Notice Text:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Notice Text:	Video will start in {sequenceProxy.timeRemaining} seconds
Allow Skip :	<input checked="" type="radio"/> Yes <input type="radio"/> No
Skip Text:	skip ad >
Timeout Configuration: (in seconds)	4
Companion Ads in HTML	Div ID: <input type="text" value="myCompanionAd"/> Dimensions: <input type="text" value="234"/> x <input type="text" value="60"/>  Div ID: <input type="text"/> Dimensions: <input type="text" value="0"/> x <input type="text" value="0"/> 
Add companion div  Click here to create more ad regions	
Companion Ads in Flash	Add companion element

Enter the CSS div id and dimensions (in pixels) for each ad region.

In the web page where your Companion Ads will display, you need to include a JavaScript file as well as a corresponding HTML <div> tag with a matching id for each region you create:

```

<html>
<body>
<head>
...
<script src="http://www.kaltura.com/javascript/VAST/companionAdFunc.js" type=
 "text/javascript"></script>
...
</head>
<body>
...
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash" .....</object>
<div style= "width: 234px; height: 60px;" id="myCompanionAd">
</div>
...
</body>
</html>

```

2. Companion Ads in Flash

Click on the “Add companion div” text in the “Player Configuration” section. You’ll get entry fields to enter the CSS “id” of your companion ad and the dimensions in pixels. You can click on the “Add companion div” text multiple times to enter more ad regions:

Note: make sure the dimensions you enter here match the dimensions of your served ads exactly.

Player Configuration

Show Notice Text: Yes No

Notice Text: Video will start in {sequenceProxy.timeRemaining} seconds

Allow Skip : Yes No

Skip Text: skip ad >

Timeout Configuration: (in seconds) 4

Companion Ads in HTML [Add companion div](#)

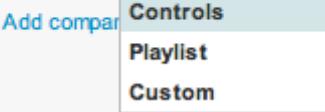
Companion Ads in Flash Element ID: Controls Dimensions: 234 x 60 [Remove](#)

Element ID: Controls Dimensions: 0 x 0 [Remove](#)

[Add companion element](#)  **Click here to create more ad regions**

There are either two or three possibilities for the “Element ID” pulldown menu. If you created a Kaltura Playlist Player (for details on creating new players, see the “Configuring The Kaltura Video Player” section), then you will see three options:

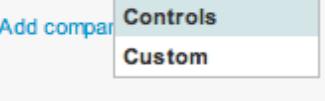
Companion Ads in Flash Element ID: Controls Dimensions: 0 x 0 [Remove](#)

Add companion element 

- Controls
- Playlist
- Custom

If you created a regular (non-Playlist) Player, then you will see two options:

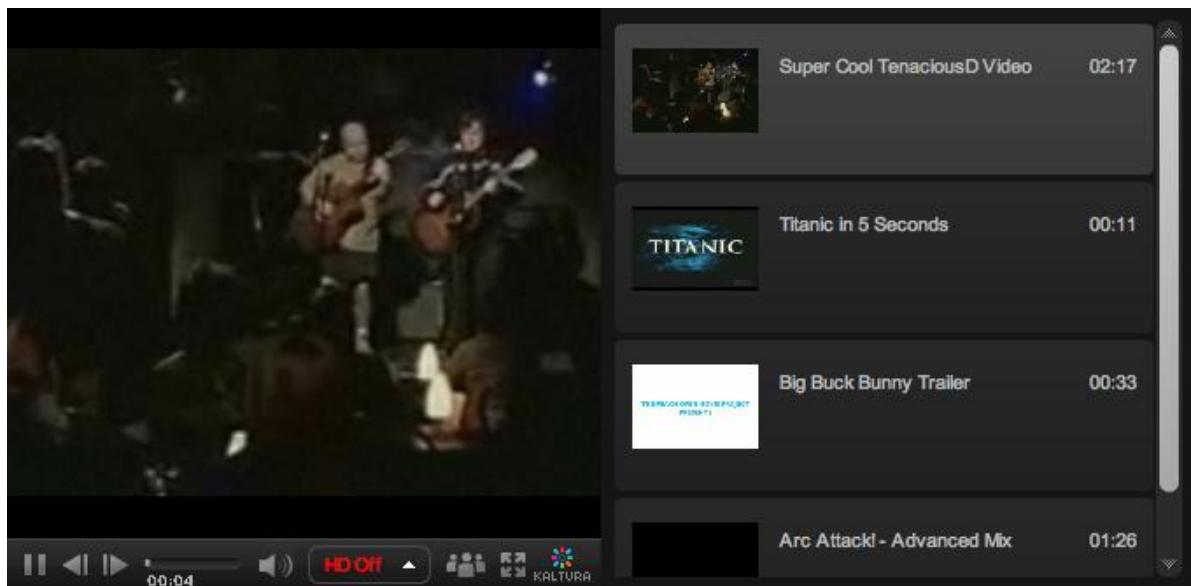
Companion Ads in Flash Element ID: Controls Dimensions: 0 x 0 [Remove](#)

Add companion element 

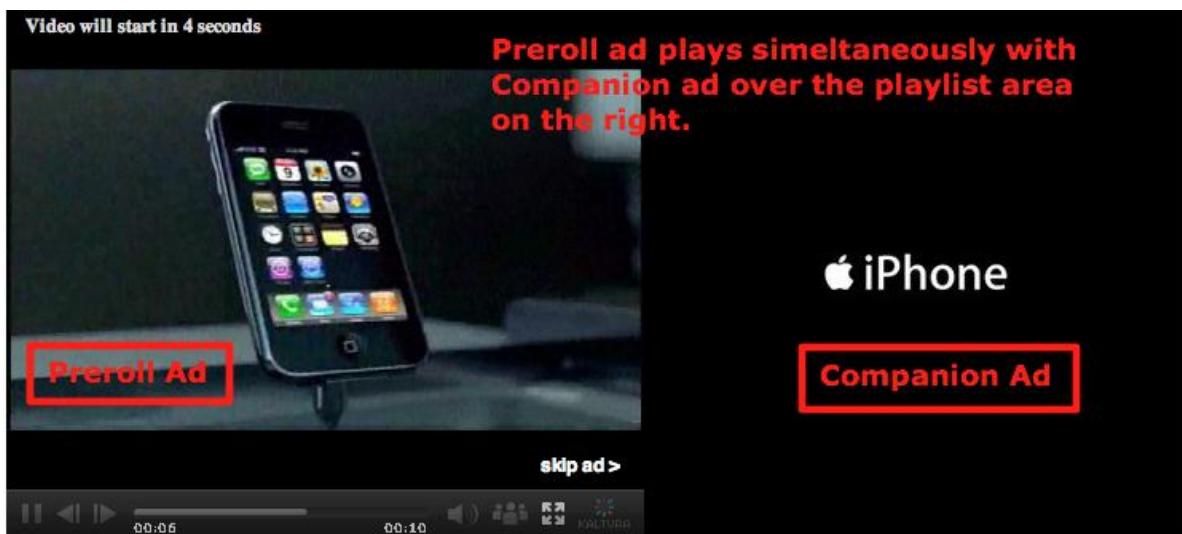
- Controls
- Custom

The “Custom” option is not available, so do not use it. If your companion ad will appear in the regular player window above the player controls, then select “Controls”. If your ad will overlay the Playlist, then select “Playlist”. Enter the dimensions of your ad (in pixels) in the “Dimensions” text fields.

