



Kaltura Open Source Video Platform

July 2011

Introduction & Overview

- 🚩 1st and Only Open Source Video Platform
- 🚩 Turn Key Media Applications and End to End Solutions
- 🚩 Platform and Framework for creating customized media applications
- 🚩 HQ in NYC, offices in SF, London and Tel-Aviv
- 🚩 Servin
 - Media and entertainment
 - Enterprise
 - Education
 - Service providers
- 🚩 Offering both SaaS & On-prem solutions
- 🚩 Strong partner, reseller & OEM ecosystem
- 🚩 Both Commercial and Free Open Source solutions
- 🚩 Support for all forms of rich-media



Driving Value with Video

Media



Main Use Cases:

- Video Publishing & Management
- Content Distribution
- Monetization & PPV
- Citizen Journalism
- Live Events

Enterprise



Main Use Cases:

- Learning & Training
- Enterprise Collaboration
- Executive Communication
- Marketing

Education



Main Use Cases:

- Distance Education
- Campus YouTube
- LMS Integration
- Lecture Capture
- Library Preservation

Service Providers



Main Use Cases:

- Added Value Services
- Upsell Opportunities
- Application Framework
- Integrated Video into Existing Services

Platform & Application Framework

Education

- LMS Video Extensions



- Kaltura MediaSpace™
- Video Authoring Tools

Kaltura MediaSpace™
(for Enterprise and Education)



Enterprise

- Enterprise CMS Extensions (SharePoint and more...)
- Kaltura MediaSpace™
- Video Authoring Tools

Video Authoring Tools
(for Enterprise and Education)



Media

- KMC – Editorial Workflows
- Monetization Solutions
- Citizen Journalism Apps
- Flexible API's allowing deep integration with proprietary CMS and systems

KMC



Kaltura Core Media Platform - Hosted by Kaltura / On-Premise at customer data center / on a Cloud

- ✓ Hosting and Streaming
- ✓ Live Streaming
- ✓ Syndication
- ✓ Full Mobile Support & Delivery
- ✓ HTML5 Support
- ✓ User Permissions
- ✓ Security
- ✓ Video SEO
- ✓ Analytics
- ✓ Ingestion & Transcoding
- ✓ Media & Metadata Management
- ✓ Publishing and Delivery
- ✓ Content Distribution
- ✓ Advertising & Monetization
- ✓ Transcription and Subtitles

Kaltura App Exchange - 3rd party apps and plugins

- Sub Publisher Console
- White Labeling Console
- Kaltura On Prem & IT Admin Console



Service Providers

- Client Libraries
- Code Generator
- Source Code
- Test Console
- More than 200 Flexible & Documented APIs



