# REACH profiles & services in Rich Media CMS

Content updated: 11/18/2026

> **This article is designated for administrators.**

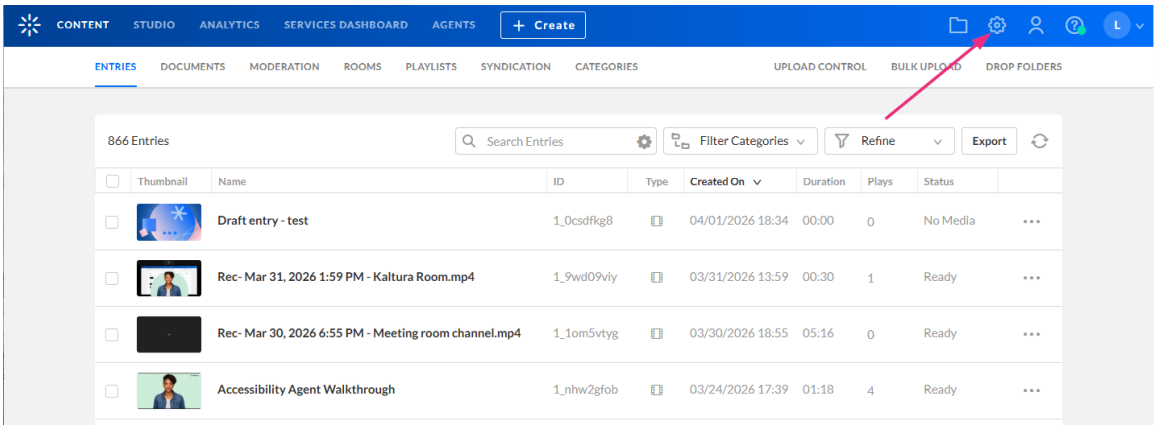
## About

**REACH profiles and services** are the captioning and enrichment options set up for your account. In the **Reach** tab of the Rich Media CMS, you can view the REACH profiles and services configured in your account, including the cost per service.

Available services include captions, translations, alignment, audio description, and chaptering.

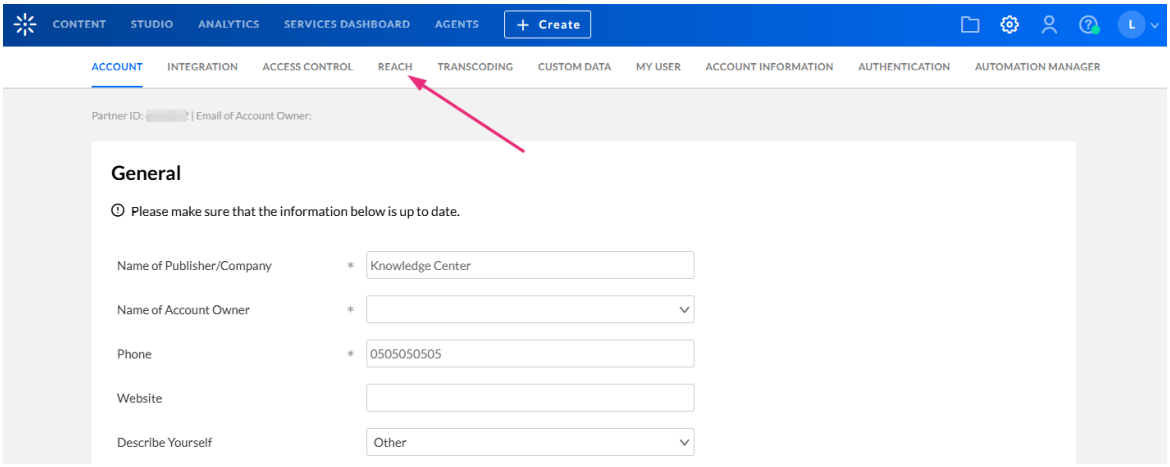
## Access the profiles and services page