Here's a Kaltura Playlist Player in a horizontal configuration:



In the example below, the same player plays a preroll ad in the main player area while a Flash Companion Ad is displayed in the playlist area:



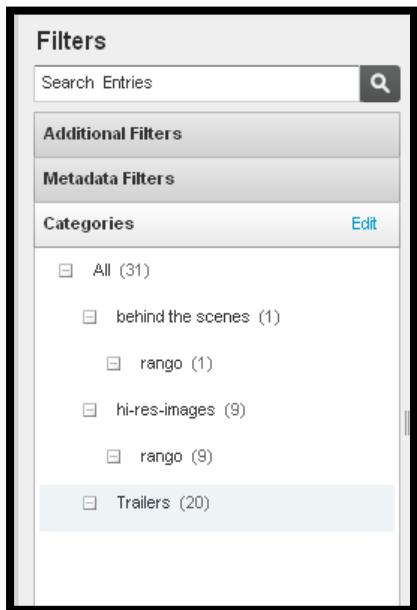
Targeting with an Ad Server

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 at several levels:

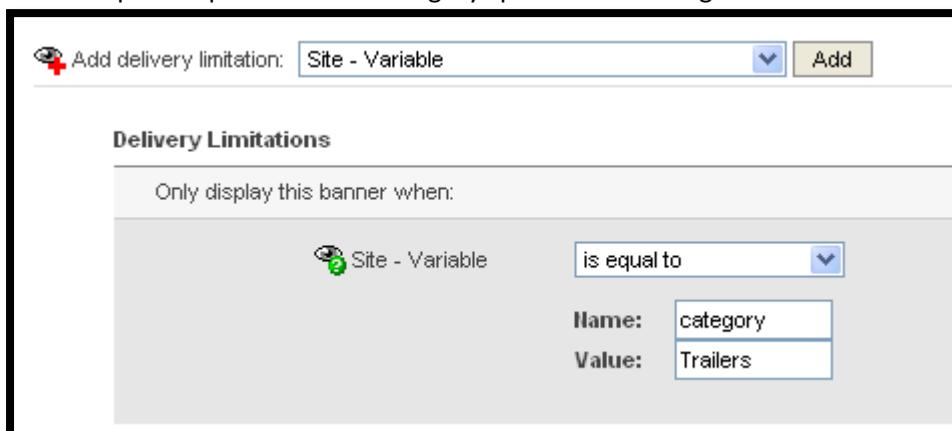
- Targeting per player and ad slot – you can add additional key value pairs within the adtag URL. The ad server will use the key value pairs for targeting.
 - Targeting per content item - The Kaltura VAST module supports dynamic pulling of metadata from the content item, and passes the metadata to the ad server.
- For example to target a specific content category :

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

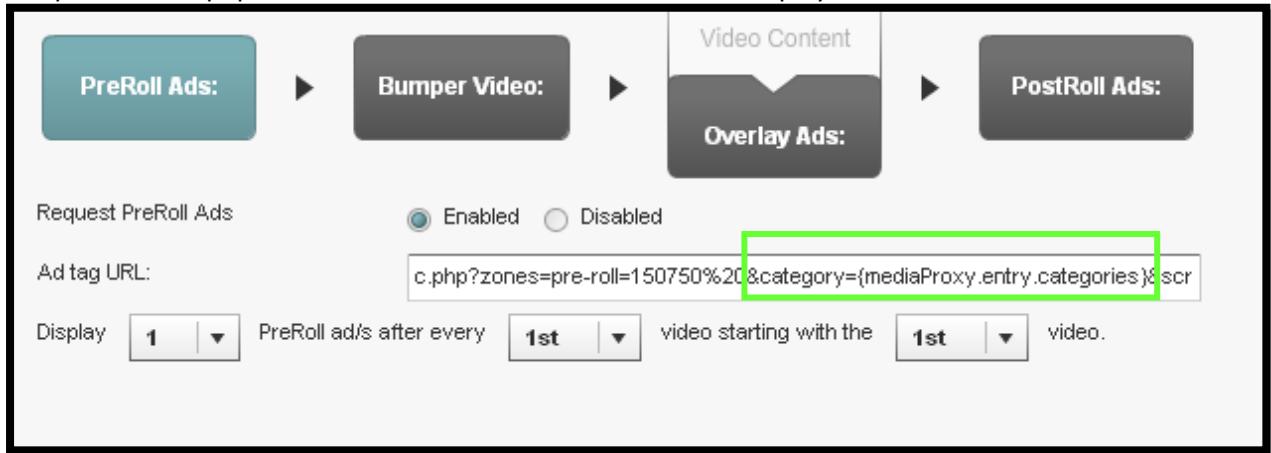


- b) Define the additional parameter in your ad server.

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}

- 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 information for 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" width="680" height="333" xmlns:dc="http://purl.org/dc/elements/1.1/">
<param name="allowScriptAccess" value="always" />
<param name="allowNetworking" value="all" />
<param name="flashVars" value="&viewerAge=34" />
```

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

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



Add delivery limitation: Site - Variable

Delivery Limitations

Only display this banner when:

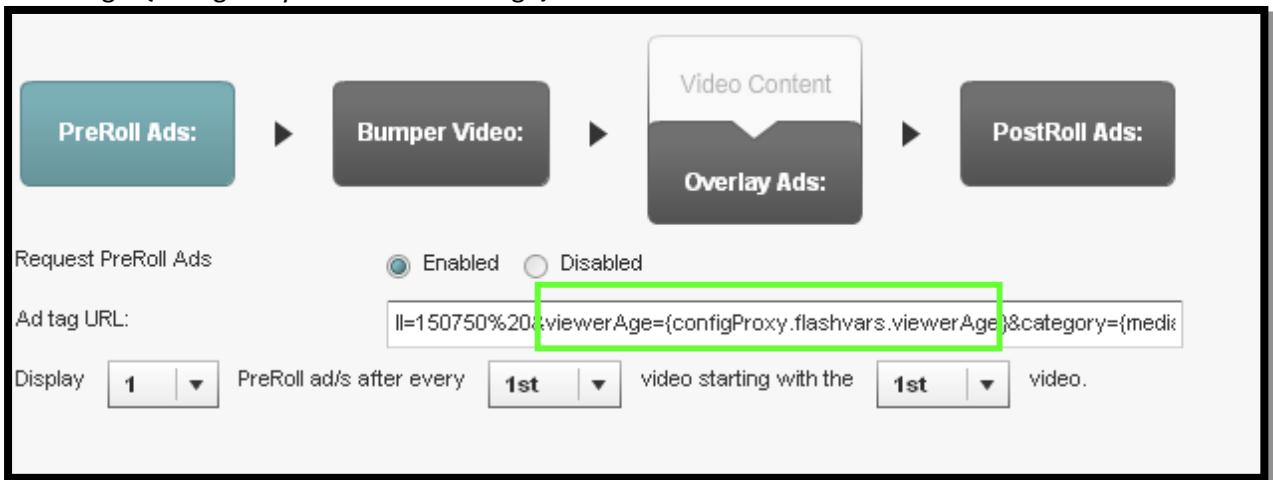
Site - Variable is greater than

Name: viewerAge
Value: 20

- 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}



PreRoll Ads: ► Bumper Video: ► Video Content (with Overlay Ads) ► PostRoll Ads:

Request PreRoll Ads: Enabled Disabled

Ad tag URL: `ll=150750%20;viewerAge=(configProxy.flashvars.viewerAge)&category=(media)`

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

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.

Drag here

▼ Tag Generator

Site Contains sitename

Zone Please select a site.

Size

- 1x1
- 5x5
- 110x110
- 300x250

Hold down the CTRL key to make multiple selections.

More settings

Interstitial SSL
 Key-Value Keyword Tiling

Generate Tag

