

Kaltura Content Distribution and Syndication Services

Kaltura offers several advanced syndication and distribution services to ensure that publishers maximize their content’s reach and increase their audience. Kaltura’s tools help publishers save time and money by making content distribution to a wide range of video destination sites and search engines extremely easy and streamlined.

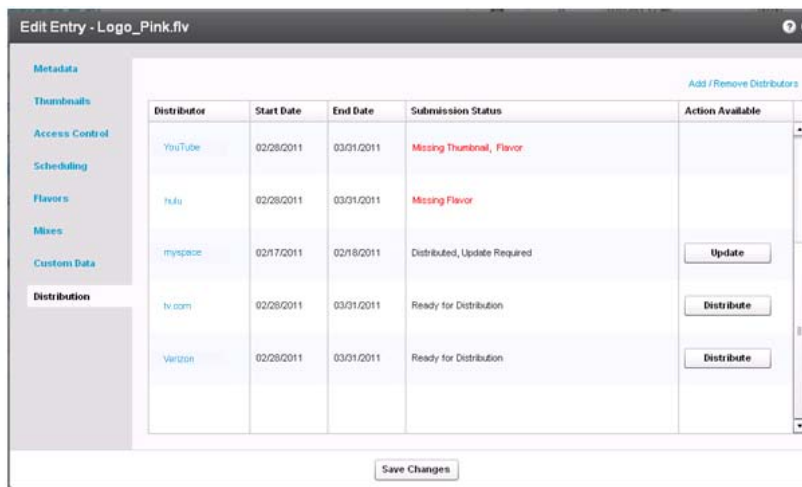
Kaltura Distribution Module

Distribute your content across the web at the click of a button!

Kaltura’s Distribution Module allows you to reach your users on the web and across any mobile device. The module provides a streamlined and simple workflow so you can distribute your content to your partners including YouTube, Hulu, DailyMotion, Comcast, MSN, and many more - all from within the Kaltura Management Console.

Key benefits:

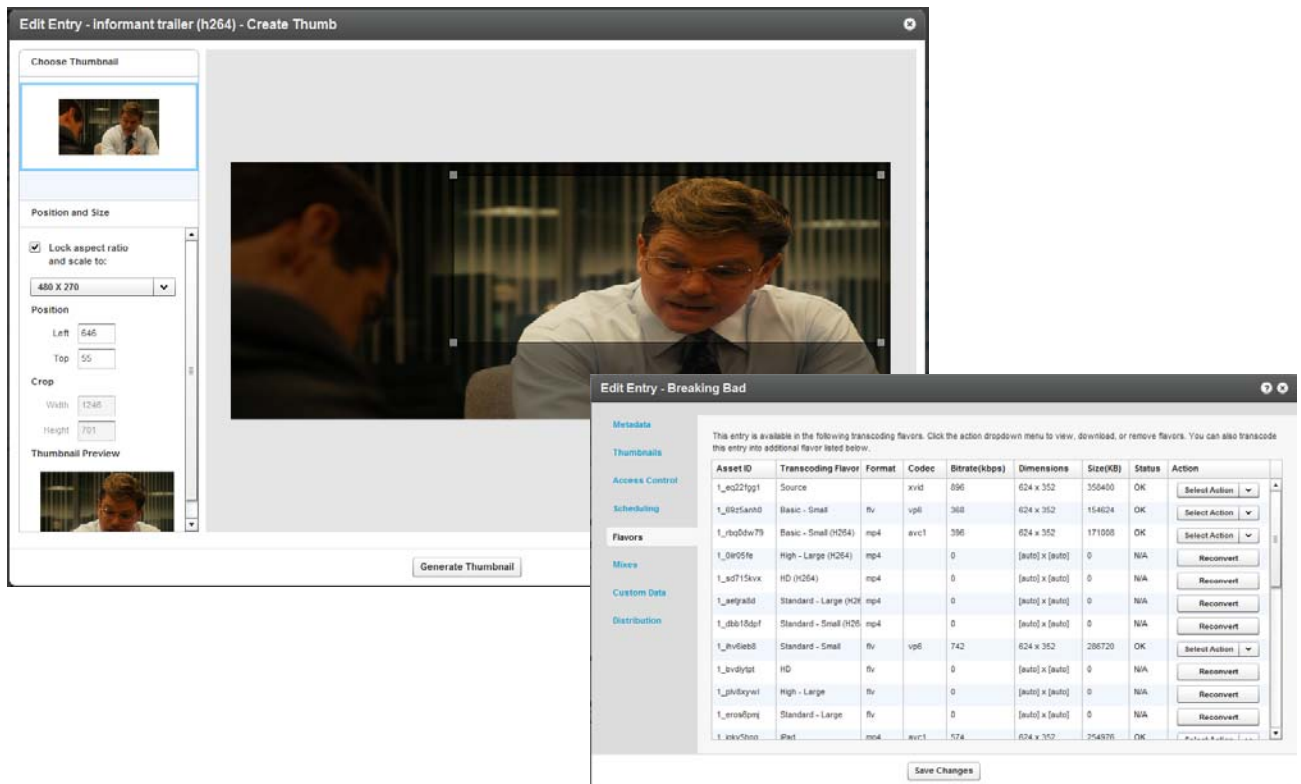
- Full control over where and when the content is presented.
- Manage all of your distribution partners through a single user-friendly interface
- Deliver assets automatically as they are added to your Kaltura account, or require a manual review, at your discretion
- Seamlessly push updates to distributed content from a central dashboard
- Control scheduling sunrise and sunset per asset and per distribution partner
- Track your content across all distribution partners
- Simple and straightforward pricing, with no hidden fees or “guesstimates”
- Kaltura’s system validates content to make sure it’s ready to be distributed to each distributor, and alerts about any errors that need to be fixed prior to distribution (missing thumbnails, missing metadata, etc.)
- Successful delivery to each distribution partner is confirmed for each asset (if supported by the partner)



How does it work?

Media companies and content creators can easily create and automate customized video packages to send to distribution partners, such as YouTube, Hulu, Comcast, MySpace and MSN directly from within the KMC.

With the Kaltura Distribution Module, administrators can control the destinations for each video package, and for each distribution destination. In addition, admins can control video transcodes, multiple thumbnails in different sizes, metadata translations, scheduling data, and more.



How do I get started?

The Distribution module is an add-on module to the KMC, and incurs additional fees based on the amount of distribution destinations supported for your account. Additional connectors to distribution destinations can also be developed as custom work. Contact your Kaltura sales representative for complete pricing.

Kaltura MRSS Feeds and Syndication Services

Kaltura's MRSS Feeds and Syndication services allow publishers to syndicate and track their videos on a wide range of video sharing sites and social networks via playlist feeds managed through the Kaltura Management Console. Publishers can then track their videos and tweak their programs and campaigns based on the results.

Key benefits:

- Setting up a new feed is simple and quick - easily set-up multiple playlists in the KMC to be distributed, videos within each playlist are automatically distributed to the relevant channels on the video sharing sites. This is done through MRSS feeds and APIs.
- Automatic updates – after a one-time set-up, any additional videos that are added to the selected playlist will automatically be syndicated accordingly based on the feed's specific configuration. No need for manual updates to the feed.

How does it work?

From within the Kaltura Management Console (KMC), publishers can set up MRSS feeds into major video search engines including Google, Yahoo! and iTunes. Simply create a playlist in the KMC and then add it to a New Feed by selecting its destination site.



iTunes



How do I get started?

To syndicate content to Google, Yahoo! and iTunes, simply go to the Content section within the KMC, under the Syndicate tab, and create a new feed. For more information on our TubeMogul service, please contact your Kaltura sales representative.