

# Kaltura



# Kaltura

## creating together

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<b>Founder:</b>	Ron Yekutiel
<b>Year Active:</b>	2007
<b>Type of Web2.0:</b>	Internet Broadcasting Site
<b>Website:</b>	<a href="http://www.kaltura.com">http://www.kaltura.com</a>
<b>Headquarters</b>	49 Havemeyer Street Ste 1 Brooklyn, NY USA 11211 Suite 204

## Development of Kaltura

Kaltura was developed in the fall of 2006 by a team based in Israel. The team consisted of Ron Yekutiel (CEO/Founder), Dr. Shay David, Dr. Michael Tsur, and Eran Etam. At the time of development they had 20 employees. <sup>#5</sup> They launched the company at the tech crunch 40 event on September 18, 2007 in San Francisco. <sup>#6</sup> On December 21, 2007 they won the people's choice award in the video sharing category at the mashable open web awards. <sup>#4</sup> In 2008 they were selected as one of the 10 most exciting Israel business startups, as well as one of the "Global 250 winners." <sup>#7</sup> In January 2008 they announced they were collaborating with Wikipedia and other wiki websites to bring up videos in rich media. Also in 2008 they sponsored a Wikimedia event announcing their support for Michael Dale (an open source video developer) and to support the development of 100% open source video editing source. <sup>#8</sup>

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## Purpose of Kaltura

Kaltura is the fastest growing platform on the web and is used by over 39,000 sites! Kaltura enables any site to add advanced video and rich media capabilities including video management, searching, uploading, importing, editing, annotating, remixing, sharing, and advertising. <sup>#3</sup>

It has a video solution to fit each publisher and industries needs. Its open source technology allows it to be flexible while proving everything you need to design, develop, and carry out video application to any site. The Kaltura platform allows you to collect and ingest content, publish content, manage content and application, and make your own applications. <sup>#3</sup>

Overall Kaltura is revolutionizing the industry by providing the first and only open source video solution that allows publishers to enhance their website without a hefty cost for a business. Businesses looking to get involved with Kaltura are looking to spend only \$300 a month after the initial free trial.

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## How Does Kaltura Work?

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Kaltura works in a three step process that starts with collecting / creating, publishing, and managing the content that you created. Outlined below is a more in depth explanation of this process:

#### Collecting / Creating Content

- Allows the user to import content, or upload original video content.
- Upload multiple files at once
- Have access to the Kaltura Network of content
- Convert media into different resolutions, including High Definition (HD)
- Record directly from a webcam
- Upload directly from digital cameras

#### Publishing Content

- Create unique players that display your content.
- Create custom playlists
- Distribute content via the web
- Annotations & subtitles

#### Managing Content

- Manage, administer and analyze all content on site
- Get statistics and analytics of video

By first creating / importing various content through Kaltura, users will then be able to edit the content, and integrate it with other content (if they choose to), or just use their own original content. Once the user is satisfied with the quality of their content, they will be able to create a media player that will display the content. Kaltura works with any code, and on any website, and because of this the content and media player that the user creates can be hosted anywhere on the web. When publishing content Kaltura allows the user to add annotations or subtitles to the video, and create playlists if they have several videos that are related. Kaltura also allows the user to manage all of their creations, gives statistics on the videos, and allows the user to go back and edit previous works. #9

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## How to Start Using It?

The first step to using Kaltura is signing up for an online account. Then you must provide a running website name with a complete URL available. Also a brief description of your site, along with other information about yourself and how you will be using this application must be contained on the website.

After signing up you will be directed to The Kaltura Management Console. An email will be sent out containing your password used to enter the site. You will then be able to use Absolute Beginners.