```
http://ad.doubleclick.net/pfadx/bestbuy.video.kaltura/;sz=
```

Preview

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.

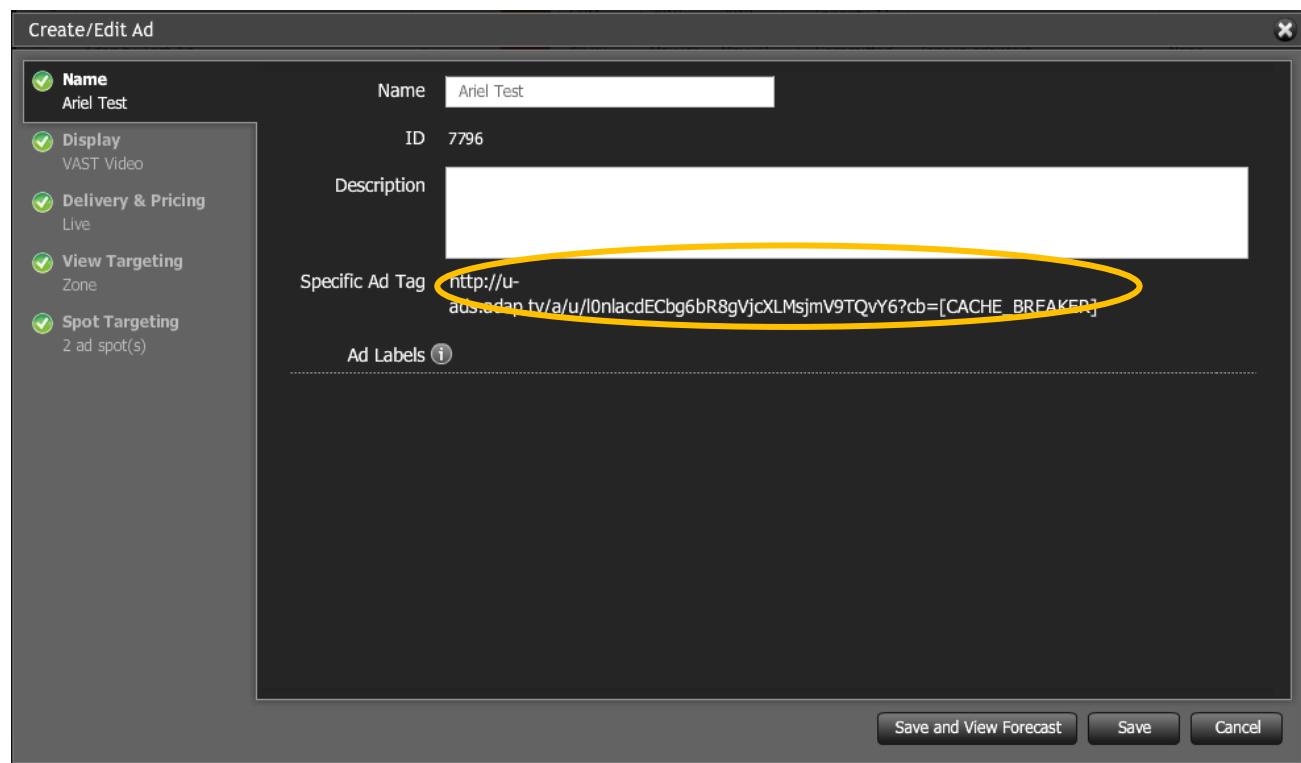
for example for zone id 150750 in openX hosted the ad tag url would be:

For example for banner type vast in span I used the url tag and it 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)

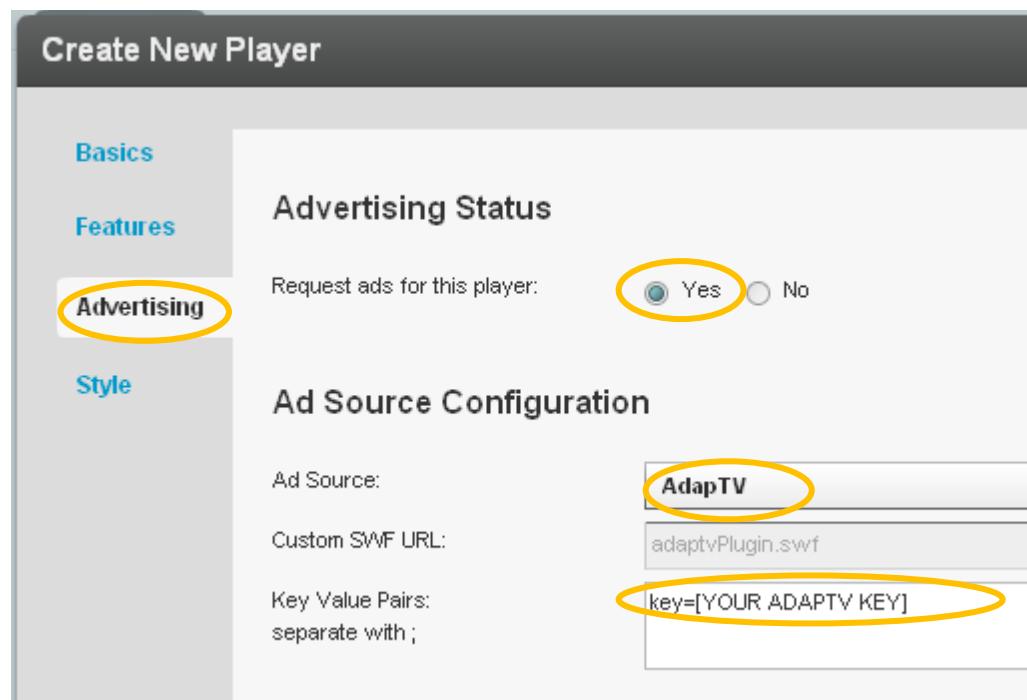
Copy the "Specific Ad Tag" from the Ad screen



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.

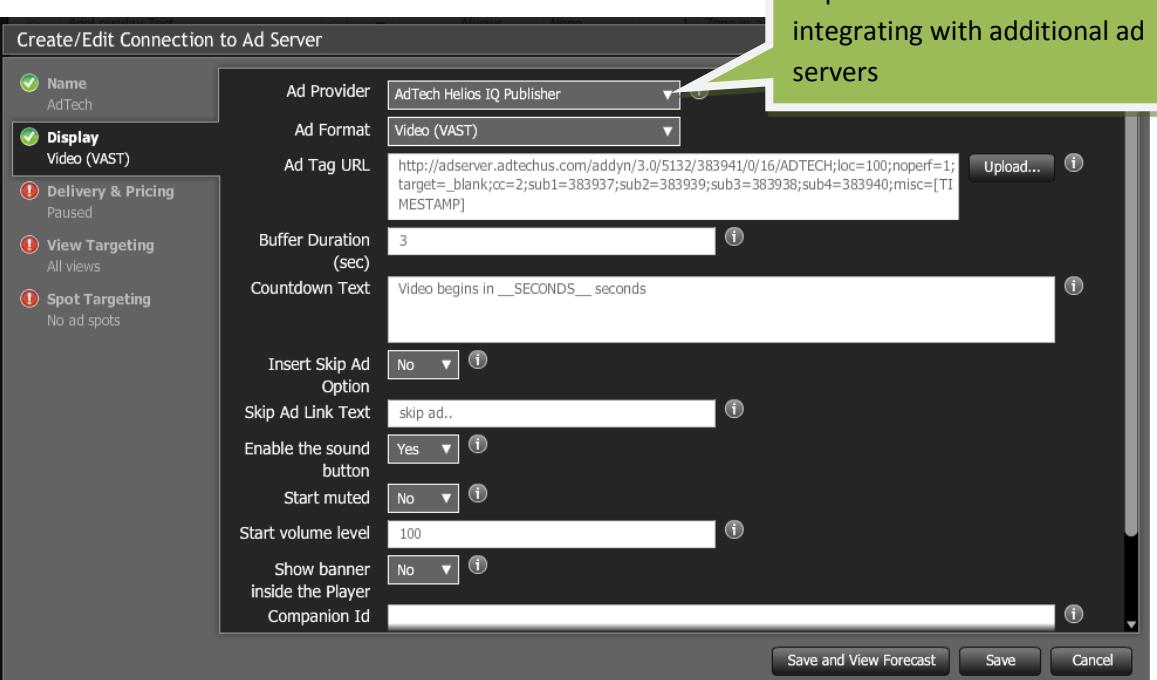
1. Go to the Studio tab and edit an existing player or create a new one.
2. Go to the Advertising section.
3. Enable ads for this player.
4. Select AdapTV from the “Ad Source” drop-down menu.
5. Enter your adapt.tv Partner Key in “Key Value Pairs” section, in the following format “key=[YOUR ADAPTV KEY]”.



6. Target, manage and customize your ads via the [adap.tv console](#).

- 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.



The screenshot shows the 'Create/Edit Connection to Ad Server' dialog. On the left, there's a sidebar with status indicators: 'Name' (AdTech), 'Display' (Video (VAST)), 'Delivery & Pricing' (Paused), 'View Targeting' (All views), and 'Spot Targeting' (No ad spots). The main area has fields for 'Ad Provider' (set to 'AdTech Helios IQ Publisher'), 'Ad Format' (Video (VAST)), 'Ad Tag URL' (containing a complex URL), '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), and 'Companion Id'. At the bottom are 'Save and View Forecast', 'Save', and 'Cancel' buttons. A green callout box points to the 'Ad Provider' dropdown with the text: 'Adpa.tv onesource console: integrating with additional ad servers'.

Connecting with Tremor Video

- To add Tremor Video's service to your Kaltura players, start by signing up with Tremor Video ([Contact us](#) to learn more) – You will receive a Tremor Video Program ID.
- Go to the Studio tab and edit an existing player or create a new one.
- Go to the Advertising section.
- Enable ads for this player.
- Select Tremor from the "Ad Source" drop-down menu.
- Enter your ACUDEO Ad Policy ID as your prog ID in the "Key Value Pairs" section.

