

## Kaltura Genie - User guide

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 This article is designated for all users.

### About

Kaltura Genie is a powerful AI-driven tool that transforms how you access knowledge. Unlike traditional AI solutions that rely on external sources, Genie pulls exclusively from your organization's verified content, ensuring accurate, reliable answers, free from hallucinations.

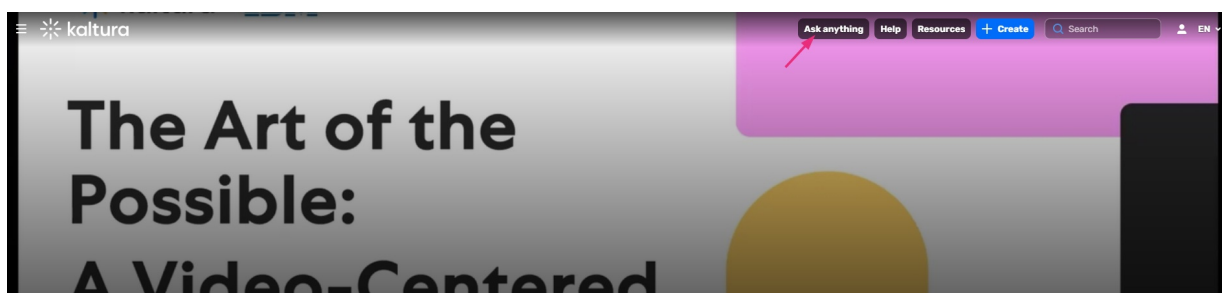
By simply asking a question, you receive structured responses, including key takeaways, video clips, document excerpts, and follow-up suggestions. With hyper-personalized insights and enterprise-grade security, Genie streamlines knowledge discovery, providing you with trusted, relevant information at your fingertips.

### Ask Genie

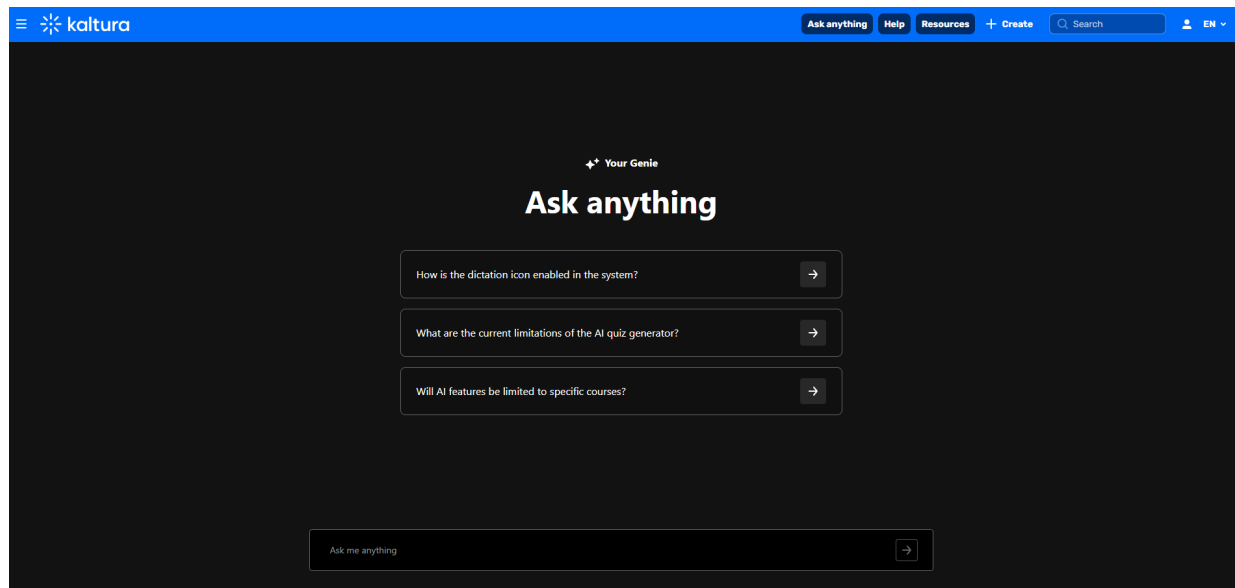
1. In your video portal, click the **Ask Anything** button. Its location may vary depending on your organization's setup - it might be in the navigation bar, on a channel page, or somewhere else your admin has placed it.



