

## Facebook Distribution Connector

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### Kaltura Facebook Distribution Connector Version 1.0

**Version: 1.00.06**

**Date Released: January 31, 2016**

#### Version 1.0.06

These release notes pertain to Kaltura Facebook Distribution Connector 1.0, released January 31, 2016.

#### What's New in This Release

The **Facebook Distribution Connector** enables publishers to distribute video from Kaltura to Facebook in an automated, controlled manner, which allows publishers to enjoy the benefits of Facebook's promotion of Native Video (in-feed Mobile playback, auto-play, Call to Action buttons, wider distribution in Facebook, targeting and advertising) while retaining the control of the distribution in Kaltura.

The Kaltura Facebook Distribution Connector uses the Facebook Graph API (which is the primary way for apps to read and write to the Facebook social graph) to distribute Video, Thumbnails and Captions to the partner's Facebook Page. Content can contain metadata to further enrich the distributed content - including metadata to support calls to action, feed targeting, page tagging, and places.

The Facebook Distribution Connector is an API-based connector that relies on the Facebook Video API for video upload and management.

#### Using the Facebook Distribution Connector

Distribution to Facebook is managed using a single Kaltura-managed Facebook application. To distribute content to Facebook, the partner must provide specific permissions to the Kaltura Facebook application, including:

- manage\_pages
- publish\_actions
- publish\_pages

## Facebook Authentication

Authentication with Facebook is done via the standard Facebook OAuth authentication using the permissions listed above.

The Facebook token used is a long lived access token.

## Video Distribution

Video distribution is performed through the [resumable](#) upload functionality available from Graph API v2.3 .

## Video Upload

- The current video upload limitations are:
  - 1.75GB
  - 45 min
- The supported file formats include: 3g2, 3gp, 3gpp, asf, avi, dat, divx, dv, f4v, flv, m2ts, m4v, mkv, mod, mov, mp4, mpe, mpeg, mpeg4, mpg, mts, nsv, ogm, ogv, qt, tod, ts, vob, wmv.
- Video ratio must be between 9x16 to 16x9.

## Thumbnails

Thumbnails can be uploaded as part of the video creation API but not updated.

## Supported Fields

Facebook field name	Kaltura element	Description	Updatable
Name	Title	Title of video	Y
Description	Description	Description of video	Y
scheduled publishing time	Sunrise	Time when video should be published. UNIX timestamp between 10 minutes to 6 months.	N
Call To Action type	Custom Metadata	Facebook supports the following call to action parameters:- SHOP_NOW- BOOK_TRAVEL- LEARN_MORE- SIGN_UP- DOWNLOAD- WATCH_MORE Specifying a call to action will add an action on the video to the Call To Action URL specified below.	Y
Call To Action Value	Custom metadata	URL to call on call_to_action click.	Y
Place	Custom metadata	ID of location to tag in video.	Y
Tags	Custom metadata	IDs (comma separated) of persons to tag in video.	Y
Targeting	Custom metadata	Key IDs for ad targeting objects used to limit the audience of the video. See all relevant fields <a href="#">here</a> .	N
Feed Targeting	Custom metadata	Key IDs for ad targeting objects used to promote the video in specific audience feeds. See all relevant fields <a href="#">here</a> .	N

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