



Video Solutions for Education

Products and Services

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Company Overview

■ We are Kaltura



Kaltura at a Glance



2006: Founded as the **1st** and Leading Open Source Video Platform



Recognized as a leader in **Online Video** and **Enterprise Video** categories



100M+ Kaltura Users Worldwide



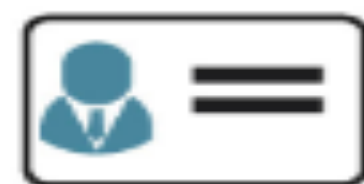
Strong **Ecosystem** (community developers, partners, resellers, OEMs)



Flexibility: SaaS, On-Premise and Hybrid Deployments



>\$140M in Funding (Intel Capital, SAP Ventures, and others)



400 Employees, **50%** in R&D

Endorsements



Forbes

- “One of 10 companies **changing** the TV industry”
- “one of 6 fast **growing** tech companies”
- “one of 4 **transformational** technology companies”



FASTCOMPANY

- “top 10 most **innovative** companies in Israel – 2013”



Inc.

- “...on path to be next **billion \$** company”



THE
HUFFINGTON
POST

- “one of 5 **great** tech companies to watch”



VentureBeat

- “one of 5 **fastest** growing Israeli startups”



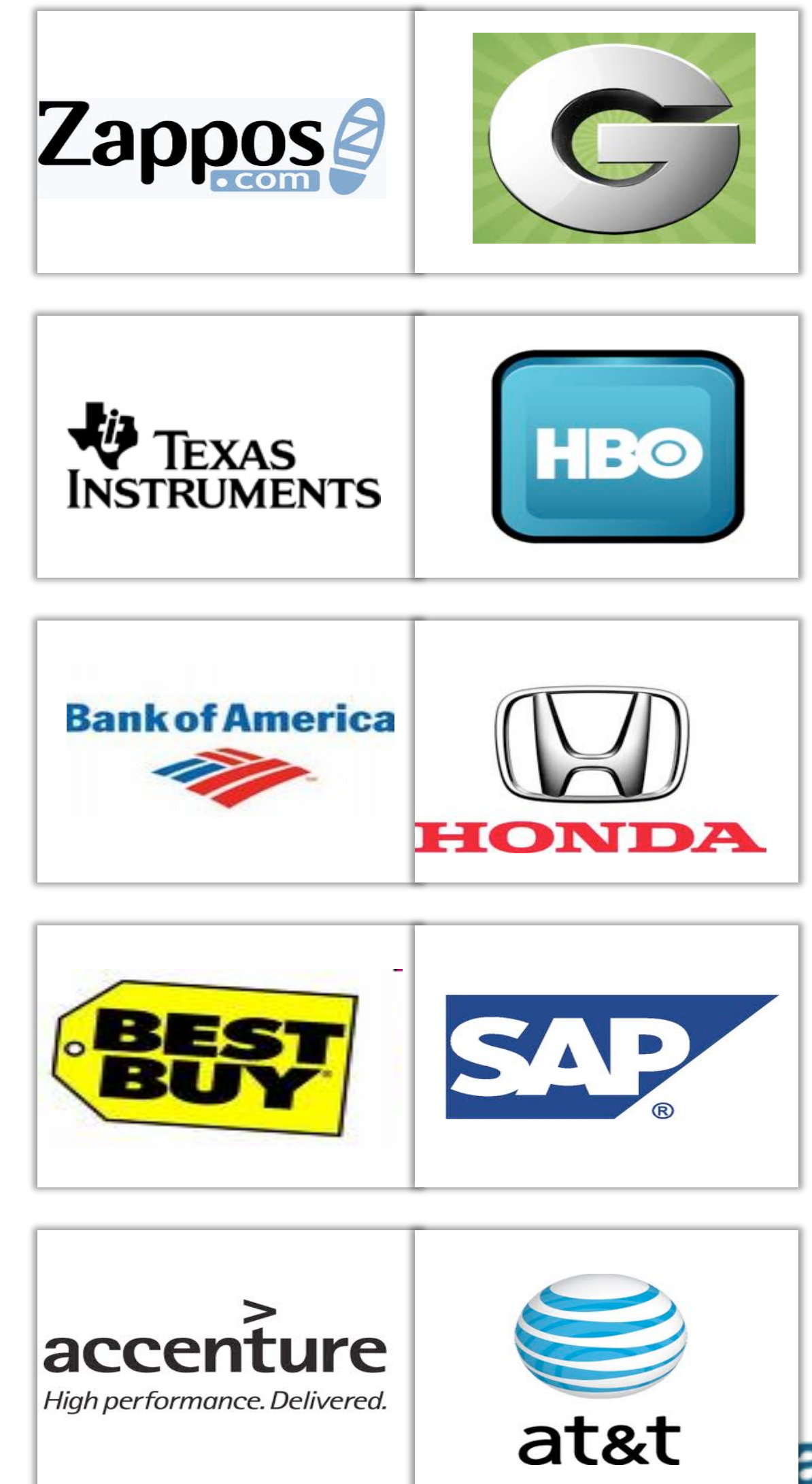
- Best Web TV Technology (2011) - **Won**
- Best TV Everywhere / Multi-Screen Services (2013&2014) - **Won**
- Over-The-Top Services category – **Top Honors**

Sample Customers

Education



Enterprise & Media



A Revolution in Education

- **32%** of higher education students now take at least one course online.
- **77%** of academic leaders rate the learning outcomes in online education as the same or superior to those in face-to-face
- **69.1%** of chief academic leaders that say that online learning is critical to their long-term strategy



Global Market for eLearning to Reach **\$169 Billion** by 2018 (*Global Information Inc., 2012*)

Ed tech companies raised **\$1.1 billion** in 2012 (*CB insights, 2013*)

Udacity's CS101, with an enrollment of over **300,000** students, is the largest MOOC to date (*Udacity*)

