Distribution - KMC

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

About

"Content is king, but distribution is queen, and she wears the pants" - Jonathan Perelman

Maximize your content's reach effortlessly with Kaltura's Distribution service! Easily distribute to Facebook, YouTube, Hulu, and more directly from the KMC.

With distribution, your content reaches diverse audiences across multiple platforms, enhancing overall viewership. Kaltura manages distribution by pushing videos to partners for hosting, tailored to each platform's unique capabilities and desired exposure.

You can customize metadata such as name, description, and tags, or enrich content with calls to action, feed targeting, page tagging, and more. Collaborate with your Kaltura Representative for personalized distribution configurations tailored to your needs.
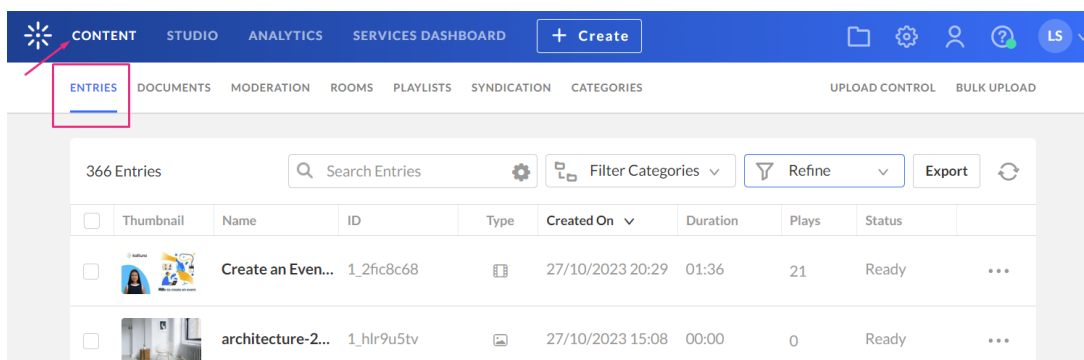
Facebook and YouTube

- Each connector can only distribute to a single Facebook page / YouTube channel.
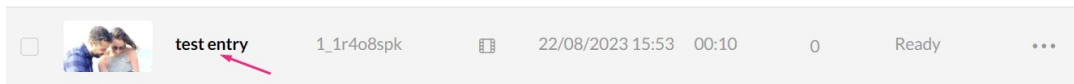- VOD only. No live.

For more information about the Facebook distribution connector, visit our article Facebook Distribution Connector.