Developer Tools

Sample Customers

Publishers



Advertisers



Sample Customers

Education



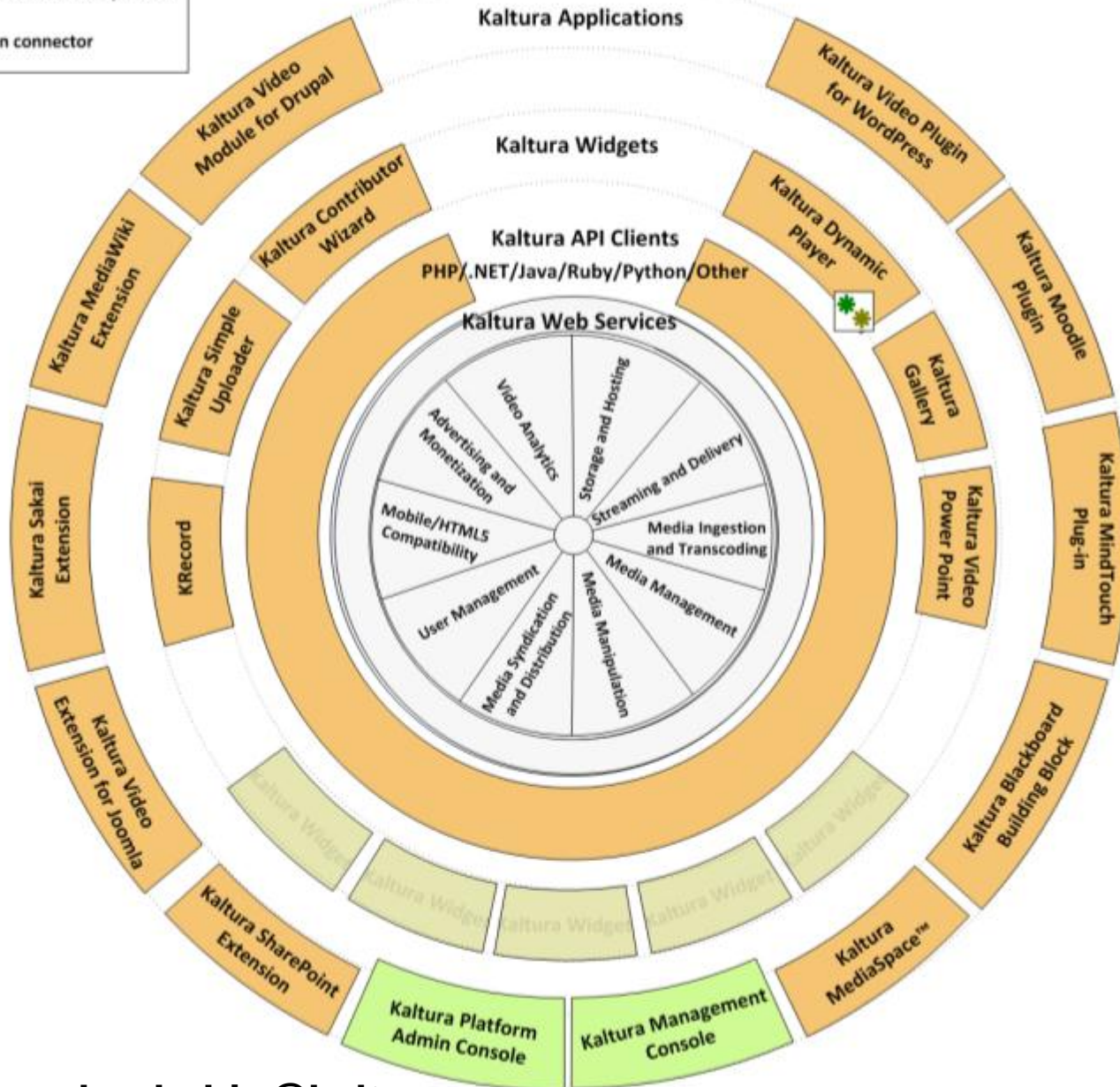
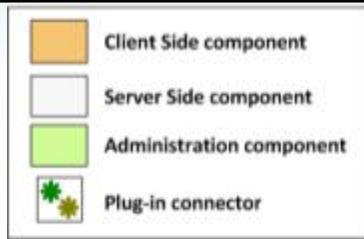
Enterprise