VIDEO VIEWERS RETAIN MORE MATERIAL

 **+50%**

Students exposed to the integration of media-rich content

DO BETTER



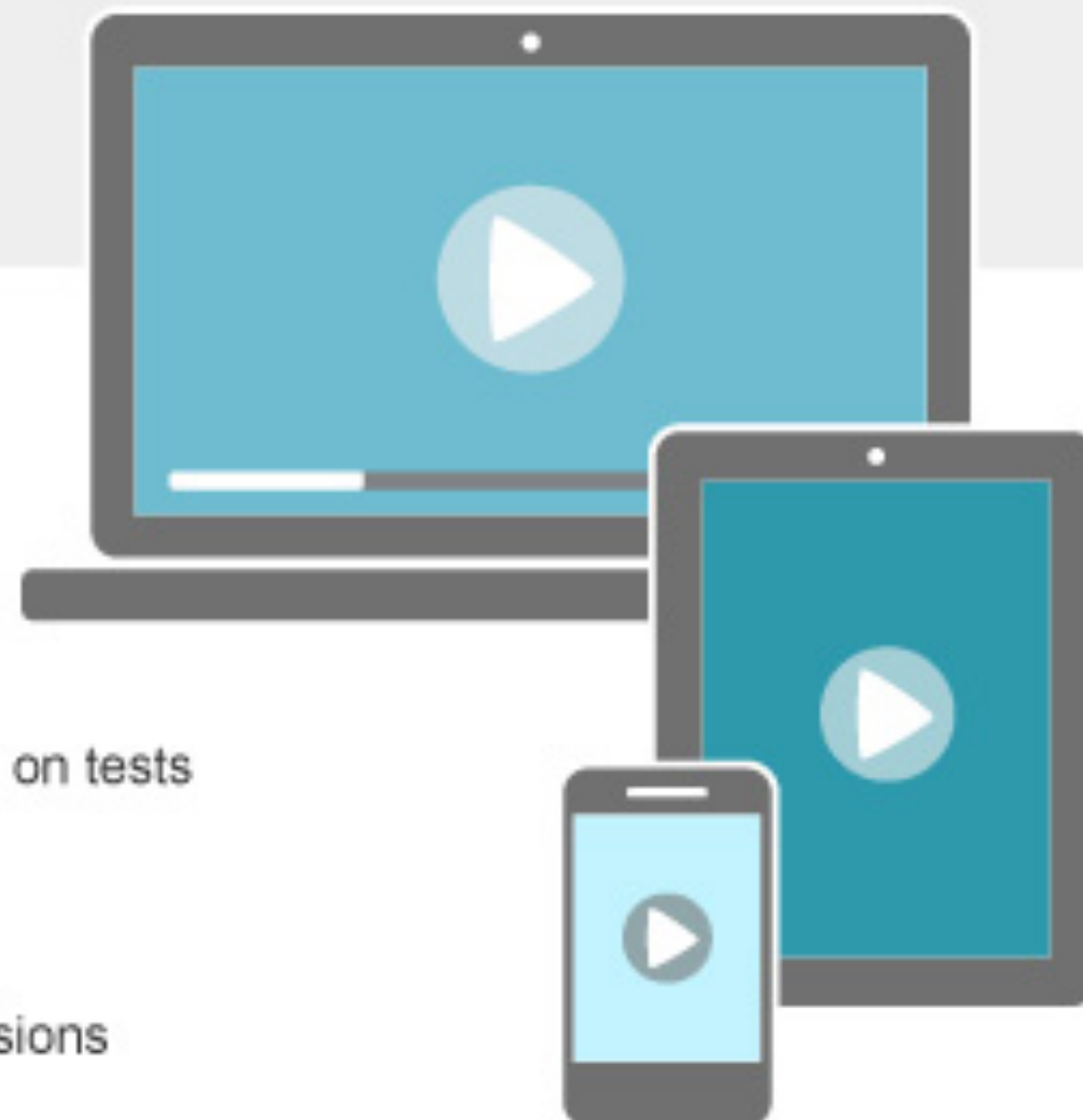
Outperform non-exposed peers on tests



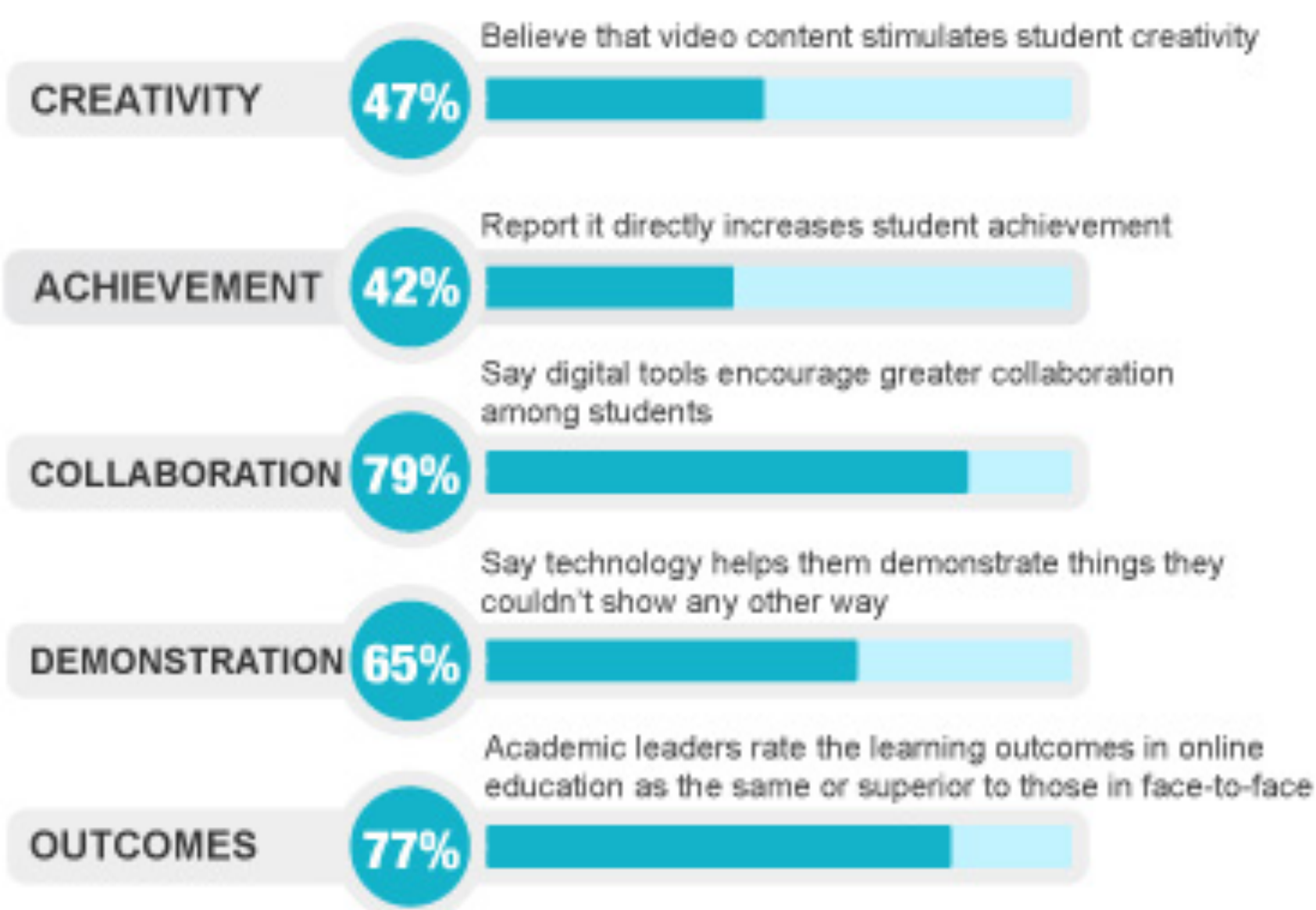
Are more active in class discussions



Apply more varied approaches to problem solving



THE EDUCATOR PERSPECTIVE



BYOD

70%

of parents say they are likely to buy a mobile device for their child to use in school

