

## Kaltura Quick Start Guide

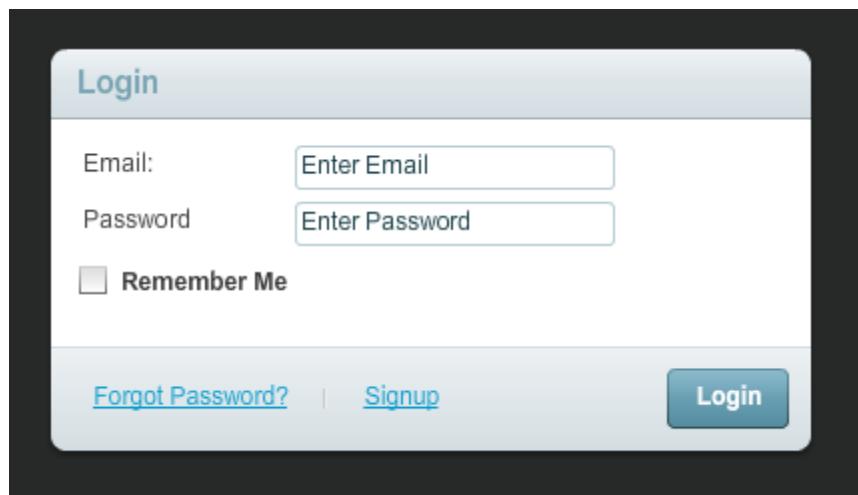
- ↳ [Content Management](#) (Content Tab)
- ↳ [Content Distribution](#) (Content Tab)
- ↳ [Content Syndication & SEO](#) (Content Tab)
- ↳ [Live Streaming](#) (Content Tab)
- ↳ [Video Delivery Settings](#) (Settings Tab)
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## Content Management

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

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

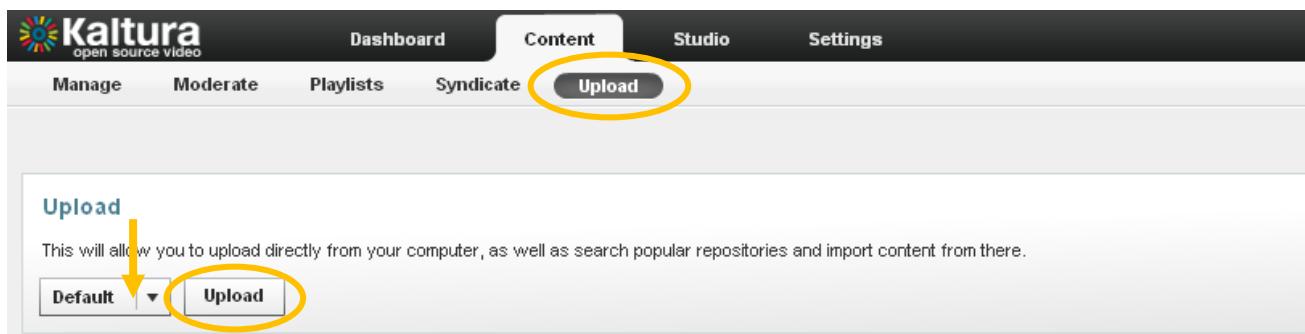


The screenshot shows the KMC login interface. It features a light blue header bar with the word "Login". Below it is a form with two input fields: "Email:" and "Password", each with its own "Enter Email" and "Enter Password" placeholder text respectively. There is also a "Remember Me" checkbox. At the bottom of the form are two links: "Forgot Password?" and "Signup", followed by a large blue "Login" button.

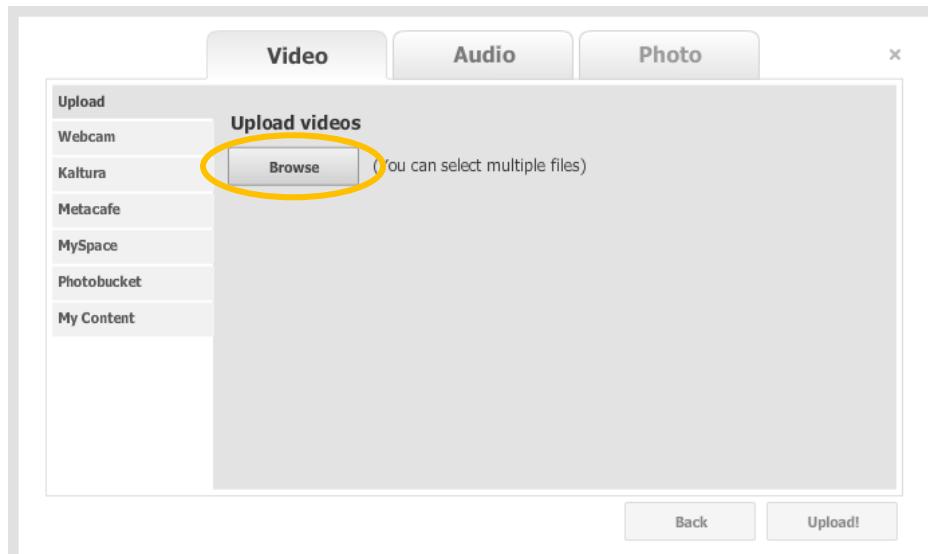
## Uploading videos from your desktop to your website

### Upload videos to the KMC

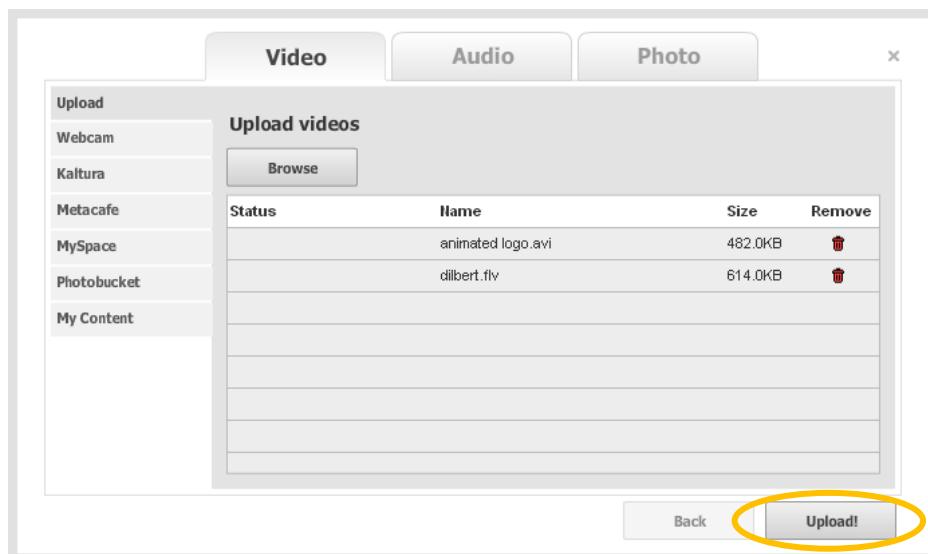
1. Go to the Content tab>Upload section.
2. Select the Transcoding Profile to use in this upload session using the drop-down menu
3. Click the Upload button to launch the Media Uploader.



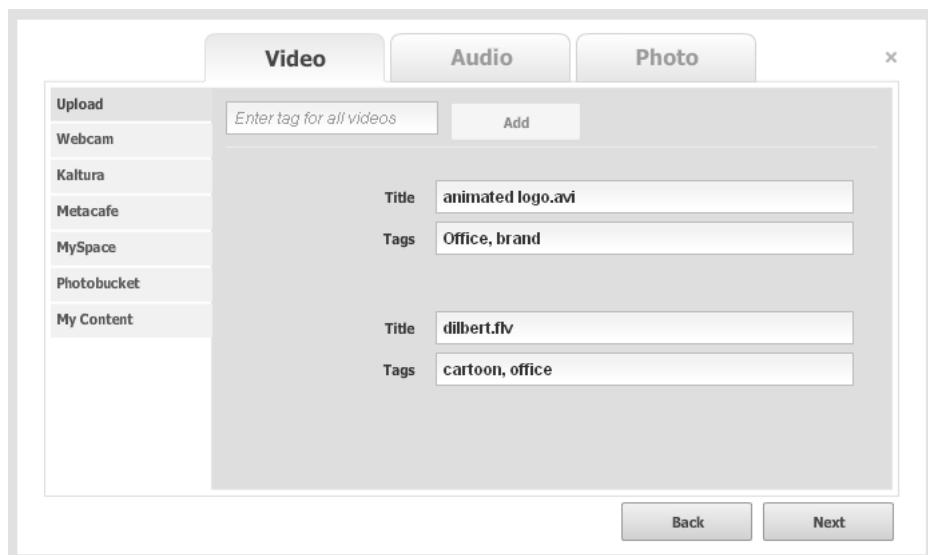
4. In the Media Uploader, click the browse button to select videos from your desktop. Hold down the CTRL key to select multiple files.



5. Click the upload button to start the file transfer



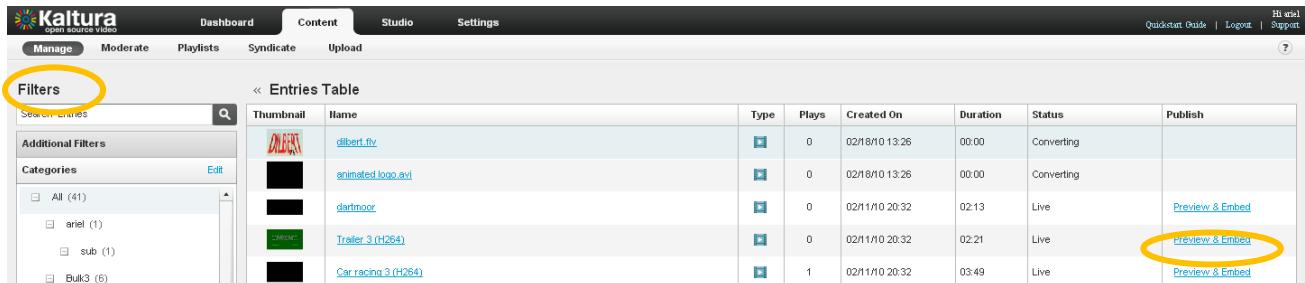
6. Add titles and tags to your videos.



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

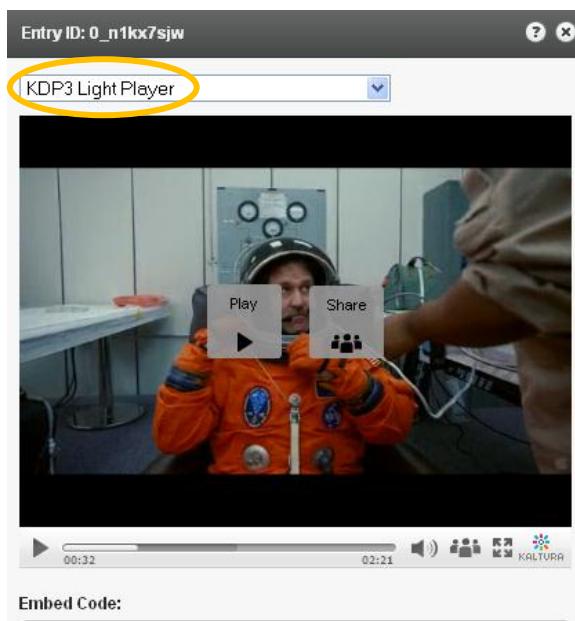
## Embed videos on your site

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



Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	dillbert.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	<a href="#">Preview &amp; Embed</a>
	Trailer_3 (H264)		0	02/11/10 20:32	02:21	Live	<a href="#">Preview &amp; Embed</a>
	Car_racing_3 (H264)		1	02/11/10 20:32	03:49	Live	<a href="#">Preview &amp; Embed</a>

2. Select your preferred player skin from the drop down menu and grab the embed code. To learn more about embedding videos for mobile devices go to the [mobile delivery](#) section.