1. Log in to the Rich Media CMS.
2. Select the **settings (gear) icon** at the top right.

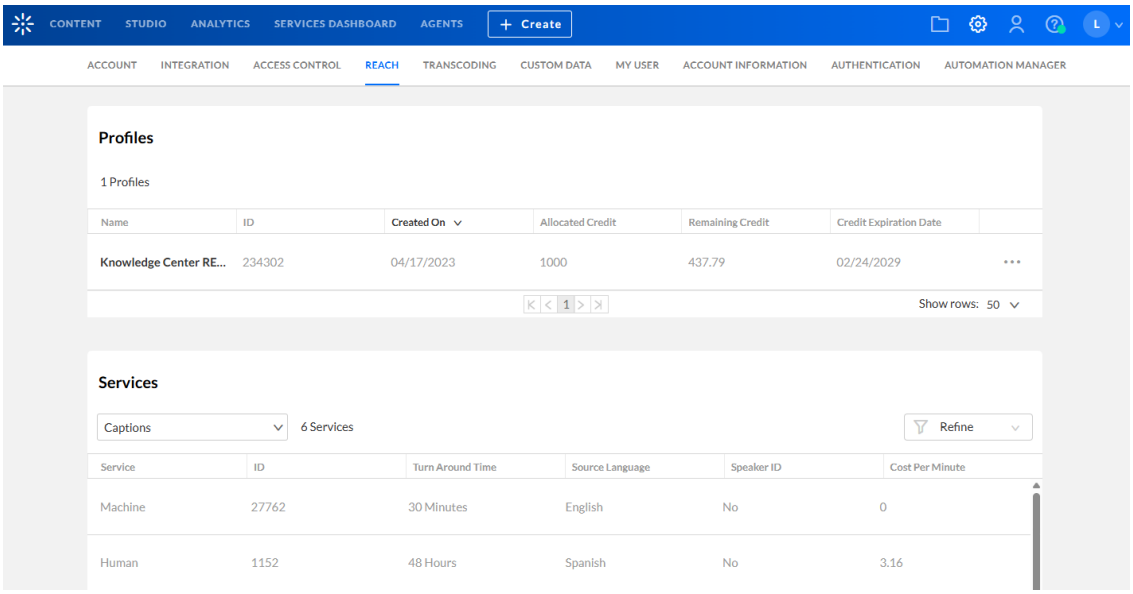



   The **Account** page displays by default.
3. Select the **Reach** tab.

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The profiles and services page displays.



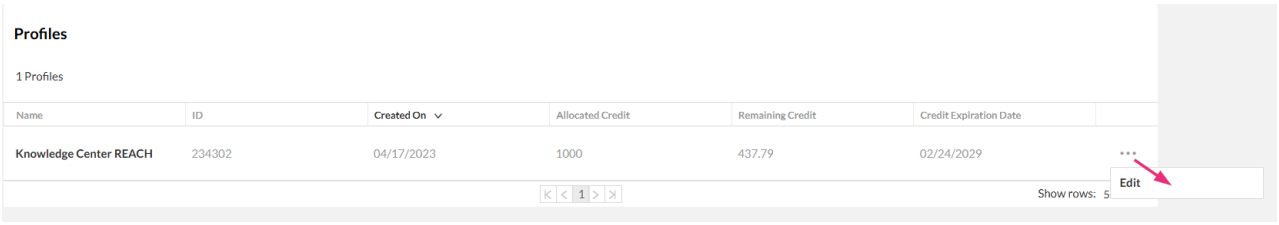

## Profiles section

The **Profiles** section displays the following information for each REACH profile:

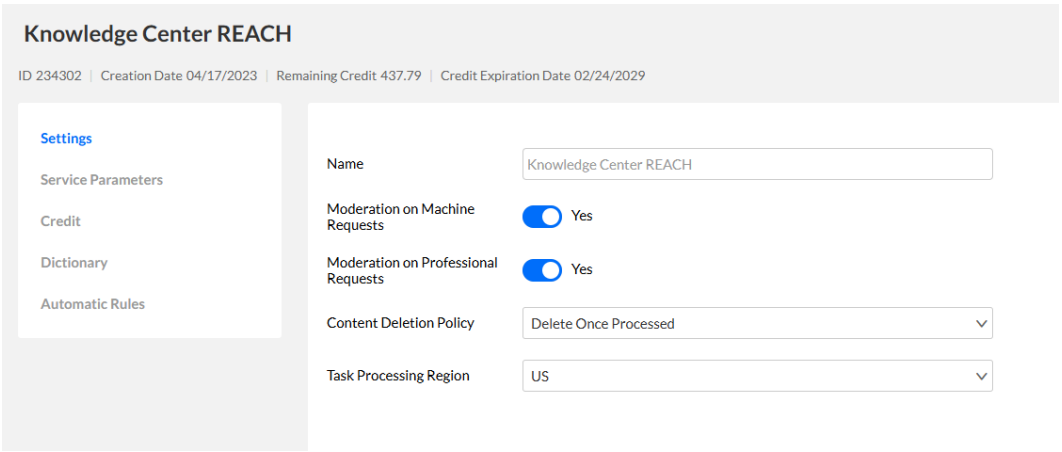
- **Name**
- **ID**
- **Created on**
- **Allocated credit**
- **Remaining credit**
- **Credit expiration date**