Can't access the Genie? Contact your admin to check permissions.



The Ask anything page displays.



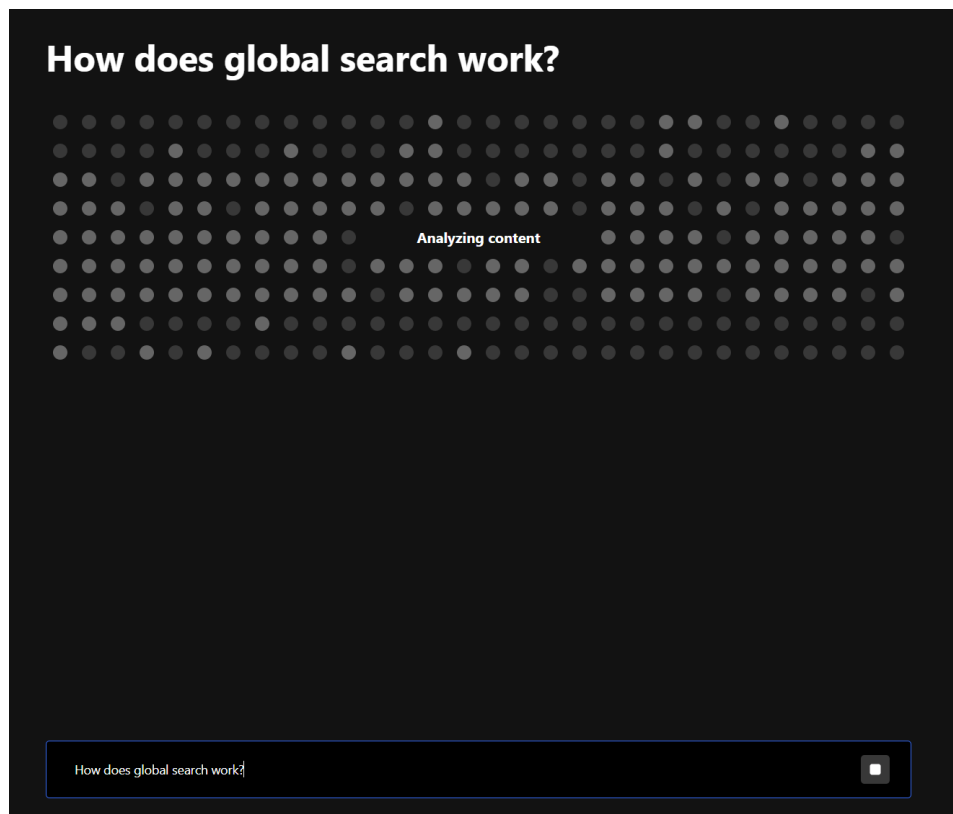
2. Type your question into the **Ask me anything** search field to retrieve personalized results.