Entry ID: 0\_n1kx7sjw

KDP3 Light Player

Play Share

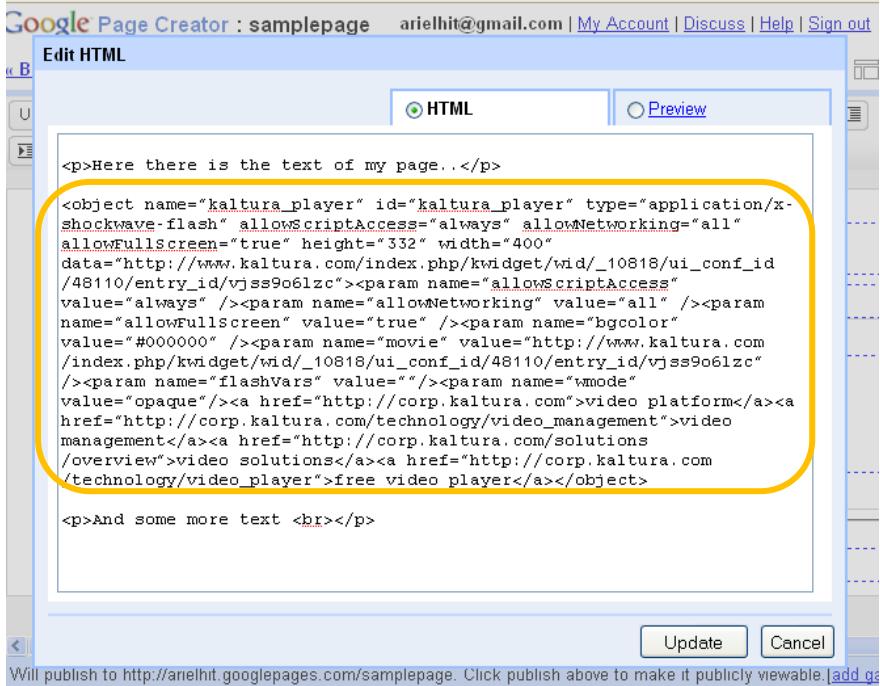
00:32 02:21

Select Code

### Embed 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_st1266518860/wid/_7463/uiconf_id/48501/entry_id
/0_n1kx7sjw"><param name="allowFullScreen" value="true"
```

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



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

Edit HTML

HTML Preview

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

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

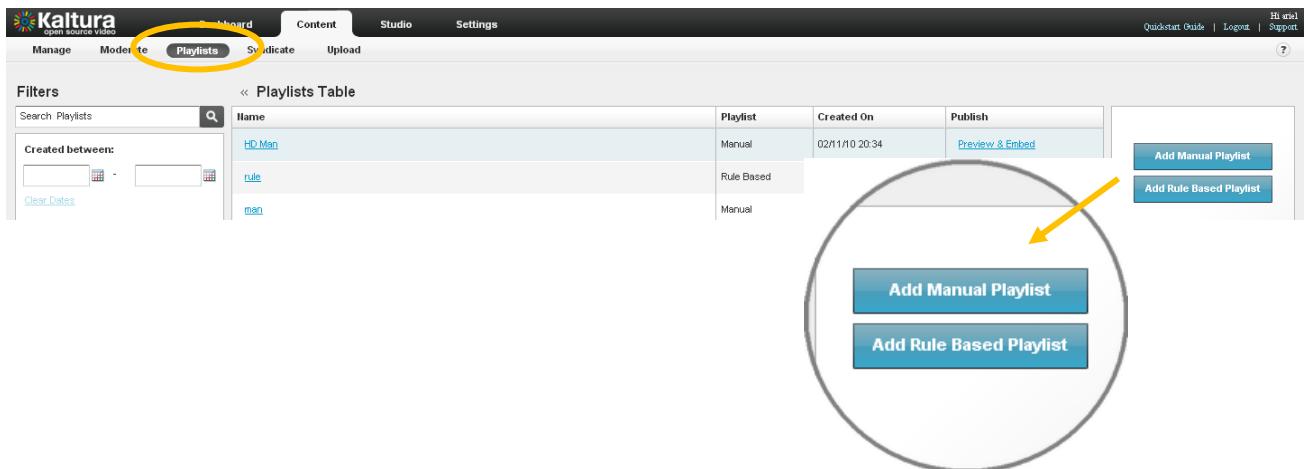
Update Cancel

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

## Creating Playlists and embedding them on your website

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

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



Kaltura open source video

Dashboard Content Studio Settings

Manage Moderate **Playlists** Syndicate Upload

Quickstart Guide | Logout | Help and Support

Filters << Playlists Table

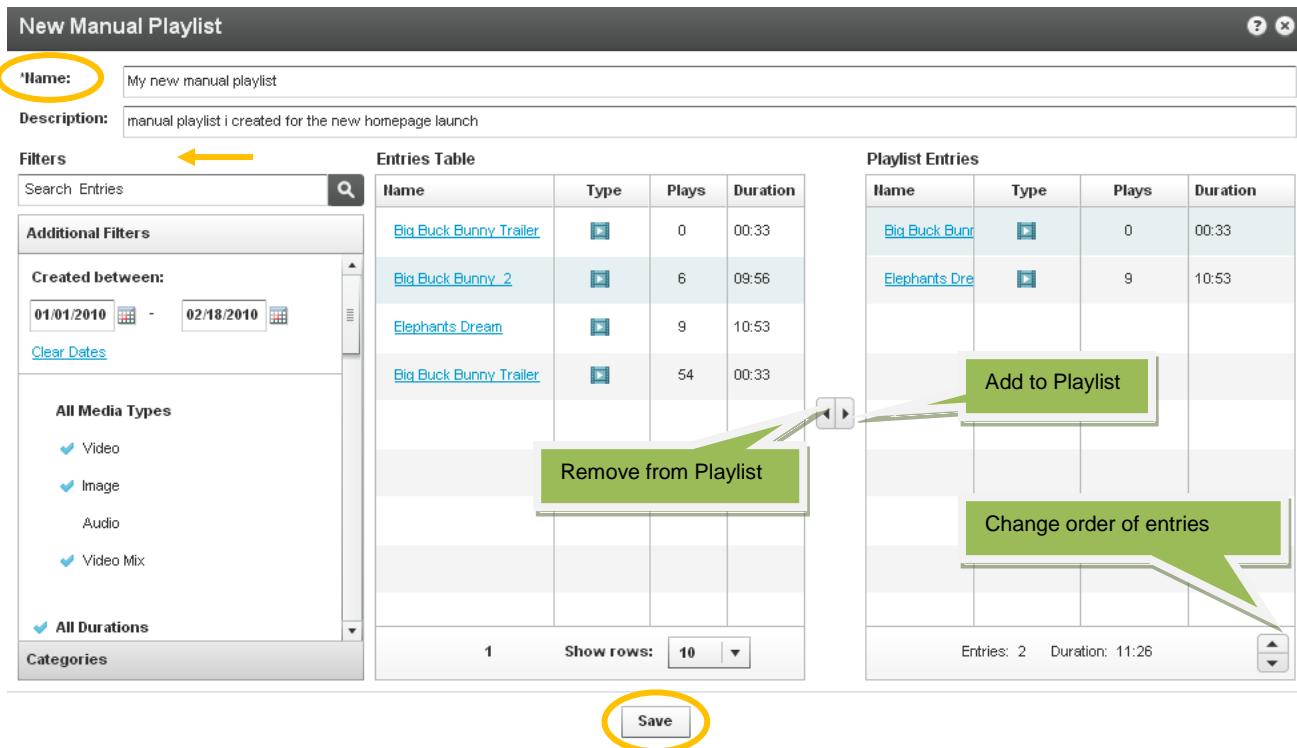
Name	Playlist	Created On	Publish
HD Man	Manual	02/11/10 20:34	<a href="#">Preview &amp; Embed</a>
rule	Rule Based		
man	Manual		

Add Manual Playlist

Add Rule Based Playlist

## Creating a Manual Playlist

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



New Manual Playlist

**Name:** My new manual playlist

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

**Filters**

Search Entries

**Additional Filters**

**Created between:** 01/01/2010 - 02/18/2010   [Clear Dates](#)

**All Media Types**

- Video
- Image
- Audio
- Video Mix

**All Durations**

**Categories**

**Entries Table**

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

1 Show rows: 10

**Playlist Entries**

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

Add to Playlist

Remove from Playlist

Entries: 2 Duration: 11:26

Save

## Creating a Rules Based Playlist

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

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

### Single Rule Playlist

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

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

**My new playlist 2**

**Name:** My new playlist 2

**Description:**

**Filters** 

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

Entries: 20 Duration: 01:21:18

**Order by**  **Most Recent**  **Limit Playlist Result** 20 

[Switch to Advanced Mode](#)

**Save**

### Multiple Rule Playlist - Advanced Mode

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

1. Click Switch to Advanced Mode.
2. Enter a name for your playlist (required).
3. Click Add Rule to create a new playlist rule (see Single Rule Playlist to learn about creating rules)
4. Add any number of additional rules. Use the Remove Rule and Edit Rule buttons to make changes to your list of rules.



5. Rules will be applied to the playlist in the order they appear, so use the arrows to change the order of the rules

# My new playlist 2

? X

**Name:** My new playlist 3

**Description:**

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

Change the order of the rules

Add Rule Remove Rule Edit Rule Length 01:16:23 Entries Count 17

Save

## Embedding a Playlist on your site

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

The screenshot shows the Kaltura CMS interface with the following navigation bar:

- Dashboard
- Content (selected)
- Studio
- Settings

Below the navigation bar, there is a secondary menu:

- Manage
- Moderate
- Playlists (selected)
- Syndicate
- Upload

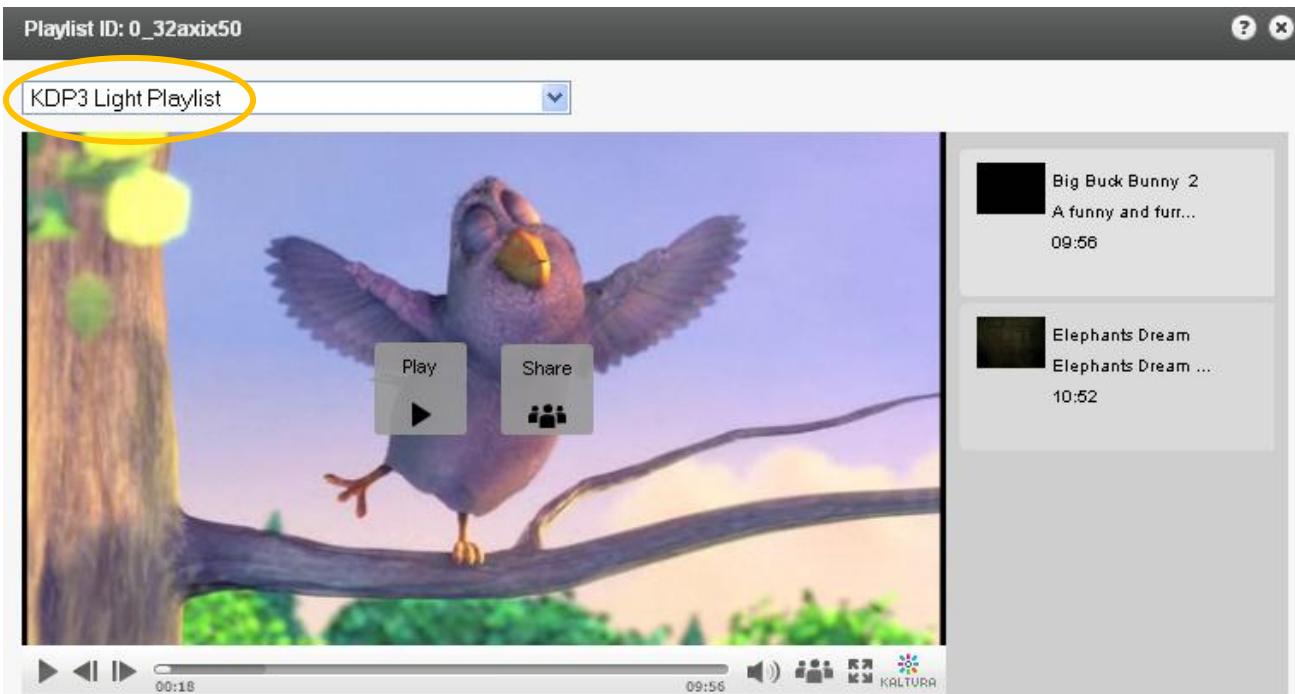
A yellow circle highlights the "Playlists" tab in the secondary menu.

On the left, there is a sidebar with "Filters" and a search bar labeled "Search Playlists". Below it is a "Created between:" date range selector.

The main area is titled "Playlists Table" and contains a table with the following data:

Name	Playlist	Created On	Publish
<a href="#">My new playlist_3</a>	Rule Based	02/18/10 16:03	<a href="#">Preview &amp; Embed</a>
<a href="#">HD Man</a>	Manual	02/11/10 20:34	<a href="#">Preview &amp; Embed</a>

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



**Embed Code:**

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

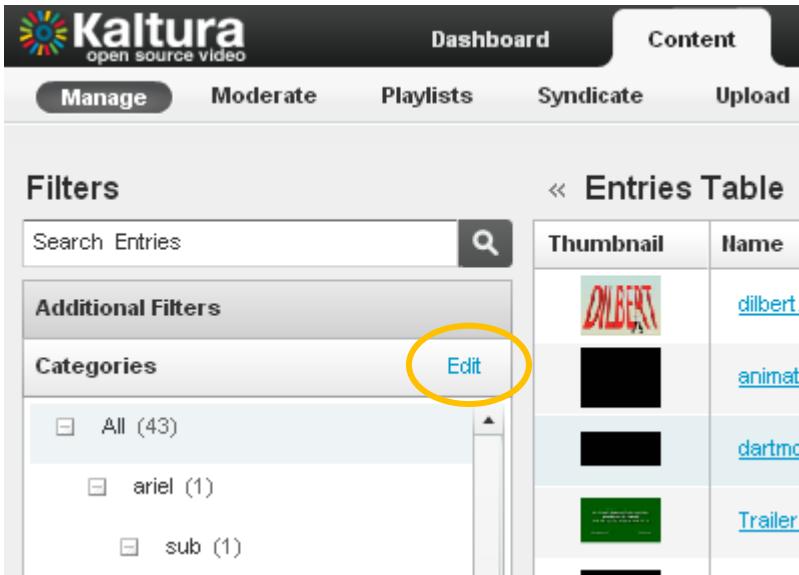
Select Code

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

## Creating and Managing Content Categories

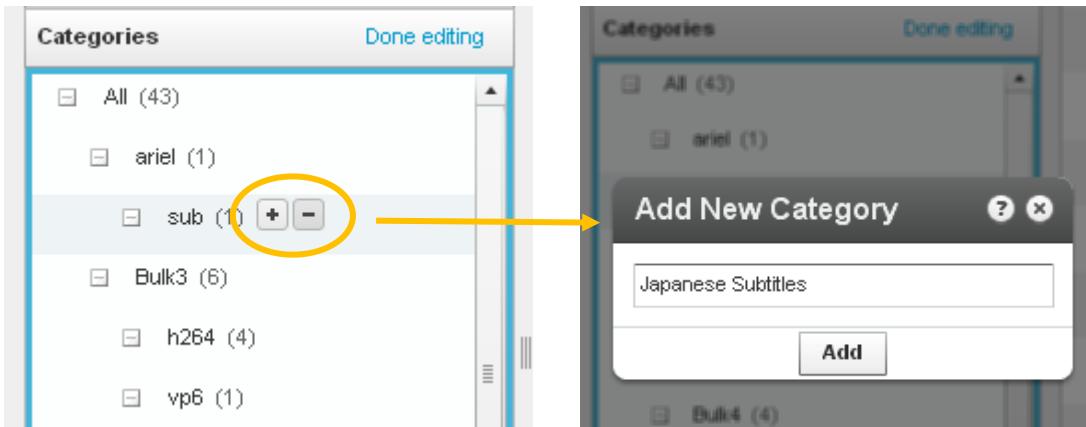
Media entries are divided into categories. The different categories are built in a tree-like hierarchy where each category can include multiple sub-categories.

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



The screenshot shows the Kaltura Content Management System interface. On the left, there's a 'Filters' panel with a 'Search Entries' field and a 'Thumbnail' section. Below it is an 'Additional Filters' section. The 'Categories' section is expanded, showing a tree view with 'All (43)', 'ariel (1)', and 'sub (1)'. An 'Edit' button is highlighted with a yellow circle. To the right is the 'Entries Table' with columns for 'Thumbnail' and 'Name'. It lists several entries: 'dilbert.' (Thumbnail: red), 'animate' (Thumbnail: black), 'dartmo' (Thumbnail: black), and 'Trailer' (Thumbnail: green).

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



This screenshot illustrates category management. On the left, a 'Categories' tree shows 'All (43)', 'ariel (1)', and 'sub (1)'. The 'sub (1)' node has '+ -' edit buttons highlighted with a yellow circle. An arrow points from this area to a second window on the right titled 'Add New Category'. This window contains a text input field with 'Japanese Subtitles' and an 'Add' button.

- To change the tree location of any category just drag-and-drop categories from one location to another.
- 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

- Go to the Content tab>Upload section>Import from Existing Host



2. Download the sample CSV file – the file contains examples of how to add the URLs and metadata of your existing content. Replace the sample data with your own.

Screenshot of the Kaltura Content Management System (CMS) interface, specifically the 'Upload' section. The top navigation bar includes 'Dashboard', 'Content' (selected), 'Studio', and 'Settings'. Below the navigation are tabs for 'Manage', 'Moderate', 'Playlists', 'Syndicate', and 'Upload' (selected). A sub-menu for 'Upload' shows 'Default' and 'Upload' buttons. The main content area is titled 'Upload' and describes how it allows direct upload from a computer or import from popular repositories. It includes a 'Default' dropdown and an 'Upload' button.

### Import from Existing Host

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

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

**Submit CSV**

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

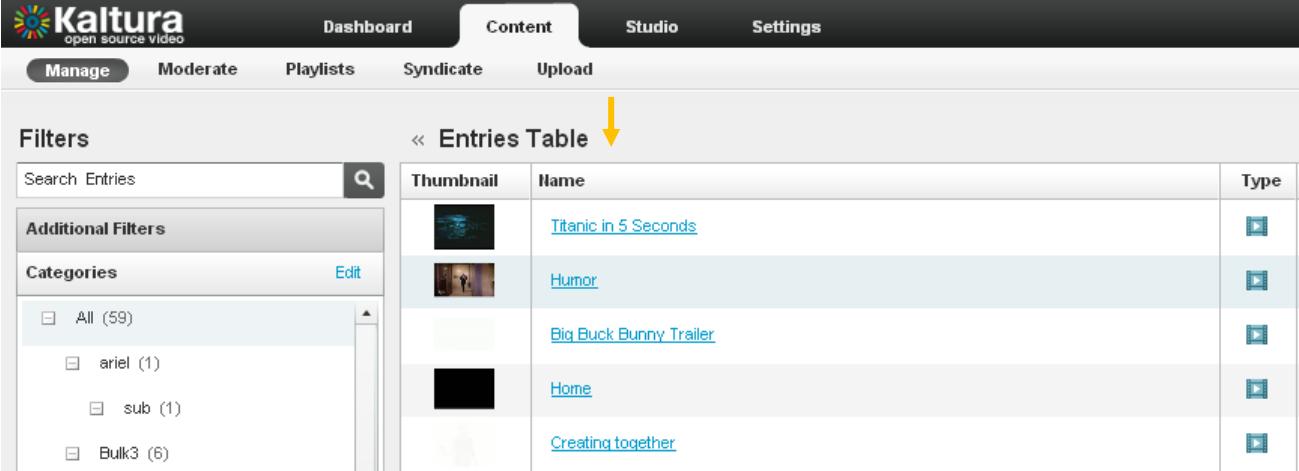
If the content you wish to upload is already hosted on the web, you can easily direct the Kaltura servers to import it for you.

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

**Submit CSV**

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

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



The screenshot shows the Kaltura KMC interface. The top navigation bar includes tabs for Dashboard, Content (which is selected), Studio, and Settings. Below the navigation is a secondary menu with options: Manage (selected), Moderate, Playlists, Syndicate, and Upload. On the left, there's a sidebar titled 'Filters' containing a search bar and sections for 'Additional Filters' and 'Categories'. The 'Categories' section lists items like 'All (59)', 'ariel (1)', 'sub (1)', and 'Bulk3 (6)'. To the right is the 'Entries Table' with the following columns: Thumbnail, Name, and Type. The table lists five entries:

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

## Content 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.

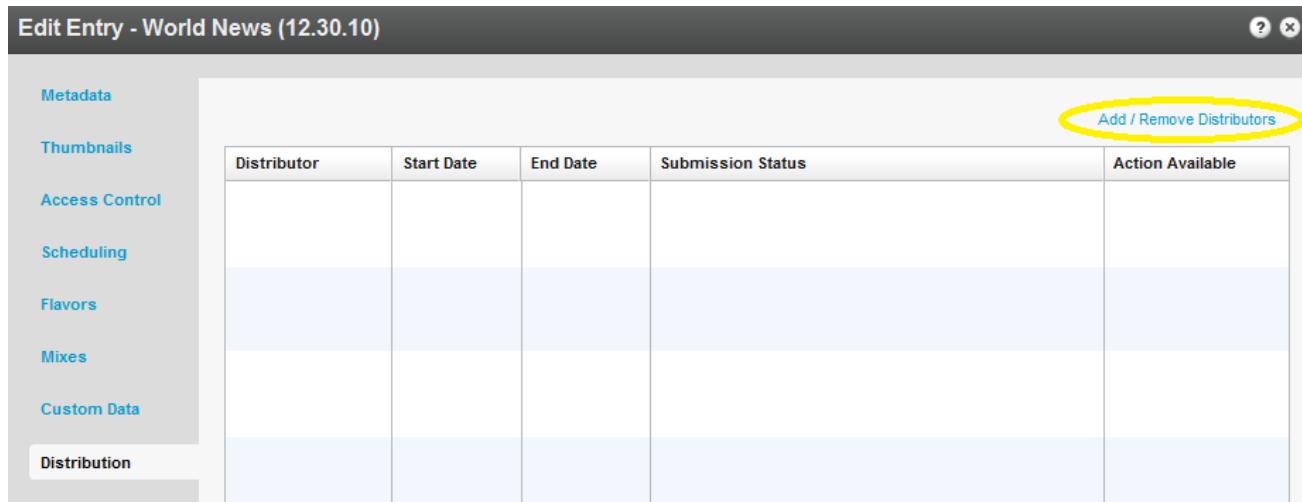
For each distribution destination, you control aspects such as the video qualities, number and size of thumbnails, metadata, and scheduling data.

#### **Adding a distributor for a video package**

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

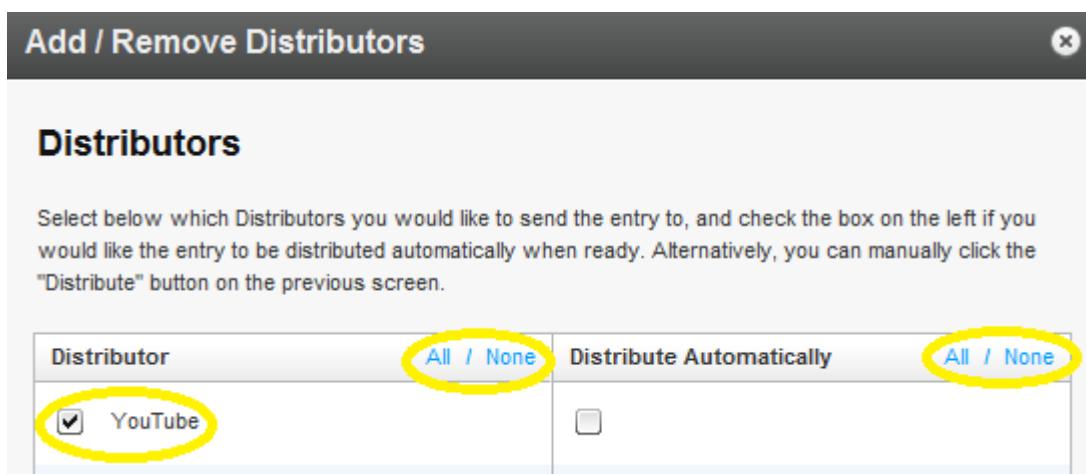
1. Go to the “Content” tab and select “Manage” from the menu.
2. In the Entries Table, click the name of the entry that you want to distribute.

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, Scheduling, Flavors, Mixes, Custom Data, and Distribution. The Distribution tab is currently selected. In the main area, there's a table with columns: Distributor, Start Date, End Date, Submission Status, and Action Available. At the top right of the main area, there's a blue button labeled 'Add / Remove Distributors' which is circled in yellow.

4. In the "Add / Remove Distributors" window, check the distributors you want for the entry.  
 To distribute an entry as soon as it is ready, check the "Distribute Automatically" column.  
 To select or clear all items in a column, click "All" or "None" at the top of the column.



The screenshot shows the 'Add / Remove Distributors' window with the title 'Distributors'. It contains a text instruction: '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 this is a table with two rows. The first row has headers: 'Distributor' and 'Distribute Automatically'. The second row contains a checked checkbox next to 'YouTube' under 'Distributor', and an unchecked checkbox under 'Distribute Automatically'. There are 'All / None' buttons at the top of each column, and these are all circled in yellow.

- Click "Apply" to save your changes and return to the "Distribution" tab.  
 5. 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.

3. In the "Edit Entry" window, go to the "Distribution" tab and click the name of a distributor.

**Edit Entry - World News (12.29.10)**

Distributor	Start Date	End Date
YouTube		

**Metadata**

**Thumbnails**

**Access Control**

**Scheduling**

4. In the "Distribution Details" window, set the start and end dates and times, and click "Save" to return to the "Distribution" tab.

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

### YouTube Distribution Details

Status: Distributing

Remote ID:

Start Date:  17 0 : 00 am

End Date:  17 0 : 00 am

**Metadata Details**

6. 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:

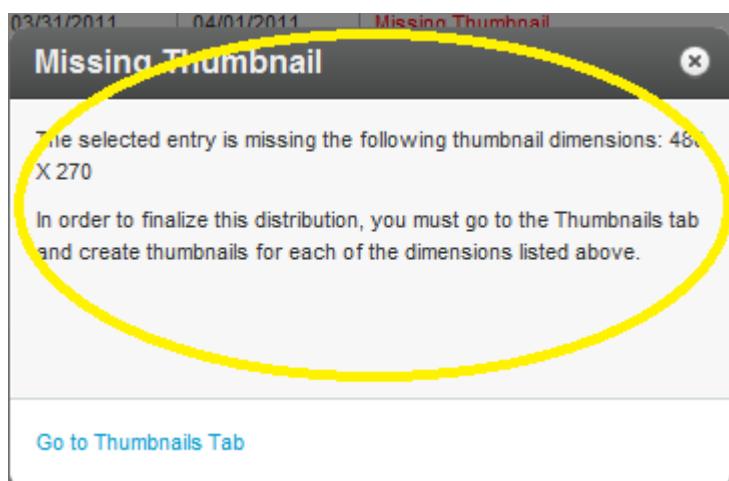
1. Go to the "Content" tab and select "Manage" from the menu.
2. In the Entries Table, click the name of an entry for which you added a distributor.

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".

**Edit Entry - World News (01.04.10)**

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
1_o70od1g5	HD (H264)	mp4	avc1	0	[auto] x [auto]	0	N/A	<b>Reconvert</b>
1_25p8i4im	iPhone	mp4	avc1	1293	640 x 352	141312	OK	Select Action
1_tdbpk609	Standard - Large	flv	vp6	1315	640 x 352	146432	OK	Select Action
1_p21o6olp	HD	flv	vp6	0	[auto] x [auto]	0	N/A	<b>Reconvert</b>
1_tpresse2	High - Large	flv		0	[auto] x [auto]	0	N/A	<b>Reconvert</b>
1_pxhnenpl	HQ MP4 for Export	mp4	avc1	1330	640 x 352	151552	OK	Select Action
1_zg2xgh68	Nokia/Blackberry (3GP)	3gp	vp6	0	[auto] x [auto]	0	Converting	Select Action
1_rgxxlk25	Basic - Small	flv	vp6	381	624 x 352	47820	OK	Select Action
	Editable		avc1		[auto] x 480			<b>Convert</b>
	Standard - Small (H264)		avc1		[auto] x 352			<b>Convert</b>
	Standard - Large (H264)		avc1		[auto] x 720			<b>Convert</b>
	Hinh - Larne (H264)		vn6		[auto] x 720			<b>Convert</b>

**Save Changes**

## 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	Dimensions	Size (KB)	Distributors	Status	Action
Upload						<input type="checkbox"/> Set as Default
Grab from Video						<input type="button"/> Download
New Crop		480 X 270	-	YouTube	-	<input type="button"/> Delete
World						

- 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.

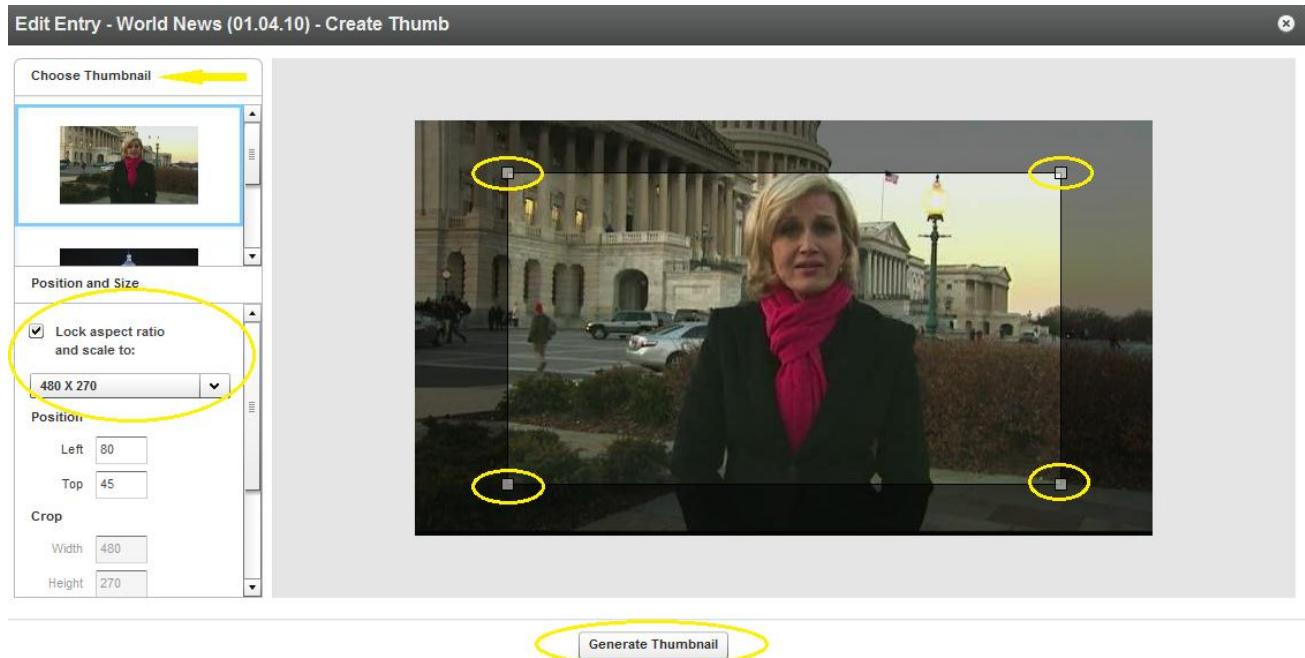


Pause the video on the appropriate frame and click the thumbnail capture button

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.



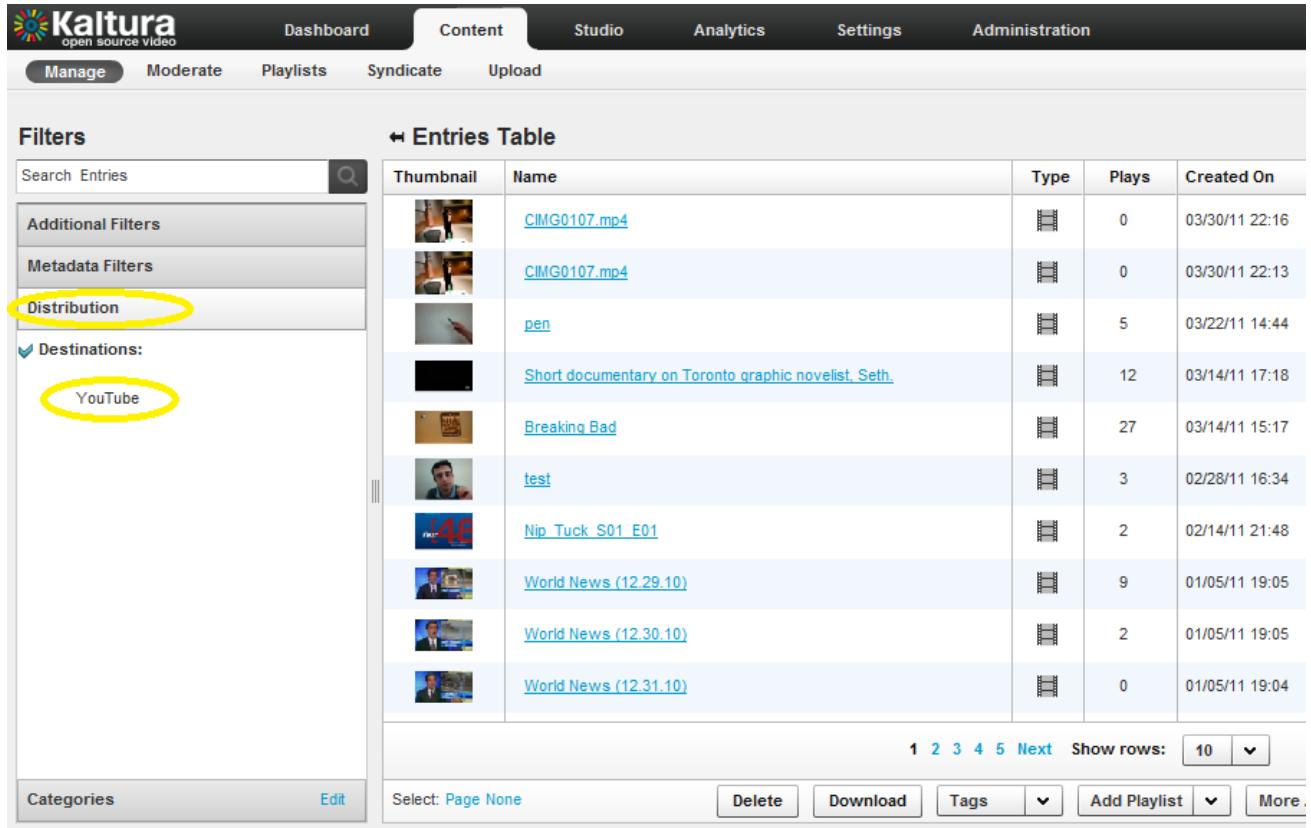
6. Click "Save Changes" to complete the process.

### Filtering distributed content

To display only distributed content in the Entries Table:

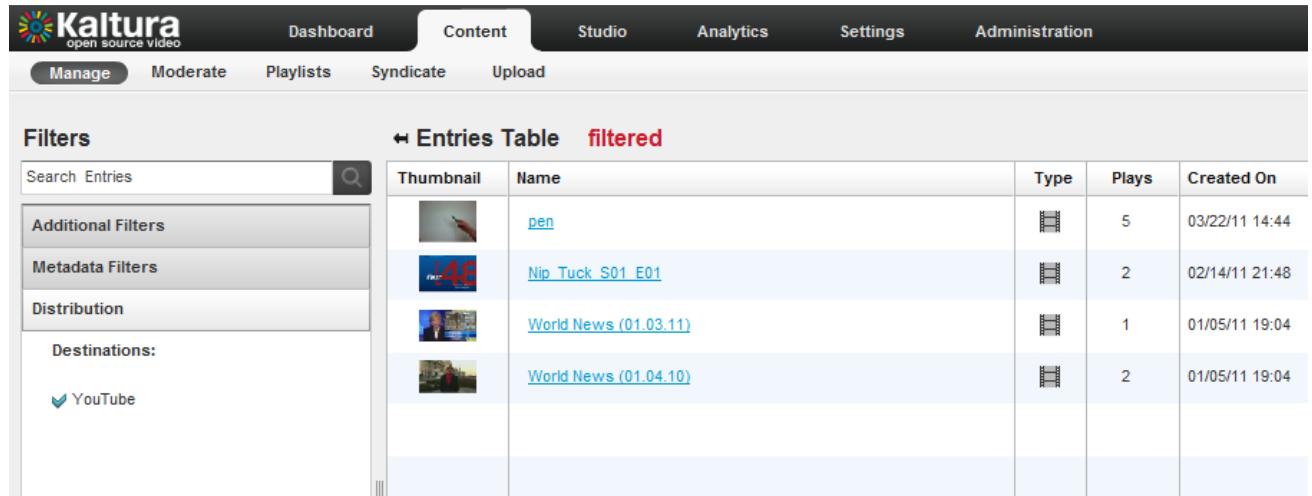
1. Go to the "Content" tab and select "Manage" from the menu.

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



The screenshot shows the Kaltura Content Management System interface. In the top navigation bar, the 'Content' tab is selected. On the left, there's a sidebar titled 'Filters' containing 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 displays a list of media entries. The columns are 'Thumbnail', 'Name', 'Type', 'Plays', and 'Created On'. The entries listed are: 'CIMG0107.mp4', '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 pagination 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.



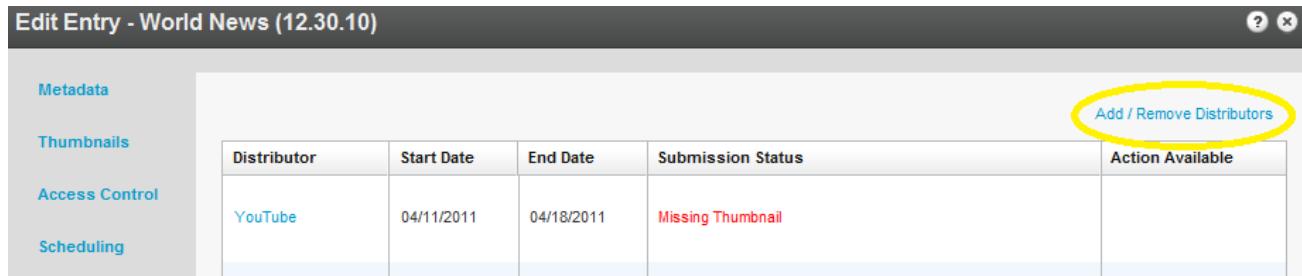
This screenshot shows the same Kaltura interface after applying the 'YouTube' distribution filter. The 'Distribution' section in the sidebar is still highlighted with a yellow circle. The 'Destinations:' section now shows 'YouTube' with a checkmark. The 'Entries Table' title now includes the word 'filtered' in red. The list of entries has been updated to show only those active for YouTube: 'pen', 'Nip Tuck S01 E01', 'World News (01.03.11)', and 'World News (01.04.10)'. The rest of the interface remains the same, including the footer with 'Select: Page None' and various action buttons.

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".

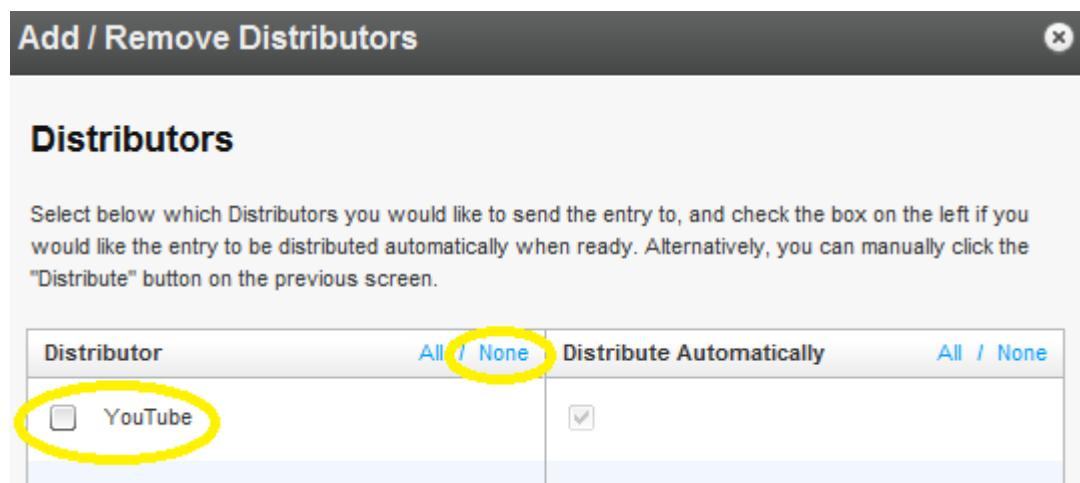


The screenshot shows the 'Edit Entry - World News (12.30.10)' window. On the left, there's a sidebar with tabs: Metadata, Thumbnails, Access Control, and Scheduling. The main area is titled 'Distribution' and contains a table with one row. The row has columns for Distributor (YouTube), Start Date (04/11/2011), 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 two rows. The first row has a header 'Distributor' and 'All / None' (which is circled in yellow). The second row has a checkbox (which is also circled in yellow) and the word 'YouTube'. To the right of the table is another header 'Distribute Automatically' with its own 'All / None' button, which is also circled in yellow. The second row under 'Distribute Automatically' has a checked checkbox.

Distributor	All / None	Distribute Automatically	All / None
<input type="checkbox"/> YouTube	<input checked="" 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 3<sup>rd</sup> party platforms.

#### TubeMogul

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

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

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



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, 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  →

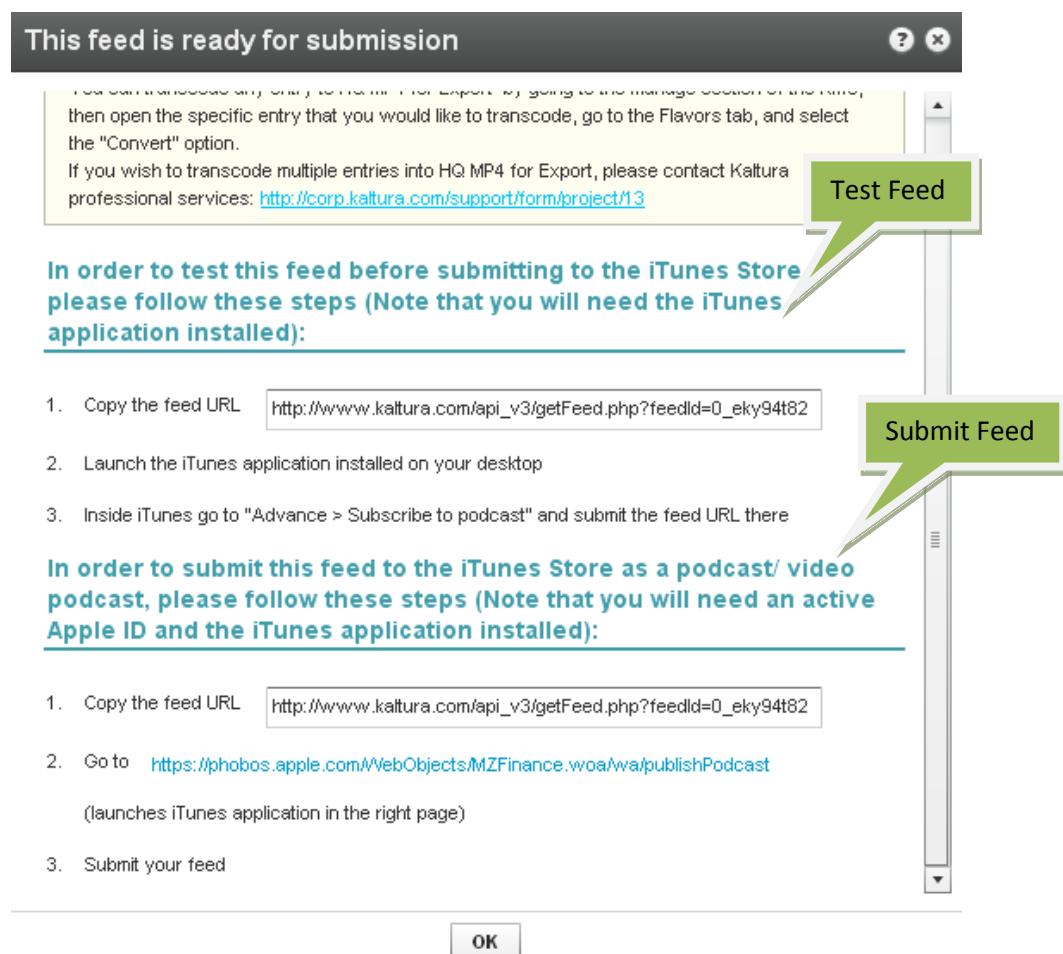
4. Login to your [Kaltura-TubeMogul account](#) and go to Advanced Tools> More Tools > select “MRSS Feed Manager” > Submit your feed

## 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, 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, 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

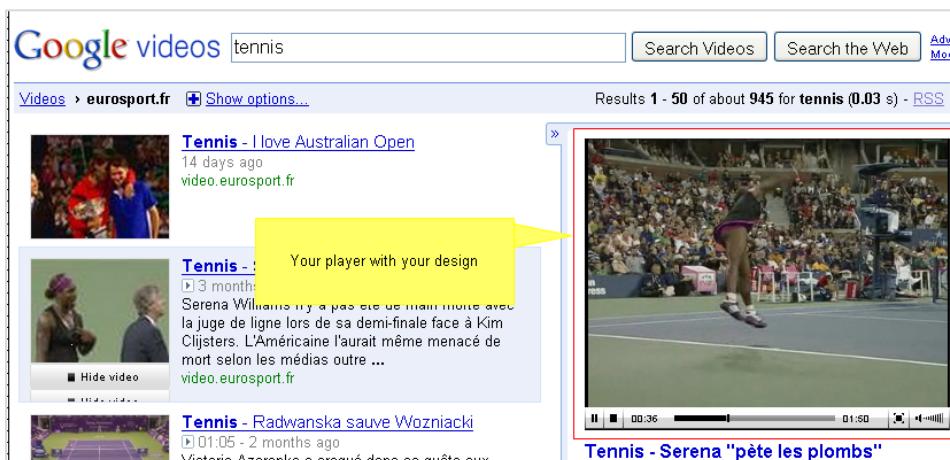
Videos > eurosport.fr Show options...

**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 video.eurosport.fr

**Tennis - Radwanska sauve Wozniacki**  
01:05 - 2 months ago video.eurosport.fr

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, 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.

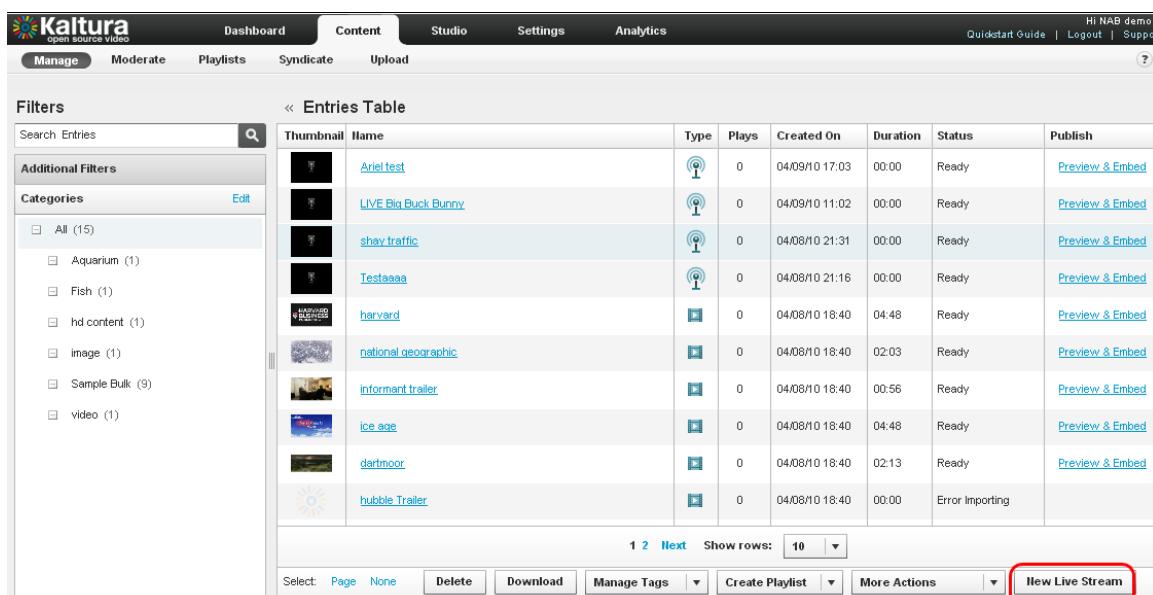
### **Basic setup**

#### **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.

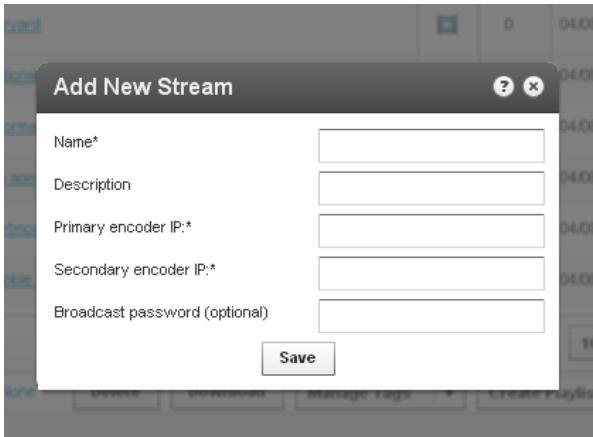


Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	<a href="#">Ariel test</a>		0	04/09/10 17:03	00:00	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">LIVE Big Buck Bunny</a>		0	04/09/10 11:02	00:00	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">shay_traffic</a>		0	04/08/10 21:31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

1 2 [Next](#) Show rows:

Select: [Page](#) [None](#) [Delete](#) [Download](#) [Manage Tags](#) [Create Playlist](#) [More Actions](#) [New Live Stream](#)

2. Fill in the form with the following details:

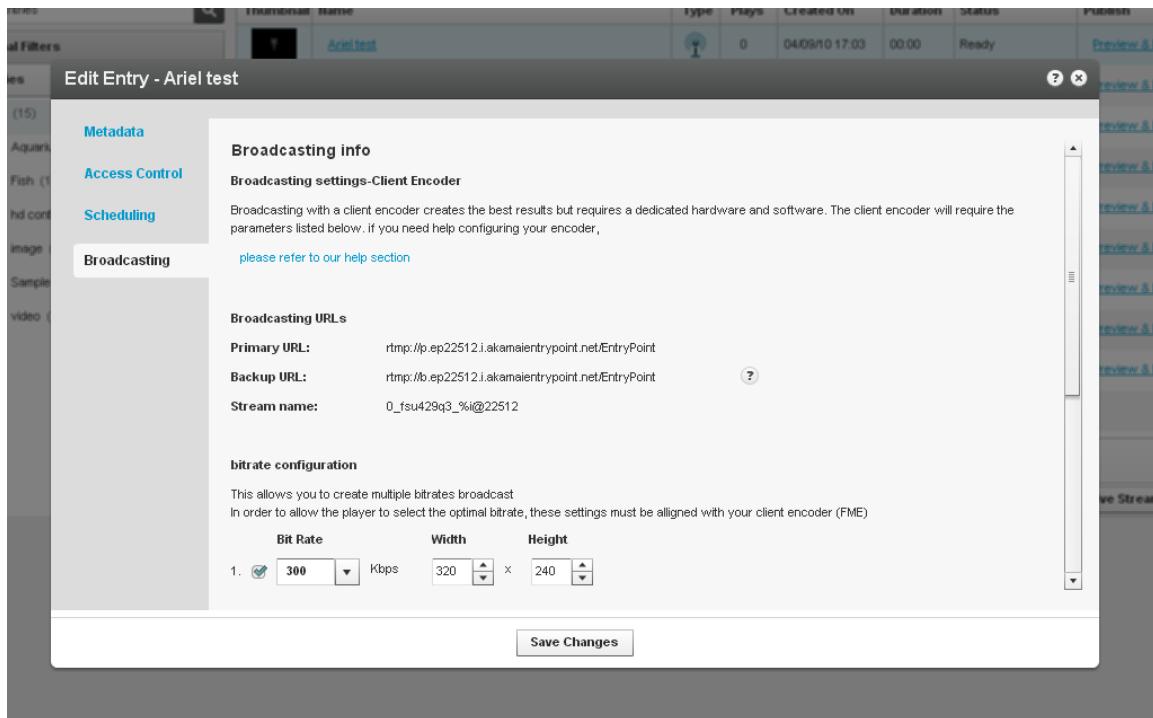


The screenshot shows a modal dialog titled "Add New Stream". It contains five input fields: "Name\*" (with a required asterisk), "Description", "Primary encoder IP\*", "Secondary encoder IP\*", and "Broadcast password (optional)". Below the fields is a "Save" button.

- **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.

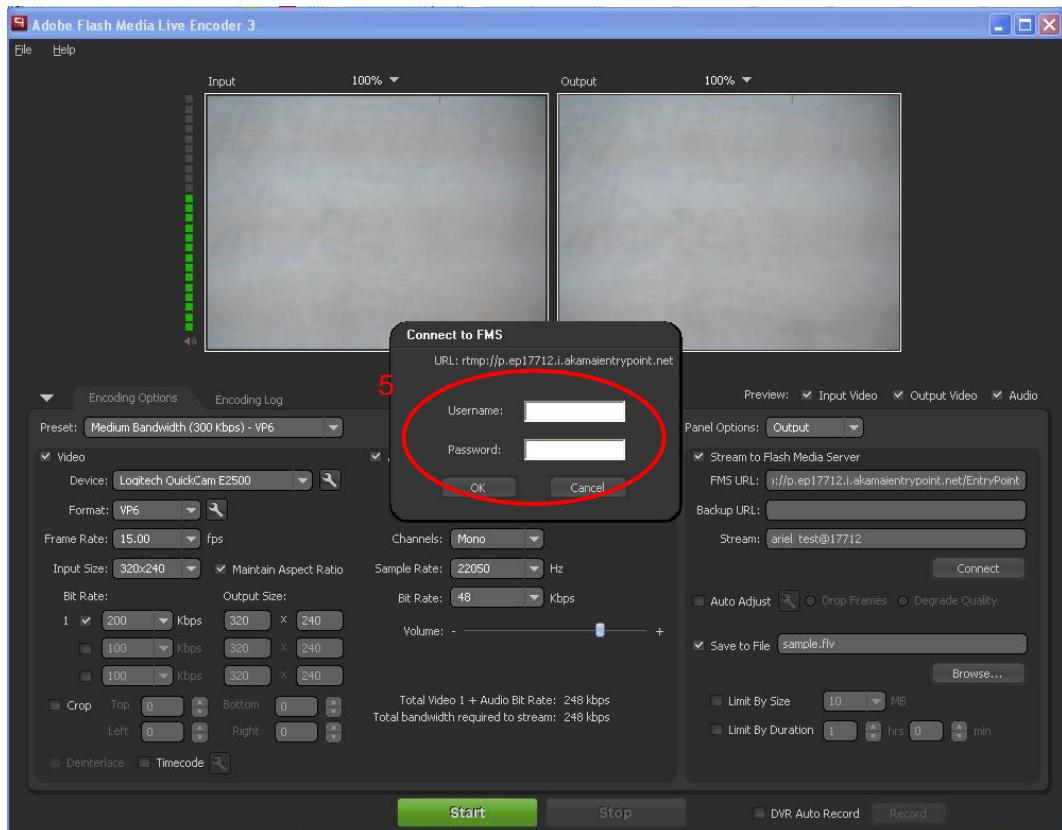
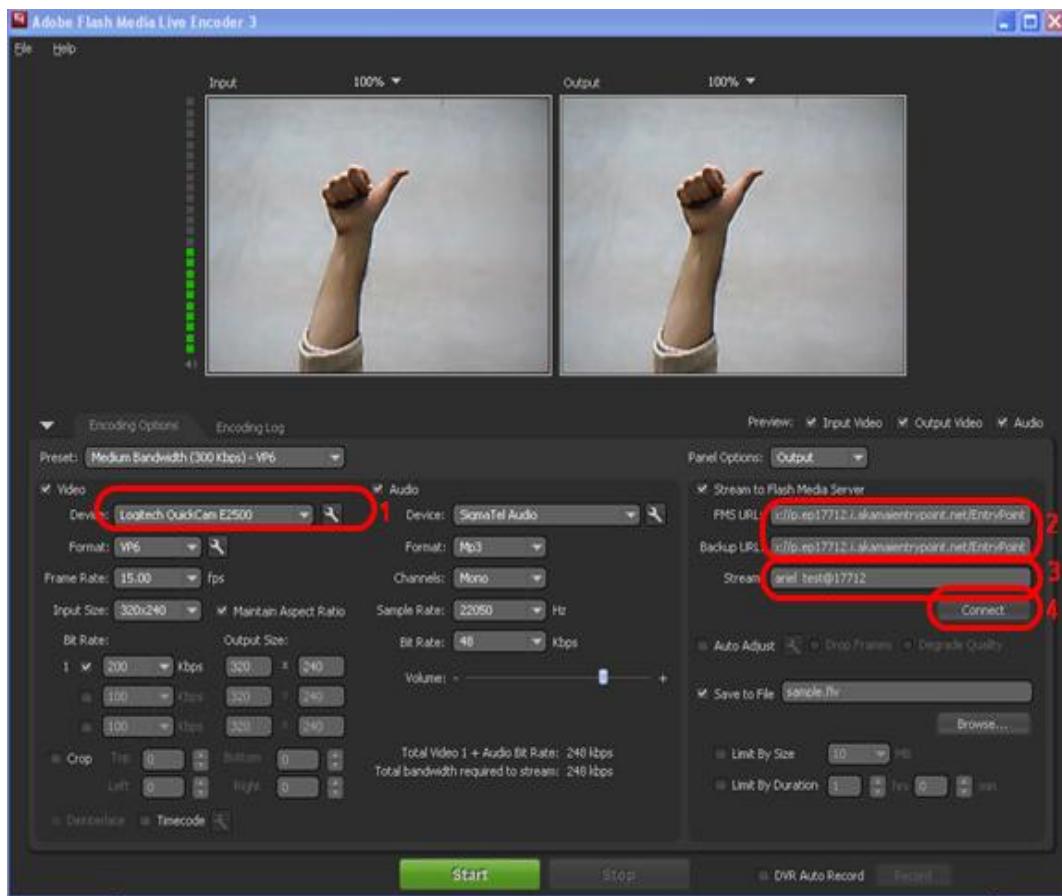
## Broadcasting setup

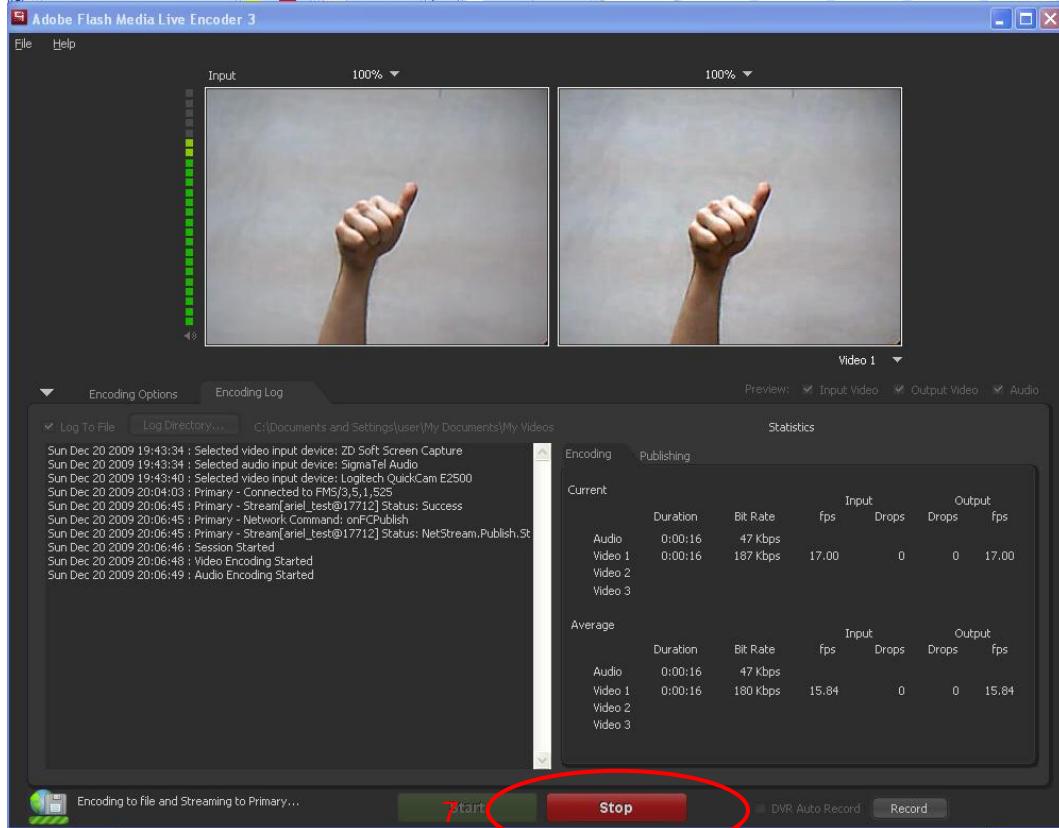
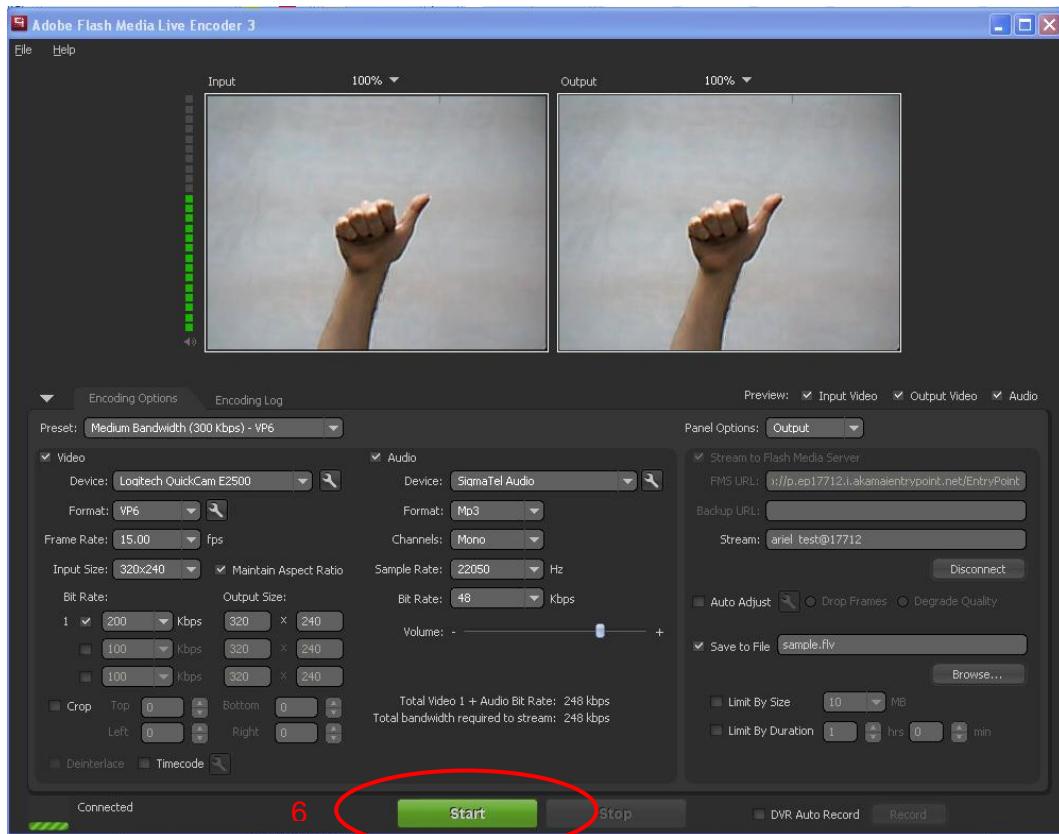
Go to the “Broadcasting” tab of the live entry you just created and copy the details to your FME, you can do this either by copying the details manually, or by using the “Export XML to FME” option:



The screenshot shows the Kaltura interface for editing a live entry named "Ariel test". The left sidebar lists various media types: (15) Aquaria, Fish (1), hd content, image, Sample, and video. The main panel has tabs for Metadata, Access Control, Scheduling, and **Broadcasting**. The Broadcasting tab contains sections for **Broadcasting info**, **Broadcasting settings-Client Encoder** (with a note about client encoder requirements), and **Broadcasting URLs**. Under URLs, the Primary URL is rtmp://p.ep22512.i.akamaientrypoint.net/EntryPoint, the Backup URL is rtmp://b.ep22512.i.akamaientrypoint.net/EntryPoint, and the Stream name is 0\_fsu429q3\_%!@22512. Below this is a **bitrate configuration** section with fields for Bit Rate (300 Kbps), Width (320), and Height (240). At the bottom is a "Save Changes" button.

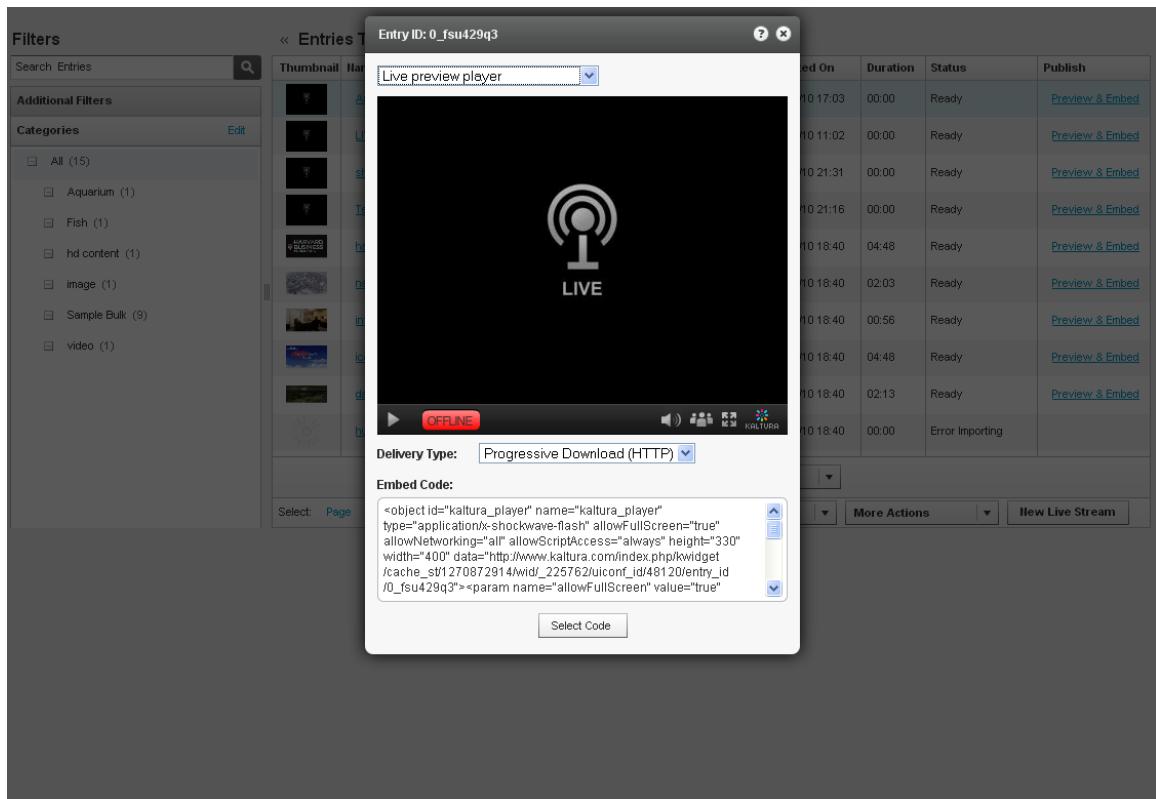
- Connect your camera to the broadcasting computer
- Run the FME software
- Configure your FME with the following parameters:
  1. Select the relevant camera from the dropdown menu in the FME software
  2. Enter the Primary URL and Secondary URL as displayed in the KMC
  3. Enter the “stream name” as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





## Viewing setup

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



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

## Advanced configuration options

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

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

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



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

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

## Video Delivery Settings

### Video Delivery Settings

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

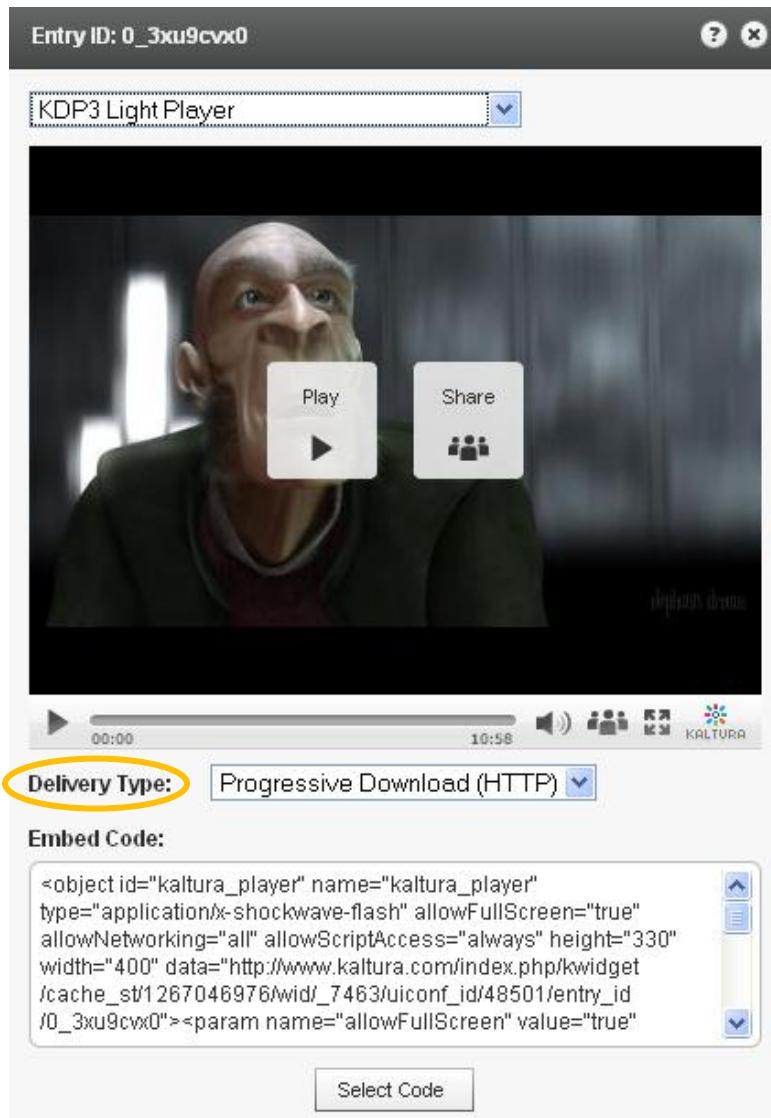
### **Video Delivery Settings**

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

#### **HTTP Delivery**

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

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



The screenshot shows the Kaltura Preview and Embed interface. At the top, it displays "Entry ID: 0\_3xu9cvx0". Below this is a video player window titled "KDP3 Light Player" showing a scene from a movie. The player has "Play" and "Share" buttons. At the bottom of the player are controls for play/pause, volume, and a progress bar showing 00:00 to 10:58. To the right of the player is the Kaltura logo. Below the player, there is a section labeled "Delivery Type:" with a dropdown menu set to "Progressive Download (HTTP)". A yellow circle highlights the "Delivery Type:" label and the dropdown menu. Below this is a section labeled "Embed Code:" containing a code editor with 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_st1267046976/wid/_7463/uiconf_id/48501/entry_id/0_3xu9cvx0"><param name="allowFullScreen" value="true"
```