To open a profile, select the profile name, or select the **three dots** and then **Edit**.

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The settings tab opens.




## Settings

The **Settings** tab displays the following fields:

- **Name**
- **Moderation on machine requests**
- **Moderation on professional requests**
- **Content deletion policy**
- **Task processing region**

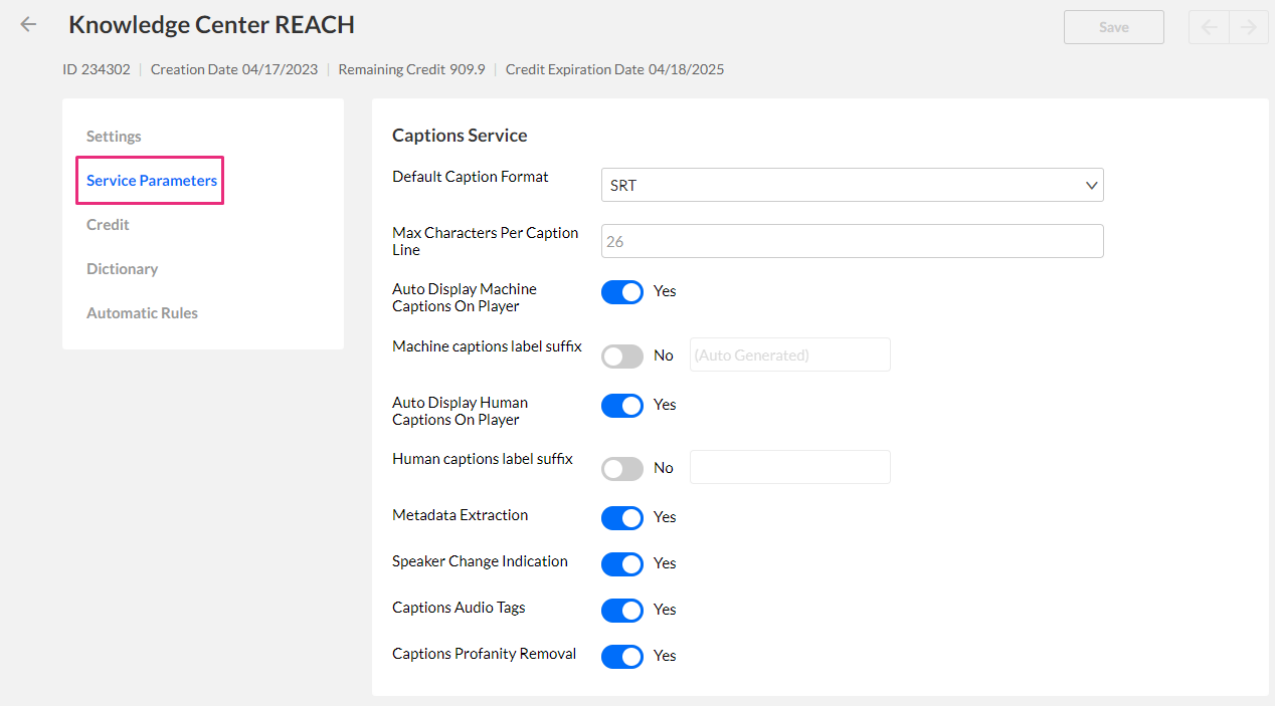
For moderation to work, set it up in both the Rich Media CMS and Content Hubs / legacy Video Portal:

1. In the Rich Media CMS, turn on moderation in the profile settings. Do this for each profile ID.
2. In Content Hubs / legacy Video Portal, go to the Configuration Management console, and set up moderators and entitlements in the REACH module.