Program ID's are available in the program list and are displayed as Ad Policy IDs in the ACUDEO Console. Select "Ad Policy ID" in the "Show Ad Policies with" drop down menu. Use the following format:

progId=your ACUDEO Ad Policy ID.

Additional targeting parameters should be separated with semicolons.

Edit Player - Basic Player

- Basics
- Features
- Advertising**
- Style

Advertising Status

Request ads for this player:

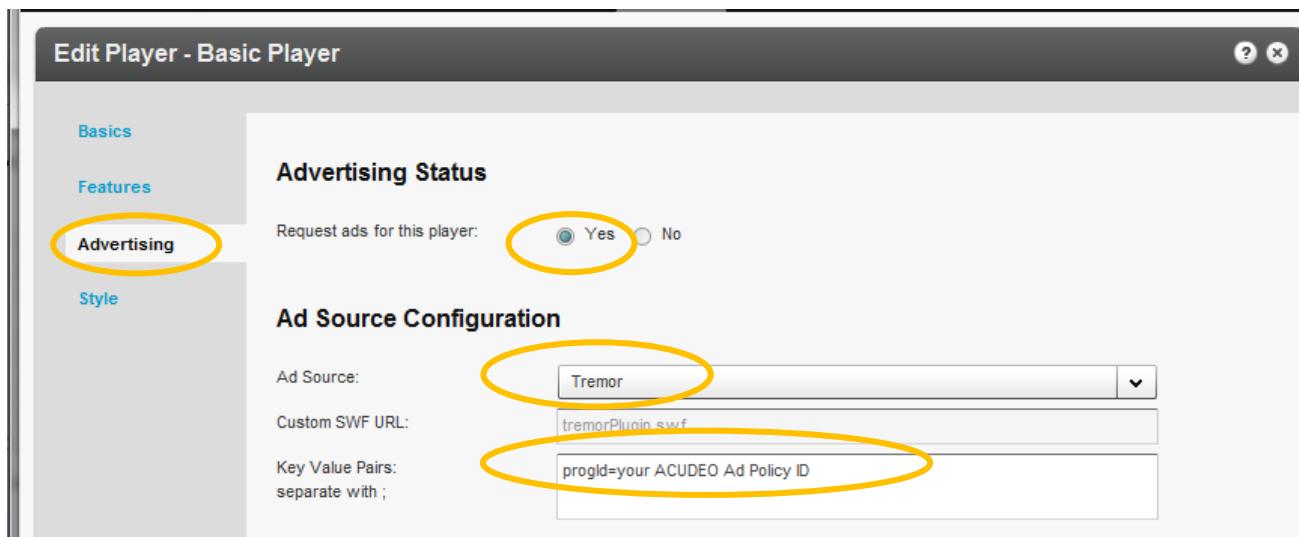
Yes No

Ad Source Configuration

Ad Source: Tremor

Custom SWF URL: tremorPlugin.swf

Key Value Pairs:
separate with ;
proglid=your ACUDEO Ad Policy ID



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

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

ACUDEO®

Kaltura
HELP | MY ACCOUNT | LOG OUT

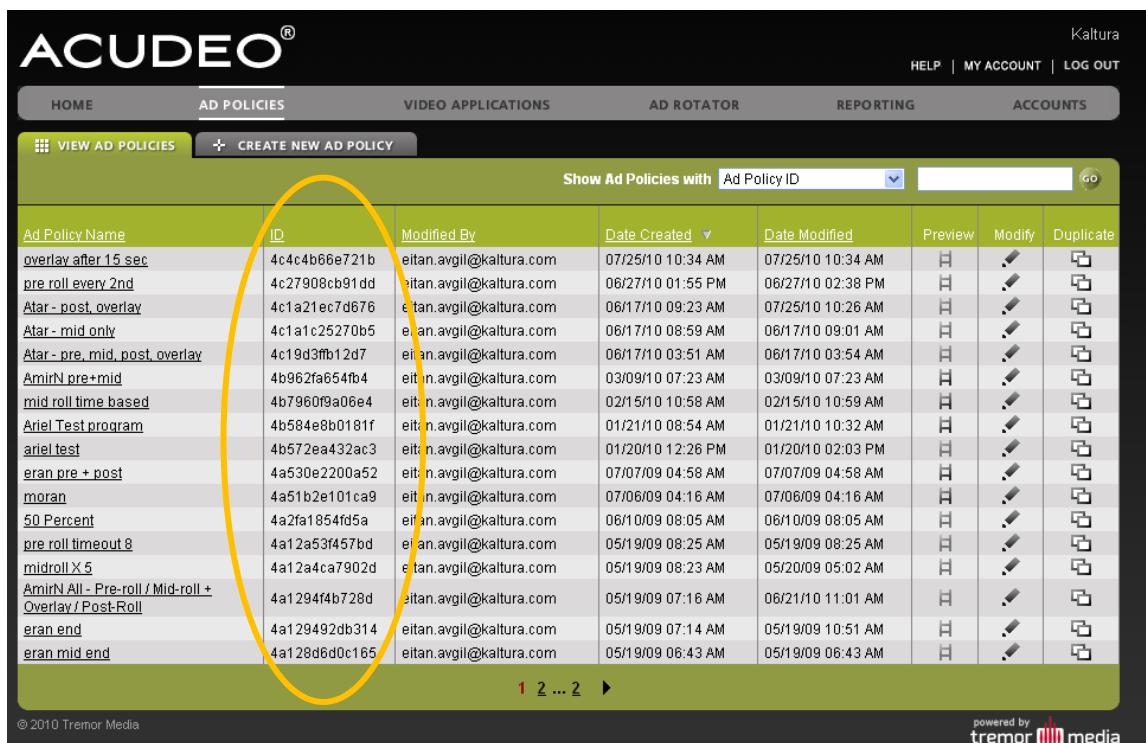
- HOME
- AD POLICIES**
- VIDEO APPLICATIONS
- AD ROTATOR
- REPORTING
- ACCOUNTS

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

Show Ad Policies with <input type="text"/> Ad Policy ID Go							
Ad Policy Name	ID	Modified By	Date Created	Date Modified	Preview	Modify	Duplicate
overlay after 15 sec	4c4c4b66e721b	etan.avgil@kaltura.com	07/25/10 10:34 AM	07/25/10 10:34 AM	H	Pencil	Copy
pre roll every 2nd	4c27908cb91dd	etan.avgil@kaltura.com	06/27/10 01:55 PM	06/27/10 02:38 PM	H	Pencil	Copy
Atar - post_overlay	4c1a21ec7d678	etan.avgil@kaltura.com	06/17/10 09:23 AM	07/25/10 10:26 AM	H	Pencil	Copy
Atar - mid only	4c1a1c25270b5	etan.avgil@kaltura.com	06/17/10 08:59 AM	06/17/10 09:01 AM	H	Pencil	Copy
Atar - pre ,mid ,post ,overlay	4c19d3fb12d7	etan.avgil@kaltura.com	06/17/10 03:51 AM	06/17/10 03:54 AM	H	Pencil	Copy
AmirN pre+mid	4b962fa654fb4	etan.avgil@kaltura.com	03/09/10 07:23 AM	03/09/10 07:23 AM	H	Pencil	Copy
mid roll time based	4b7960f9a06e4	etan.avgil@kaltura.com	02/15/10 10:58 AM	02/15/10 10:59 AM	H	Pencil	Copy
Ariel Test program	4b584e8b0181f	etan.avgil@kaltura.com	01/21/10 08:54 AM	01/21/10 10:32 AM	H	Pencil	Copy
ariel test	4b572ea432ac3	etan.avgil@kaltura.com	01/20/10 12:26 PM	01/20/10 02:03 PM	H	Pencil	Copy
eran pre + post	4a530e2200a52	etan.avgil@kaltura.com	07/07/09 04:58 AM	07/07/09 04:58 AM	H	Pencil	Copy
moran	4a51b2e101ca9	etan.avgil@kaltura.com	07/06/09 04:16 AM	07/06/09 04:16 AM	H	Pencil	Copy
50 Percent	4a2fa1854fd5a	etan.avgil@kaltura.com	06/10/09 08:05 AM	06/10/09 08:05 AM	H	Pencil	Copy