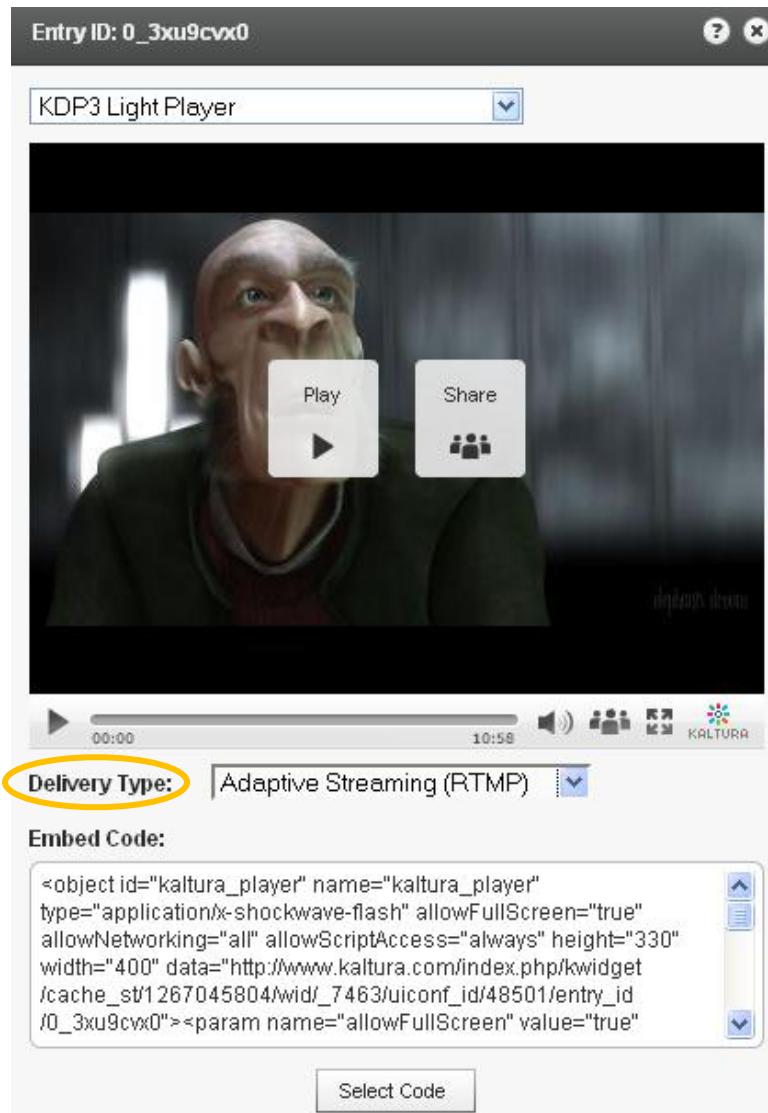
Below the code editor is a "Select Code" button.

