

Create automated REACH rules for categories

Last Modified on 04/02/2025 12:54 pm IDT

 This article is designated for administrators.

About

To order REACH services (such as captions, chaptering, dubbing,) for a category, simply create a rule for the desired service. These rules will automatically trigger requests for entries that meet specified criteria. Once you create a rule, a request will be generated and approved for each media that will be published to this category by the eligible role.



To learn more about roles and permissions, visit our article [Video Portal and KAF roles and permissions](#).

Service types

Machine

Uses AI to deliver translations quickly and affordably, with accuracy based on the AI model's confidence. Machine transcription accuracy ranges from 70%-95%+. The system improves over time, learning from errors and allowing custom vocabularies for specific terms like industry jargon and product names.

Top use cases for machine captioning:

- Immediate transcripts needed within minutes of upload (e.g., call centers)
- Consistent speakers, such as university faculty
- Language with specialized terms, idioms, or domain-specific vocabulary
- Clear speaker audio without background noise

Professional

Uses human transcribers to ensure top-quality, 99% accurate captions meeting high standards for closed caption laws and media publishing requirements. This option is recommended for public-facing content, including marketing, learning, and training videos.

Top use cases for professional captioning:

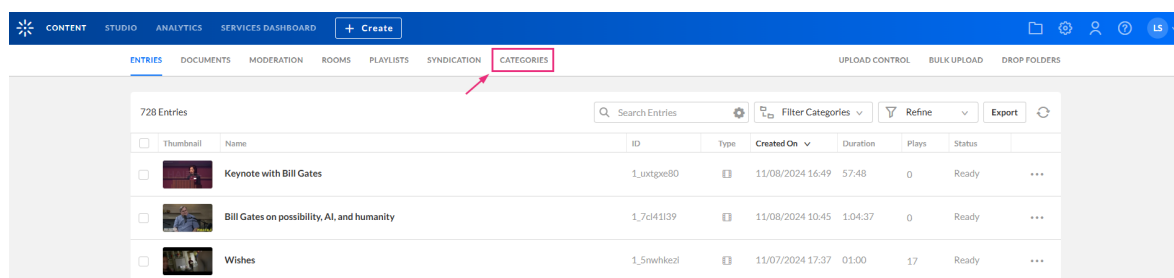
- Accessibility for the deaf and hard of hearing
- Support for reading and literacy challenges
- Expanding reach to multilingual viewers
- Interactive transcript experience
- Closed captions for TV and media compliance



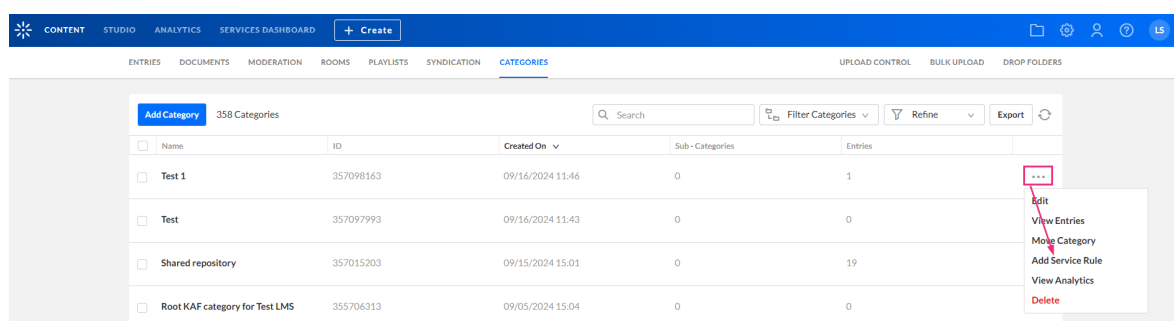
Each service type provides a different balance of speed, cost, and accuracy to meet varying needs.