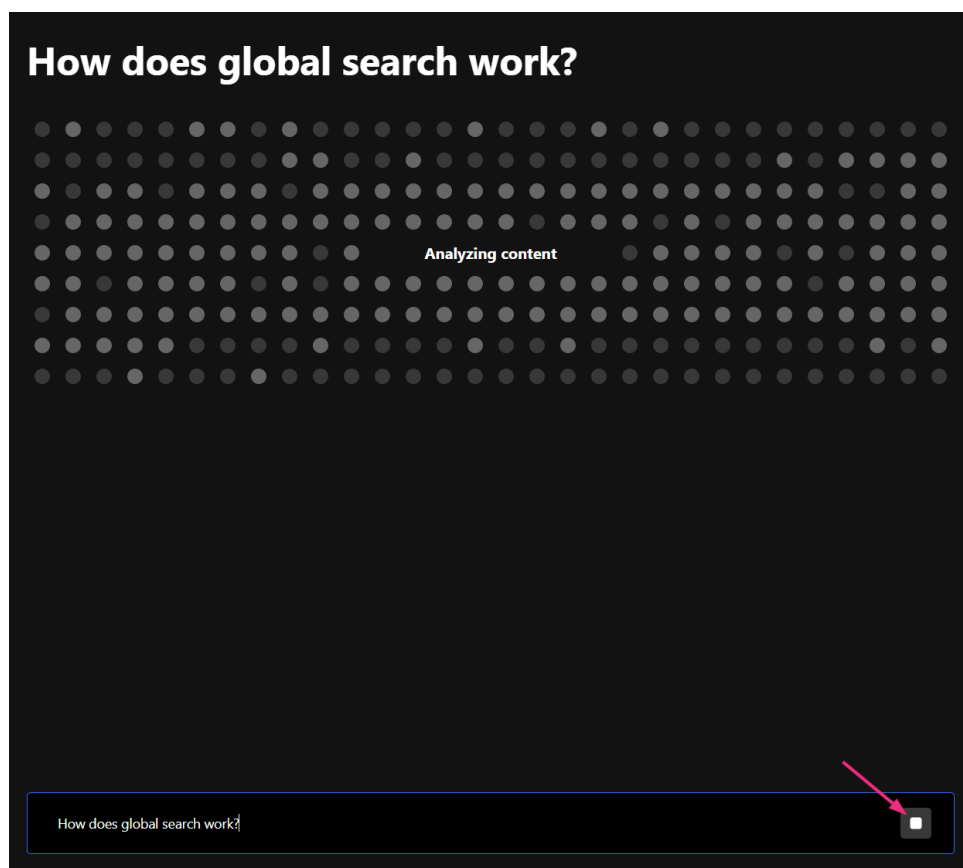
Type your question in natural language (for example, “How do I create a new project report?”).

Alternatively, you can click on any of the **three suggested questions** to automatically populate the search field and get an instant response.

3. After typing in your question, press **Enter** on your keyboard.  
Genie processes your request, which may take a few seconds. During this time, the **Analyzing content** screen displays.