If you don't complete both steps, moderation won't work.

## Service parameters

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REACH capabilities vary by vendor and by workflow. Availability of specific features, such as audio tagging, caption formats, or enrichment options, may differ across automated and human-based services. Review your configured vendor profile to confirm which capabilities are supported in your environment.

The **Service parameters** tab displays the following settings under **Captions service**:

- **Default caption format** - Select **SRT** or **DFXP** from the dropdown.

  The REACH service can only generate captions in SRT or DFXP formats. It can't generate VTT captions, although it supports VTT captions that you upload manually to media entries or that are ingested from Zoom recordings.

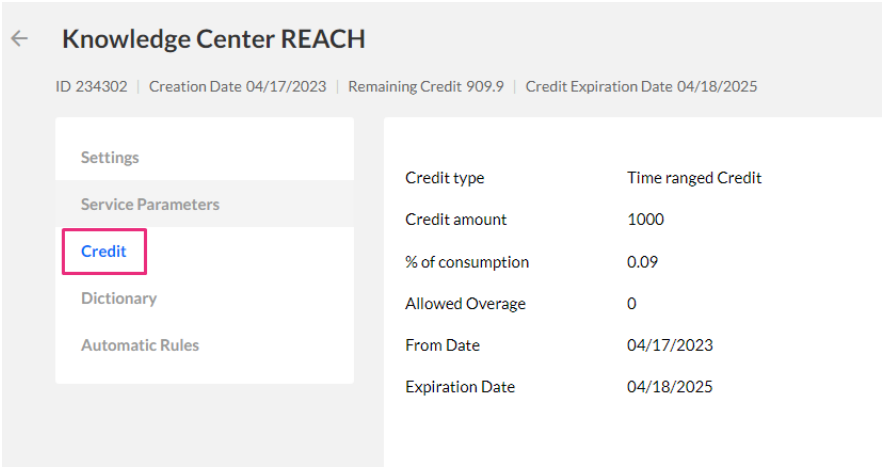
- **Max characters per caption line** - Enter how many characters to allow per line. The default is 26. We recommend 32.
- **Auto display machine captions on player** - Turn on to show machine captions while the video plays. If captions are hidden, they still render for in-video search but aren't visible on the player.
- **Machine captions label suffix** - Turn on to add a label suffix. The default suffix is `(Auto Generated)`. For example, when this is on and the label is "English", the label becomes "English (Auto Generated)". The label displays in the **Captions** tab.

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- **Auto display human captions on player** - Turn on to show human captions while the video plays. If captions are hidden, they still render for in-video search but aren't visible on the player.
- **Human captions label suffix** - Turn on, and then enter a suffix in the box. For example, if you enter "(Final)", the label "English" becomes "English (Final)" in the **Captions** tab.
- **Metadata extraction** - Turn on to extract metadata. Keywords are added automatically as tags to the media, which helps with search.
- **Speaker change indication** - Turn on to mark speaker changes. A speaker change is marked with `>>`.
- **Captions audio tags** - Turn on to include audio tags, for example `[Music]`.
- **Captions profanity removal** - Turn on to remove profanity.

After you change a setting, select **Save**.

## Credit




The **Credit** tab is view only.

For credit information, contact your Kaltura representative.

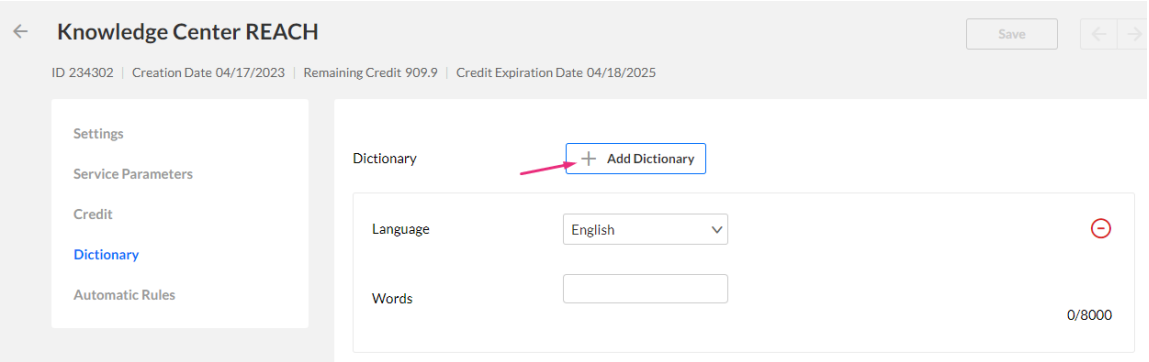
The tab displays the following information:

- **Credit type**
- **Credit amount**
- **Remaining credit**
- **Allowed overage**
- **From date**

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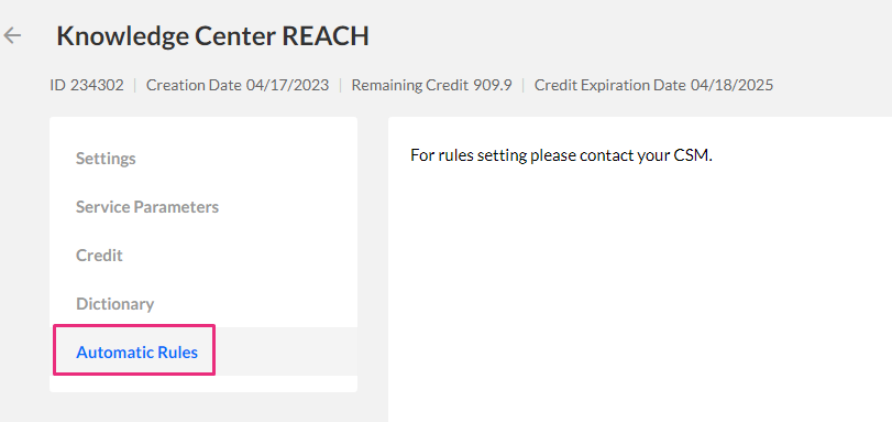
- **Credit expiration date**

### Dictionary




In the **Dictionary** tab, you can add words that come up often in your videos, so captions are more accurate. For steps, see Improve caption accuracy with a REACH dictionary.

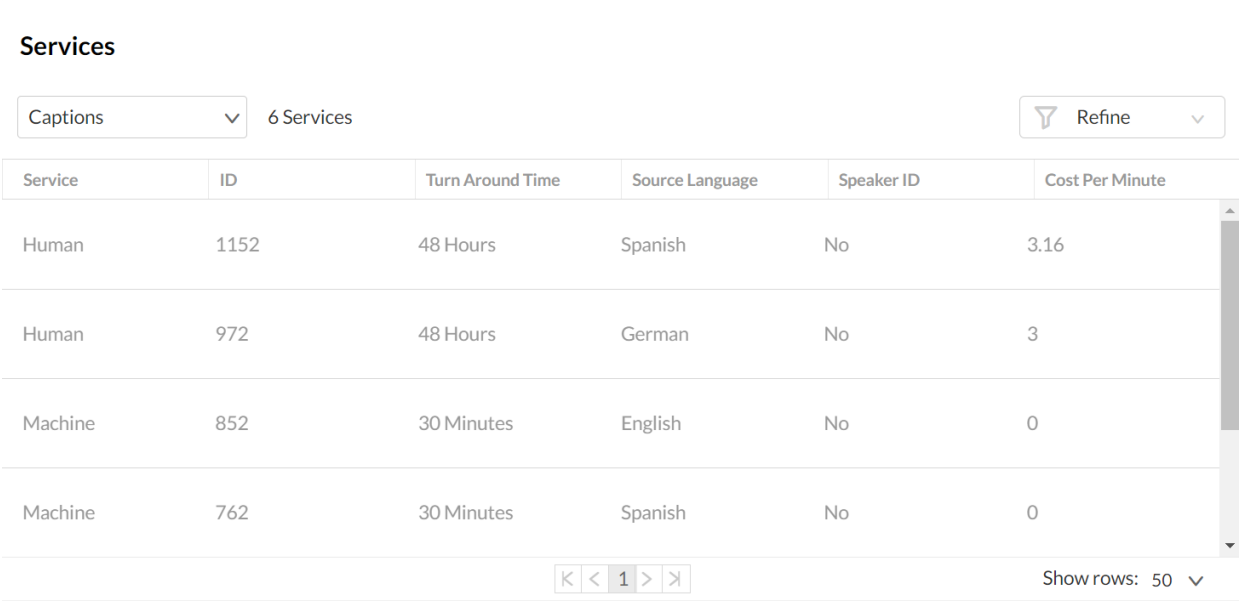
### Automatic rules




Automatic rules apply REACH services to media automatically. You can't set them up in the Rich Media CMS. To set up or change automatic rules, contact your Kaltura Customer Success Manager (CSM).