Access the service rule page

1. Log into your KMC.
The **Entries** page displays by default.
2. Click the **Categories** tab.



3. Locate the desired category and click the **three dots** to the far right, then select **Add Service Rule**.



The Add Service Rule page displays.

[View Ordering Rules](#)

No rules were found ✕

[Create Rule for Ordering](#) ⓘ

Apply to content published by the following role:

manager ▼

Service:

Machine ▼

Source Media Language:

English ▼

Feature:

Captions ▼

Submit

Create a rule



For a list of common terms related to creating caption and enrichment requests in Kaltura, see our article [REACH terminology](#).

Machine captions

This service provides captions in the video source language.

[Create Rule for Ordering](#) ⓘ

Apply to content published by the following role:

manager ▼

Service:

Machine ▼

Source Media Language:

English ▼

Feature:

Captions ▼

Submit

1. Complete the following fields:

- **Apply to content published by the following role** - Select a role from the drop-down list. The rule will apply to all content published by users with the chosen role or higher permissions. Available options include:
 - manager
 - moderator (and higher)
 - contributor (and higher)
 - member (and higher)
 - anyone
- **Service** - Select 'Machine'.
- **Source Media Language** - Select the source media language from the drop-down menu (the language of the original video). The options in the menu are dependent on your REACH plan.
- **Feature** - Select 'Captions'.

2. Click **Submit**.



There is no moderation process for automatic captions' requests. Notifications will not be generated for automatic rules. (The user will not receive a message that their order has been received.) History content will not be automatically captioned.

Machine chaptering

The Chaptering service automatically generates chapters for a video, embedding chapter cue points as metadata, similar to manually created chapters. It accepts video or audio files as input and adds the chapter markers directly to the entry.

Create Rule for Ordering ⓘ

Apply to content published by the following role:

manager ▼

Service:

Machine ▼

Source Media Language:

English ▼

Feature:

Chaptering ▼

Submit

1. Complete the following fields:

- **Apply to content published by the following role** - Select a role from the drop-down list. The rule will apply to all content published by users with the chosen role or higher permissions. Available options include:
 - manager
 - moderator (and higher)
 - contributor (and higher)
 - member (and higher)
 - anyone
- **Service** - Select 'Machine'.
- **Source Media Language** - Select the source media language (the language of the original video) from the drop-down menu. Available options depend on your REACH plan.
- **Feature** - Select 'Chaptering'.

2. Click **Submit**.

Machine dubbing

This service adds an extra audio track to the video entry without replacing the default audio track.

Create Rule for Ordering ⓘ

Apply to content published by the following role:

manager ▼

Service:

Machine ▼

Source Media Language:

English ▼

Feature:

Dubbing ▼

Target Translation Language:

French x ▼

1. Complete the following fields:

- **Apply to content published by the following role** - Select a role from the drop-down list. The rule will apply to all content published by users with the chosen role or higher permissions. Available options include:
 - manager
 - moderator (and higher)
 - contributor (and higher)
 - member (and higher)
 - anyone
- **Service** - Select 'Machine'.
- **Source Media Language** - Select the source media language (the language of the video) from the drop-down menu. Available options depend on your REACH plan.
- **Feature** - Select 'Dubbing'.
- **Target translation language** - Select the language you want for the dubbed audio track.

2. Click **Submit**.

OCR

OCR (Optical Character Recognition) makes it easy to search for text within a video, like titles, slide content, labels on graphs, or other on-screen text.

Create Rule for Ordering ⓘ

Unit: [4353783] IT department ▼

Apply to content published by the following role:

manager ▼

Service:

Machine ▼

Source Media Language:

English ▼

Feature:

OCR ▼

Submit

1. Complete the following fields:

- **Apply to content published by the following role** - Select a role from the drop-down list. The rule will apply to all content published by users with the chosen role or higher permissions. Available options include:
 - manager
 - moderator (and higher)
 - contributor (and higher)
 - member (and higher)
 - anyone
- **Service** - Select 'Machine'
- **Source Media Language** - Leave as-is (it does not affect the OCR request)
- **Feature** - Select 'OCR'
- Click **Submit**.