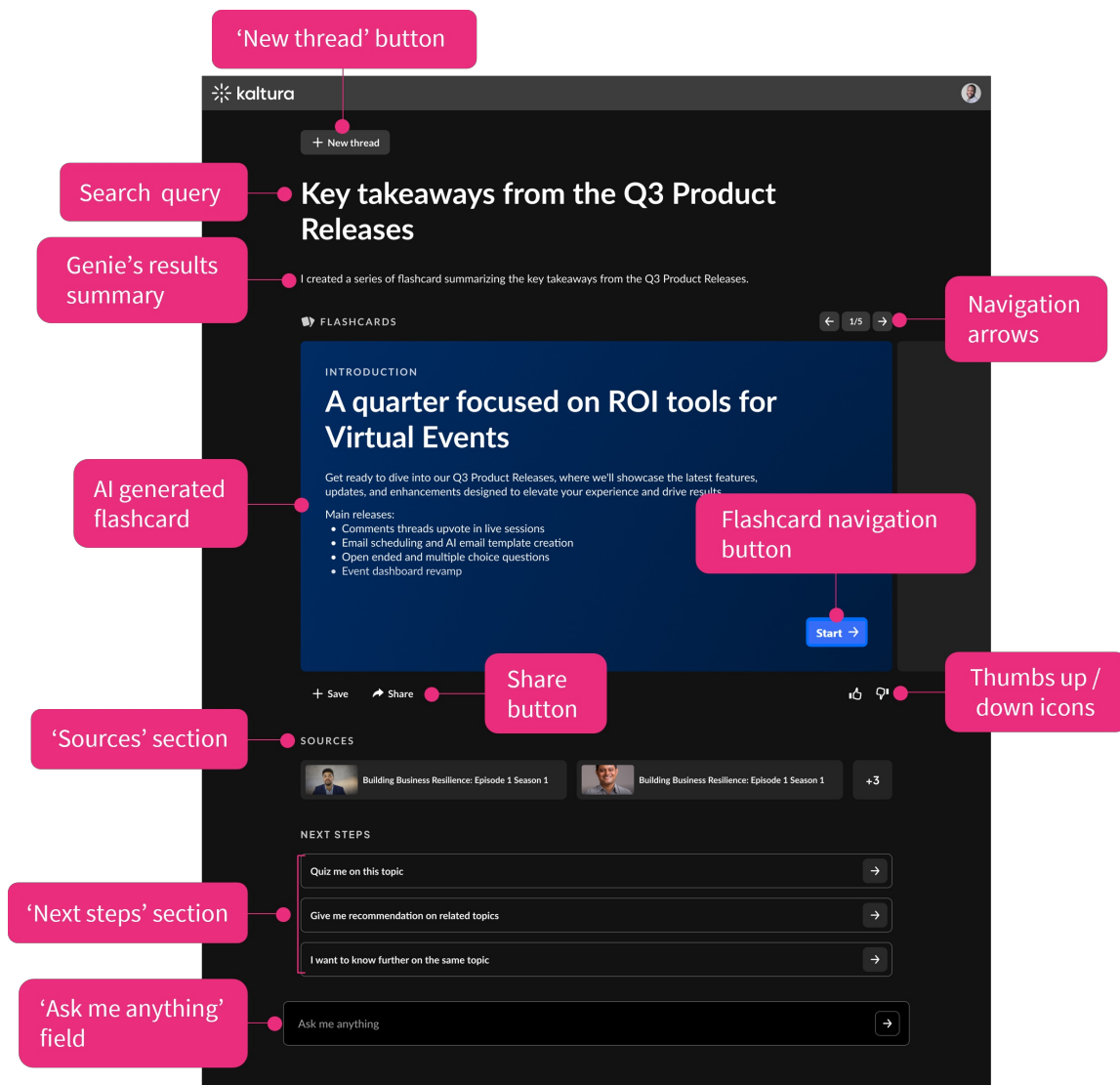


You can cancel the process by clicking the **Stop icon** in the query field.



## Results interface

Genie delivers results in an easy-to-navigate interface. Your question appears at the top, followed by AI-generated flashcards that present key takeaways, video clips, and related resources.