Distribute an entry

1. In the KMC, select the **Entries** tab under the **Content** menu.

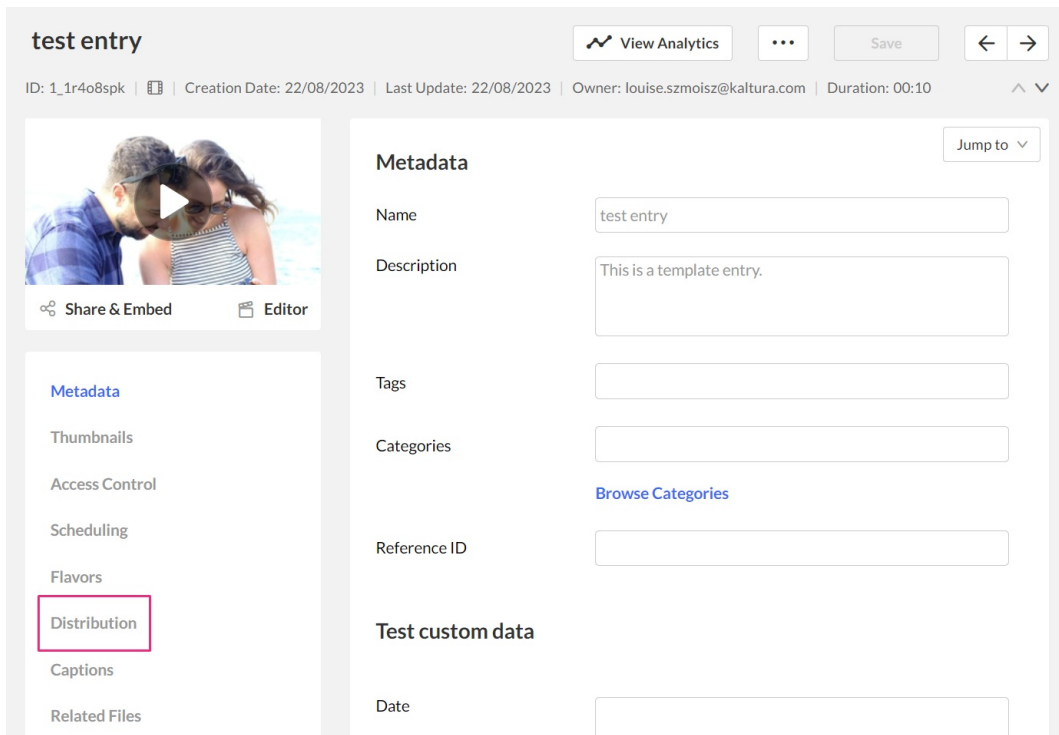kaltura

2. Click on an entry name or thumbnail.

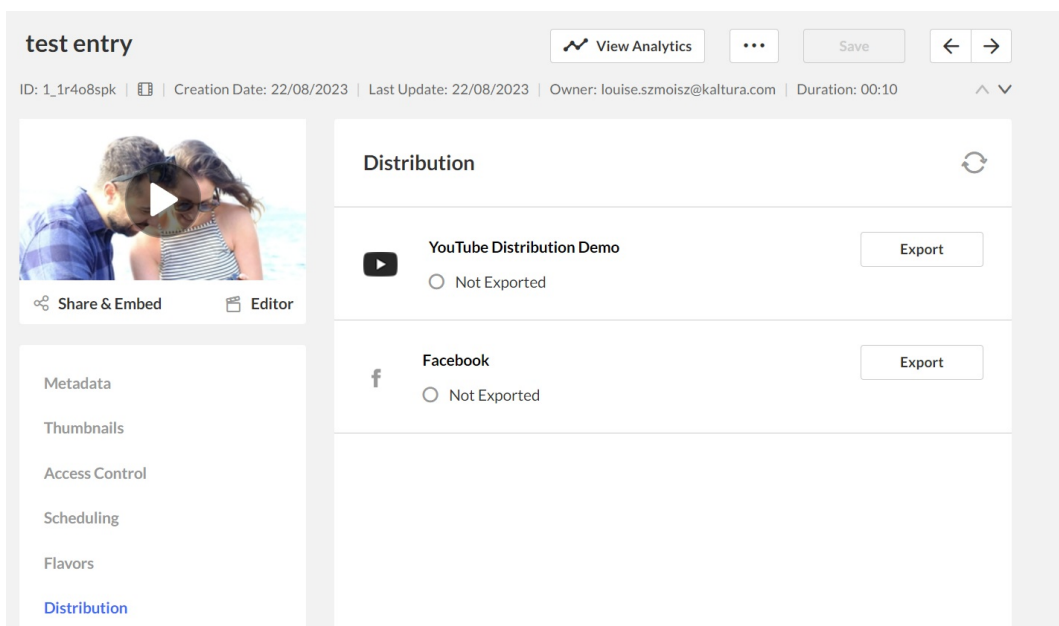test entry   1_1r4o8spk   22/08/2023 15:53   00:10   0   Ready   ...

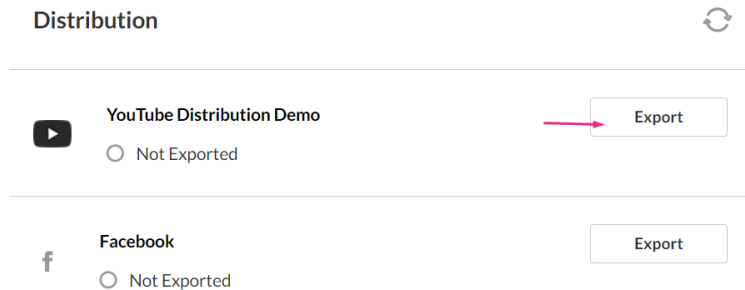The entry details page displays.