## RTMP Delivery with Adaptive Bitrate

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

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

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



## Adding the Flavor Selector Module

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

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

In order to add the flavor's selector module:

1. Go to Studio > Players List and create a new player or edit an existing one.
2. In the Features tab, go to the Features List > Controls and check Flavor Selector.

3. Preview your selection and click Save Changes to complete the process.

**Create New Player**

**Basics**

**Features**

**Style**

Select Features from List:

**Controls**

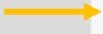
<input type="checkbox"/> Title Text	<a href="#">Options</a>
<input checked="" type="checkbox"/> Your Watermark	<a href="#">Options</a>
<input checked="" type="checkbox"/> Left Play Counter	<a href="#">Options</a>
<input checked="" type="checkbox"/> Right Play Counter	<a href="#">Options</a>
<input checked=""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

\* Features that require additional configuration.

**Viral & Distribution**

**UGC & User Interaction**

**Subtitles & Transcriptions**



Entry ID: 0\_b4a90q1y

pl



Play Share

Delivery Type: Adaptive Streaming (RTMP)

Embed Code:

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

auto

## Mobile Delivery

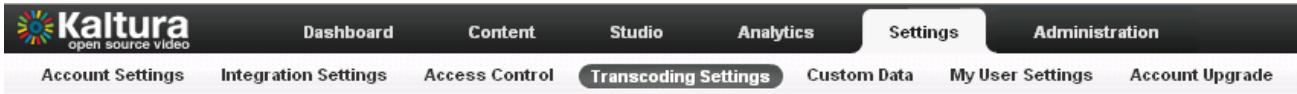
- ↳ [Enabling Mobile Transcoding in Your Kaltura Account](#)
- ↳ [Mobile Transcoding for New and Existing Video](#)
- ↳ [Embedding an HTML5 Player](#)
- ↳ [Advertising on Mobile Devices](#)
- ↳ [Viewing Analytics for Mobile Devices](#)

### 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 Kaltura Admin interface with the following navigation bar:

- Dashboard
- Content
- Studio
- Analytics
- Settings** (selected)
- Administration

Below the navigation bar, there are several tabs:

- Account Settings
- Integration Settings
- Access Control
- Transcoding Settings** (selected)
- Custom Data
- My User Settings
- Account Upgrade

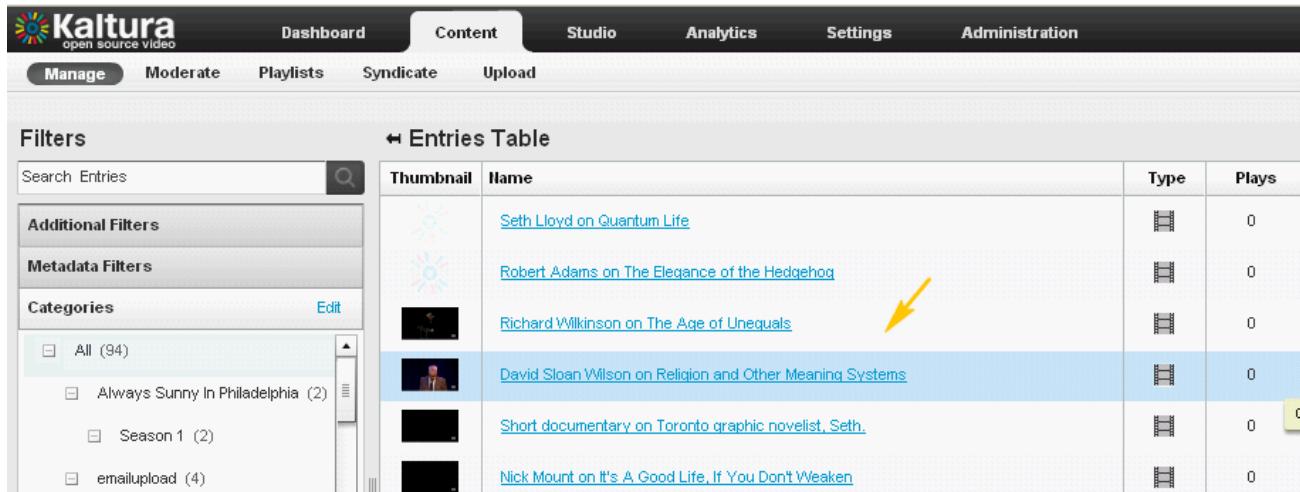
#### Default Transcoding Flavors

Kaltura's player provides optimal playback by using adaptive bitrate technology and automatically selecting the most appropriate file for playback based on device capabilities.

Each video or audio file uploaded to the system will be transcoded to the default flavors selected below.

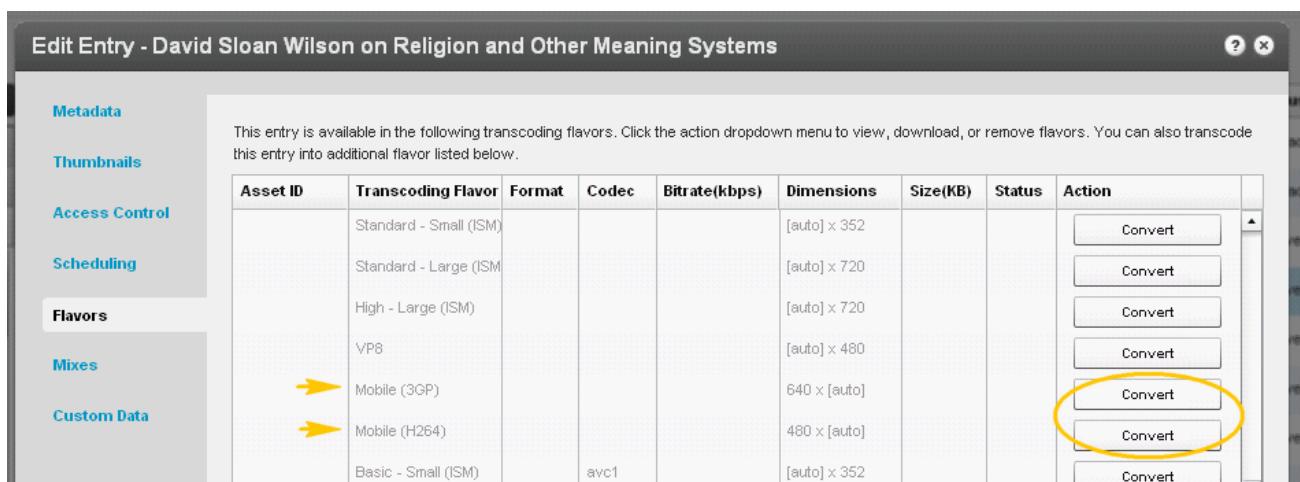
ID	Conversion Flavor	Description	Format	Codec
<input checked="" type="checkbox"/>	4809 Nokia/Blackberry (3GP)	Nokia/Blackberry (3GP)	3gp	mpeg4
<input type="checkbox"/>	4816 HTML5 (OGG)	HTML5 (OGG)	ogg	theora
<input type="checkbox"/>	4817 Basic - Small (ISM)	Basic - Small (ISM)	ismv	wvc1a
<input type="checkbox"/>	4818 Standard - Small (ISM)	Standard - Small (ISM)	ismv	wvc1a
<input type="checkbox"/>	4820 Standard - Large (ISM)	Standard - Large (ISM)	ismv	wvc1a
<input type="checkbox"/>	4821 High - Large (ISM)	High - Large (ISM)	ismv	wvc1a
<input checked="" type="checkbox"/>	4856 iPad	iPad	mp4	h264m
<input type="checkbox"/>	5057 VP8	VP8	mkv	vp8
<input checked="" type="checkbox"/>	5077 Mobile (3GP)	Nokia/Blackberry	3gp	mpeg4
<input checked="" type="checkbox"/>	5078 Mobile (H264)	iPhone,android	mp4	h264b
<input type="checkbox"/>	5298 Basic - Small (ISM)	Basic - Small (ISM)	ismv	wvc1a

2. 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 with 'Filters' containing a search bar and sections for 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 with columns for Thumbnail, Name, Type, and Plays. The third entry, 'Richard Wilkinson on The Age of Unequals', has a yellow arrow pointing to its 'Edit' link.

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

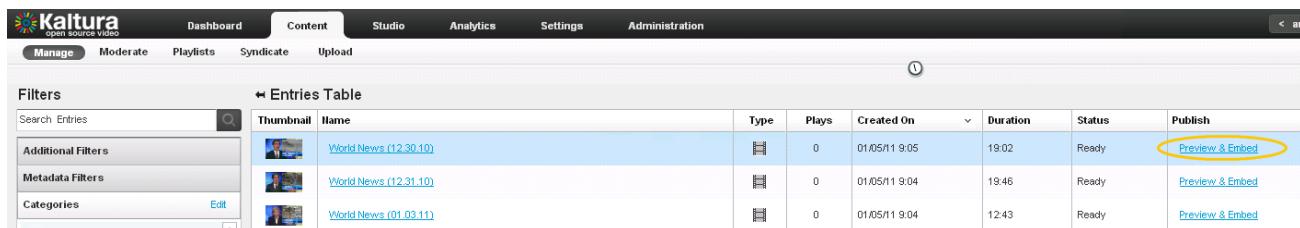


The screenshot shows the 'Edit Entry' dialog for the video 'David Sloan Wilson on Religion and Other Meaning Systems'. The left sidebar includes tabs for Metadata, Thumbnails, Access Control, Scheduling, Flavors (which is selected), Mixes, and Custom Data. The main area displays transcoding options for the video. A yellow arrow points to the 'Flavors' tab. Another yellow arrow points to the 'Convert' button for the 'Mobile (H264)' flavor in the 'Action' column of the table.

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

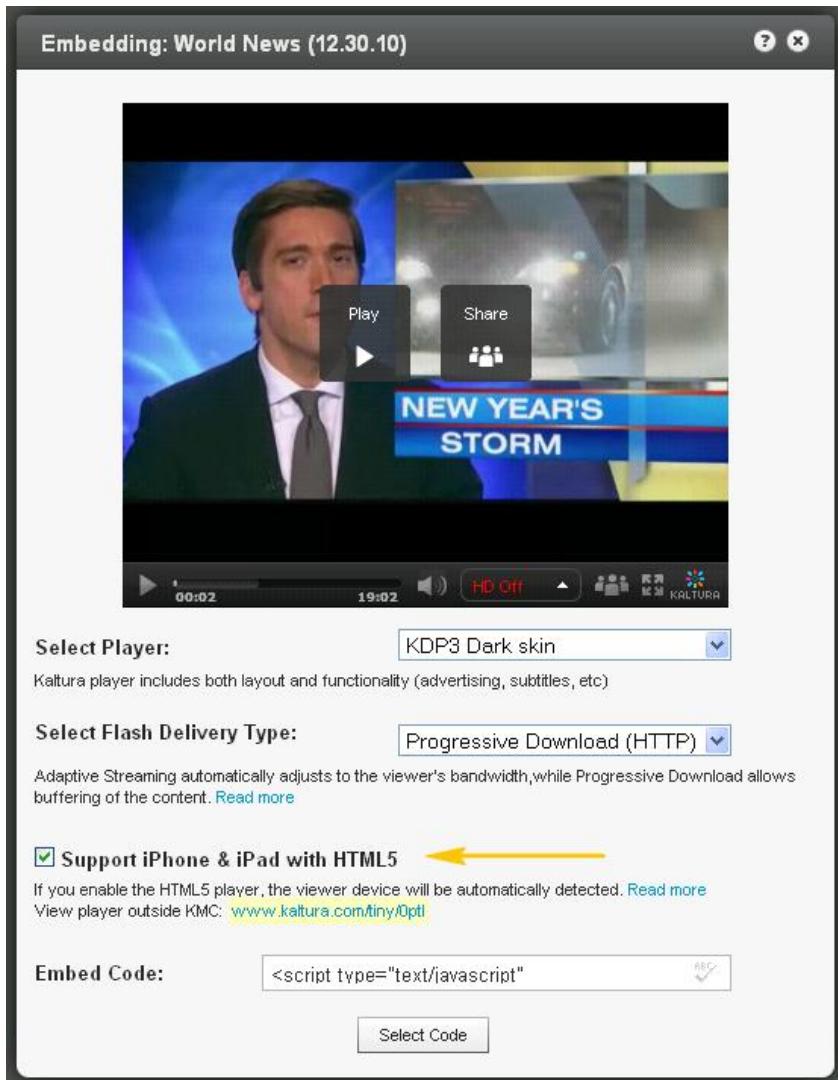
1. To grab the embed code for a video in an HTML5 player go to “Content” > “Manage” and select “Preview and Embed” for the selected video.