pre roll timeout 8	4a12a53f457bd	etan.avgil@kaltura.com	05/19/09 08:25 AM	05/19/09 08:25 AM	H	Pencil	Copy
midroll X_5	4a12a4ca7902d	etan.avgil@kaltura.com	05/19/09 08:23 AM	05/20/09 05:02 AM	H	Pencil	Copy
AmirN All - Pre-roll / Mid-roll + Overlay / Post-Roll	4a1294f4b728d	etan.avgil@kaltura.com	05/19/09 07:16 AM	06/21/10 11:01 AM	H	Pencil	Copy
eran_end	4a129492db314	etan.avgil@kaltura.com	05/19/09 07:14 AM	05/19/09 05:51 AM	H	Pencil	Copy
eran_mid_end	4a128d6d0c165	etan.avgil@kaltura.com	05/19/09 06:43 AM	05/19/09 06:43 AM	H	Pencil	Copy

1 2 ... 2 [»](#)

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To learn more about advertising for mobile go to the ["Mobile Delivery"](#) section

Player Design

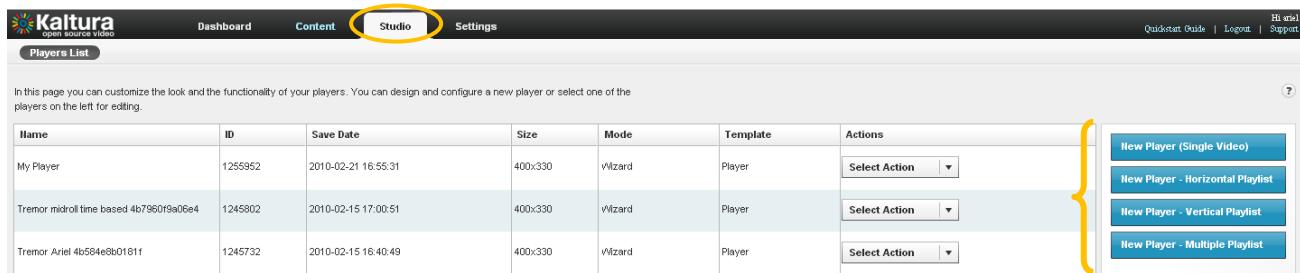
[Designing and Configuring a New Player or Playlist](#)

- [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. You can 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	Wizard	Player	Select Action ▾
Tremor midroll time based 4b796019a06e4	1245802	2010-02-15 17:00:51	400x330	Wizard	Player	Select Action ▾
Tremor Ariel 4b584e8b0181f	1245732	2010-02-15 16:40:49	400x330	Wizard	Player	Select Action ▾

New Player (Single Video)
New Player - Horizontal Playlist
New Player - Vertical Playlist
New Player - Multiple Playlist

[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 are creating a Player & Playlist you will 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

Features

Style

Player Details

Player Name

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

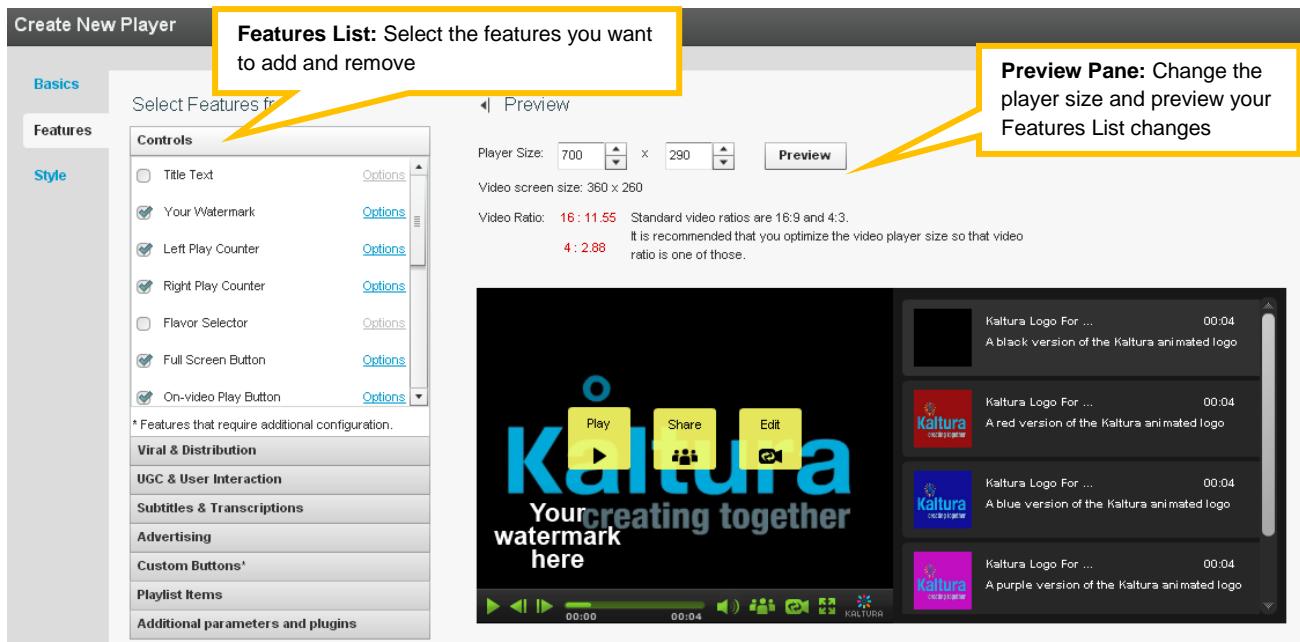
Playlist Controls

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 the changes.)



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

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.

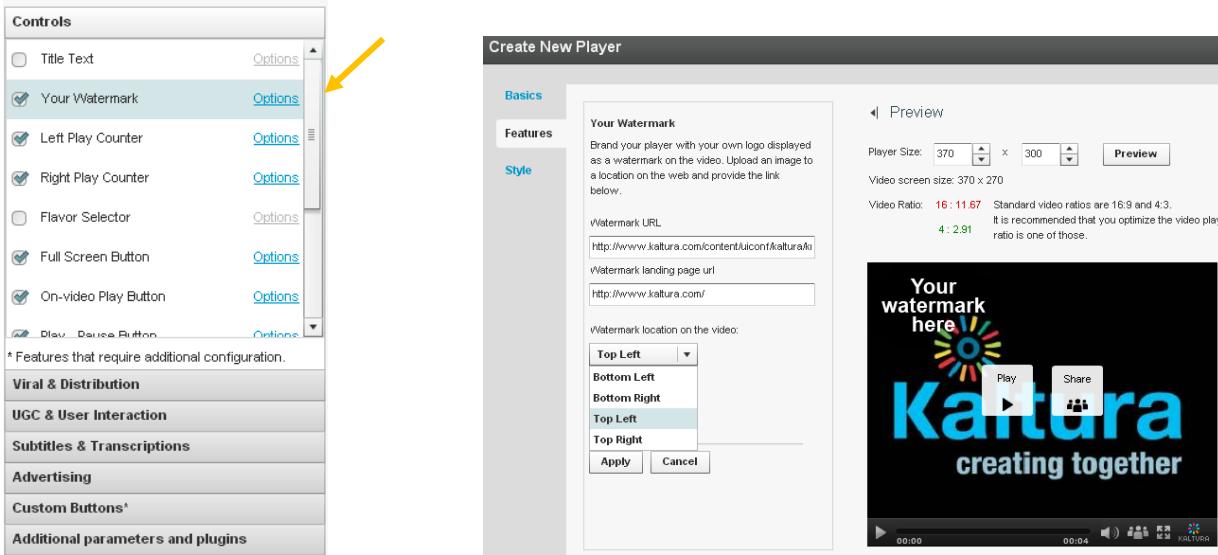


1. Change the location of the watermark logo

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

Select Features from List:

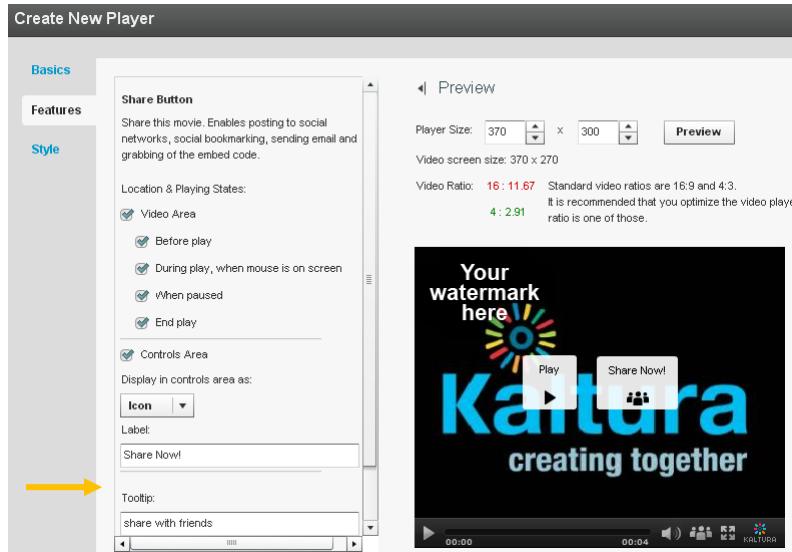


The screenshot shows the 'Create New Player' interface. On the left, a sidebar lists various features with 'Options' buttons. The 'Your Watermark' option is selected. In the main area, under the 'Style' tab, there's a section for 'Your Watermark' where you can upload an image and set its location. A dropdown menu shows 'Top Left' selected. To the right is a preview window showing a video player with a watermark in the top-left corner.