3. Click the **Distribution** tab.

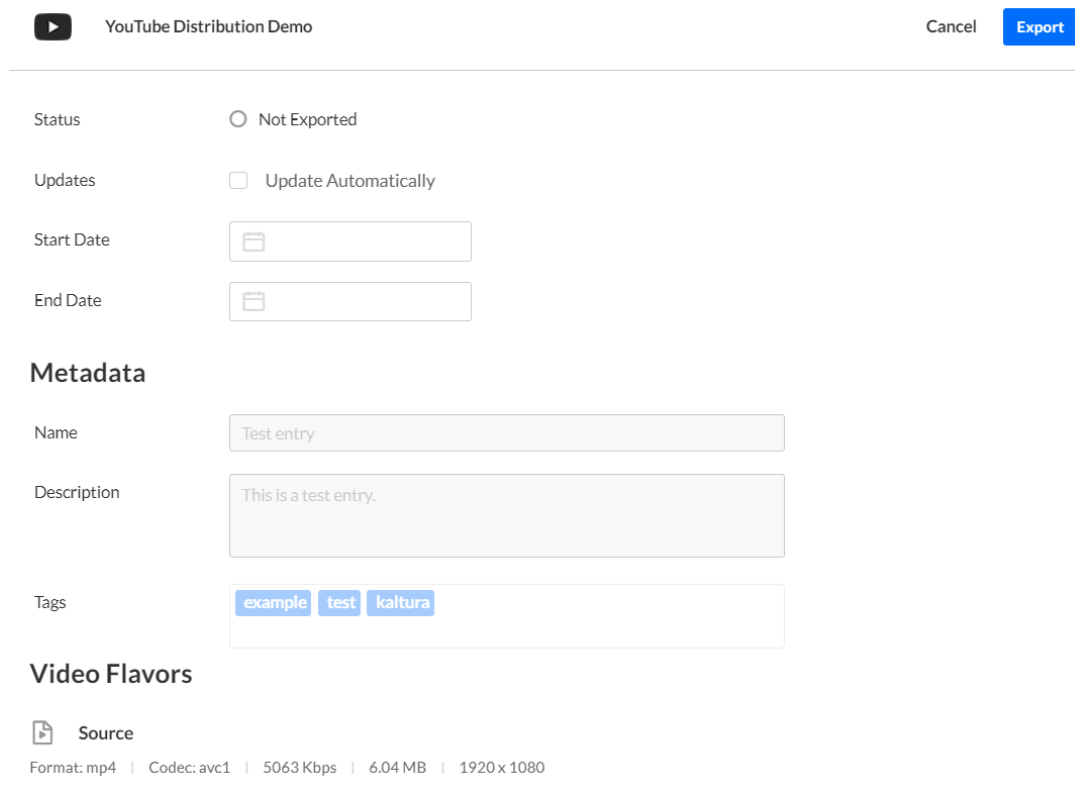The Distribution profiles configured for your account display.

If the entry has not previously been exported to that distribution site, it displays a **grey circle symbol** with a notification '**Not Exported**'.
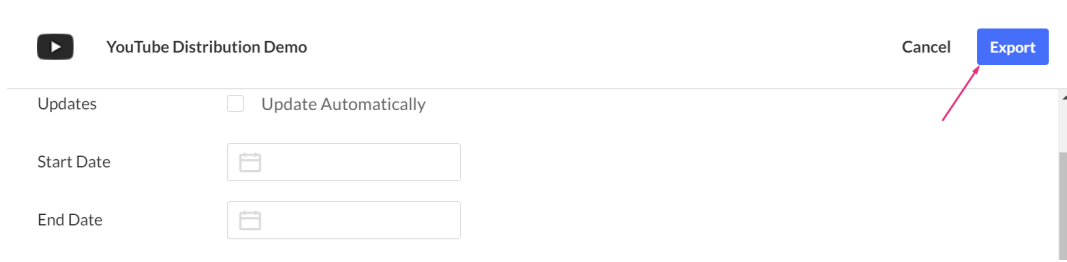
4. Click **Export**.
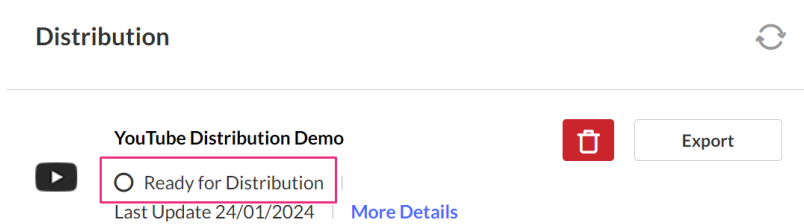

The distribution details page displays.