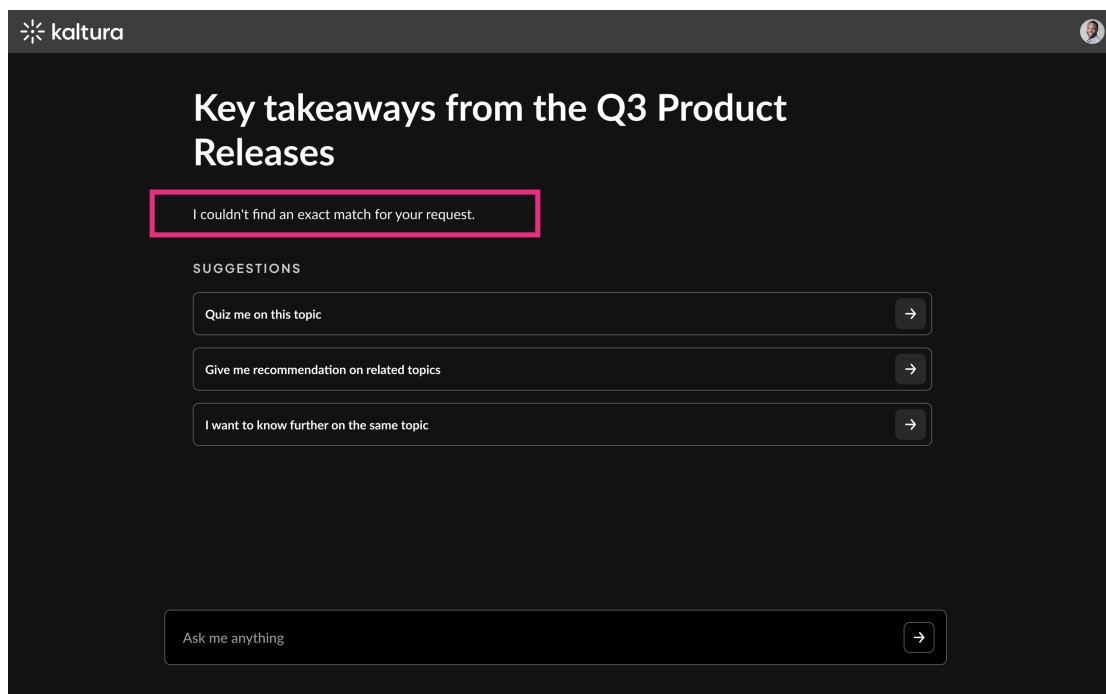


## Key features

- **New Thread button** – Click to start a new search from scratch.
- **Search query** – See your typed question displayed prominently at the top.
- **Genie's results summary** – View a brief explanation of how Genie interpreted your question and generated the answer.
- **Navigation arrows** – Move between multiple flashcards if the answer spans more than one.
- **AI-generated flashcard** – View answers in the form of flashcards, including key takeaways, video clips and documents (if available).

- **Flashcard navigation button** – Click 'Start' to navigate to the next flashcard in the response set.
- **Share button** – Copy a link to the specific Genie response to share with others.
- **Thumbs up / down icons** – Rate Genie's response to improve accuracy.
- **Sources section** – See the video clips, documents, and image references Genie used to generate the response. This includes videos where on-screen text was detected using OCR.
- **Next Steps section** – Get suggested follow-up questions.
- **'Ask Me Anything' field** – Refine your search or ask additional questions.

If Genie cannot find relevant results, it will display the following message: *I couldn't find an exact match for your request.*



If Genie cannot find an exact match for your request, it will suggest alternative questions related to your query.

## Review the results

Genie will return AI-generated flashcards with:

- a summary of the answer to the presented question, with each flashcard presenting a certain key takeaway
- video clips extracted from relevant content
- text from supporting documents, specifically **DOCX**, **PPTX**, or **PDF** files, if available
- images from video content generated using OCR, when relevant text appears

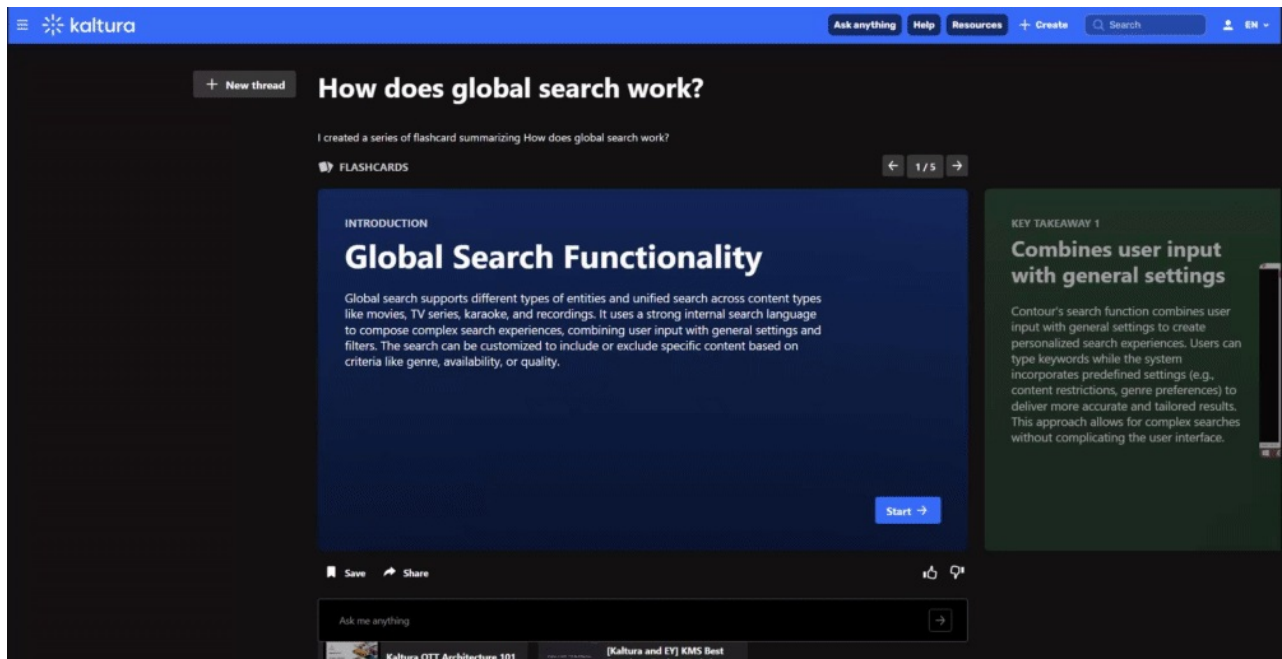
onscreen (e.g., slides or whiteboards)

- links to full videos and documents



The first flashcard will always be an introduction to the overall answer and will not include a video clip.