2. Change the label of the Share button

Go to Viral & Distribution → Share Button → Options

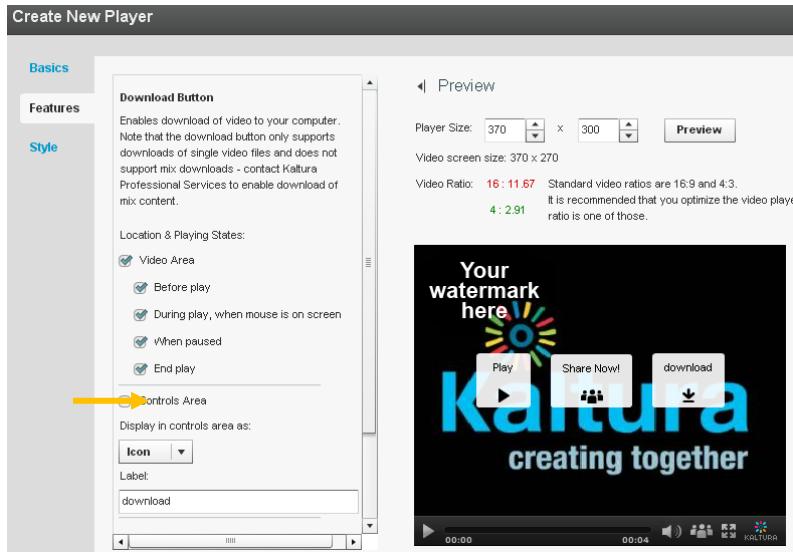
Locate the Label field and change the default text to "Share now!", then click Apply



The screenshot shows the 'Create New Player' interface under the 'Style' tab. In the 'Share Button' section, there's a 'Label' input field where 'Share Now!' has been typed. Below it is a 'Tooltip' field with 'share with friends'. To the right is a preview window showing a video player with a 'Share Now!' button instead of the standard 'Share' button.

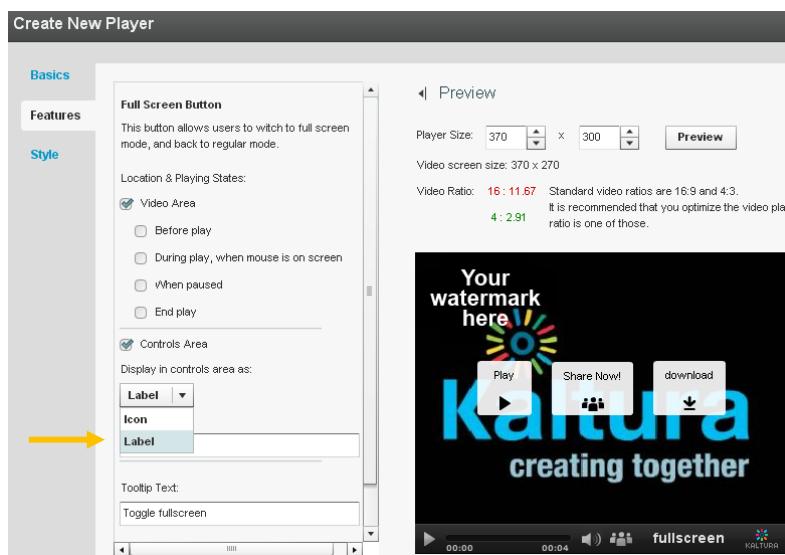
3. Add Download button to the video area only

Go to Viral and Distribution → check the Download feature → click Options
 Clear the Controls Area option checkbox



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

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



Additional feature configuration options for playlists

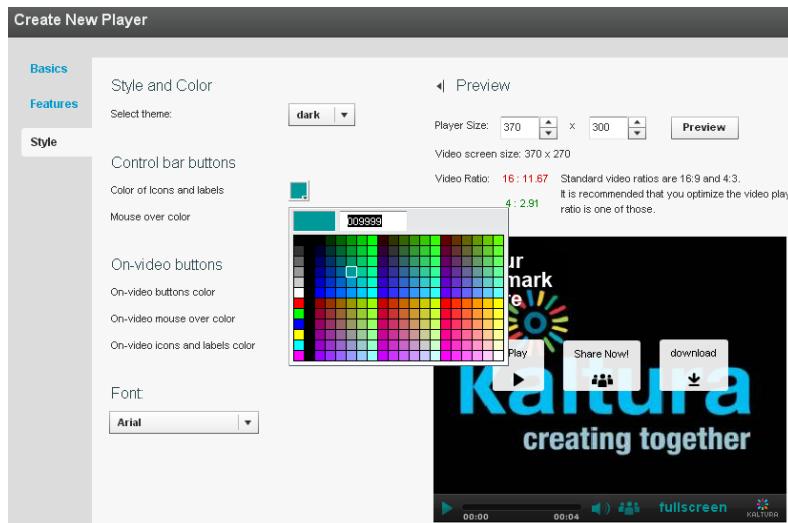
When creating a playlist (either with one or multiple tabs) you will see additional configuration options under the Playlist Items section. This will allow you to display various types of information for each of the playlist items, such as number of plays, tags, rank etc.

→ 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.



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 is displayed in the player list.

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

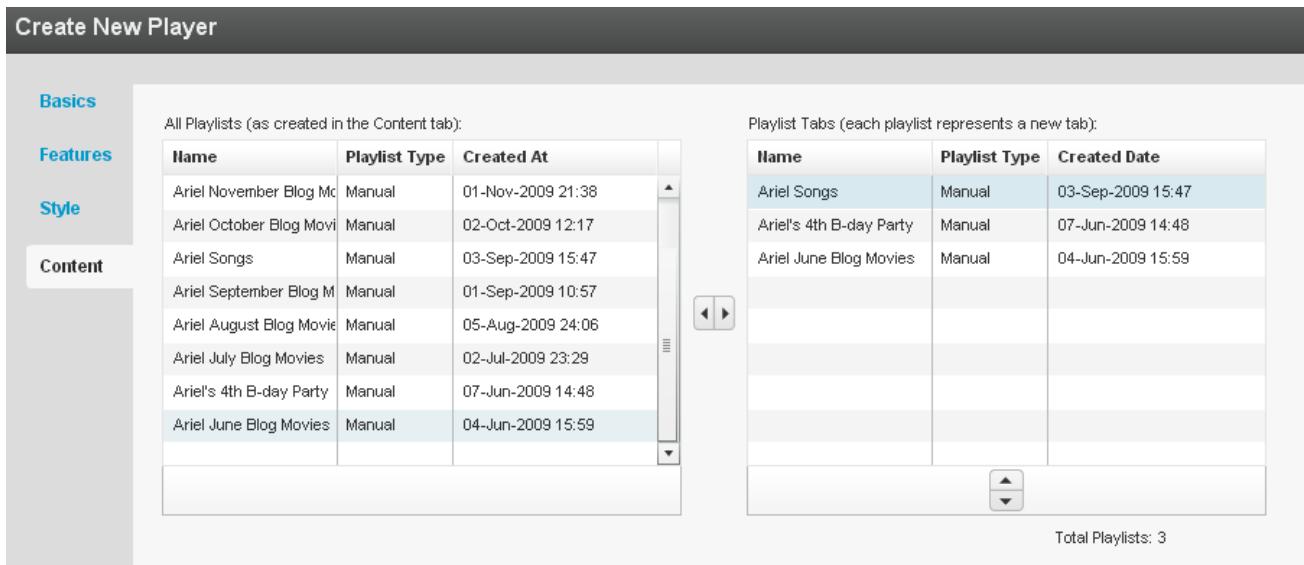


In this page you can customize the look and functionality of your players. You can design and configure a new player or select one of the players on the left for editing.

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

[New Player \(Single Video\)](#)
[New Player - Horizontal Playlist](#)
[New Player - Vertical Playlist](#)
New Player - Multiple Playlist (highlighted)
[Logout](#) | [Support](#)

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 Movi	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

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.