5. **Updates** - Click the box **Update Automatically** if you want the most updated information to be propagated to the distribution site.
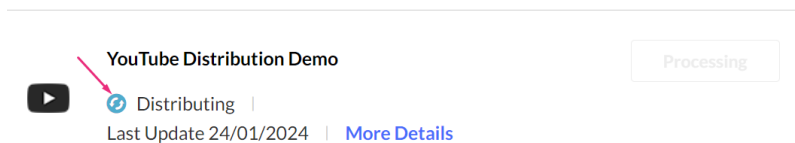6. Click **Export**.

The distribution profile displays with an **black circle symbol** and a notification '**Ready for Distribution**
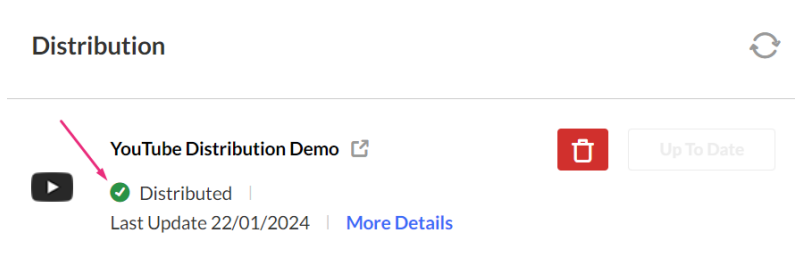

7. If you're ready to export the content, click **Export**.

   A **blue processing icon** displays with a notification '**Distributing**'.

Once distribution has completed, a **green tick symbol** displays with a notification '**Distributed**'.

ℹ Thumbnails upload is not part of the connector. Thumbnails can be uploaded as part of the video creation API. They cannot be updated post upload on the Kaltura end.

If the Description, Tags, and Category fields are empty, the following error will display. Click on the **Metadata** tab and add the missing information.

Distribution

YouTube Distribution Demo
🔴 Distribution Failed |
Last Update 22/01/2024 | **More Details**

[Delete] [Retry]

⚠️ The entry description should not include any HTML tags or special characters like '&' as this could cause the distribution to fail.

Schedule distribution

1. If you'd like to schedule the distribution date and time, click **More Details**

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YouTube Distribution Demo
○ Ready for Distribution |
Last Update 24/01/2024 | **More Details**

[Delete] [Export]

The distribution details page displays.

2. Select the desired **Start** and **Enddates** and **times**.

YouTube Distribution Demo
Provider: YouTubeAPI

Cancel **Update**

Status	○ Ready for Distribution
Last Update	24/01/2024
Start Date	📅 19/09/2023 21:16
End Date	📅
	[🗑 Delete]

Metadata

Name	Kaltura Interactive Video
Description	This is a template entry.

ℹ️ You can set scheduling separately for each distribution so that the same content may have a different schedule depending on the distributor.
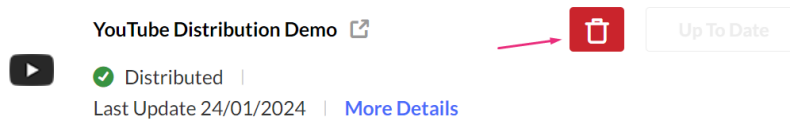
3. Click **Update**.

   The distribution profile displays.

4. When you're ready to distribute the content, click **Export**.

Remove a distributed entry

1. Click the **red trash can icon**.

A warning message displays: *You are about to remove the exported video that was distributed by (xx). The video will no longer be available via the video page on the external platform. How do you want to proceed?*

Delete Distribution

You are about to remove the exported video that was distributed by YouTubeAPI. The video will no longer be available via the video page on the external platform. How do you want to proceed?