## How to email video clips from your phone to Youtube, then import the clips from Youtube to a Kaltura web based video editor

## How to set up your Kaltura and AST CaptionSync accounts for automated transcription and closed-captioning

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## Relationship to Other Applications

- [\*Kaltura with AthletixNation\*](#)

Kaltura is partnered with AthletixNation. With this partnership they try to deliver first rate Division I college video highlights. They integrated Kaltura's video capabilities and AthletixNation's online syndicator to serve content to AthletixNation's publishers. The application is used to allow different publishers to display and manage their video's by using their own personal ideas. #1

- [\*Kaltura and Facebook\*](#)

Kaltura developed the Friend's Video Card application for Facebook. This application allows you to start a group video card, invite friends to add photos, sounds, videos and more and then lets you mix together the results. You can then send it to your friends to see what you made. #2

- [\*Kaltura and Library\*](#)

Kaltura has joined forces with the New York Public Library, now making 600,000 digital images available to Kaltura users. #11

- [\*Kaltura and Metacafe\*](#)

MetaCafe and Kaltura partnered to edit different parts of Heroes Season 2. They made a place where Heros fans can remix preloaded videos, photos and audio from the show's second season. #12

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## How to Use Kaltura in the Classroom

### ***Elementary setting:***

The use of Kaltura in an Elementary setting can primarily be beneficial when presenting PowerPoint instructional activities to students in order for them to take a hands-on approach to learning about a particular project or to present them with a video pertaining to a specific lesson plan similar to a lecture. Teachers can present videos to their students in order to present a lesson plan in the classroom while a student is at a computer. The benefit of this is so that each student can be at their own computer and will have a variety of lesson plans to choose from so that various students can be learning multiple, different lessons at one time. If a student is sick, the use a Kaltura video can be implemented on an internet source in or for a student to access a lesson plan or simply receive information from that day.

### ***Secondary setting:***

Teachers can provide online lectures and assignments for students to access at home in order for them to receive the teacher experience outside of the classroom. It is efficient for posting courses and school work on the internet. For a social environment Kaltura is great for advertising clubs and social extracurricular activities. If a student is sick, the use a Kaltura video can be implemented on an internet source in or for a student to access a lesson plan or simply receive information from that day.

### ***Post-Secondary setting:***

For distance learning Kaltura is a highly necessary tool for teachers and students to interact with one another. For online courses Kaltura can work in an asynchronous nature allowing student/teacher interaction to complete a course at a different location and a different time. Kaltura is beneficial for teachers to present lectures from the video/PowerPoint standpoint. On college campus's Kaltura is

efficient for implementing virtual tours around college's to aid in a prospective student's decision making. It is efficient for posting courses and school work on the internet. For a social environment Kaltura is great for advertising clubs and social extracurricular activities. Community tools allow for a more student-centered environment. Interaction can occur with "rich-media upload, recording and importing video, commenting and review and collaboration with others in creating, remixing and annotating." If a student is sick, the use a Kaltura video can be implemented on an internet source in or for a student to access a lesson plan or simply receive information from that day.

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## Lesson Plans

<b>Elementary Lesson Plans</b>	<a href="#">Money Video Assignment.docx</a> <a href="#">Money Video Assignment.pdf</a> <a href="#">Fire Safety.docx</a> <a href="#">plantlife.php.rtf</a>
<b>Secondary Lesson Plans</b>	<a href="#">EDCI270 Kaltura Lesson Plan 2.docx</a> <a href="#">Final Photo Portfolio</a> <a href="#">Foreign Language Advertisement w.docx</a> <a href="#">Foreign Language Advertisement w.pdf</a> <a href="#">Greek Story Telling Document</a> <a href="#">Greek Storytelling PDF</a> <a href="#">Energy Video Project Document</a> <a href="#">Energy Video Project PDFcivil war lesson plan.pdf</a> <a href="#">civil war lessonplan 1.docxcivil war lessonplan 1.docx</a> <a href="#">civil war lessonplan 1.pdf</a>
<b>Post - Secondary Lesson Plans</b>	<a href="#">video assigment.docx</a> <a href="#">Final Photo Portfolio.docx</a> <a href="#">EDCI270 Kaltura Lesson Plan 1.docx</a> <a href="#">online math lesson plan.rtf</a>