## Services section

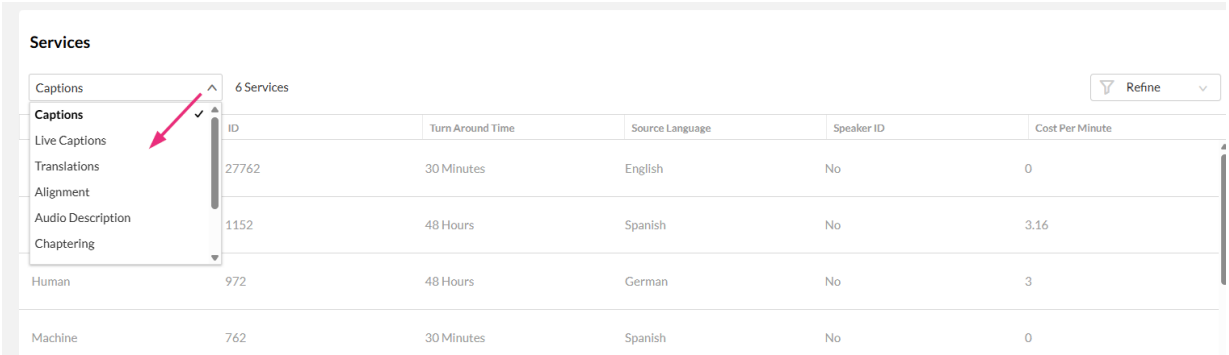
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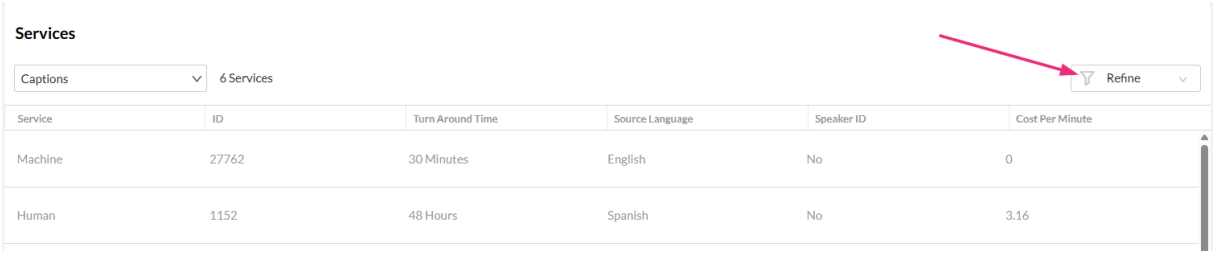

The **Services** section displays the following information:

- **ID**
- **Service**
- **Turn around time**
- **Source language**
- **Speaker ID**
- **Cost per minute**

The services are grouped by service and features. Select the drop-down menu to view the services available for your account.

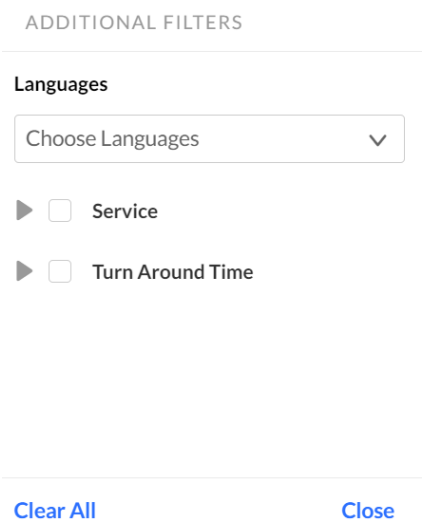



To filter the display, select **Refine**.




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You can refine the data by **Language**, **Service**, or **Turn around time**.




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