ED TECH



\$169 Billion

Global Market for eLearning by 2018

\$1.1 Billion

Raised by ed-tech companies in 2012

Education Then

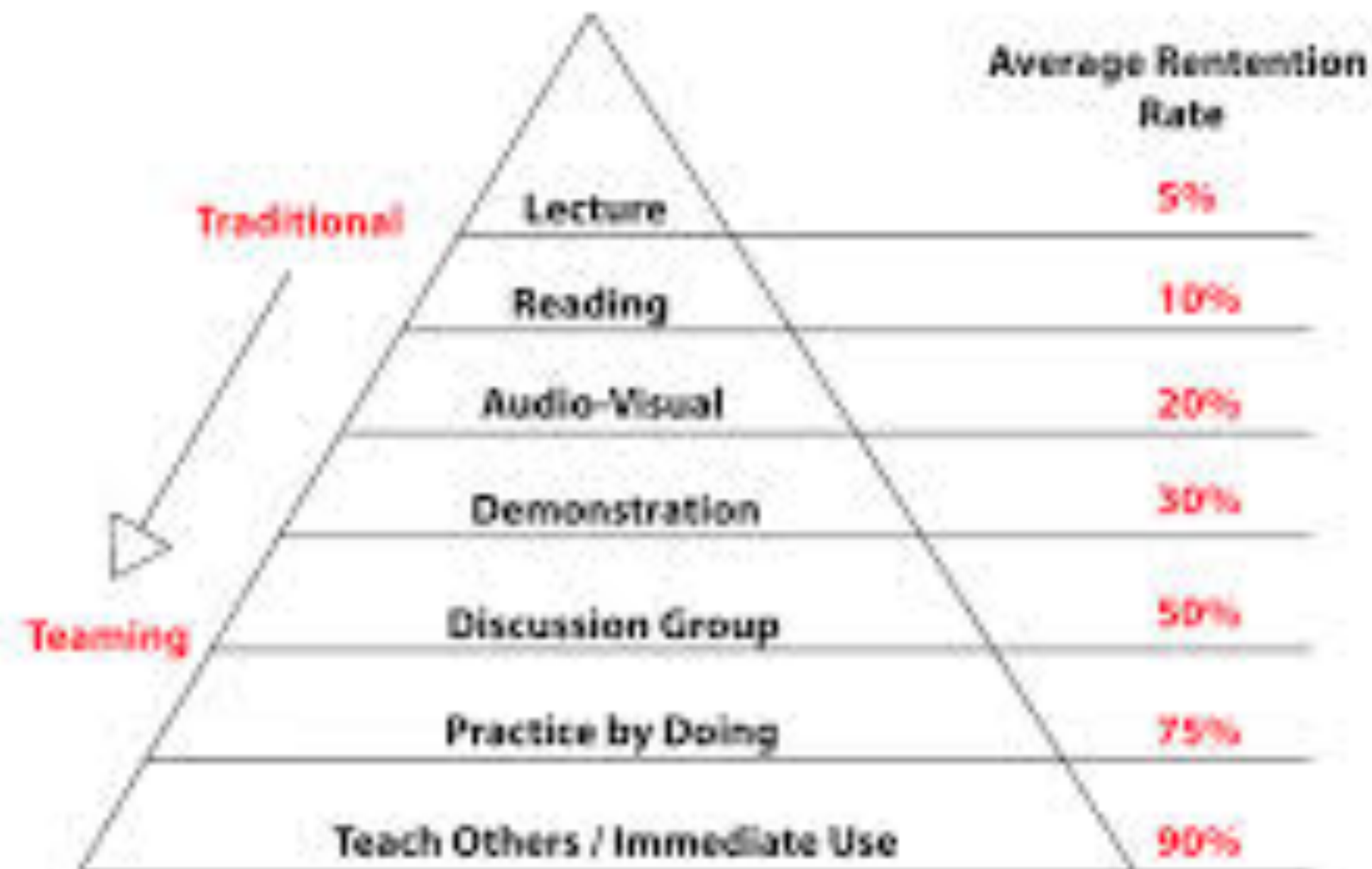


Education Now



Translates to effective learning

Learning Pyramid

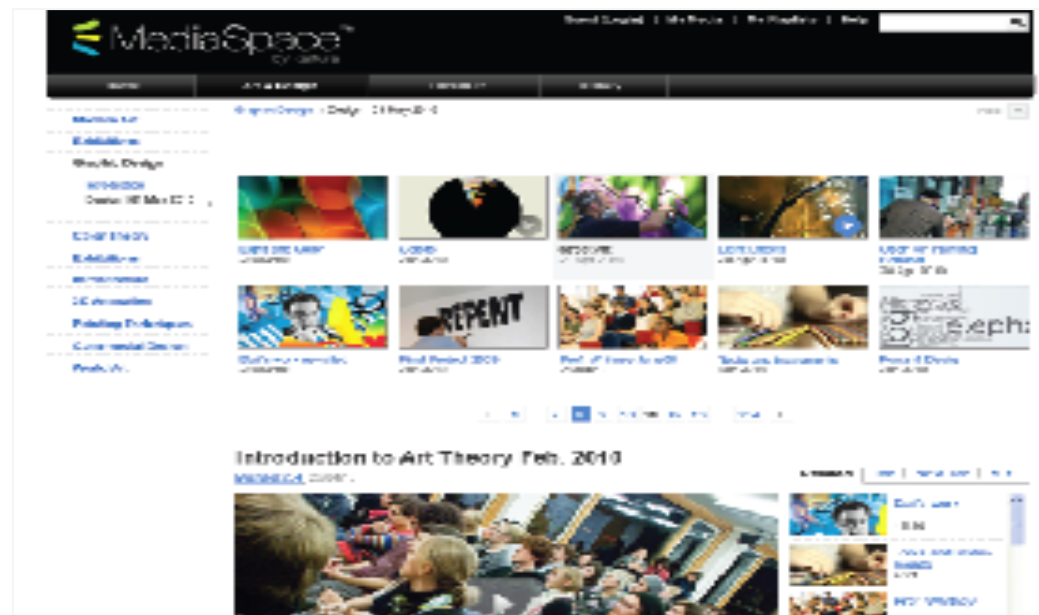


Source: National Training Laboratory, Malawi

- Multi Modal
- Multi Media
- In person and online
- Anywhere on any device

Kaltura Education Solutions

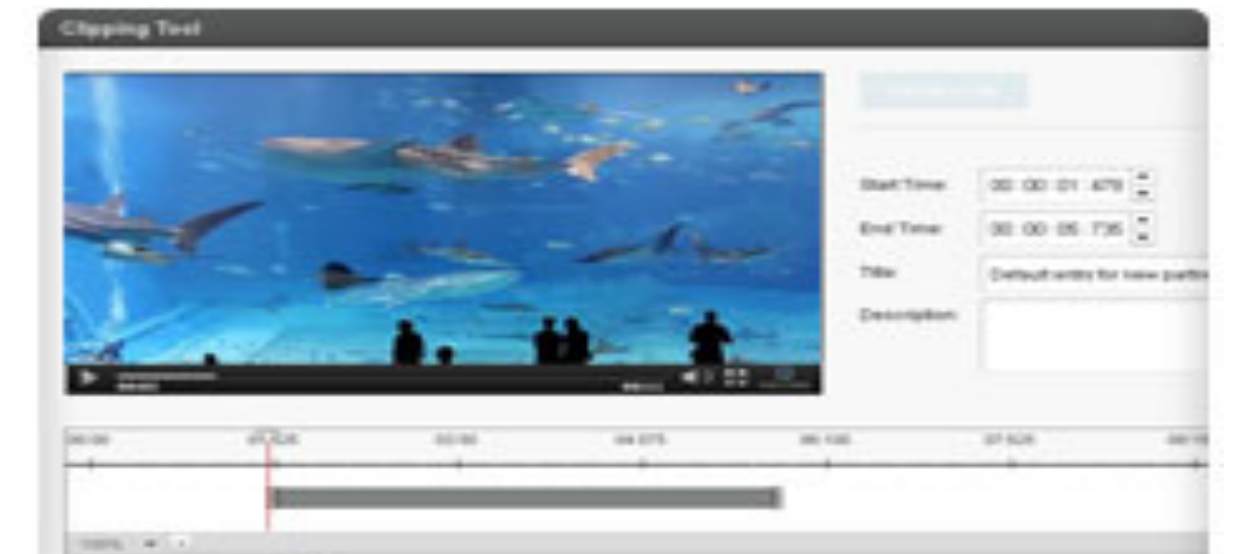
Education Products and Features



Kaltura MediaSpace™