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 with 'Filters' containing a search bar and sections for Additional Filters, Metadata Filters, Categories (with option All (94)), and Edit. The main area is titled 'Entries Table' and displays a list of video entries with columns for Thumbnail, Name, Type, Plays, Created On, Duration, Status, and Publish. The third entry, 'World News (01.05.11 9:04)', has a yellow circle around its 'Preview & Embed' link.

Thumbnail	Name	Type	Plays	Created On	Duration	Status	Publish
	<a href="#">World News (12.30.10)</a>		0	01/05/11 9:05	19:02	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">World News (12.31.10)</a>		0	01/05/11 9:04	19:46	Ready	<a href="#">Preview &amp; Embed</a>
	<a href="#">World News (01.05.11)</a>		0	01/05/11 9:04	12:43	Ready	<a href="#">Preview &amp; Embed</a>

2. After selecting the player and flash delivery type, check the “Support iPhone & iPad and HTML5” box. This will add a JavaScript code to your embed code that identifies the device and switches to HTML5 player when accessed from iOS Devices.
3. Copy the embed 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"> <li>- Ads are played back in the native player</li> <li>- Player controls are not disabled during playback (user can skip the ads)</li> <li>- Ads are not clickable</li> <li>- Ads must be encoded for the iPhone (H264)</li> </ul>

iPad	VAST Pre-roll  Bumper video VAST Overlay  VAST Post-roll	- Ads must be encoded for the iPad (H264)
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

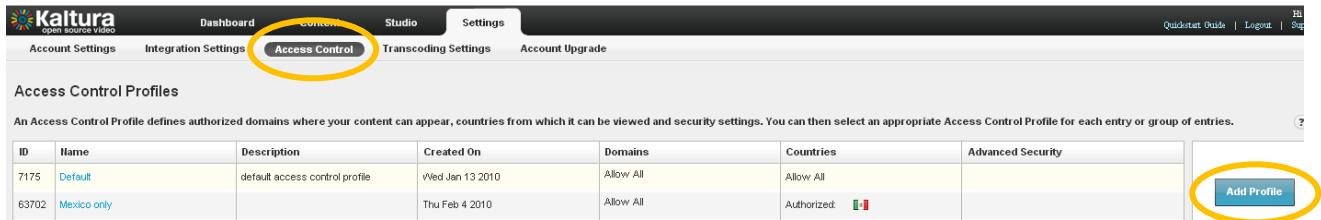
## Access Control Settings

### [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 appear, countries from which it can or cannot be viewed, Kaltura Network preferences and security settings. In this area you can view existing profiles and create new ones.



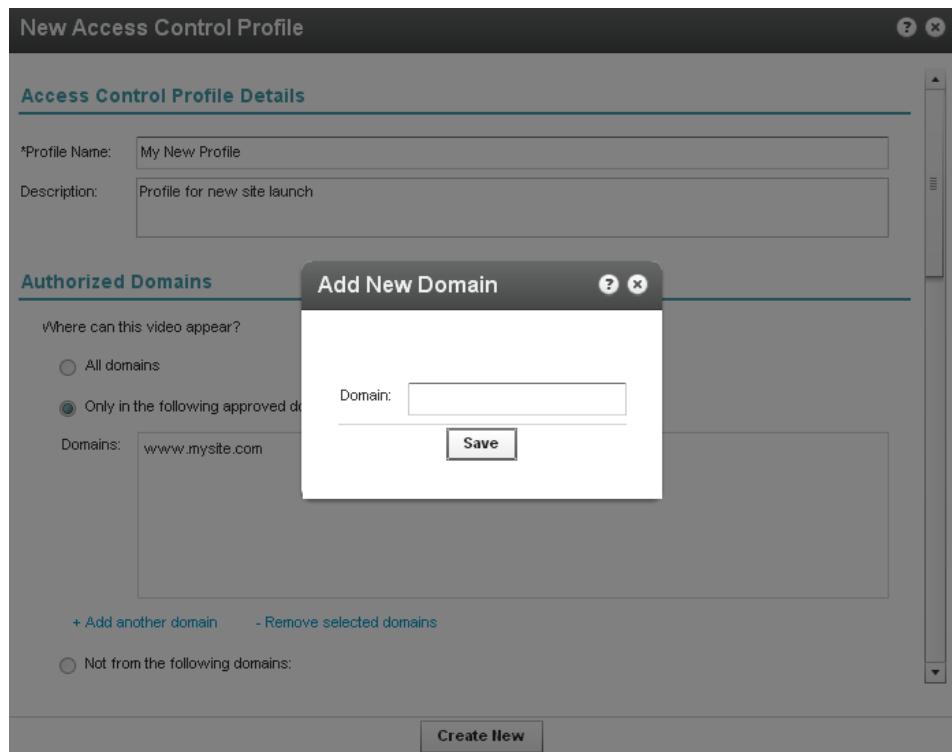
The screenshot shows the Kaltura interface with the 'Access Control' tab selected. Below the tabs, there's a table titled 'Access Control Profiles' with two rows. The first row has an ID of 7175, a name of 'Default', a description of 'default access control profile', a creation date of 'Wed Jan 13 2010', and columns for 'Domains', 'Countries', and 'Advanced Security'. The second row has an ID of 63702, a name of 'Mexico only', a creation date of 'Thu Feb 4 2010', and similar columns. At the bottom right of the table, there's a blue 'Add Profile' button.

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

## Domain Restrictions – Restricting content to specific domains

1. Go to the Settings tab> Access Control section and click Add Profile.
2. Enter an informative name for the new profile and give it a description.
3. Under Authorized Domains you can choose between allowing all domains, listing a group of approved sites or a list of domains to exclude.

4. To add or remove a domain, click the '+ Add another domain' or '- Remove selected domains' links.
5. Continue to add other parameters or click Create New to save your new profile.



## Geo Restrictions - Restricting content to specific countries

1. Go to the Settings tab > Access Control section and click Add Profile.
2. Enter an informative name for the new profile and give it a description.

3. Scroll down to the Authorized Countries section and choose to allow viewers from any country, select a group of approved countries or a group of excluded countries.
4. Use the '+Add / -Remove countries' link to add or remove countries.
5. Continue to add other parameters or click Create New to save your new profile.

**New Access Control Profile**

**Authorized Countries**

Where can the viewers come from?

Anywhere

Only from the following countries:

Countries:

 Argentina
 Australia
 Canada

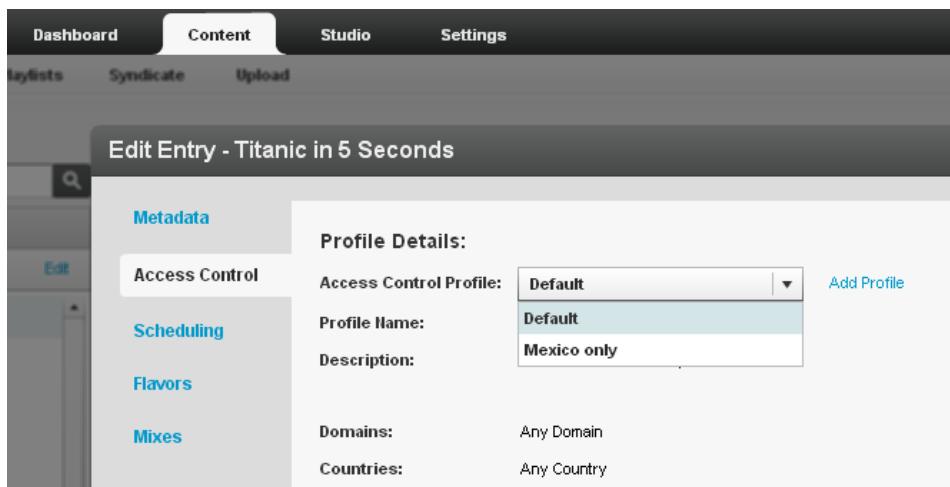
[+ Add / - Remove countries](#)

Not from the following countries:

**Create New**

## Assigning an Access Control Profile to an entry

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



The screenshot shows the Kaltura Content Management interface. At the top, there's a navigation bar with tabs: Dashboard, Content (which is selected), Studio, and Settings. Below the navigation bar, there are links for Playlists, Syndicate, and Upload. The main content area has a title "Edit Entry - Titanic in 5 Seconds". On the left, there's a sidebar with tabs: Metadata (selected), Access Control (which is highlighted in white), Scheduling, Flavors, and Mixes. The "Access Control" tab is currently active. In the main content area, there's a section titled "Profile Details:" with the following fields:

- Access Control Profile: A dropdown menu showing "Default".
- Profile Name: A text input field containing "Default".
- Description: A text input field containing "Mexico only".
- Domains: A dropdown menu showing "Any Domain".
- Countries: A dropdown menu showing "Any Country".

## Content Scheduling

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

1. Go to Content>Manage section and click on an Entry.

2. Go to the Scheduling tab and select and set your specific time range.

3. Click Save Changes to complete the process

**Edit Entry - Titanic in 5 Seconds**

**Metadata**

**Access Control**

**Scheduling**

**Flavors**

**Mixes**

**Entry Scheduling:**

Any Time  
 Specific Range

Note: Time Zone used is (GMT+2)

Start Date:   1 : 00 pm 

End Date:   10: 00 pm 

[Clear Dates](#)

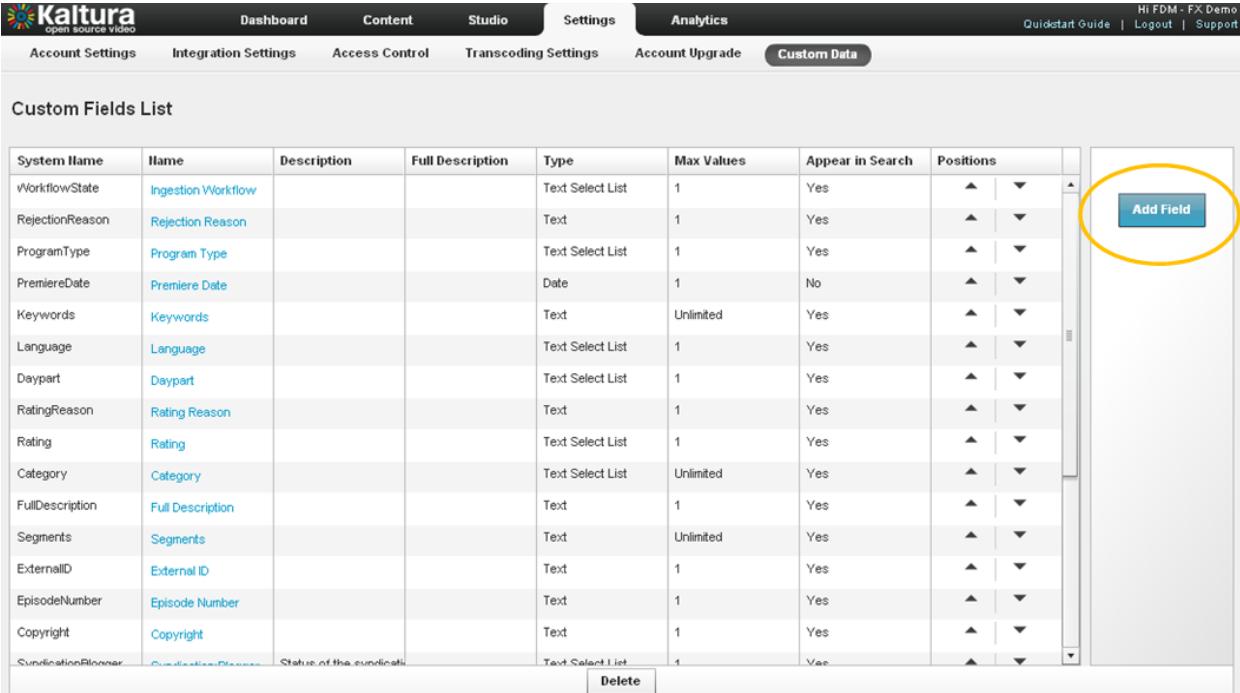
**Save Changes**

## Custom Metadata

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

### Adding Custom Metadata Fields

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



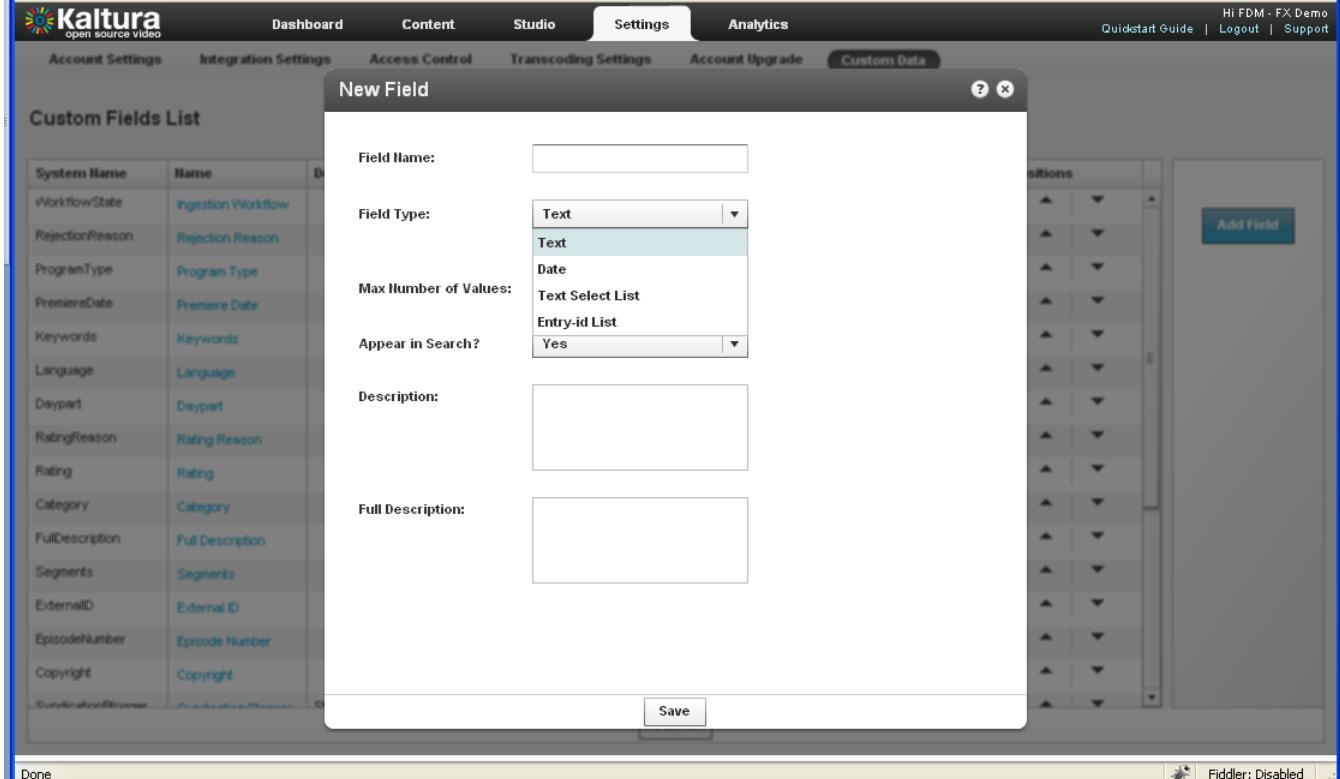
System Name	Name	Description	Full Description	Type	Max Values	Appear in Search	Positions	
iWorkflowState	Ingestion Workflow			Text Select List	1	Yes	▲   ▼	▲
RejectionReason	Rejection Reason			Text	1	Yes	▲   ▼	▲
ProgramType	Program Type			Text Select List	1	Yes	▲   ▼	▲
PremiereDate	Premiere Date			Date	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	▲   ▼	▲
SyndicationPlanner	Syndication Planner	Status of the syndication.		Text Select List	1	Yes	▲   ▼	▲

[Delete](#)

2. Select the field type from the following options:

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

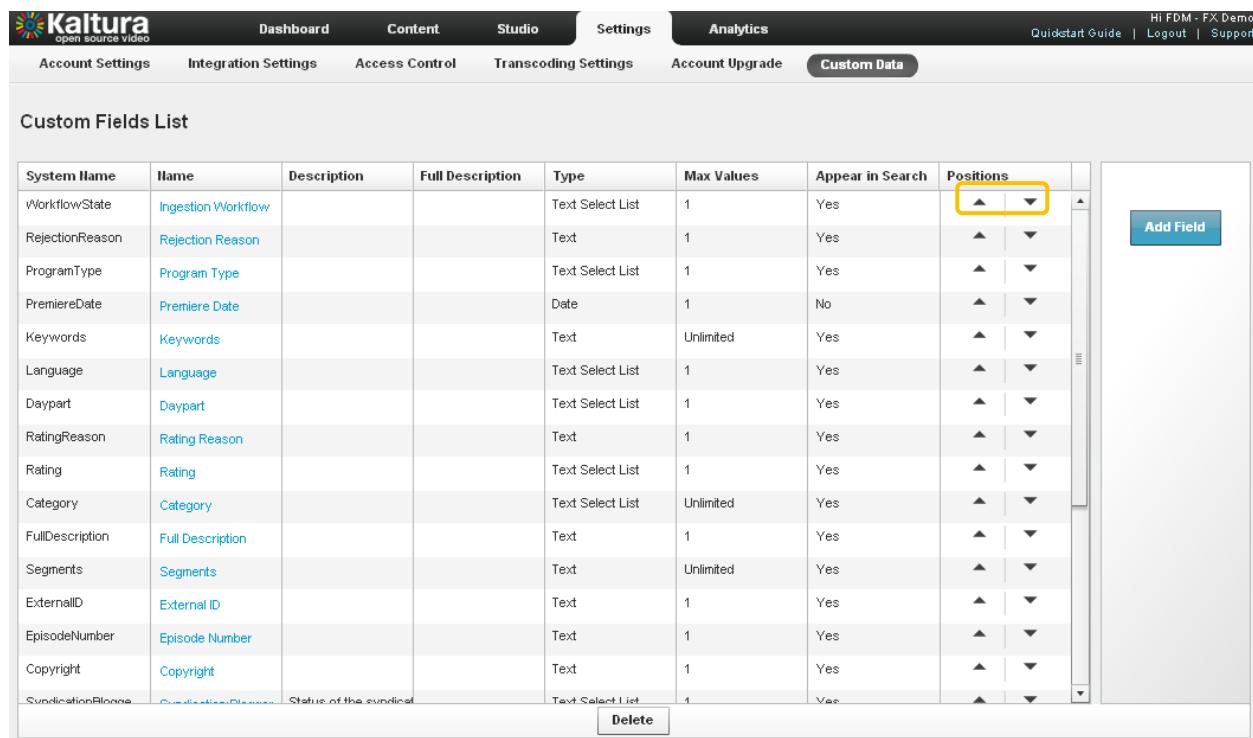
An example of this would be multiple high res images relating to the video.



The screenshot shows the 'Custom Fields List' interface in the Kaltura administration panel. A modal dialog box titled 'New Field' is open, allowing the creation of a new custom field. The 'Field Type' dropdown is set to 'Text', which is highlighted in blue. Other options in the dropdown include 'Text', 'Date', 'Text Select List', and 'Entry-id List'. The 'Appear in Search?' dropdown is set to 'Yes'. The 'Save' button at the bottom right of the dialog is greyed out, indicating the form is not yet valid. In the background, a large table lists various system names and their corresponding field names, such as 'WorkflowState' (Ingestion Workflow), 'RejectionReason' (Rejection Reason), etc. On the right side of the screen, there is a vertical list of existing custom fields, with an 'Add Field' button at the top.

3. Add a description, or full description

4. Change the order of the fields by clicking the up and down arrows



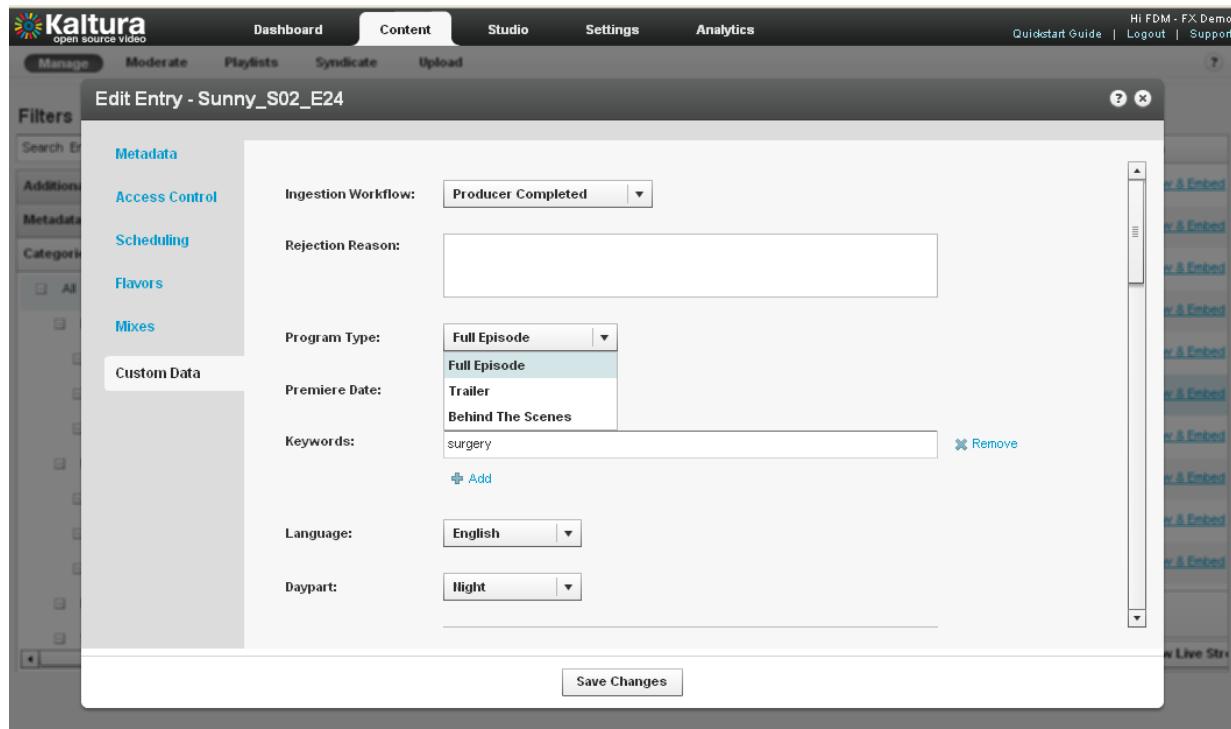
The screenshot shows the 'Custom Fields List' section of the Kaltura interface. A table lists various custom fields with their details and position controls. A yellow box highlights the 'Positions' column headers, which include up and down arrow icons for reordering. A blue button labeled 'Add Field' is visible on the right.

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	
SundicationPlanned	Planned	Status of the broadcast		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 '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 lists 'Filters' (Search, Additional, Metadata, Categories) and categories: 'All', 'Mixes', 'Custom Data' (which is currently selected). The 'Custom Data' section contains tabs for 'Metadata', 'Access Control', 'Scheduling', 'Flavors', and 'Mixes'.

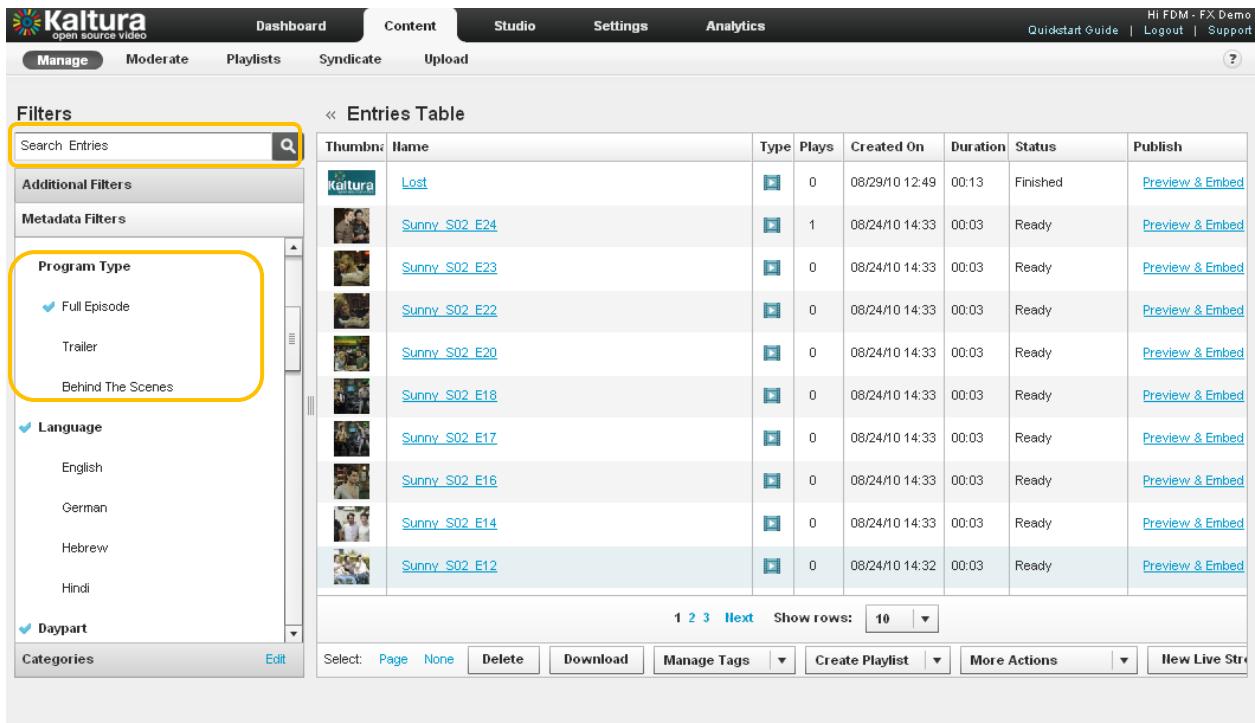
The 'Metadata' tab is active, showing the following fields:

- Ingestion Workflow:** Producer Completed
- Rejection Reason:** (empty text area)
- Program Type:** Full Episode (selected from a dropdown)
- Premiere Date:** (dropdown menu showing 'Full Episode', 'Trailer', 'Behind The Scenes')
- Keywords:** surgery (text input field with a 'Remove' link and an 'Add' button)
- Language:** English
- Daypart:** Night

At the bottom of the dialog is a 'Save Changes' button.