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## Business & Industry





Kaltura has two types of solutions for its business model. It has an affordable SaaS solution, or a self-hosted, on-premise installation. They both liberate users from vendor lock-in by giving users access to hundreds of flexible APIs and reference applications in PHP, Ruby, .Net, and Java, and off-the-shelf pre-integrated extensions to leading web platforms, such as WordPress, Drupal, MediaWiki, MindTouch, Moodle, and ELGG. Kaltura also provides commercial services which include professional services, support packages, streaming, hosting, backup and other digital services.<sup>#13</sup>

### Technology Partners

Here are some examples of the types of partners in the [Kaltura Exchange](#), see where you may fit in:

<ul style="list-style-type: none"> <li>• Advertising and Ad Networks</li> <li>• Analytics and Audience Measurement</li> <li>• Social Sharing and Interactive Video</li> <li>• Commerce, Paywall and Payment Gateways</li> <li>• Recording, Capture and Screen Casting</li> <li>• Learning Management Systems (LMS)</li> <li>• Content Management Systems (CMS) and Blogging</li> <li>• Collaboration Portals and Enterprise Content Management (ECM)</li> </ul>	<ul style="list-style-type: none"> <li>• Hosting and Cloud Providers</li> <li>• Content Delivery Network (CDN)</li> <li>• Encoding and Transcoding, Service Providers</li> <li>• Captions, Subtitles and Accessibility</li> <li>• Metadata and Production Workflows</li> <li>• Live and Broadcasting, Mobile</li> <li>• Over The Top TV and Set Top Boxes</li> <li>• Integrators and ISV</li> <li>• Distribution and Syndication Solutions</li> </ul>
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### Highlighted Partners

 <p>Visit Site</p>	 <p>Visit Site</p>	 <p>Visit Site</p>	 <p>Visit Site</p>



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## Mobile Features

### Device Detection and Device Support

The Kaltura site is able to immediately understand what system you are using to view the video and will then convert the video to fit the supported device. Devices that support Kaltura are; Android, Blackberry, iPhone, and iPad.



### Mobile Video Advertising

Kaltura allows for advertising with its integrating ad networks. Mobile devices allow for complete control when dealing with fiscal issues.

### Mobile Video Subtitles

Kaltura allows the user to upload caption files and transcripts, while offering a multitude of language captions.

### Mobile Video Analytics

Kaltura has a built in analytics and reports section that gives the user the freedom to see content popularity, viewer attention as well as a multitude of other apps.



### Mobile Video Skin and Style

Kaltura allows the user to personalize the viewing experience to the style of their choosing.

### **Mobile Video Adaptive Streaming**

The adaptive bitrate speed allows the user to have a glitch free experience no matter the device or quality of connection.

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## **Video Editing Tools**

With our editing tools, your uploaded videos are just a starting point. Trim videos to create clips of the most interesting sections. String videos or clips together to show "highlight" type content. Add subtitles, and cue points to enable chaptering, advertising and deep search. Leverage editing tools to encourage user and employee participation.

### **Content Trimming and Clipping**

Trim or create multiple clips from a single video. Each clip will get its own embed code and metadata, while remaining associated to the original video. Trimming tools are available both to administrators and site users.

### **Sequencing**

Create an edited sequence (playlist) of clips and entries for playback.

### **Thumbnail Creation**

Generate thumbnails from videos or upload external images. Capture, crop and adjust to get the best result.

### **Time-Based Data and Cue Points**

Add cue points to your video files to enable all sorts of time-based functionality such as chaptering, poles, display of related files at specific points, and timed advertisements.

### **Subtitles**

Upload multiple caption files (SRT, XML) and transcripts (TXT), or reference an external link. Users can toggle between different language captions.

### **In-video Search**

Search within the actual video captions, and enable your users to search as well.

### **Video-Presentation Widget**

Present synchronized video and PowerPoint presentations - upload slideshows and videos, and easily synchronize between the video and the specific slides in the slideshow.

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## **References**

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