YouTube-like video portal



LMS Plugins:
Blackboard, Moodle, Sakai, Desire2Learn



Video Authoring Tools



Kaltura Management Console (KMC) –
Administrative Content Management App

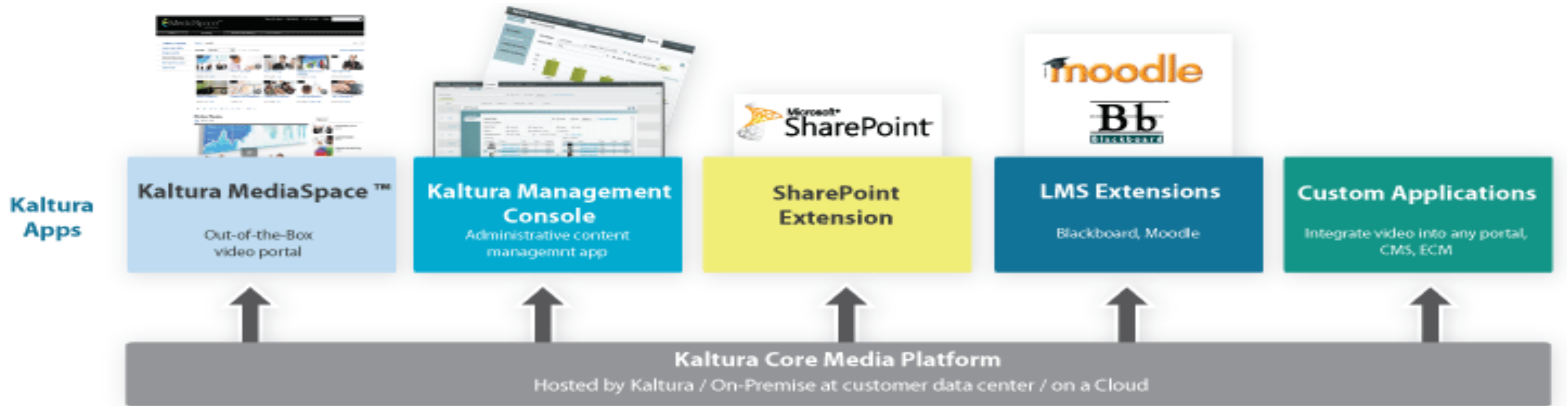


Well documented APIs for custom
workflows and integration

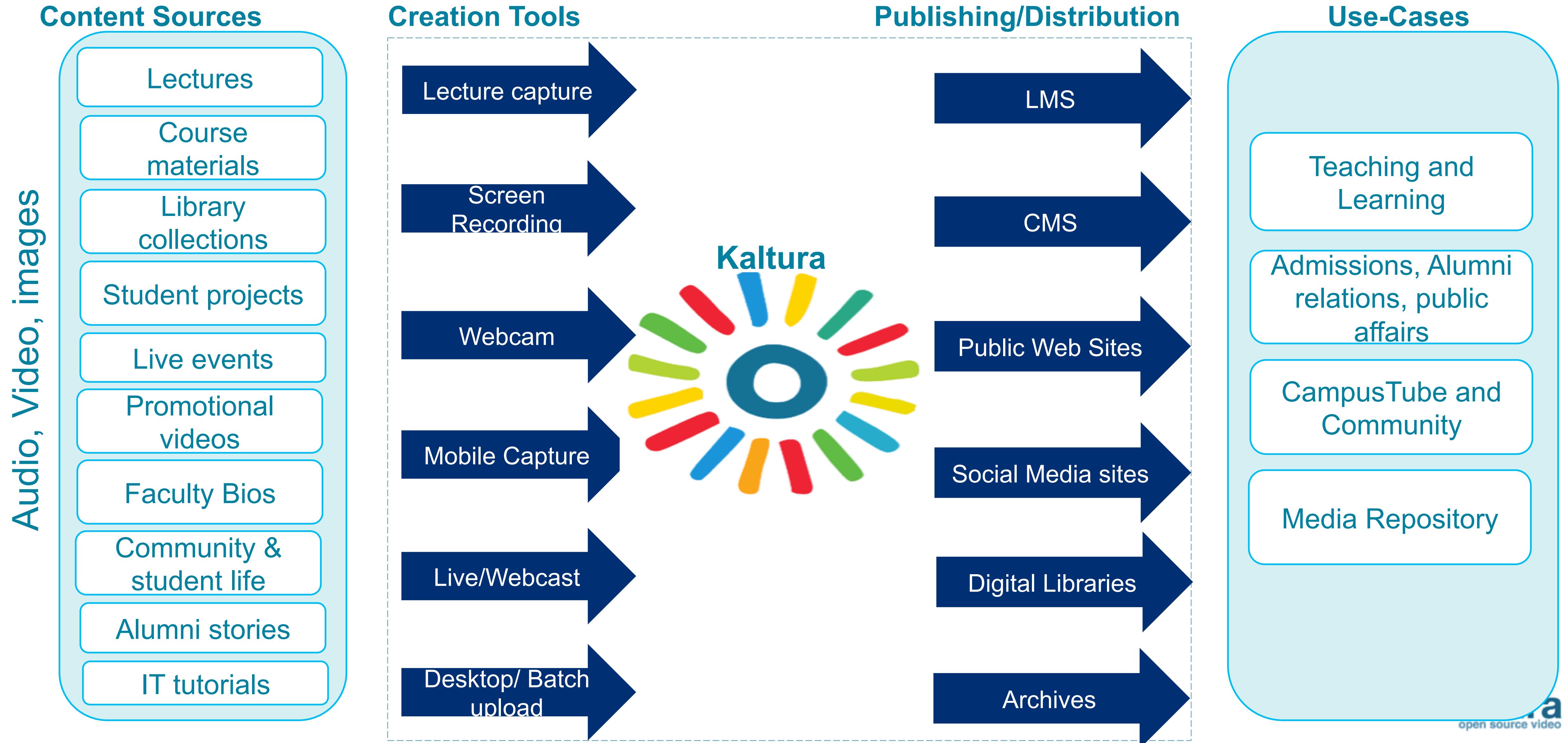


Flexible Deployment Options: SaaS, On-
Prem or on the Cloud

Platform Architecture



Create a Central Media Repository with Kaltura



Cross-Campus Media Suite: Key Applications

Learning Management System Extensions

My Blackboard Courses Scholar

Academic INTEGRITY

Announcements
Schedule
Syllabus
About Us

Start Here!
Week 1
Week 2
Week 3
Week 4
Week 5
Week 6
Final Session
Session Handouts
Sample Assessments

Discussions
Tools
Email
Submissions
Help

Tools
Communication
Course Tools
Course Map

EE317: Elementary Classroom Managment

PAGES: Review Upload Edit/Annotate Discuss **Media**



Play Share

00:02 00:31 KALTURA

Description:
This Video is all about living in the city as an inspiration for learning opportunities