## Searching Based on Metadata Fields

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



The screenshot shows the Kaltura Content Management System interface. The top navigation bar includes links for Dashboard, Content (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 includes:

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

Below the table, there are navigation links (1, 2, 3, Next) and a "Show rows:" dropdown set to 10. At the bottom, 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](#)

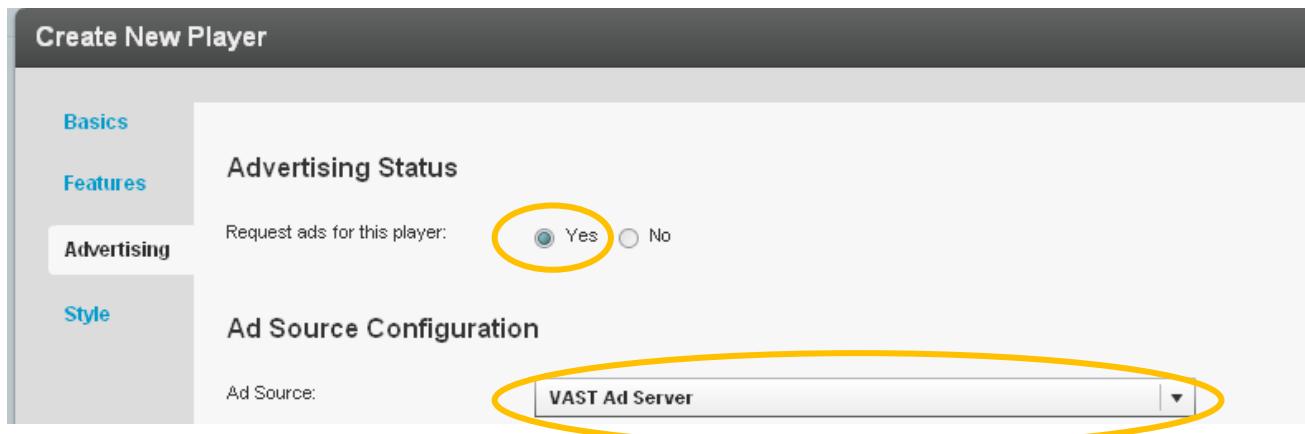
## Advertising

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

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

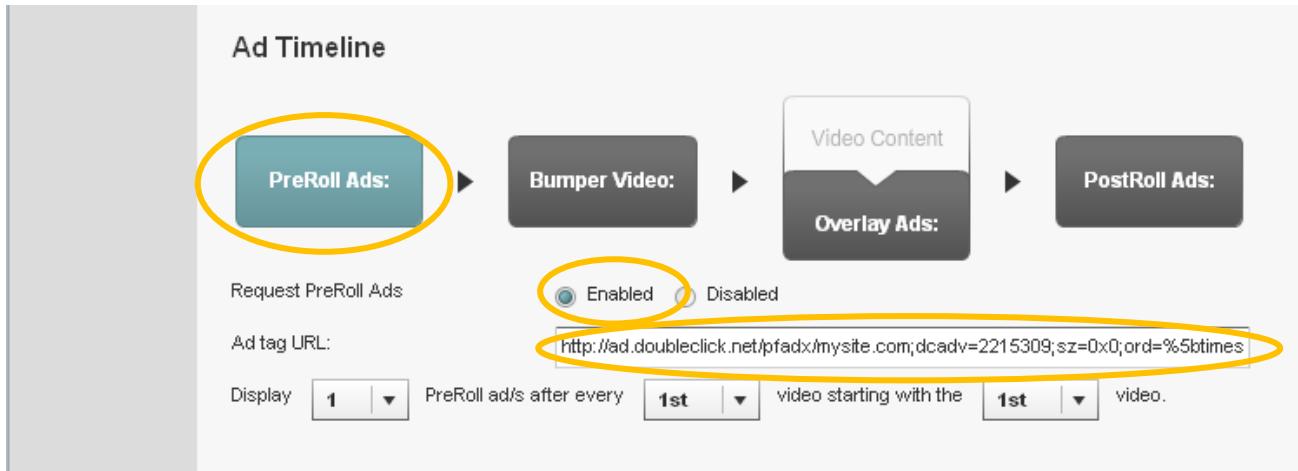
[http://www.iab.net/iab\\_products\\_and\\_industry\\_services/508676/compliance/679253](http://www.iab.net/iab_products_and_industry_services/508676/compliance/679253)

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

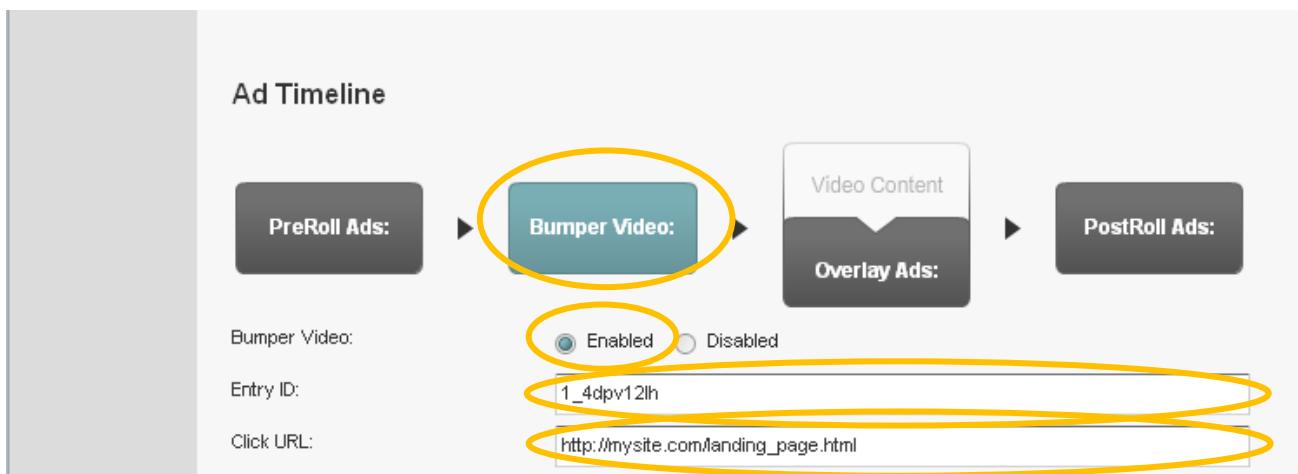


The screenshot shows the 'Create New Player' interface with the 'Advertising' tab selected. In the 'Advertising Status' section, the 'Request ads for this player:' field has the 'Yes' radio button selected, which is highlighted with a yellow oval. In the 'Ad Source Configuration' section, the 'Ad Source:' dropdown menu is open, showing 'VAST Ad Server' as the selected option, which is also highlighted with a yellow oval.

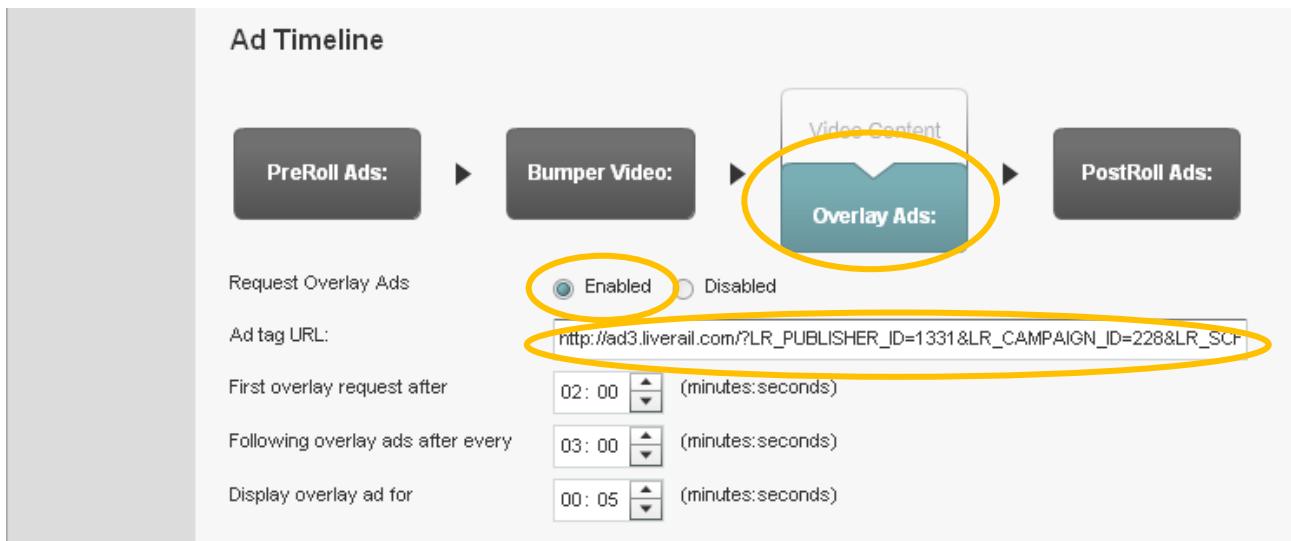
6. For Pre-roll ads select the Pre-roll section, set it to “enabled” and paste the Ad Tag URL received from the ad server



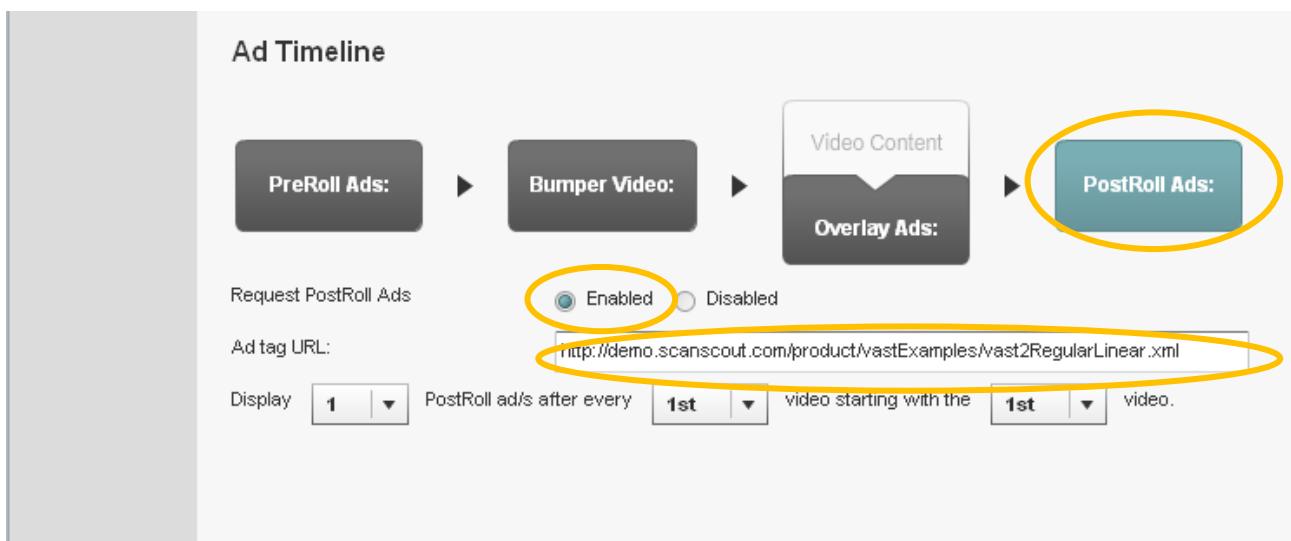
7. For bumper videos (a bumper video is a static pre-roll that does not use an ad server) select the bumper section, and set it to enabled. Select a Kaltura entry id that will be used as the bumper, and add the click URL.



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



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

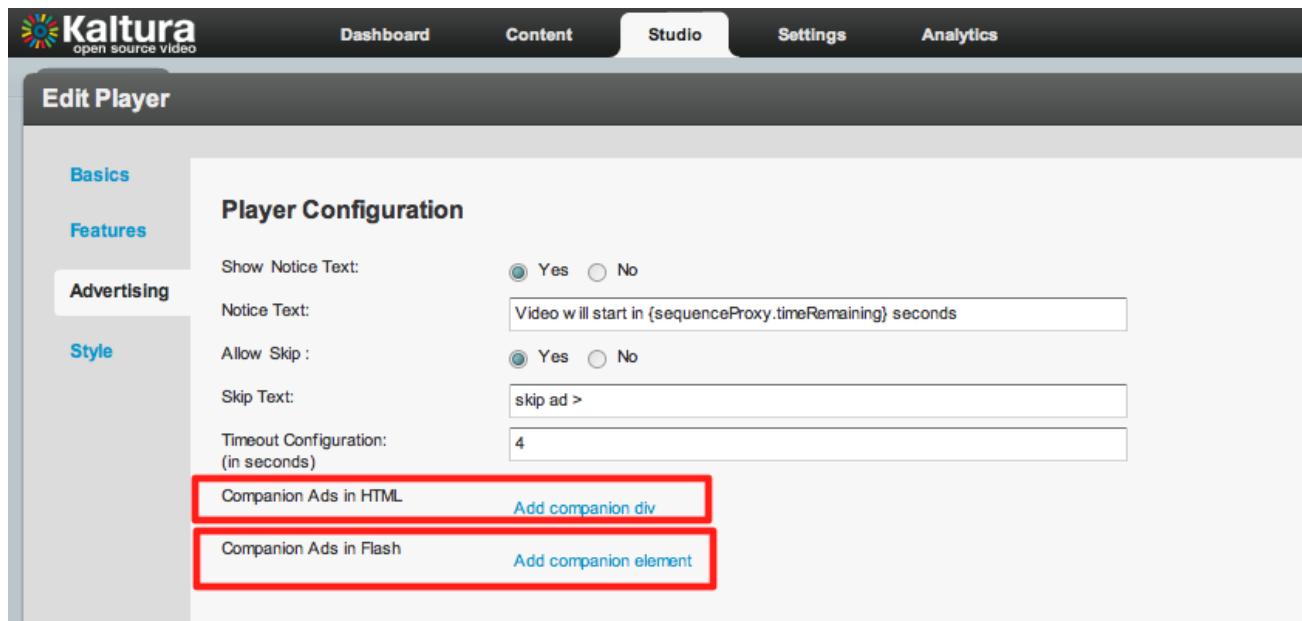


## Configuring Companion Ads

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](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 (which is selected), Settings, and Analytics. Below the navigation is a header for "Edit Player". On the left, there's a sidebar with tabs for Basics, Features, Advertising (which is selected), and Style. The main content area is titled "Player Configuration". It contains the following settings:

- 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

At the bottom of the configuration section, there are two buttons:

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

Both of these buttons are highlighted with a red rectangular border.

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"/> 
<a href="#">Add companion div</a>  <b>Click here to create more ad regions</b>	
Companion Ads in Flash	<a href="#">Add companion element</a>

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	<a href="#">Remove</a>
Element ID:	Controls	Dimensions: 0 x 0	<a href="#">Remove</a>

[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	<a href="#">Remove</a>
-------------	----------	-------------------	------------------------

Add companion element

- Controls
- Playlist
- Custom

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

Companion Ads in Flash

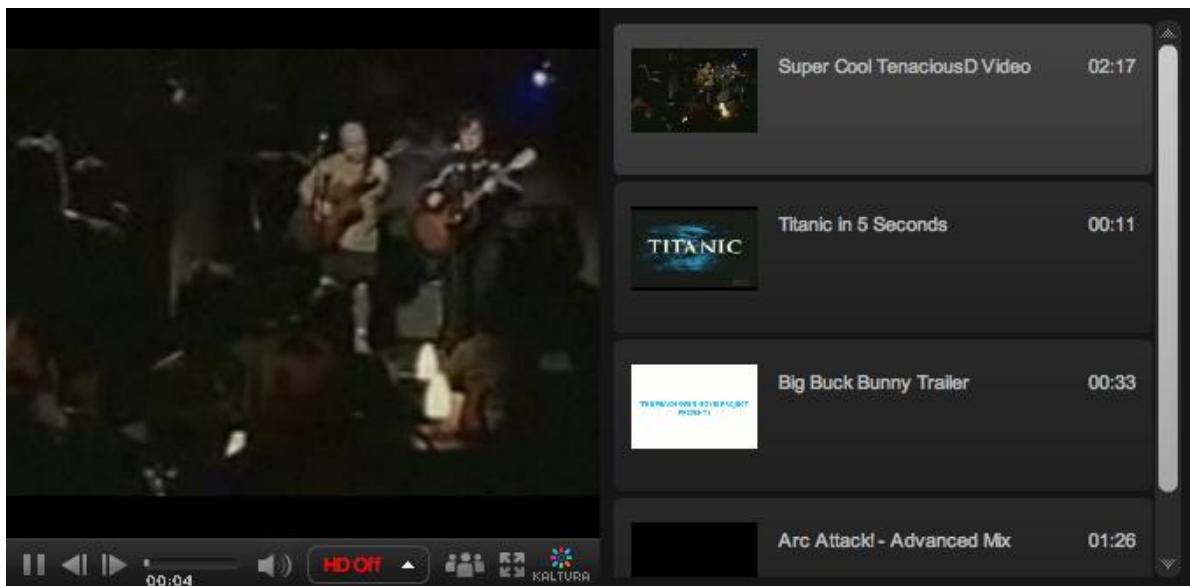
Element ID:	Controls	Dimensions: 0 x 0	<a href="#">Remove</a>
-------------	----------	-------------------	------------------------

Add companion element

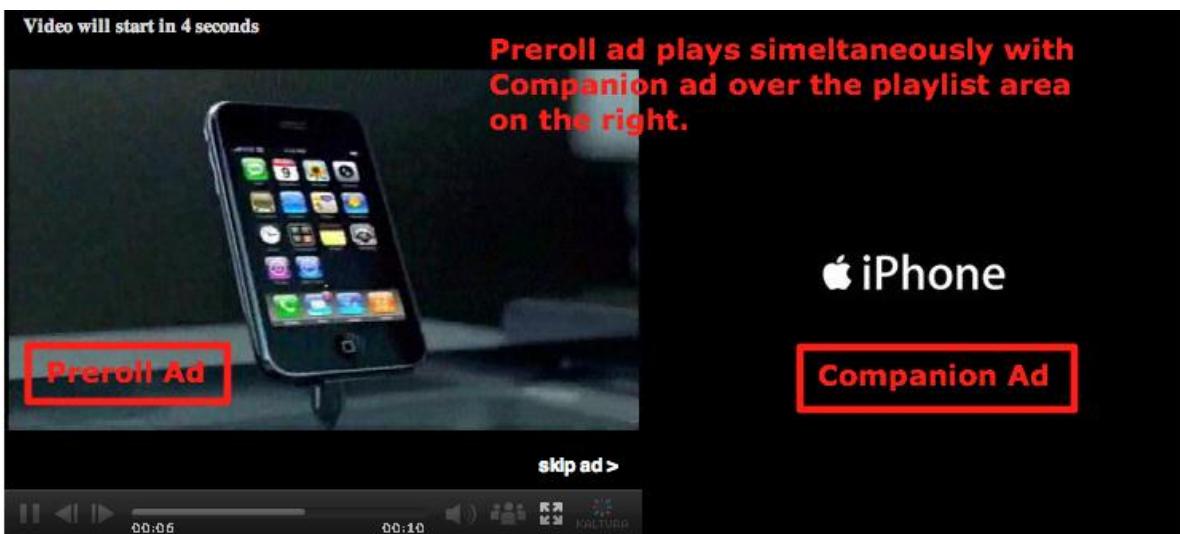
- Controls
- Custom

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

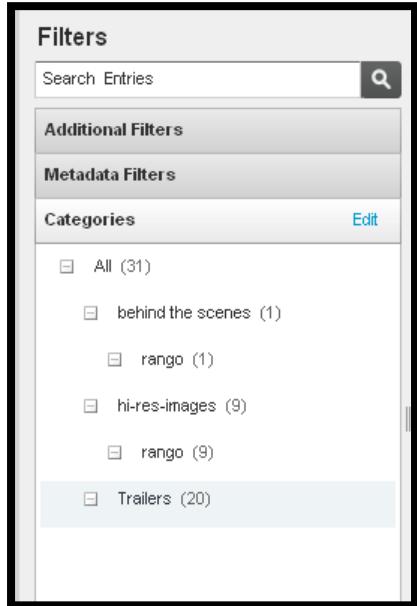
While ads targeting is performed within the ad server, Kaltura's advertising module is designed to pass all the relevant targeting information to the ad server.

Targeting information can be set in several levels:

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

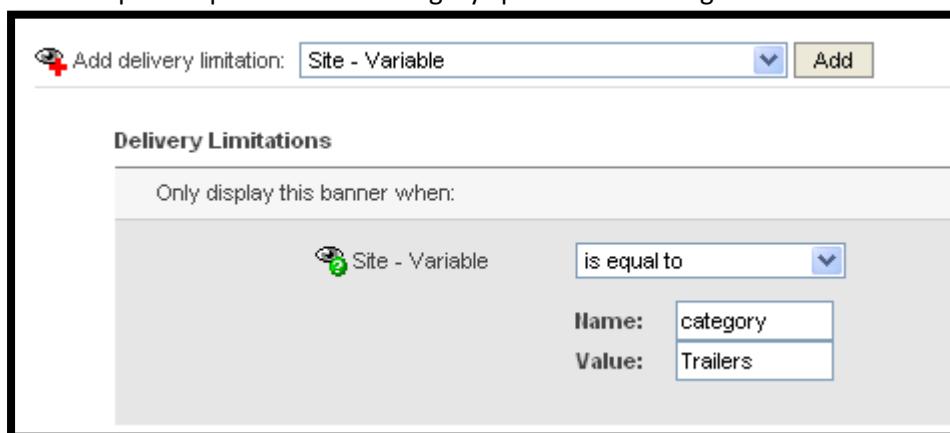
For example for targeting a specific content category :

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

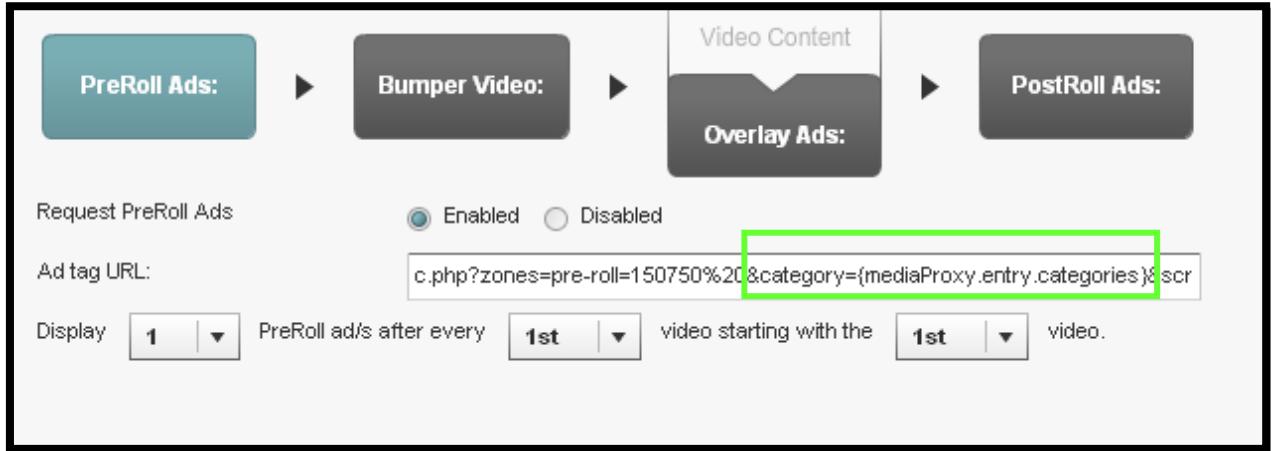


- b) Define the additional parameter in your ad server.