Yes   No

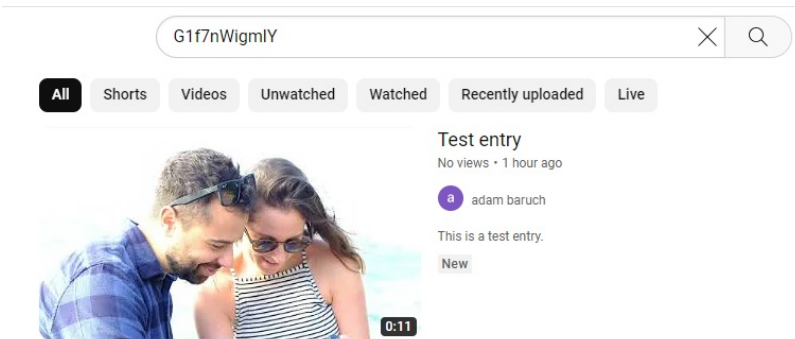2. Click '**Yes**' to remove the entry.

Preview an entry

When you export content, a Remote ID is created. The Remote ID may be used as a reference to reach the page where the distributed content appears in the distributor.

YouTube Distribution Demo
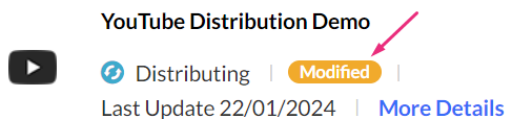Provider: YouTubeAPI

Status	Distributing
Last Update	24/01/2024
Remote ID	G1f7nWigmlY
Start Date	24/01/2024 15:03
End Date	25/01/2024 15:00

Delete

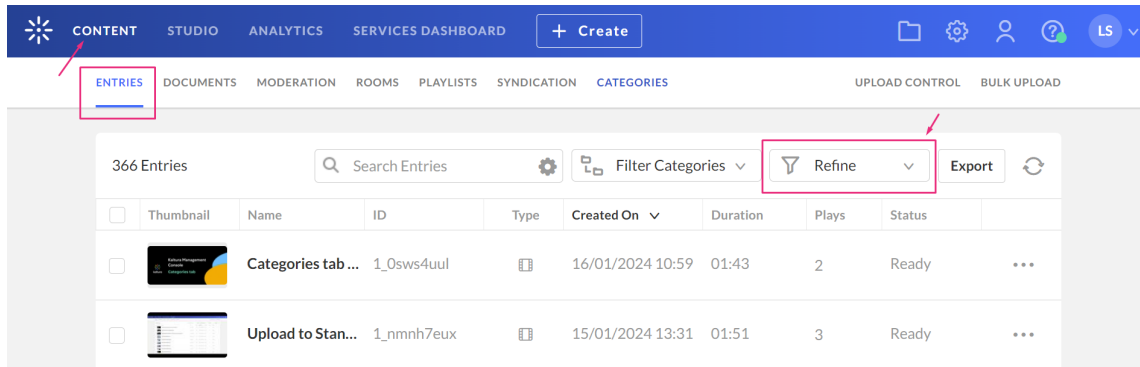Copy and paste this ID into the distribution site to preview your entry.

Modify information

Once you've exported your media to the distributor, you can update entry information, such as metadata. Upon making any modifications, a **Modified** notification displays to confirm the changes to the entry.
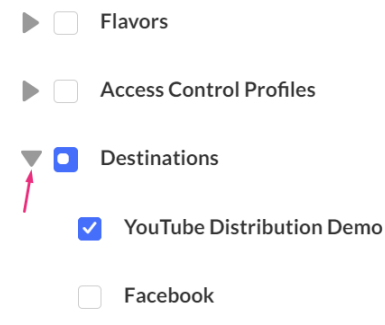