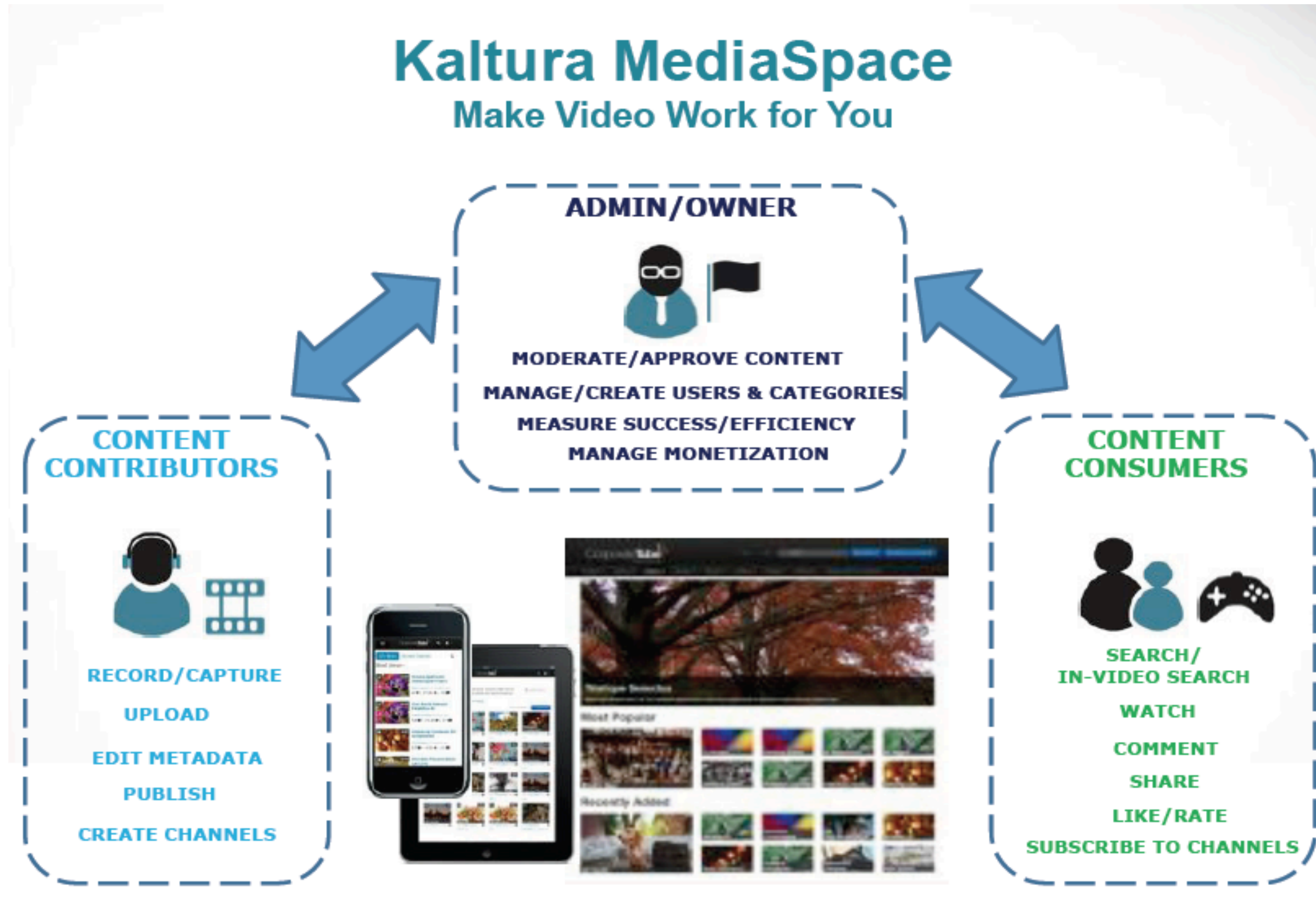
Search by Keyword
Inspiration
Search

All Videos Tagged "Inspiration"

 Demo Movie 5 Demo Movie 5 2009-04-27 11:06:04 Added by: Patty	 Demo Movie 4 Demo Movie 4 2009-04-27 11:06:03
 Demo Movie 5 Demo Movie 5 2009-04-27 11:06:04 Added by: Patty	 Demo Movie 4 Demo Movie 4 2009-04-27 11:06:03



Kaltura MediaSpace: A Campus “YouTube”



Capture Space

Multi-Media Source Capture and Delivery:

- Video
- Desktop
- Presentation
- Audio

RECORDING OPTIONS

CAMERA 1 ☐ 480P ☒ 720P
FaceTime HD Camera (Built-in)