A confirmation message displays: *Your request has been received. Your video will automatically be updated upon completion.*

Your request has been received. Your video will automatically be updated upon completion.



To learn about OCR results in search, check out the [Global Search article](#).

Professional captions

Professional captioning is a service that uses expert human transcribers to deliver fully accurate, high-quality captions.

Create Rule for Ordering

Apply to content published by the following role:

manager

Service:

Professional

Source Media Language:

English

Feature:

Captions

Turnaround Time:

48 hours

Instructions & Notes:

Submit

1. Complete the following fields:

- **Apply to content published by the following role** - Choose the role from the drop-down list. The rule will be applied to all content published by the selected role (or higher permissions). Choose from the following options:
 - manager

- moderator (and higher)
- contributor (and higher)
- member (and higher)
- anyone
- **Service** - Select 'Professional'.
- **Source Media Language** - Select the source media language from the drop down menu (this is the language the video is currently in). The options in the drop-down menu are dependent on your REACH plan.
- **Feature** - Select 'Captions'.
- **Turnaround time** - Select the turnaround time from the drop-down menu. The turnaround time options available in the menu are dependent on your REACH plan.
- **Instructions & Notes** - (Optional) This box is relevant for professional captions only, and is used for adding notes for the attention of human editors and reviewers.



The general best practice for **Instructions & Notes** is to use them for unique terminology and names that are relevant for that file, and not, for example, a 1,000-word glossary. In addition, comments like "Please pay extra attention to the following X, Y, Z in the first five minutes of the video..." aren't effective because transcribers typically receive only portions of the file.

2. Click **Submit**.

Professional audio description

Create Rule for Ordering ⓘ

Apply to content published by the following role:

manager ▼

Service:

Professional ▼

Source Media Language:

English ▼

Feature:

Audio Description ▼

Turnaround Time:

5 days ▼

Instructions & Notes:

Submit




1. Complete the following fields:

- **Apply to content published by the following role** - Choose the role from the drop-down list. The rule will be applied to all content published by the selected role (or higher permissions). Choose from the following options:
 - manager
 - moderator (and higher)
 - contributor (and higher)
 - member (and higher)
 - anyone
- **Service** - Select 'Professional'.
- **Source Media Language** - Select the source media language from the drop down menu (this is the language the video is currently in). The options in the drop-down menu are dependent on your REACH plan.
- **Feature** - Select 'Audio Description' or 'Extended Audio Description'.
- **Turnaround time** - Select the turnaround time from the drop-down menu. The turnaround time options available in the menu are dependent on your REACH plan.
- **Instructions & Notes** - (Optional) This box is relevant for professional captions only, and is used for adding notes for the attention of human editors and reviewers.

2. Click **Submit**.

View ordering rules

If there are rules, they are displayed at the top of the Add Service Rule page as follows:

View Rules							+ Create Rule	
CREATOR		CREATE DATE	SERVICE TYPE	FEATURE	TAT	LANGUAGE	PUBLISHED BY	
Nitz	@kaltura.com	22.01.2018	Professional	Translation	Standard (48 hours)	French	Moderator	
Ido.	@kaltura.com	14.12.2017	Machine	Captions	Priority (24 Hours)	English	Manager	
Meirav	@kaltura.com	04.10.2017	Professional	Captions	Priority (24 Hours)	Spanish	Contributor	

The service rules' list contains the following:

- **Creator** - name of person who created the rule
- **Create Date** - date the rule was crated
- **Service Type** - what type of service was ordered
- **Feature** - what feature the rule was ordered for
- **TAT** - the turnaround time that was selected
- **Language** - language that was selected
- **Published By** - the role of the publisher

A trash icon is displayed for rules that are pending. You can delete service rules by clicking on the trash icon.