Users, Roles and Permissions

Managing Users

- [Adding a New User](#)
- [Removing and Blocking Users](#)
- [Purchasing a License for Additional Users](#)

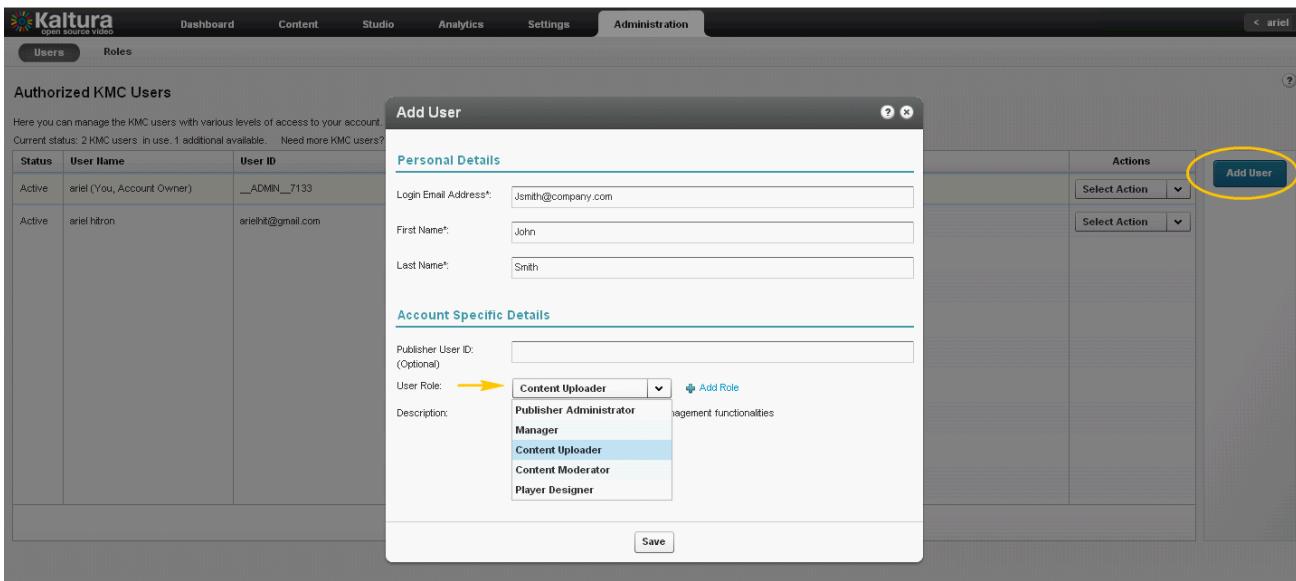
Creating Custom Roles

Changing Your Password (under settings tab)

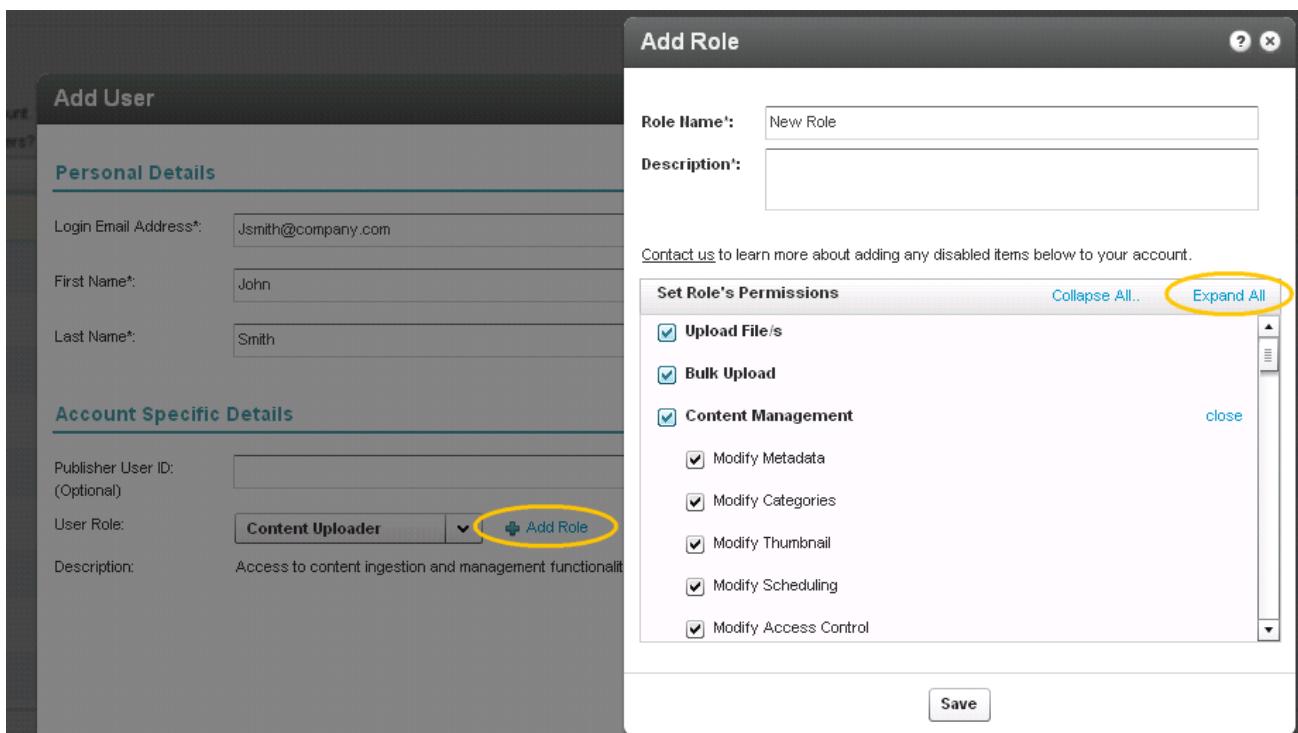
Managing Users

Adding a New User

1. Go to the “Administration” tab and select “Users” from the menu.
2. Click the “Add User” button, and fill in the details in the “Add User” window. Select a role from the “User Role” drop-down menu. User roles define permissions granted to the user for the different KMC functionalities.



3. You can create a custom role by clicking "Add Role". After naming the role and providing a description you'll be able to select the specific permissions required. For granular permissions within each category click "Expand All". See more on Custom Roles in the next section.
4. Click "Submit" to save. Once a new user is created, an email will be sent to the specified email address containing a link to set the account password.



Add User

Personal Details

Login Email Address*:

First Name*:

Last Name*:

Account Specific Details

Publisher User ID:

(Optional)

User Role: 

Description: Access to content ingestion and management functionality

Add Role

Role Name*:

Description*:

Contact us to learn more about adding any disabled items below to your account.

Set Role's Permissions [Collapse All...](#) [Expand All](#)

Upload File/s

Bulk Upload

Content Management

Modify Metadata

Modify Categories

Modify Thumbnail

Modify Scheduling

Modify Access Control

[close](#)

Save

Removing and Blocking Users

You can prevent users from logging into the KMC temporarily or permanently by selecting either Block/Unblock or Delete from the "Select Action" drop-down menu.



Authorized KMC Users

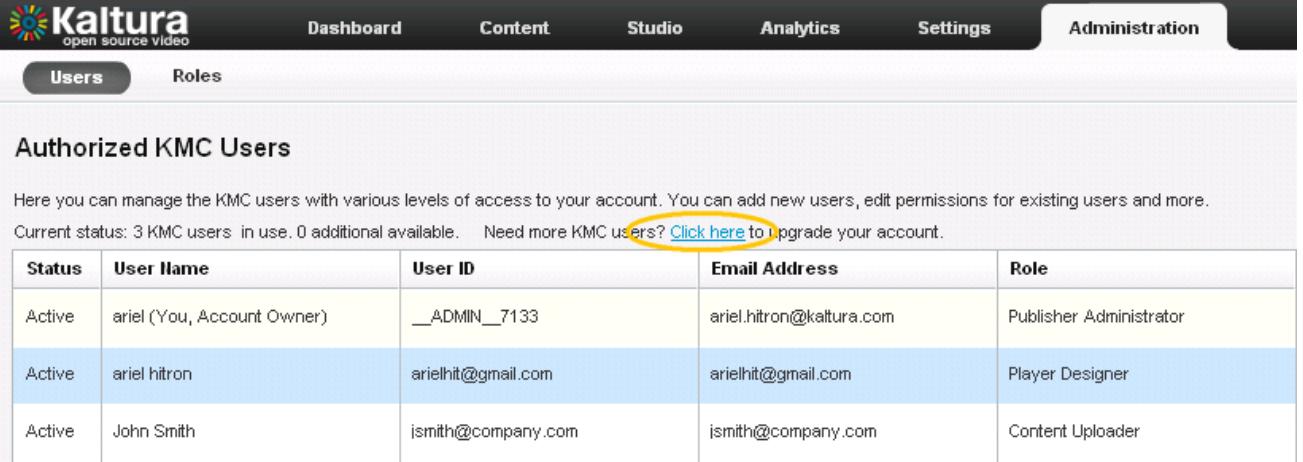
Here you can manage the KMC users with various levels of access to your account. You can add new users, edit permissions for existing users and more.

Current status: 3 KMC users in use. 0 additional available. Need more KMC users? [Click here](#) to upgrade your account.

Status	User Name	User ID	Email Address	Role	Last Login	Actions
