

---

# KALTURA VPAAS FOR CONTENT PROVIDERS AND PUBLISHERS



**KALTURA**

*Easily distribute, promote or monetize your content with Kaltura Video Platform as a Service*

Video is becoming the content-type that all leading content providers are promoting today - its success in delivering messages and engaging audiences is unchallenged. Whether you are creating your own content or are a platform for other creators, as a content publisher you are well familiar with the challenges around managing, streaming, monetizing, securing and analyzing video content.

Kaltura Video Platform-as-a-Service (VPaaS) is a cloud-based service that allows you to **build any video experience into any workflow, product or application**. From out-of-the-box applications to building-block APIs, we focus on the video technology so that you can stay focused on your content and business goals.



---

## **One Cloud Platform for all your Video Content Needs**

Whether your content focuses on Education, Business, Healthcare, Entertainment or anything else, video probably plays a major role - you can **use Kaltura VPaaS as a one-stop-shop for all your video needs**. With advanced Player, APIs, Widgets, SDKs and a wide range of features including content editing, ads support, galleries, playlists, security, live streaming and actionable analytics, you can easily deliver your video content to your audience in the best way possible.

---

## **Beautifully Showcase your Video Content**

- Use a top notch out-of-the-box portal, embeddable media gallery or simply a video player - you choose how you want to showcase your videos
- Everything in Kaltura from portal to player is flexible, configurable, and can be customized
- Support live and on-demand content on all devices - web, mobile and TV

---

## VPAAS COMPONENTS / WORKFLOW

Kaltura VPaaS enables Content Providers and Publishers to build any video experience or workflow and to integrate rich video experiences into existing applications, business practices and environments.



### Video Player

HTML5 Toolkit,  
Plugins & API



### Video API

API Infrastructure for  
Core Video Services



### Media Workflows

Tools for Video  
Workflows &  
Experiences



### Analytics

Direct Access to  
Content & User Data



### Mobile Video

SDKs for All Native  
Video Workflows



### Live Video

Create, Manage,  
Deliver & Record

---

## Control and Manage Every Aspect of the Workflow

- Allow your audience, publishers or administrators to easily create, upload, edit, manage, enrich, publish and deliver high quality video to any device
- Design flexible and advanced video workflows including content moderation, bookmarking or commenting, all under security, governance and entitlement rules
- Maintain full ownership of your products' video workflows and experiences



---

## Take your Video Content to Bold New Places

- Enrich your content with metadata and engagement features – chapters, slides, annotations, captions, calls to action and more. Choose from Kaltura native capabilities or leverage one of our hundreds of integrated partners to achieve your desired UX.
- Use or offer your customers added value services (such as machine or human captioning, face or object recognition and more) and create interactive content using Kaltura’s Interactive Video Paths technology.
- Measure every type of engagement with advanced analytics capabilities to keep your content appealing and your publishing successful.

---

## Tailor VPaaS to Your Business Needs

- Support any business model with tools for multi-tenancy, account management, billing and reporting
- Leverage our platform to accommodate your unique way of doing business
- Only pay for what you use with no pricy bundles or hidden fees
- Significantly reduce time-to-market and optimize operational costs



---

## BENEFITS

- **Fast and Easy Way to Add Video:**  
Significantly reduce time to market and optimize operational costs
- **Enterprise-Grade, Proven at Scale:**  
Get the same reliability, compliance, security, and access control tools used by Kaltura over years of supporting global deployments for some of the largest companies in the world
- **Worry-Free Scalability:**  
Start small and scale up easily and quickly over time
- **Supportive Developer Experience:**  
Frictionless integration and automation through developer tools to simplify prototyping without compromising flexibility
- **Future-Proof and Backward-Compatible:**  
Ensure video always plays, across all formats, devices, standards, and protocols, regardless of upgrades and changes

### About Kaltura

With the mission to power any video experience, Kaltura has emerged as the fastest growing video platform. Kaltura is deployed globally in thousands of enterprises, media companies, service providers, and educational institutions and engages hundreds of millions of viewers at home, at work, and at school.

Create your Free Kaltura VPaaS Account: <https://vpaas.kaltura.com/register.php>

Get in touch: [VPaaS@kaltura.com](mailto:VPaaS@kaltura.com)