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



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



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

### 3. Targeting per viewer

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

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

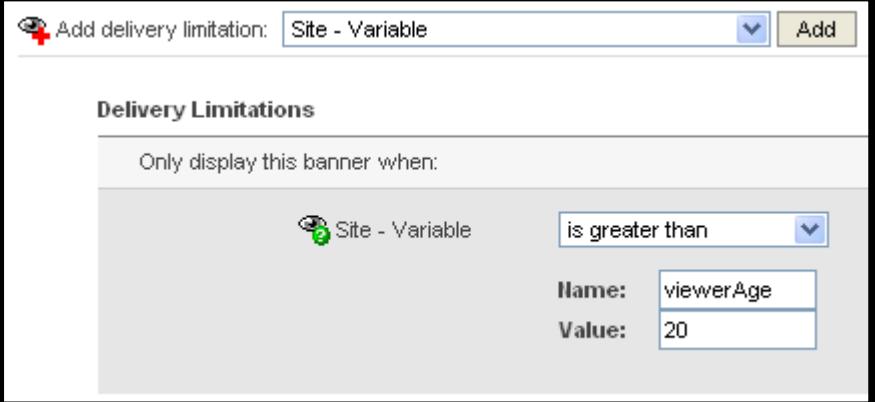
For example targeting per a specific age group. This example assumes that the hosting site has a user database and would like to further target known users.

