

# The Video Experience Platform



**KALTURA**

## Simplifying Video at Scale

Designed for highly scalable and cost effective video workflows, Kaltura's online video platform was built to enable businesses to create rich Live Video and VOD experiences. Sophisticated distributed batch architecture and real-time streaming servers support robust API and automation tools. Kaltura powers video applications through a flexible asset management platform, simplifying live and on demand video control at scale and distributing to any device, anywhere.

## Built By Developers For Developers

At Kaltura, we build the platform API first. Ingestion and transcoding, playback, analytics, server management: every feature and capability in Kaltura is controlled through a unified platform API. Build your own video applications using the same platform that powers global OTT and TVE operators, leading universities, and enterprise mission-critical video operations.

Read more: <http://player.kaltura.com> | <http://knowledge.kaltura.com/api-docs>

## The Shortest Way to Meet Standards

Stop reinventing the wheel. The parts you need—video pages, playlists, related play, upload flow, library views—are already built. Leveraging the Kaltura Player and Kaltura Widgets Framework, you can increase your team's efficiency and reduce time-to-market by incorporating standardized applicative views with complete cross-browser compatibility supporting HTML5, Flash, iOS, Android, Smart TVs, and many other devices.

## Ingest Anywhere, Distribute Everywhere

It's all about audience reach, and you need to deliver to your viewers wherever they are. Kaltura's flexible ingestion and distribution modules streamlines how content is managed and distributed. With a modular backend and a plugins architecture, Kaltura allows you to manage your video in one place, while reaching viewers across many networks, sites, and devices.

## Powered By Many—An Ecosystem of Success

As an Open Source platform, Kaltura unites the freedom of a cloud platform with the flexibility required to adapt, integrate, and extend in today's fast-paced technology ecosystem. Kaltura is more than a technology—we are a community of developers, media technologists, integrators, and standards advocates who care about the future of video. The Kaltura community offers seamlessly integrated solutions, experienced professionals, and an abundance of resources to ensure your success.

## Facebook Connector

- **Easy:** Manage all your video content in one place and distribute across Facebook Pages and accounts. Always keep your video in sync on Facebook. Easily control and update metadata.
- **Seamless:** Automatically sync video from Kaltura as Native Video on Facebook. Define distribution rules, metadata fields, permissions, scheduling, and more.
- **Connected:** Allow users to create clips during Live events, and automatically sync the clips to Facebook with Call-To-Action buttons to drive more traffic back to the Live event.
- **Consolidated:** With all your videos in one archive, you can now define centralized rules for updating videos and targeting rules to reach users on Facebook and beyond.
- **Enriched:** Enhance your viewer's video experience with Closed Captions, Custom Thumbnails, and Smart Tagging. Reach wider audiences through more searchable data supported by a superior user experience.



# Announcing: Kaltura's Facebook Connector

Kaltura's Facebook Connector gives brands, marketers, publishers, content owners, and aggregators the power to publish native video on Facebook in a secure and automated way. Distribute video to Facebook with auto-play, customized calls-to-action buttons, and detailed targeting controls. Manage video at scale across Facebook Pages to harness the powerful reach of social video content.

## Use Case Examples

### Video Marketing

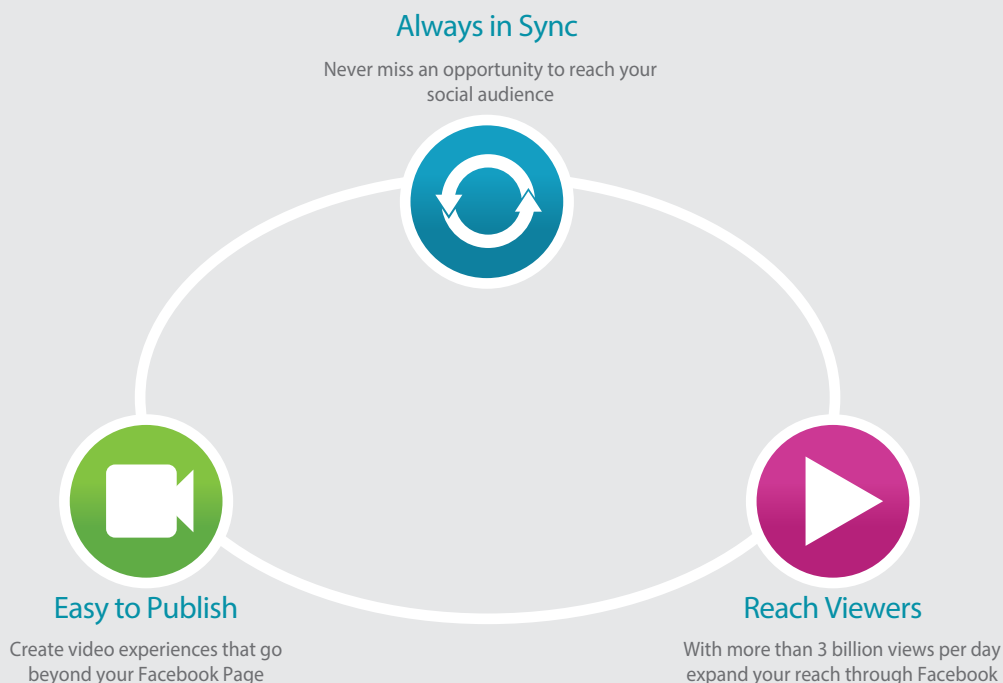
Measureable, targeted video ads is the holy grail of advertising. Target real people based on their interests, behaviors, age, gender, and location. Increase the conversion rate with Call To Action buttons and targeting tools.

### Media & Entertainment

Successful video is all about reach. Easily manage and control the distribution of video to drive traffic to your sites. Increase exposure with auto-play on Mobile.

### Recruiting

Video is a great conversation starter. Reach out through on Facebook to easily increase your network by engaging the right users, first.



## The Kaltura Distribution Connectors Framework

- Maintain full control over where and when the video is presented
- Manage all of your distribution partners through a single user-friendly interface
- Deliver assets automatically as they are added to Kaltura or enforce review, at your discretion
- Seamlessly push updates to destination points from a central dashboard
- Control scheduling sunrise and sunset per asset and per distribution partner
- Track your content across all distribution partners

Kaltura's mission is to power any video experience. A recognized leader in the OTT TV (Over-the-top TV), OVP (Online Video Platform), EdVP (Education Video Platform) and EVP (Enterprise Video Platform) markets, Kaltura has emerged as the fastest growing video platform, and as the one with the widest use-case and appeal. Kaltura is deployed globally in thousands of enterprises, media companies, service providers and educational institutions and engages hundreds of millions of viewers at home, in work, and at school. The company is committed to its core values of openness, flexibility, and collaboration, and is the initiator and backer of the world's leading open-source video-management project, which is home to more than 100,000 community members. For more information visit [www.kaltura.com](http://www.kaltura.com), [www.kaltura.org](http://www.kaltura.org), or [www.html5video.org](http://www.html5video.org).



Get it touch: Call us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>  
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