Click the **Start** button to navigate through additional flashcards on the topic.



If a flashcard contains a video clip, you can click **Watch Full Video** to be redirected to the entry page of the source video with the player set to the starting point of the clip. Some flashcards may include multiple video clips. You can navigate between them using the dots under the video.

**KEY TAKEAWAY 1**

## Workflow for saving and publishing clips

1. Generate clips from a video
2. Adjust clip length if needed
3. Save the clip
4. AI automatically generates title, description, and tags
5. Option to add captions
6. Clip becomes a new entry upon saving
7. Download or share the clip link
8. Use for social media or link back to full video

[Watch full video](#)

[Next →](#)

Some flashcards may include an image instead of a video clip. This happens when Genie uses **OCR** (Optical Character Recognition) to extract visible text from the video, like words shown on a slide, whiteboard, or screen. In these cases, the flashcard shows a thumbnail image from the video, taken from the moment the text appears.

Click **Go to Source** in the corner of the image to open the video entry and jump to the exact point where the text appears onscreen.

**KEY TAKEAWAY 1**

## 2025 Investment Areas

Kaltura outlined several key investment areas for 2025, including AI capabilities for content repurposing, data-driven insights for actionable decisions, enhanced integrations across workplace and marketing technology stacks, and improved content management and discovery workflows.

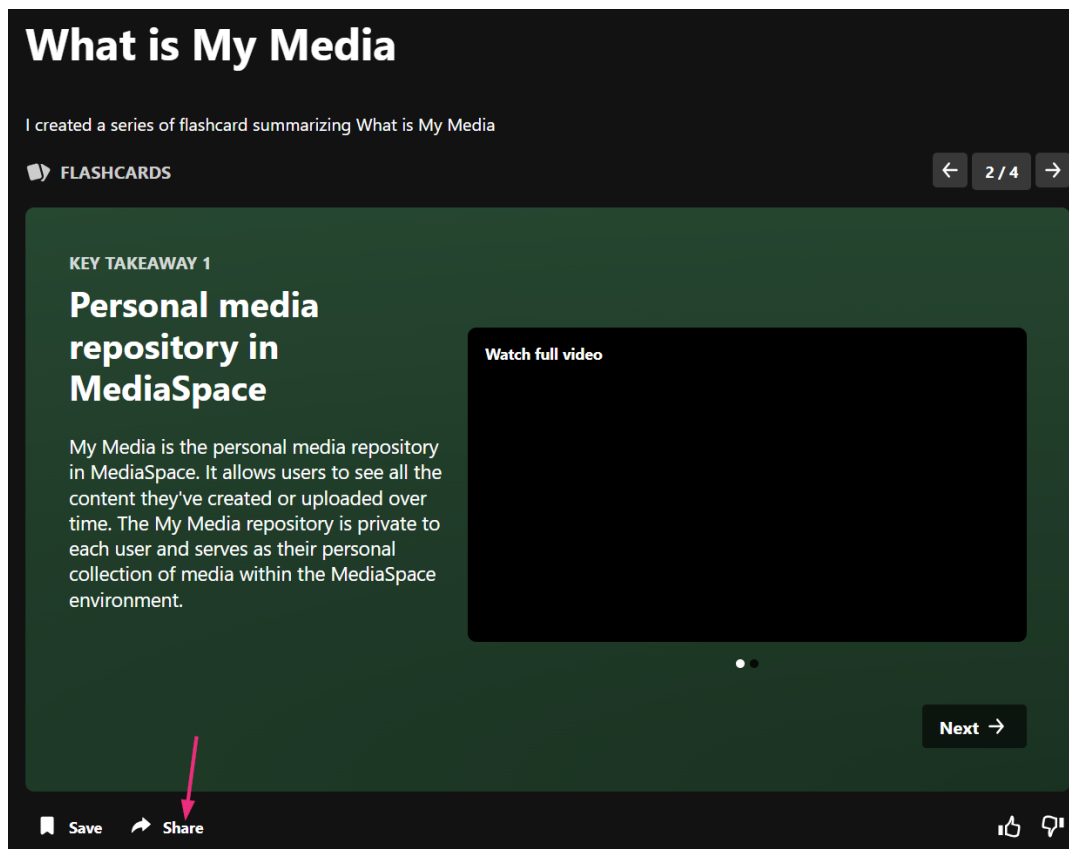
[Go to source](#)