CAMERA 2 ☐ 480P ☒ 720P
--Select--

CAMERA 3 ☐ 480P ☒ 720P
--Select--

SCREEN CAPTURE ☐ 720P ☒ 1080P
DISPLAY 1

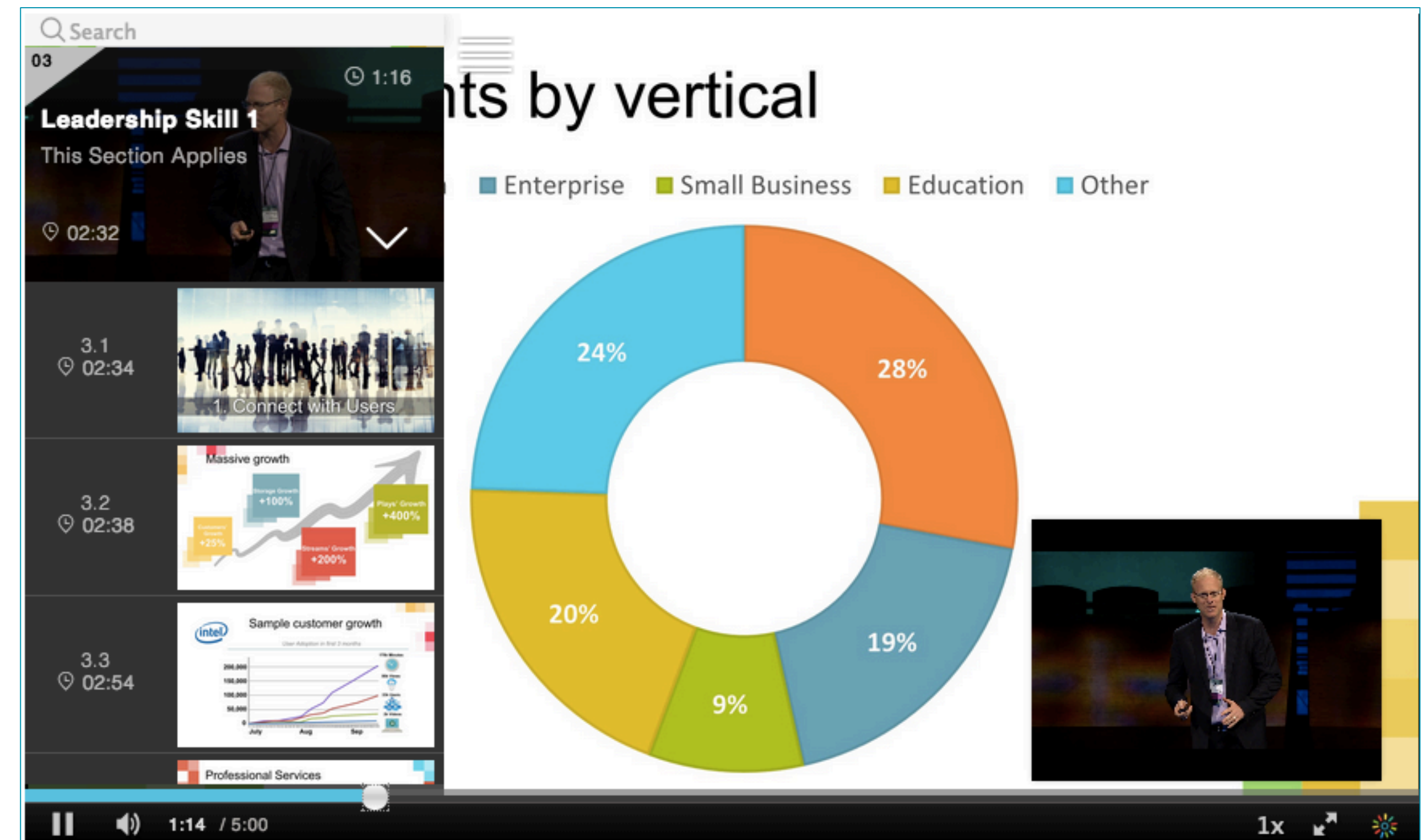
☐ On ☒ Off

PRESENTATION
C:\Users\Alon\Work\Kaltura\Connect 2014\Lecture Capt

☒ On ☐ Off

SOUND Default

☒ On ☐ Off



Display slides side-by-side with Video

- Chaptering
- Time stamped
- Works on iPad and Android Tablets

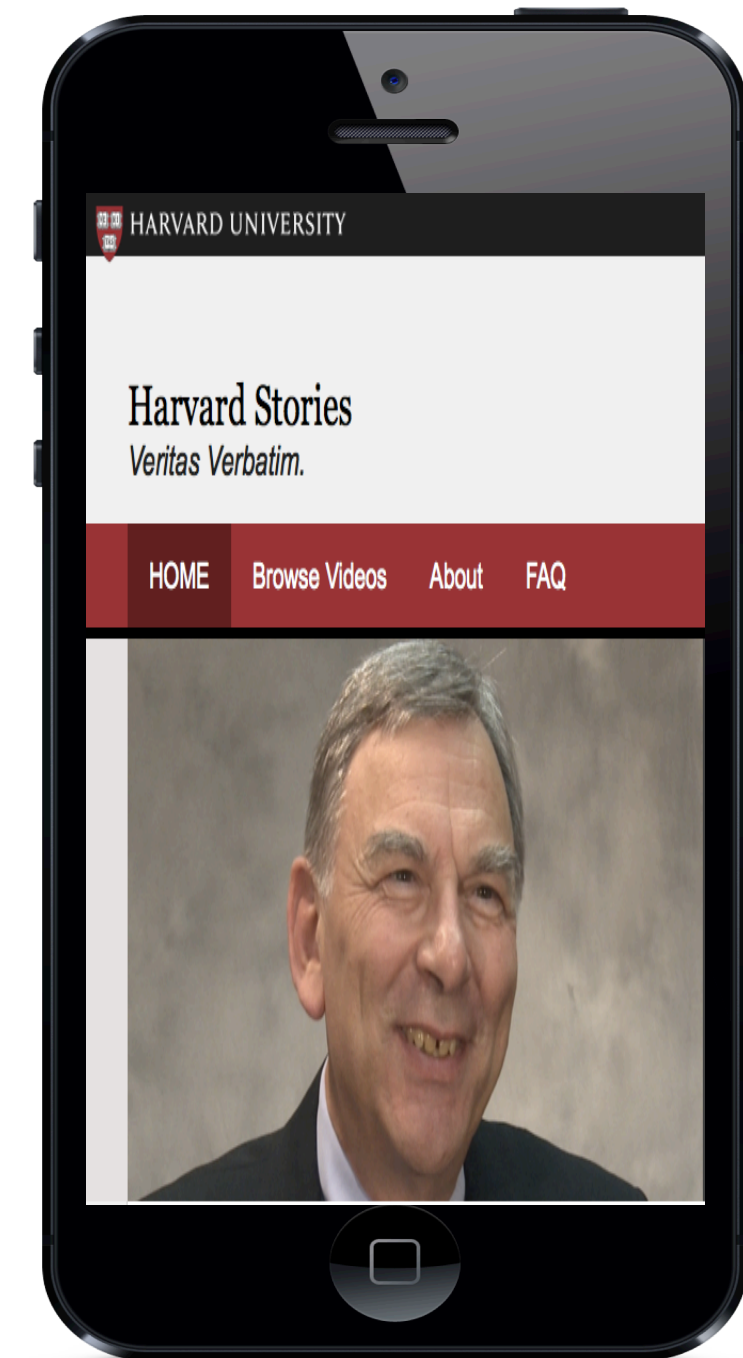
Mobile First Approach

- iPad / iPhone / Smart Phone delivery
- Out of Box + Custom mobile apps
- Mobile Upload + interaction