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

```
<object id="kaltura_player" name="kaltura_player" type="application/x-shockwave-flash" width="680" height="333">
<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:

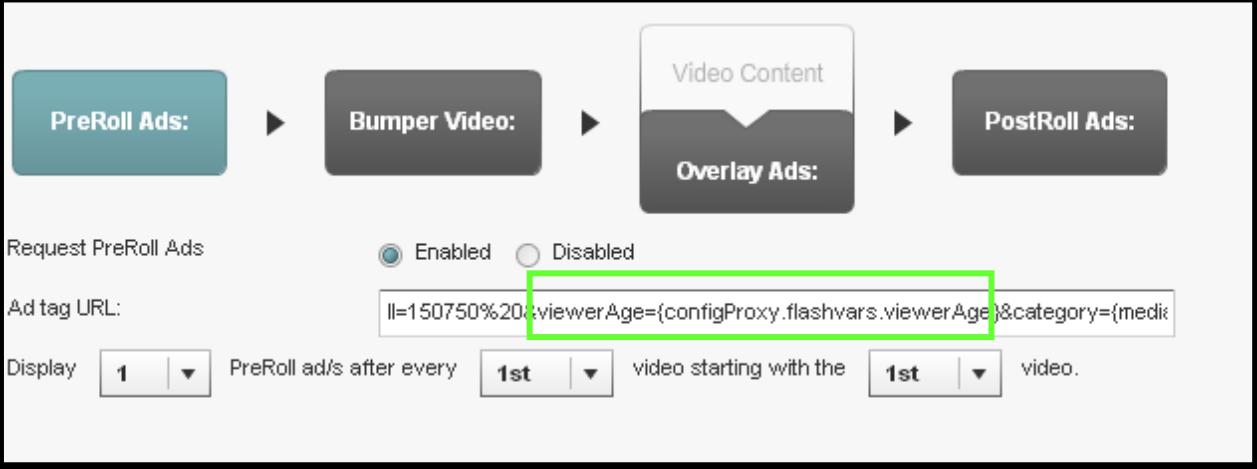
Site - Variable is greater than

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: ?l=150750%20&viewerAge={configProxy.flashvars.viewerAge}&category={mediaCategory}

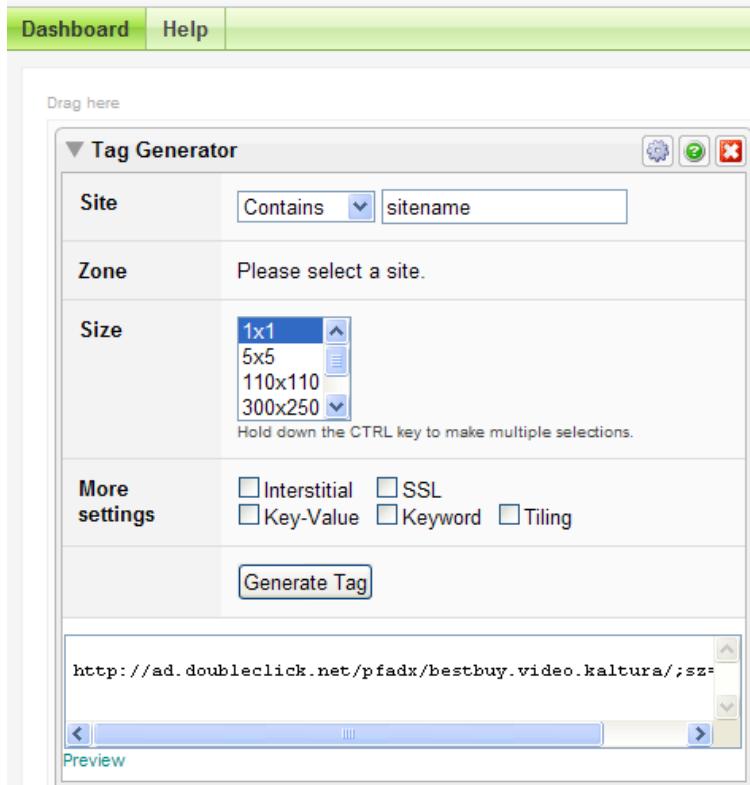
Display 1 | ▾ PreRoll ad/s after every 1st | ▾ video starting with the 1st | ▾ video.

## 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.



### OpenX

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

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

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

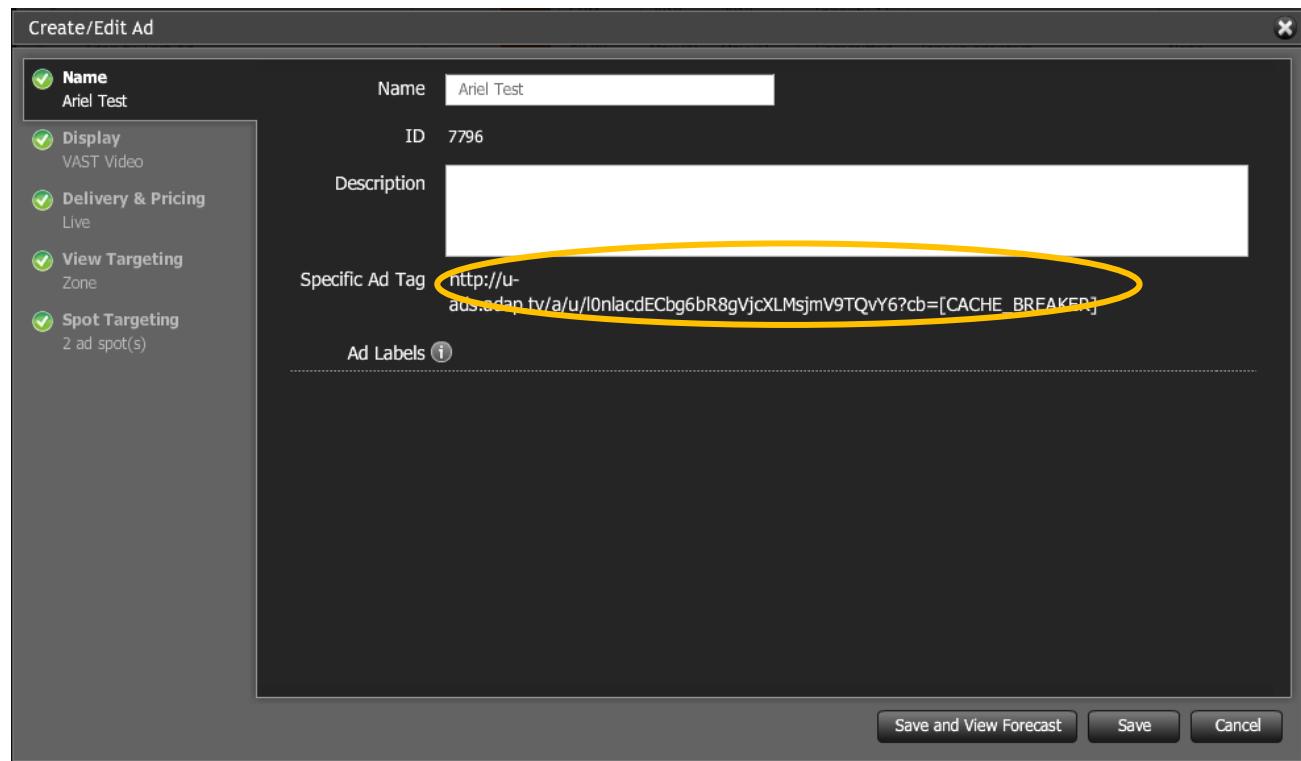
from within your OpenX account you can retrieve the zone Id.

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

[http://d1.openx.org/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charset=UTF\\_8&nz=1&zones=z1=150750](http://d1.openx.org/fc.php?script=bannerTypeHtml:vastInlineBannerTypeHtml:vastInlineHtml&source=&format=vast&charset=UTF_8&nz=1&zones=z1=150750)

**AdapTV (via VAST)**

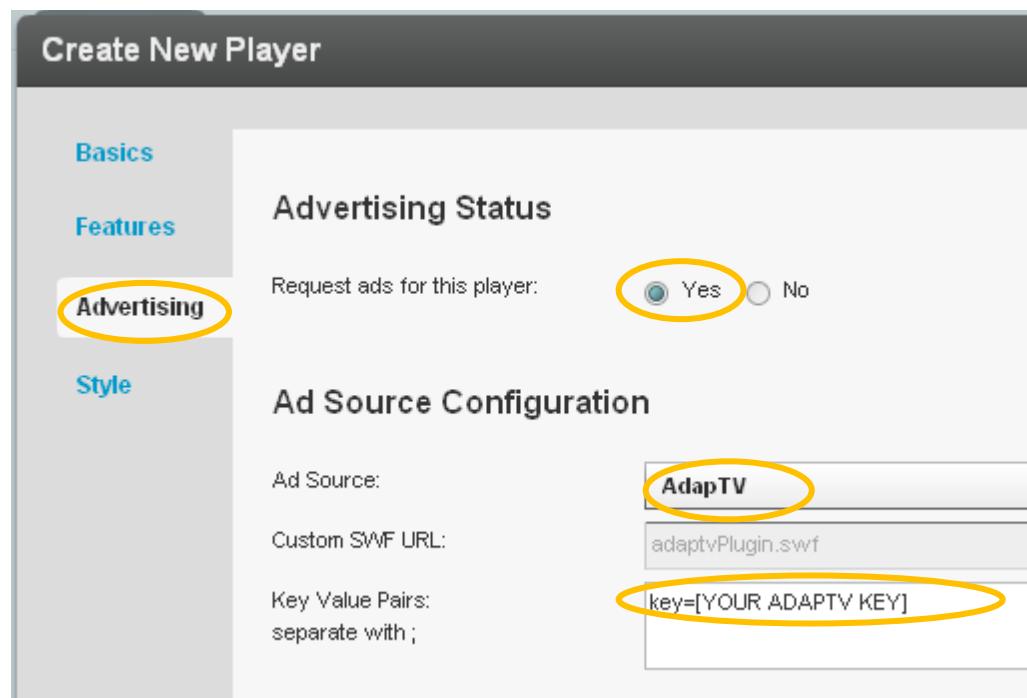
Copy the "Specific Ad Tag" from the Ad screen



## 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
5. Enter your adapt.tv Partner Key in "Key Value Pairs" section, in the following format "key=[YOUR ADAPTV KEY]"

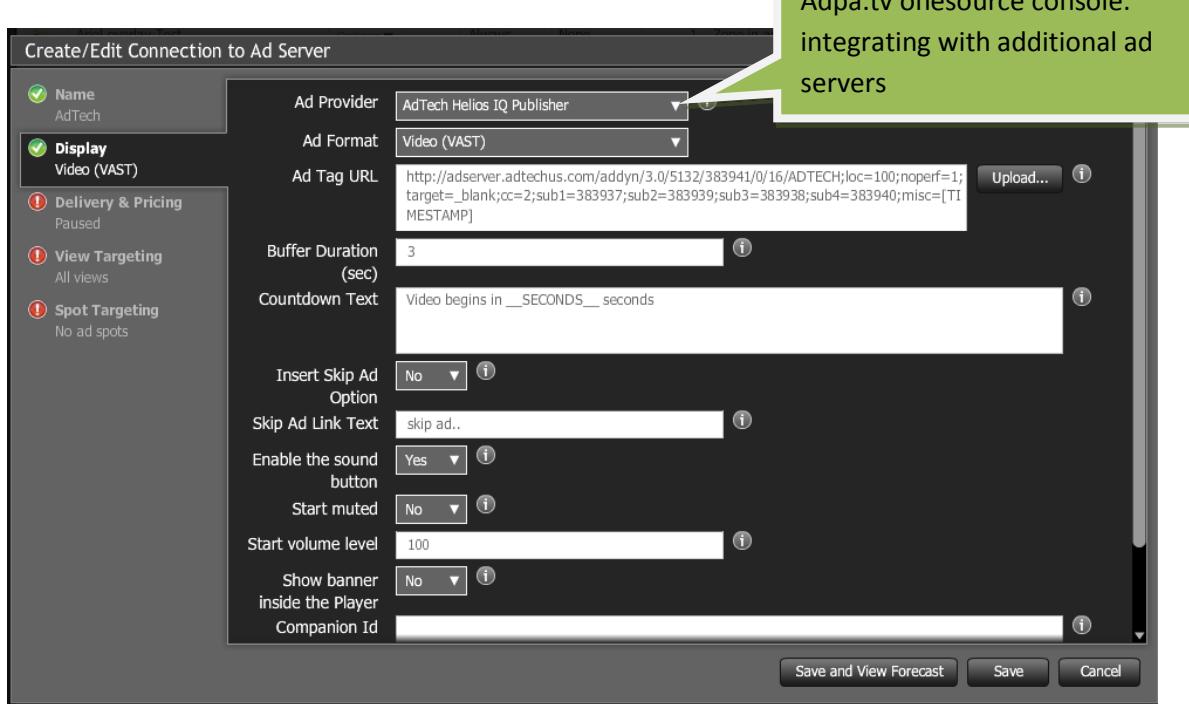


The screenshot shows the 'Create New Player' interface with the 'Advertising' section selected. The 'Advertising Status' section has the 'Yes' radio button selected. The 'Ad Source Configuration' section shows 'AdapTV' selected in the 'Ad Source' dropdown, and 'key=[YOUR ADAPTV KEY]' entered in the 'Key Value Pairs' input field. The 'Advertising' tab is highlighted with a yellow circle.

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 the following settings:

- Ad Provider:** AdTech Helios IQ Publisher
- Ad Format:** Video (VAST)
- Ad Tag URL:** http://adserver.adtechus.com/adxyn/3.0/5132/383941/0/16/ADTECH;loc=100;noperf=1;target=\_blank;cc=2;sub1=383937;sub2=383939;sub3=383938;sub4=383940;misc=[TIMESTAMP]
- Buffer Duration (sec):** 3
- Countdown Text:** Video begins in \_\_SECONDS\_\_ seconds
- Insert Skip Ad Option:** No
- Skip Ad Link Text:** skip ad..
- Enable the sound button:** Yes
- Start muted:** No
- Start volume level:** 100
- Show banner inside the Player:** No
- Companion Id:** [REDACTED]

At the bottom are three buttons: 'Save and View Forecast', 'Save', and 'Cancel'.

## Connecting with Tremor Media

- To add Tremor Media's service to your Kaltura players start by signing up with Tremor Media ([Contact us](#) to learn more) – you will then receive a Tremor Media Program ID.
- Go to the studio tab and edit an existing player or create a new one

3. Go to the Advertising section
4. Enable ads for this player
5. Select Tremor from the "Ad Source" drop down
6. Enter your acudeo Program id in the "Key Value Pairs" section, in the following format: "progId=[YOUR ACUDEOPROGRAM ID]". Additional targeting parameters should be separated with semicolons.

**Edit Player**

**Basics**

**Features**

**Advertising** (circled in yellow)

**Style**

**Advertising Status**

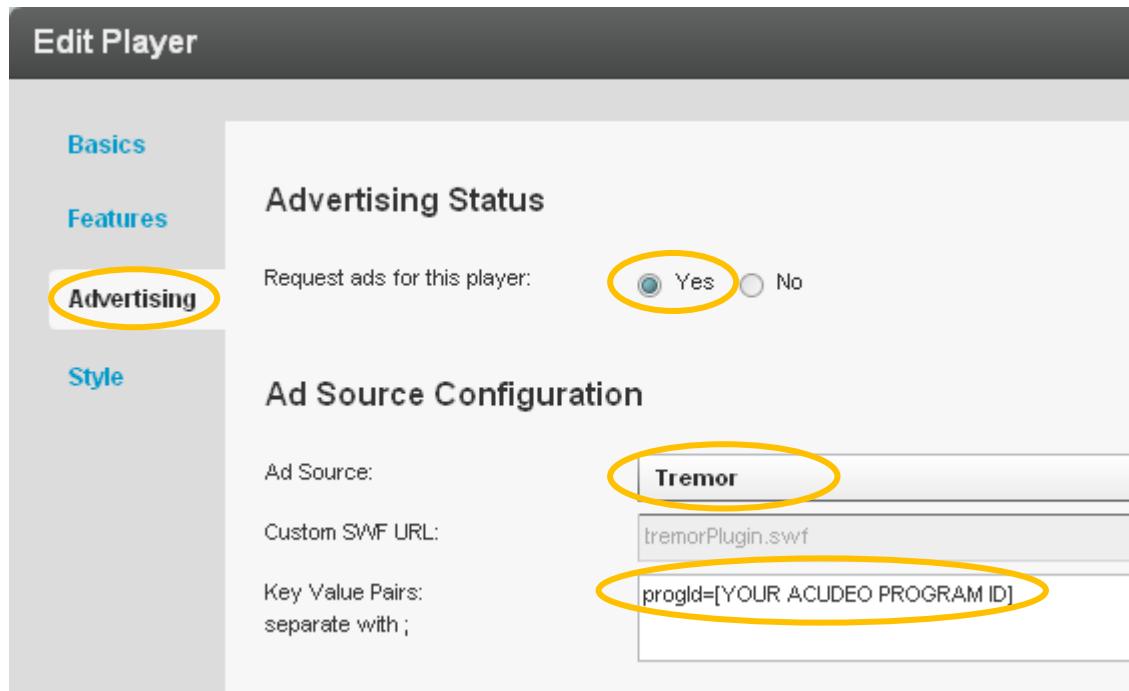
Request ads for this player:  Yes  No (radio button circled in yellow)

**Ad Source Configuration**

Ad Source: **Tremor** (text field circled in yellow)

Custom SWF URL: tremorPlugin.swf

Key Value Pairs:  
separate with ;  
**progId=[YOUR ACUDEO PROGRAM ID]** (text field circled in yellow)



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

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



Ad Policy Name	ID	Modified By	Date Created	Date Modified	Preview	Modify	Duplicate
overlay after 15 sec	4c4c4b66e721b	eitan.avgil@kaltura.com	07/25/10 10:34 AM	07/25/10 10:34 AM			
pre roll every 2nd	4c27908cb91dd	eitan.avgil@kaltura.com	06/27/10 01:55 PM	06/27/10 02:38 PM			
Atar - post, overlay	4c1a21ec7d676	eitan.avgil@kaltura.com	06/17/10 09:23 AM	07/25/10 10:26 AM			
Atar - mid only	4c1a1c25270b5	eitan.avgil@kaltura.com	06/17/10 08:59 AM	06/17/10 09:01 AM			
Atar - pre, mid, post, overlay	4c19d3fb12d7	eitan.avgil@kaltura.com	06/17/10 03:51 AM	06/17/10 03:54 AM			
AmirN pre+mid	4b962fa654fb4	eitan.avgil@kaltura.com	03/09/10 07:23 AM	03/09/10 07:23 AM			
mid roll time based	4b7960f9a06e4	eitan.avgil@kaltura.com	02/15/10 10:58 AM	02/15/10 10:59 AM			
Ariel Test program	4b584e8b0181f	eitan.avgil@kaltura.com	01/21/10 08:54 AM	01/21/10 10:32 AM			
ariel test	4b572ea432ac3	eitan.avgil@kaltura.com	01/20/10 12:26 PM	01/20/10 02:03 PM			
eran pre + post	4a530e2200a52	eitan.avgil@kaltura.com	07/07/09 04:58 AM	07/07/09 04:58 AM			
moran	4a51b2e101ca9	eitan.avgil@kaltura.com	07/06/09 04:16 AM	07/06/09 04:16 AM			
50 Percent	4a2fa1854fd5a	eitan.avgil@kaltura.com	06/10/09 08:05 AM	06/10/09 08:05 AM			
pre roll timeout 8	4a12a53f457bd	eitan.avgil@kaltura.com	05/19/09 08:25 AM	05/19/09 08:25 AM			
midroll X 5	4a12a4ca7902d	eitan.avgil@kaltura.com	05/19/09 08:23 AM	05/20/09 05:02 AM			
AmirN All - Pre-roll / Mid-roll + Overlay / Post-Roll	4a1294f4b728d	eitan.avgil@kaltura.com	05/19/09 07:16 AM	06/21/10 11:01 AM			
eran.end	4a129492db314	eitan.avgil@kaltura.com	05/19/09 07:14 AM	05/19/09 10:51 AM			
eran.mid.end	4a128d6d0c165	eitan.avgil@kaltura.com	05/19/09 06:43 AM	05/19/09 06:43 AM			

1 2 ... 2 ►

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

## Player Design

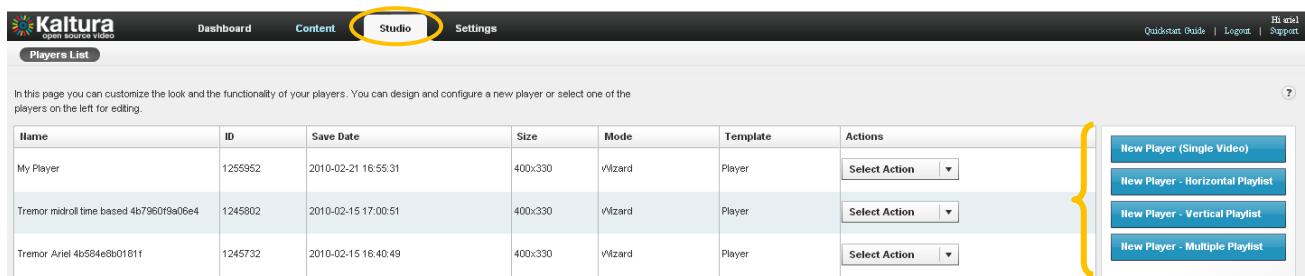
### [Designing and Configuring a New Player or Playlist](#)

- [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. 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 4b7960f9a06e4	1245802	2010-02-15 17:00:51	400x330	Wizard	Player	Select Action ▾
Tremor Ariel 4b594e8b0181f	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're creating a Player & Playlist you'll also see the Playlist Controls – check "Automatically continue" to play the playlist media consecutively. For playlists with images, set the duration for images to be displayed during the continuous play of the playlist.

**Create New Player**

**Template**

**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

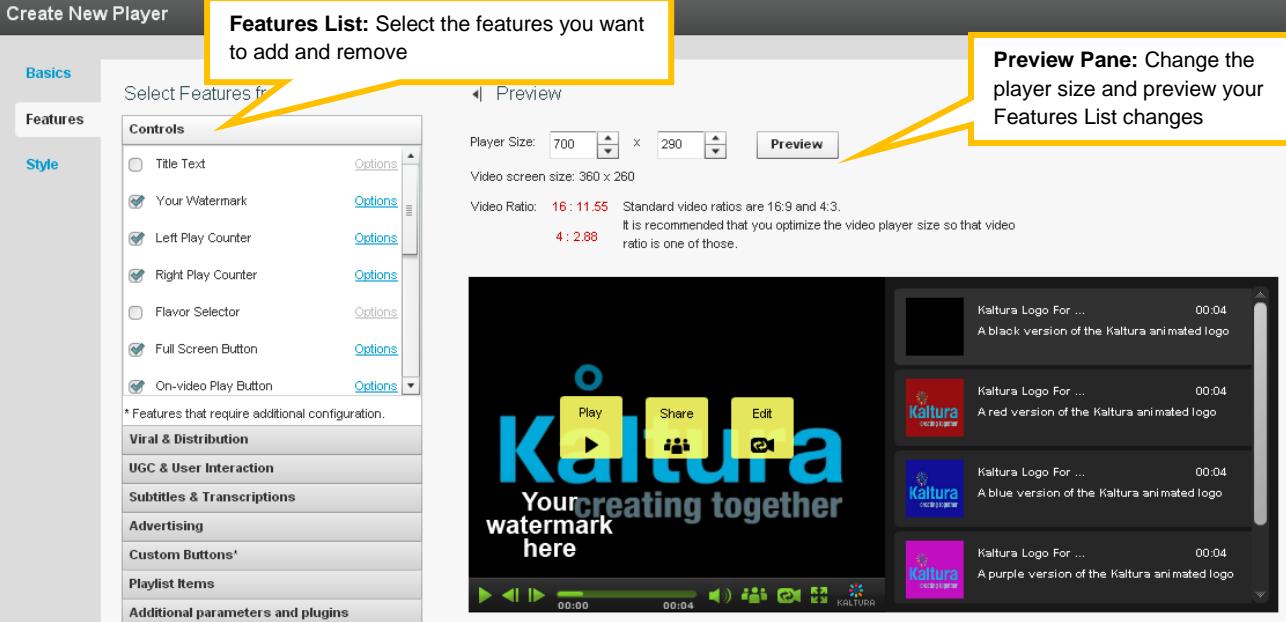
**Playlist Controls**

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 changes you've made).



**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.

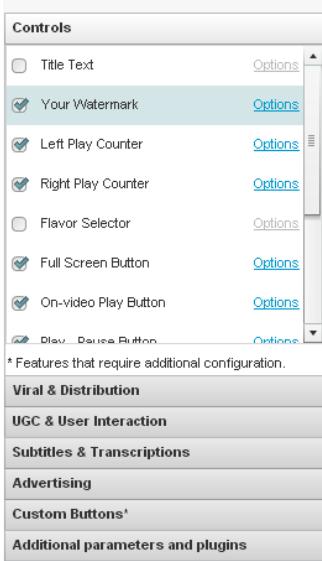


1. Change the location of the watermark logo

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:



**Create New Player**

**Basics**

**Features**

**Style**

**Your Watermark**

Brand your player with your own logo displayed as a watermark on the video. Upload an image on the web and provide the link below.

Watermark URL: <http://www.kaltura.com/content/1/icon/kaltura>

Watermark landing page url: <http://www.kaltura.com/>

Watermark location on the video:

- Top Left
- Bottom Left
- Bottom Right
- Top Left
- Top Right

**Preview**

Player Size: 370 x 300 **Preview**

Video screen size: 370 x 270

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



## 2. Change the label of the Share button

Go to Viral & Distribution → Share Button → Options

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

**Create New Player**

**Basics**

**Features**

**Style**

**Share Button**

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

Location & Playing States:

- Video Area
  - Before play
  - During play, when mouse is on screen
  - When paused
  - End play
- Controls Area
  - Display in controls area as:
    - Icon
    - Label
  - Label: Share Now!
  - Tooltip:
    - share with friends

**Preview**

Player Size: 370 x 300 **Preview**

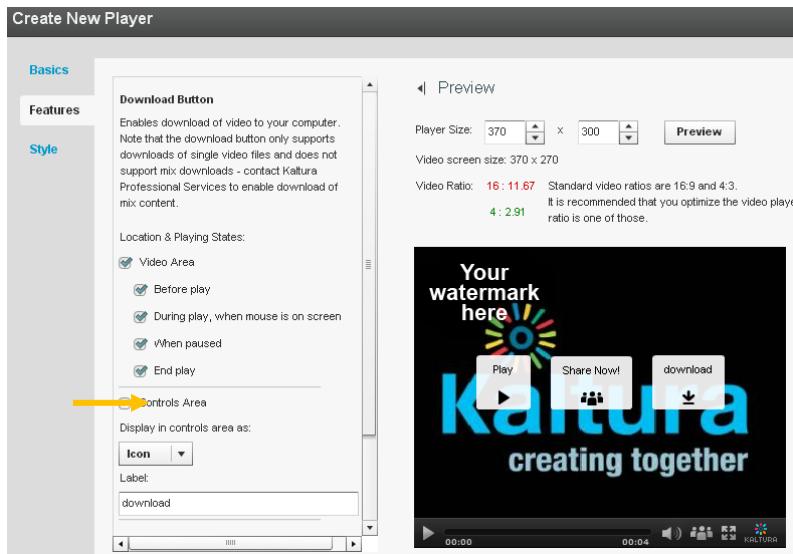
Video screen size: 370 x 270

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



### 3. 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



**Create New Player**

**Basics**

**Features**

**Style**

**Download Button**

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

Location & Playing States:

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

Controls Area

Display in controls area as:

- Icon
- Label

Label: download

Preview

Player Size: 370 x 300

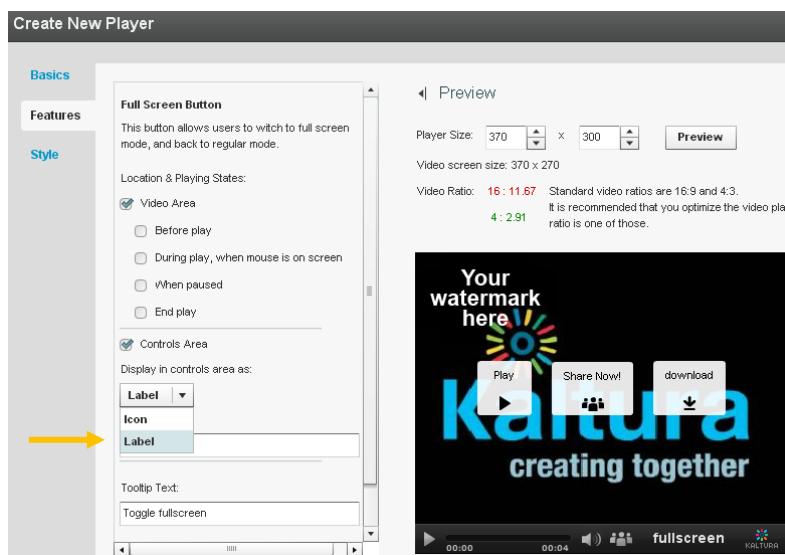
Video screen size: 370 x 270

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

Your watermark here  
  
 Kaltura creating together

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

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



**Create New Player**

**Basics**

**Features**

**Style**

**Full Screen Button**

This button allows users to switch to full screen mode, and back to regular mode.

Location & Playing States:

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

Controls Area

Display in controls area as:

- Label
- Icon

Label: fullscreen

Tooltip Text:

Toggle fullscreen

Preview

Player Size: 370 x 300

Video screen size: 370 x 270

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

Your watermark here  
  
 Kaltura creating together

## Additional feature configuration options for playlists

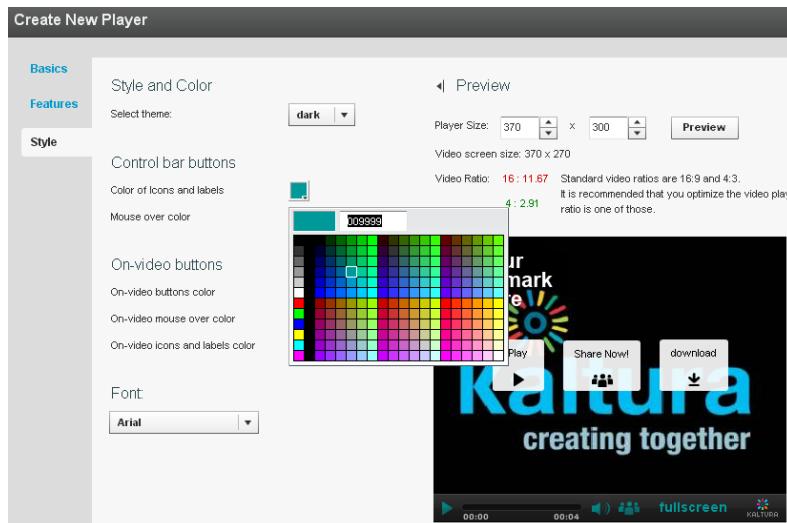
When creating a playlist (either with one or multiple tabs) you will see additional configuration options under the Playlist Items section. This will allow you to display various types of information for each of the playlist items, such as number of plays, tags, rank etc.

→ 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 will now appear in the player list

Name	ID	Save Date	Size	Mode	Basics	Actions
My Player	1257402	2010-02-22 10:52:47	370x300	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

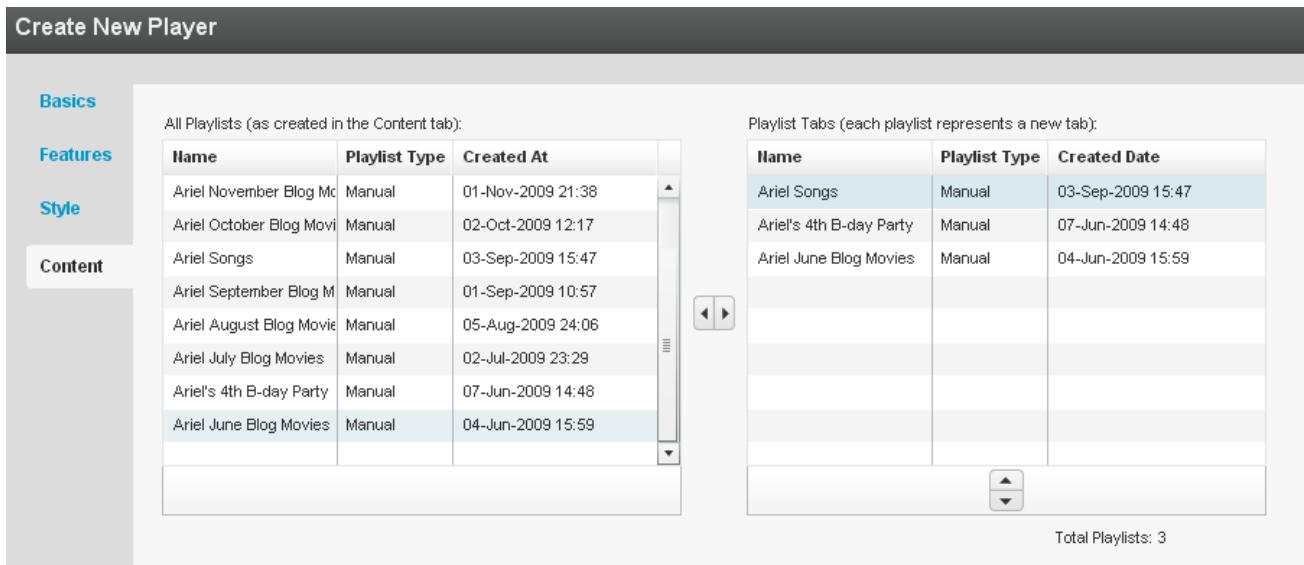


In this page you can customize the look and functionality of your players. You can design and configure a new player or select one of the players on the left for editing.

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**

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](#)

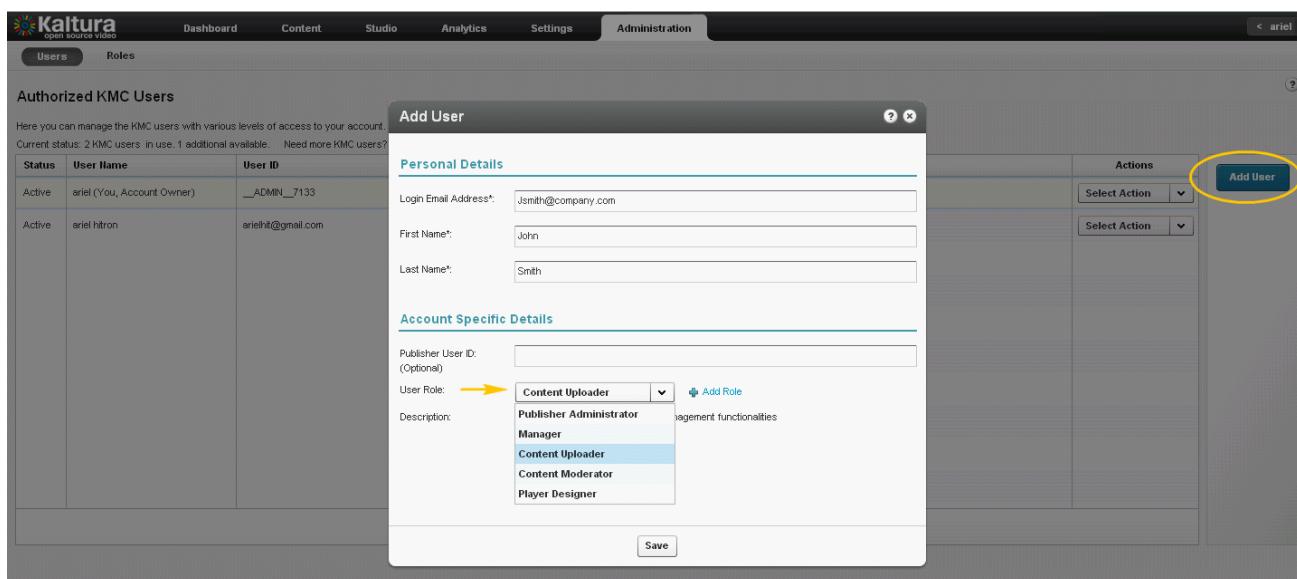
### Creating Custom Roles

### Changing Your Password (under settings tab)

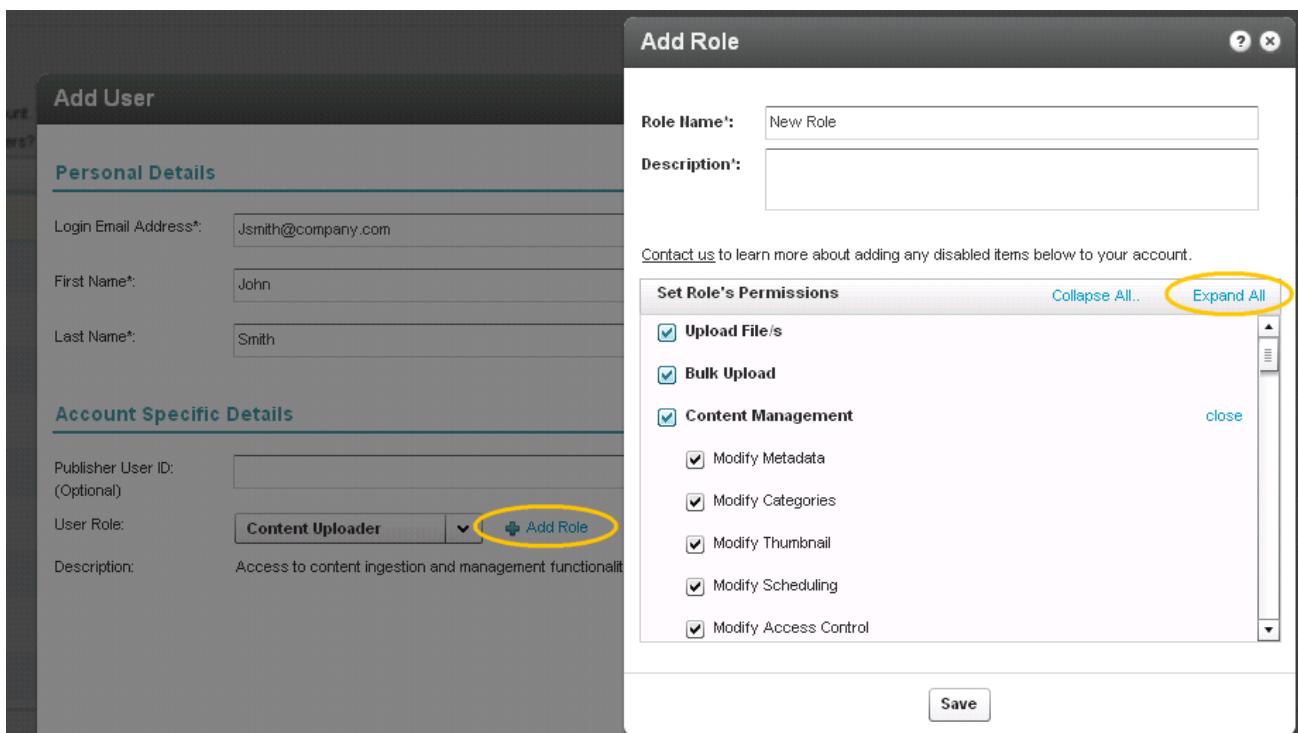
## Managing Users

### 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**

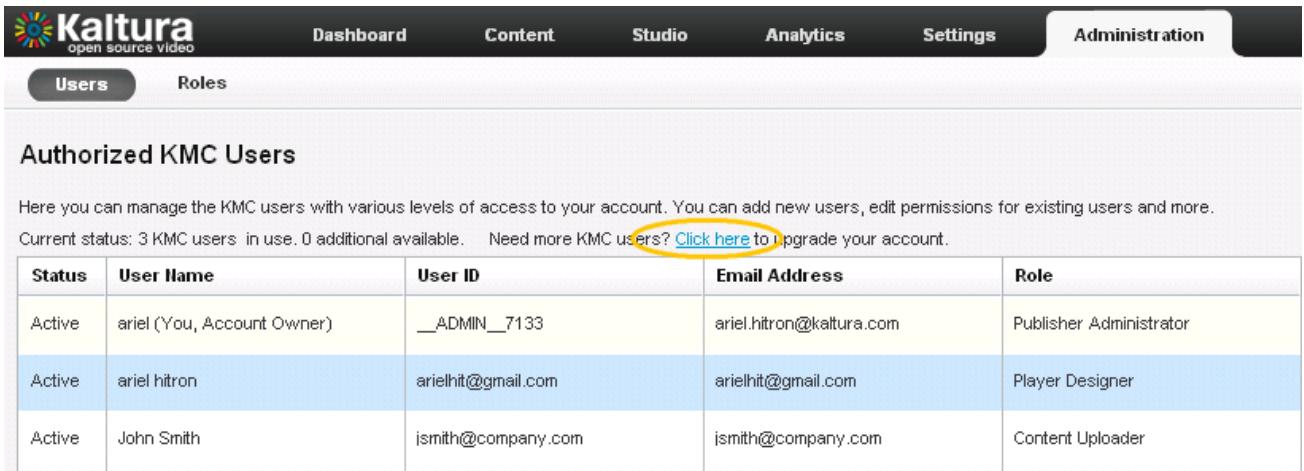
Here you can manage the KMC users with various levels of access to your account. You can add new users, edit permissions for existing users and more.

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"/> <input type="button" value="Edit"/> <input type="button" value="Block / Unblock"/> <input type="button" value="Delete"/>
Active	ariel hitron	arielhit@gmail.com	arielhit@gmail.com	Player Designer	03/14/11 5:14	<input type="button" value="Select Action"/> <input type="button" value="Edit"/> <input type="button" value="Block / Unblock"/> <input type="button" value="Delete"/>
Active	John Smith	jsmith@company.com	jsmith@company.com	Content Uploader	12/13/01 12:45	<input type="button" value="Select Action"/> <input type="button" value="Edit"/> <input type="button" value="Block / Unblock"/> <input type="button" value="Delete"/>
						<input type="button" value="Add User"/>

## Purchasing a License for Additional Users

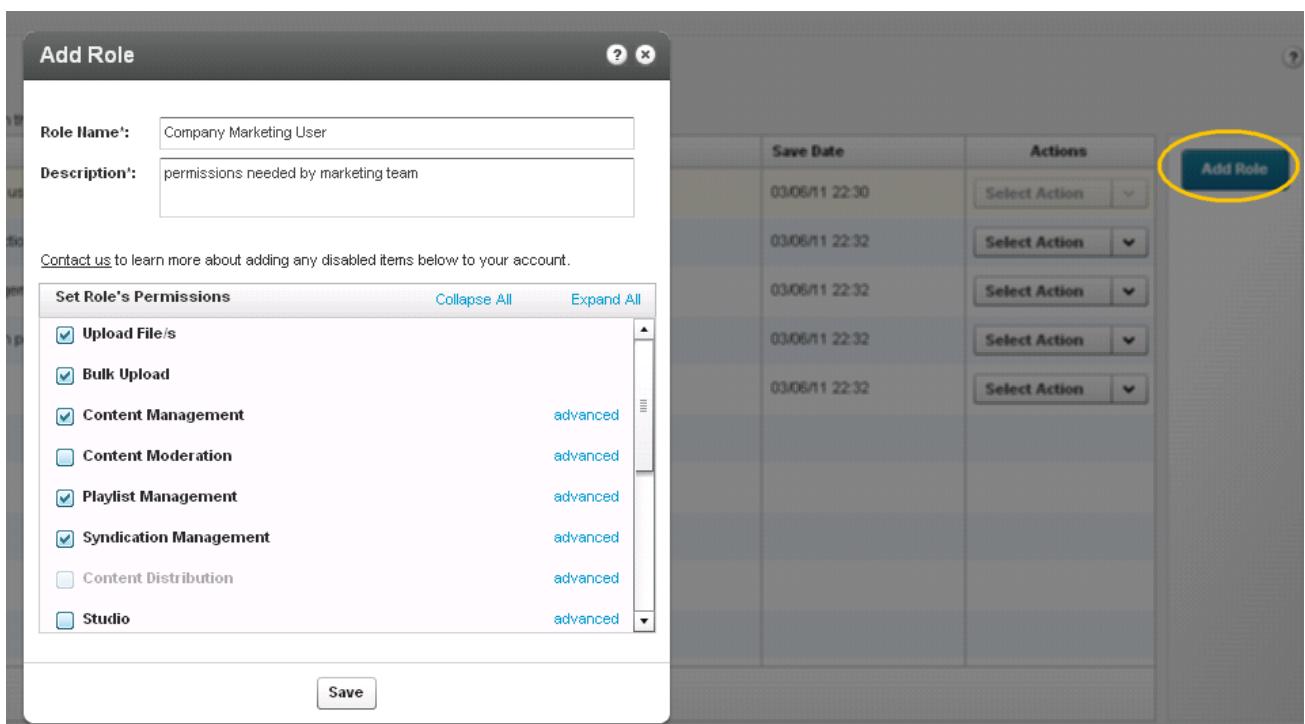
By default, each KMC account is allocated three users. To request additional users follow the “click here to upgrade your account” link in the “Users” section.



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

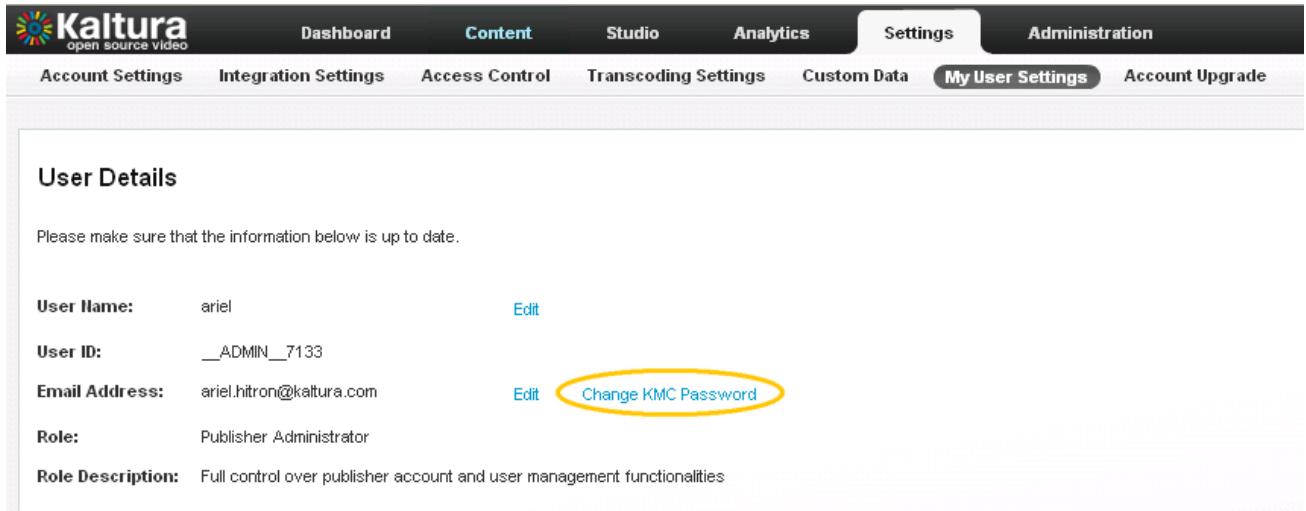
## Creating Custom Roles

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**, and Account Upgrade. The "My User Settings" tab is currently selected. Below the navigation bar, there is a section titled "User Details" with a sub-instruction: "Please make sure that the information below is up to date." Under "User Details", there are five entries: "User Name: ariel" with an "Edit" link, "User ID: \_\_ADMIN\_\_7133", "Email Address: ariel.hitron@kaltura.com" with an "Edit" link and a "Change KMC Password" link highlighted with a yellow oval, "Role: Publisher Administrator", and "Role Description: Full control over publisher account and user management functionalities".