Search for distributed entries

1. Under the **Content** menu, select the **Entries** tab.
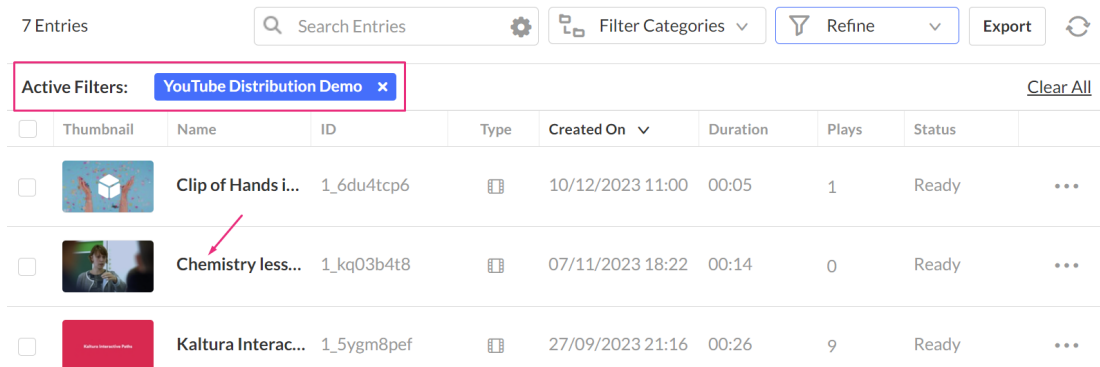2. Click the **Refine** filter and locate **Destinations**.

3. Click the arrow next to **Destinations** to expand the category.

4. Select the destination(s) by checking the corresponding box(es).
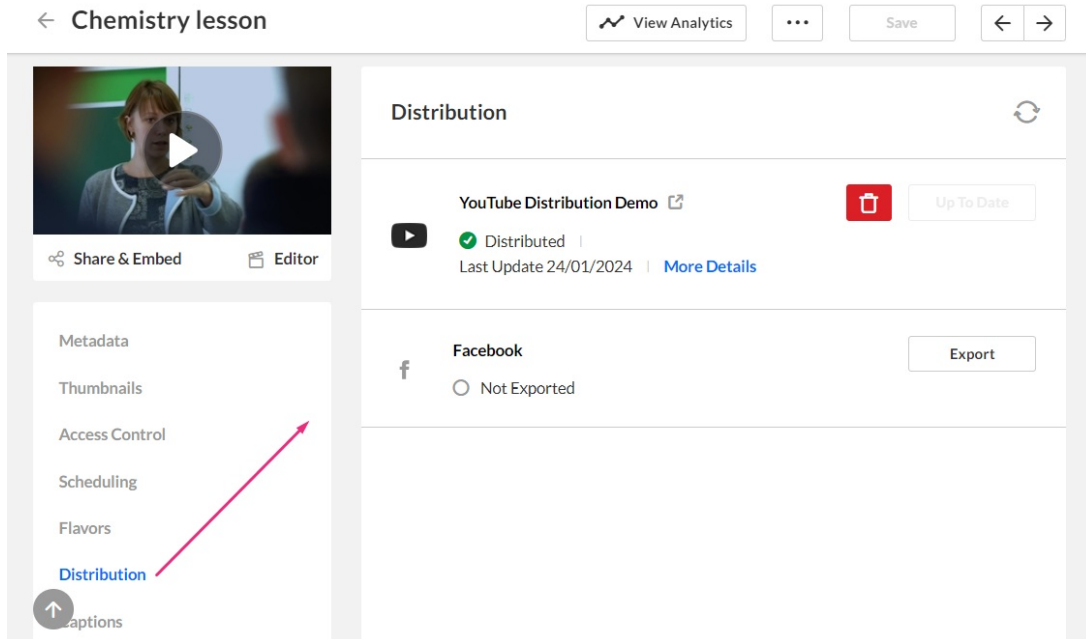
   Review the displayed search results.

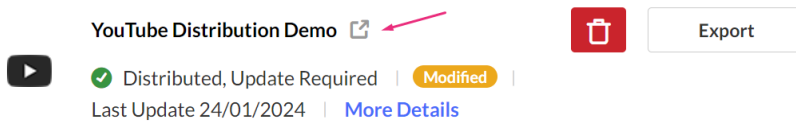5. Click on the specific entry you intend to remove.
6. Click the Distribution tab to view the distribution profile page.

View entry on distributor's site

1. Once the entry has been distributed, a **link icon** appears on the distribution profile page. Click the icon.

Your entry displays on the distribution site.