Resellers

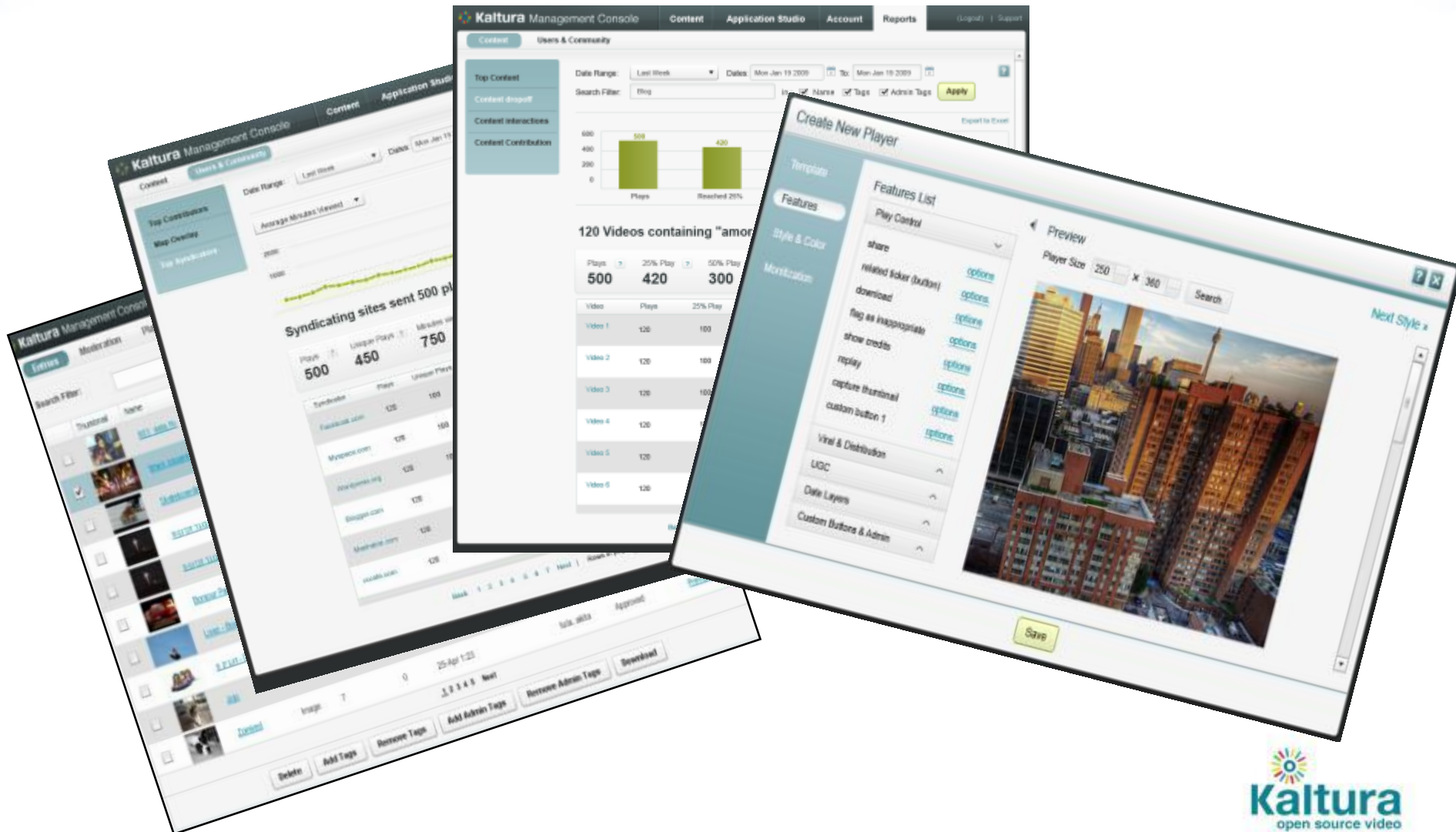


Logical Architecture View



Kaltura Management Console

Single hub for managing digital media assets



Zohar Babin – zohar.babin@kaltura.com

Content Distribution

Expose your assets to wider audience – automatically!



Edit Entry - Logo_Pink.flv

Metadata

Thumbnails

Access Control

Scheduling

Distributor	Start Date	End Date	Submission Status	Action Available
YouTube	02/28/2011	03/01/2011	Missing Thumbnail, Flavor	

Update

Distribute

Choose Thumbnail

Position and Size

Lock aspect ratio
add state to:

480 x 270

Position

Left: 640

Top: 90

Crop

Width: 1240

Height: 701

Thumbnail Preview

Generate Thumbnail

Edit Entry - Informant trailer (h264) - Create Thumb

Metadata

Thumbnails

Access Control

Scheduling

Flavors

Mixes

Custom Data

Distribution

Asset ID	Transcoding Flavor	Format	Codec	Bitrate(kbps)	Dimensions	Size(KB)	Status	Action
1_m27291	Source	avc1	h264	896	624 x 352	10400	OK	Select Action
1_m28260	Basic - Small	flv	h264	368	624 x 352	11624	OK	Select Action
1_m28261	Basic - Small (H264)	mp4	avc1	368	624 x 352	171600	OK	Select Action
1_m28262	High - Large (H264)	mp4		0	[null] x [null]	0	N/A	Reconvert
1_m28263	HD (H264)	mp4		0	[null] x [null]	0	N/A	Reconvert
1_m28264	Standard - Large (H264)	mp4		0	[null] x [null]	0	N/A	Reconvert
1_m28265	Standard - Small (H264)	mp4		0	[null] x [null]	0	N/A	Reconvert
1_m28266	Standard - Small	flv	h264	742	624 x 352	288720	OK	Select Action
1_m28267	HD	flv		0	[null] x [null]	0	N/A	Reconvert
1_m28268	High - Large	flv		0	[null] x [null]	0	N/A	Reconvert
1_m28269	Standard - Large	flv		0	[null] x [null]	0	N/A	Reconvert
1_m28270	Standard - Large	mp4	avc1	874	624 x 352	254835	OK	Select Action

Save Changes



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Kaltura Admin Console

Powerful server management for Media Asset Processing

The screenshot displays the Kaltura Admin Console interface. At the top, there is a navigation bar with tabs for Publishers, Users, Batch Process Control, Monitoring, Developer, and Distribution. Below this, the 'Publisher Management' section is active, showing options to 'Add New Publisher' and 'Publishers' Usage'. A search bar is present with a dropdown menu set to 'None' and a 'Search' button.

The 'Results (100 publishers)' section shows a table with the following columns: Status, ID, Publisher Name, Website URL, Admin Name, Admin Email, Admin Phone, Account Creation Date, and Action. The table lists several publishers, including 'clipApp', 'testpartner01', 'Site-Install', 'hnmnm', 'PS2partner001', 'yonit01', '28', '128', 'Kaltura 2', and 'account28_4'.

An inset window shows the 'Monitoring' view for a selected publisher. It features a navigation bar with 'Status', 'Acknowledge Alerts', and 'Enable / Disable'. Below this, there are two monitoring dashboards. The first is for 'testbox' and the second is for 'Linux servers'. Both dashboards display a grid of metrics with status indicators (green diamonds for OK, orange bars for warnings, and red circles for errors). The metrics include: batch, conn, cpu, disk, files, info, memory, mssn, mssd, ports, specs, ssh, and trends.



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Kaltura Developer Community

The screenshot shows the Kaltura Developer Community website. At the top, there is a navigation bar with links for Register, Login, Contact Us, All Projects, Documentation, and Advanced Search. The main content area features several sections: a large banner for 'Open Source Video Solutions for Any Site' with a 'Download - Community Edition' button; a 'Join The Discussion & Get Technical Support' section with links to forums, chat, mailing lists, and blogs; a 'Contribute & Participate' section with links to browse projects, submit patches, and share ideas; a 'Developer Spotlight' section highlighting contributors; a 'Kaltura Inspire Webinar' section for a Blackboard Video Building Block; a 'Publish and Monetize' section with the Kaltura Exchange logo; and a 'Recent Activity' section listing forum topics and their authors.

Sample Applications:

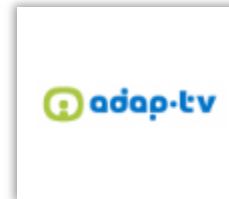
Community Edition
WordPress, BuddyPress
Drupal, Joomla, Alfresco
MediaWiki, TikiWiki
MindTouch, Elgg, Mzinga
Blackboard, Moodle, Sakai
HTML5 Media Library

Client Libraries:

Flex, Flash, PHP, C#, Ruby,
Java, JavaScript, Python

Kaltura Application Exchange

The screenshot shows the Kaltura AppExchange website. At the top, there's a navigation bar with the Kaltura logo, 'open source video', and various menu items like 'Video Platform', 'Solutions', 'Partners', 'Customers', 'About Us', 'Download Center', and 'Kaltura.Org Community'. Below the navigation bar, there's a main content area with a central banner that says 'Extend your Kaltura functionality:' followed by four categories: 'Plugins', 'Themes & Skins', 'Extensions', and 'Standalone Apps'. Below this, there are tabs for 'Latest Applications', 'Most Popular', and 'Staff Picks'. The main content area displays two application listings. The first is 'Video & Media Extension for TikiWiki' by TikiWiki, dated 09 Feb, 2010. It includes a description, a 'Get Application' button, a star rating of 0 out of 5, and options for 'Reviews', 'Screenshots (0)', and 'Preview'. The second listing is 'Video & Media Plugin for Elgg' by IvanVargas, dated 10 Feb, 2010. It also includes a description, a 'Get Application' button, a star rating of 0 out of 5, and an option for 'Reviews'. On the left side of the interface, there are sections for 'Kaltura AppExchange' (with links to 'AppExchange Introduction' and 'Getting Started'), 'Search Applications' (with a search input field), and 'User login' (with fields for 'Username' and 'Password', a 'Log in' button, and links for 'Create new account' and 'Request new password').



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And more...

Kaltura MediaSpace™

The screenshot displays the Kaltura MediaSpace web interface. At the top, there is a navigation bar with the Kaltura logo and user options like 'Guest (Logout)', 'My Media', 'My Playlists', and 'Help'. Below the navigation bar, there are tabs for 'Home', 'Training', 'Product Marketing', and 'Live Events'. The main content area shows a grid of video thumbnails with titles such as 'Global Sales', 'Vision vs. Action', 'Team Strategy', 'Data based decision making', 'The Right Pitch', 'Sales Summit 09', 'Working with Benchmarks', 'Global Collaboration', 'Lead Flow Analysis', and 'EMEA Resources'. Below the grid, there is a detailed view of a video player for 'Global Sales' (dated 25-Dec-2010). The player includes a video player with a play button, a progress bar, and a volume control. Below the player, there are options to 'Details', 'Get Embed Code', and 'Add to Playlists'. The 'Embed Code' section shows a code snippet for embedding the video. Below the code, there are three 'Select Player Size' options: '480x288', '480x288', and '564x321'.

Use Cases:

- Campus YouTube™
- Lecture capture portal
- Faculty media management
- Digital libraries and archives

Highlights:

- Fully configurable for multiple uses
- Integrates with SSO & AD
- Mobile Delivery
- User or Administrative Uploading

Mobile Delivery

- Auto-detection + display optimal player
- HTTP Live Streaming
- App Development Kit



Ad Timeline



Request PreRoll Ads

Enabled Disabled

Ad tag URL:

<http://myadserver.com/myPreRollads>

Display

1

PreRoll ads before every

1st

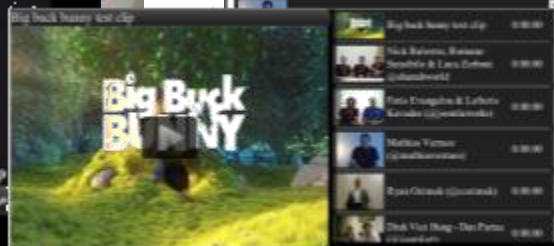
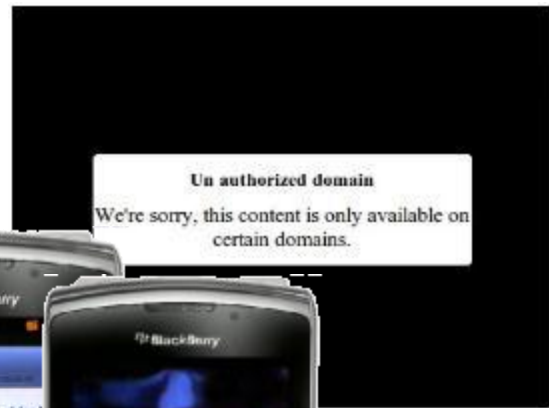
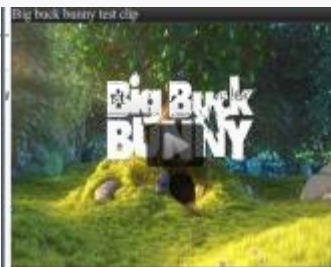
video starting