Active	ariel (You, Account Owner)	_ADMIN_7133	ariel.hitron@kaltura.com	Publisher Administrator	03/15/11 11:21	<input type="button" value="Select Action"/>
Active	ariel hitron	arielhit@gmail.com	arielhit@gmail.com	Player Designer	03/14/11 5:14	<input type="button" value="Select Action"/>
Active	John Smith	jsmith@company.com	jsmith@company.com	Content Uploader	12/13/01 12:45	<input type="button" value="Select Action"/> Edit Block / Unblock Delete

Purchasing a License for Additional Users

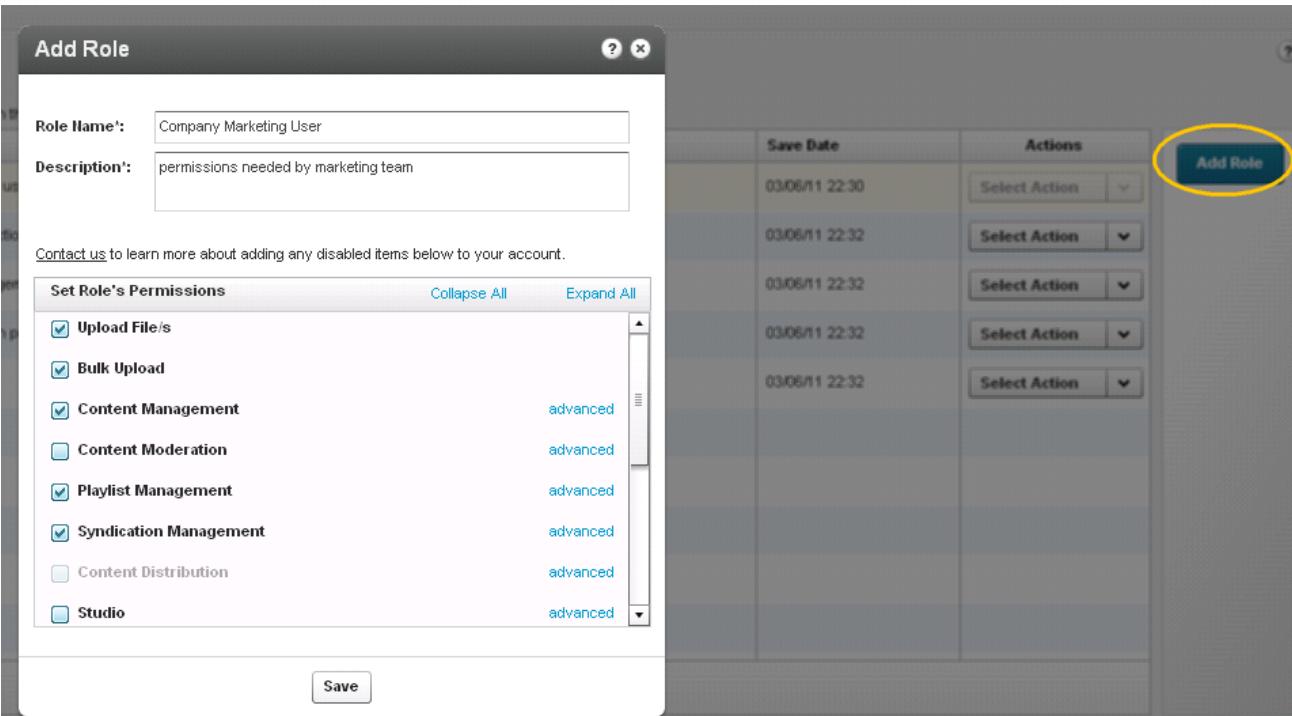
By default, each KMC account is allocated three users. To request additional users follow the “click here to upgrade your account” link in the “Users” section.



Status	User Name	User ID	Email Address	Role
Active	ariel (You, Account Owner)	_ADMIN_7133	ariel.hitron@kaltura.com	Publisher Administrator
Active	ariel hitron	arielhit@gmail.com	arielhit@gmail.com	Player Designer
Active	John Smith	jsmith@company.com	jsmith@company.com	Content Uploader

Creating Custom Roles

1. Go to the “Administration” tab and select “Roles” from the menu.
2. Click “Add Role”. After naming the role and providing a description you’ll be able to select the specific permissions required. For granular permissions within each category click “Expand All”.
3. You can edit, duplicate or delete any existing role via the “select action” drop-down menu.





Changing Your Password

To change your password, go to the “Settings” tab > “My User Settings” and click on the “Change KMC Password” link.

The screenshot shows the Kaltura user settings interface. At the top, there is a navigation bar with tabs: Dashboard, Content, Studio, Analytics, Settings, Administration, Account Settings, Integration Settings, Access Control, Transcoding Settings, Custom Data, My User Settings (which is highlighted in blue), and Account Upgrade. Below the navigation bar, there is a section titled "User Details" with the following information:

User Name:	ariel	Edit
User ID:	__ADMIN__7133	
Email Address:	ariel.hitron@kaltura.com	Edit Change KMC Password
Role:	Publisher Administrator	
Role Description:	Full control over publisher account and user management functionalities	

A yellow circle highlights the "Change KMC Password" link next to the "Edit" link for the Email Address field.