IPAD



IPHONE



Kaltura Management Console

Kaltura Management Console | Content | Application Studio | Account | Hi | Quickstart Guide | Logout

Entries | Moderation | Playlist | Upload

Search Filter: in ☒ Name ☒ Tags [Show Additional Filters](#)

	Thumbnail	Name	Type	Player Loads	Plays	Created At	Admin Tags	Tags	Moderation Status	Preview
<input type="checkbox"/>		803_data.flv	Video	53	21	10-Jun 16:53		test	Approved	Preview & Embed
<input checked="" type="checkbox"/>		times square - aday	Video	473	286	20-May 12:41		atarim	Approved	Preview & Embed
<input type="checkbox"/>		Skateboarding Dog	Video	96	59	14-May 12:41		tilman, skateboa	Approved	Preview & Embed
<input type="checkbox"/>		תאודוסיוס זכרון	Video	2	0	07-May 17:27		avoda, ivrii	Approved	Preview & Embed
<input type="checkbox"/>		תאודוסיוס זכרון	Video	35	15	07-May 17:26		avoda, ivrii	Approved	Preview & Embed
<input type="checkbox"/>		Bonjour Paris l'école	Video	18	10	07-May 17:16		tudie jrusalem	Approved	Preview & Embed
<input type="checkbox"/>		Loas - Boaz doing i	Video	150	109	05-May 16:53		boaz, telem, laos	Approved	Preview & Embed
<input type="checkbox"/>		תאודוסיוס זכרון - 05053096	Video	0	0	05-May 16:53		" , , , , , , , , "	Approved	Preview & Embed
<input type="checkbox"/>		Jojo	Image	17	1	25-Apr 1:23		dog, fox terrier, i	Approved	Preview & Embed
<input type="checkbox"/>		Zinked	Image	7	0	25-Apr 1:23		tula, akita	Approved	Preview & Embed

1 2 3 4 5 Next

Create New Player

Template | Features List | Preview

Player Size: 250 x 360 Search

Next Style »

Save

Features List:

- Play Control
 - share [options](#)
 - related ticker (button) [options](#)
 - download [options](#)
 - flag as inappropriate [options](#)
 - show credits [options](#)
 - replay [options](#)
 - capture thumbnail [options](#)
 - custom button 1 [options](#)
- Viral & Distribution
- UGC
- Date Layers
- Custom Buttons & Admin

Kaltura Management Console | Content | Application Studio | Account | Reports | (Logout) | Support

Content | Users & Community

Date Range: Last Week | Dates: Mon Jan 19 2009 To: Mon Jan 19 2009 | Apply

Average Minutes Viewed

Syndicating sites sent 500 plays from 17 websites

	Plays	Unique Plays	Minutes viewed	Avg. View time	player loads	Play through ratio
	500	450	750	00:01:30	5000	10%
Syndicator	Plays	Unique Plays	Minutes Viewed	Avg. View time	Player Loads	Load to play ratio
Facebook.com	120	100	1,245	00:01:23	240	50%
Myspace.com	120	100	1,245	00:01:23	240	50%
Wordpress.org	120	100	1,245	00:01:23	240	50%
Blogger.com	120	100	1,245	00:01:23	240	50%
Mashable.com	120	100	1,245	00:01:23	240	50%
vcacafe.com	120	100	1,245	00:01:23	240	50%

Back 1 2 3 4 5 6 7 Next | Rows in page 10

Kaltura Management Console | Content | Application Studio | Account | Reports | (Logout) | Support

Content | Users & Community

Date Range: Last Week | Dates: Mon Jan 19 2009 To: Mon Jan 19 2009 | Apply

Search Filter: Blog

Content dropoff

Content Contribution

120 Videos containing "amor amor" had 6% average playthrough


	Plays	25% Play	50% Play	75% Play	100% Play	Play through ratio
	500	420	300	150	30	6%
Video	Plays	25% Play	50% Play	75% Play	100% Play	Play through ratio
Video 1	120	100	70	50	32	26.6%
Video 2	120	100	70	50	32	26.6%
Video 3	120	100	70	50	32	26.6%
Video 4	120	100	70	50	32	26.6%
Video 5	120	100	70	50	32	26.6%
Video 6	120	100	70	50	32	26.6%

Back 1 2 3 4 5 6 7 Next | Rows in page 10

- uploading & importing
- transcoding controls
- content management
- scheduling
- access control
- moderation
- player design
- playlist publishing
- syndication feeds
- advertising
- analytics & reporting

Content Management System Extensions & Application Exchange



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Kaltura AppExchange

[AppExchange Introduction](#)
[Getting Started](#)

Search Applications

User login

Username:

Password:

[Create new account](#)
[Request new password](#)

Extend your Kaltura functionality:

Plugins
Extend your features

Themes & Skins
Change look and feel


Extensions
Add Kaltura to your CMS,
LMS or blog platform

Standalone Apps
Download interactive
Standalone Applications

Latest Applications

Most Popular

Staff Picks



Video & Media Extension for TikiWiki

Author: [TikiWiki](#) | 09 Feb, 2010


TikiWiki is an open source, all-in-one Wiki+CMS+Groupware that can be used to create all kinds of Web applications, sites, portals, knowledge bases, intranets, and extranets. The Video & Media Extension for TikiWiki enables ...

Category: Extensions
Tags: CMS, Open Source, Wiki

★★★★★

0 out of 5

[0 Reviews](#)
[Screenshots \(3\)](#)
[Preview](#)



Video & Media Plugin for Elgg

Author: [IvanVerges](#) | 10 Feb, 2010

Elgg is a social engine that empowers individuals, groups and institutions to create their own fully-featured social environment. The Video & Media Plugin for Elgg is an add-on to power the Elgg social engine with interactive ...

★★★★★

0 out of 5

[0 Reviews](#)