1st

2nd

3rd

4th



Case Study: Texas Instruments

Interactive Product Marketing, Custom Web Portal, User-Generated and Company Content



Shopping Cart | Contact Us | TI Worldwide: United States | myTI Login

Products Applications Design Support Sample & Buy

All Searches Search by Keyword GO Search by Part Number GO


TI Home > TI Videos

Videos

Select a language: English | Upload Videos

Products Applications Corporate E2E Videos

[Search Term] Search Video



BodyMedia presents BodyMedia FIT system @ CES 2011

The BodyMedia FIT(tm) system is a holistic weight management system based on TI's MSP430 and analog technologies.

Posted: 25-Jan-2011

Duration: 1:24

Views: 0

Tags: ti, texas instruments, consumer medical, personal health, telehealth, bodymedia, scott boehmke

★★★★★

Related Videos

- Now Playing: BodyMedia presents BodyMedia FIT system @ CES 2011
- Play: Gene Frantz on telehealth and innovation @ CES 2011

Channels

Products Applications Corporate

Sort by: Recent | Title | Views | Rating



Case Study: Best Buy

Marketing, Internal Social Collaboration, Bestbuy.com, Digital Signage

The screenshot displays the Best Buy website's 'On' section. The top navigation bar is yellow with the 'On BEST BUY' logo on the left, and 'CATEGORIES', 'FEATURES', and 'VIEW ALL' links in the center. A search bar is on the right. Below the navigation, a breadcrumb trail shows '< Home'. The main content area features a yellow banner for 'THE KING'S SPEECH EXCLUSIVE' dated 'Best Buy 02/11/2011'. Below this is a large video player showing an interview with Colin Firth. To the right of the video player is a 'DETAILS' section with the text: 'By George! Check out our interview with critically acclaimed actor Colin Firth.' To the right of the main content area is a sidebar with a 'Visit BestBuy.com' button featuring the Best Buy logo. Below this is a 'RELATED CONTENT' section with three items: 'Red EXCLUSIVE' (a retirement party), 'Fringe' (Agent Olivia), and 'Top 10 Christmas Movies of All Time'. At the bottom of the page is a Dell advertisement with the text 'High performance you need with Intel® Core™ processors' and the Dell logo.

MIT TechTV

- MIT – this leading university selected Kaltura to power video for its MIT TechTV site, the university's video-sharing site for the MIT community. <http://techtv.mit.edu/>

Learn about MIT TechTV and check out our [resource page](#) for media makers at MIT. [Get Help](#) | [Sign in or Create Account](#)

MIT TechTV is an initiative of MIT **ENGINEERING**

MIT TechTV

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MIT economist Peter Diamond wins Nobel Prize



Genre: Education | Updated 1 day ago

Created: October 12, 2010 14:25

Category: [News](#)

License: No license (All rights reserved) ([What is this?](#))

Formats: [Flash Video \(flv\)](#) , [mov](#) 

Additional Files

Viewed: 139 times

More from MIT Video Productions

 [UROP: Celebrating Discovery](#)
Added 11 months ago | 00:07:02 | 8021 views

ShareThis | Embed | Report



Massachusetts
Institute of
Technology

Columbia Business School

- 🚩 **Columbia Business School:** One of the leading business schools in the US, is utilizing Kaltura to power their campus websites.
- 🚩 **Use Case:** Public communications, recruitment, branding, and presentation of campus events and video news.
- 🚩 **Tools Used:** Drupal Module, API Integration, <http://www4.gsb.columbia.edu/mba/hear>

Columbia Business School

MBA

< Back to MBA Home Page

Hear from Columbia MBA Students and Alumni



Jessica Harrison '11
New York, NY

The Flexibility of Social Enterprise