**2025 Investment areas**

- 1 **Insights driving action**  
Analyze trends and signals in the data and bring that information to decision points and workflows driving to action based on insights.
- 2 **AI Agents & personalization**  
Bring enterprise-grade AI capabilities to power content recommendation & AI agents.
- 3 **Integrations**  
Extend capabilities in the workplace and Microsoft stack, streamline workflows, unifying content, and enhancing video asset value across channels.
- 4 **Content management & content discovery**  
Build on top of content management capabilities and improve the content of types and workflows, with data platform, create new content discovery workflows.

[Next →](#)

Click the **Share** button to send the response link to colleagues.



The **Share** button copies to the clipboard a shareable link to the specific answer. Any user with Genie access will then be able to use this link to immediately upload the answer generated by Genie.

Press the **Next** button at the bottom right of the flashcard to move to the next flashcard.

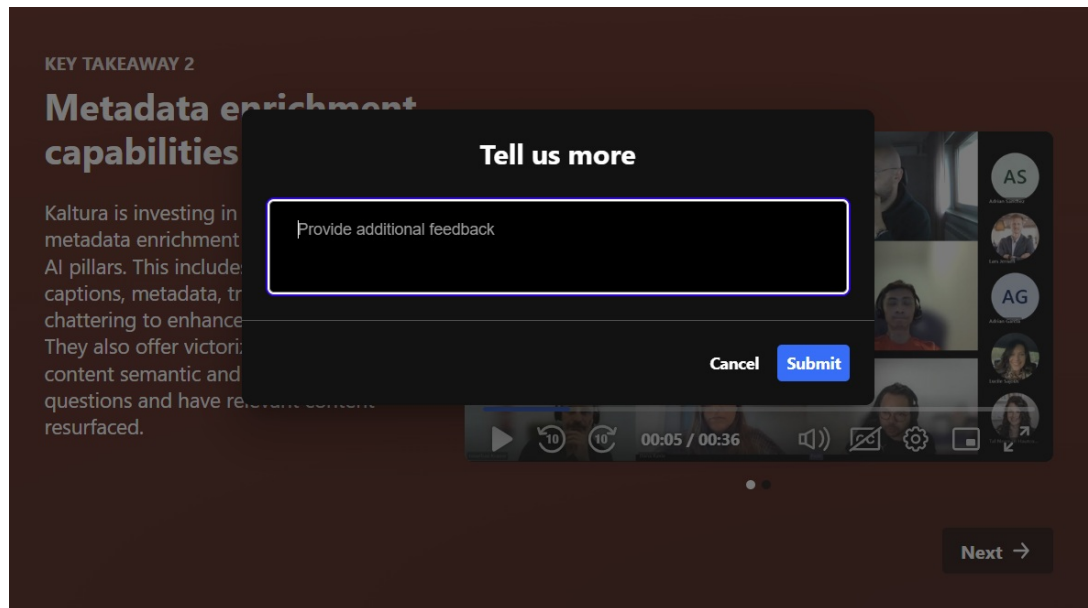
## Provide feedback

Providing feedback on Genie's responses plays a crucial role in improving its accuracy and future recommendations. When you use the **Thumbs up** / **Thumbs down** icons, you help Genie refine its understanding of what makes an answer relevant and useful.

1. Click a **Thumbs up** or **Thumbs down** icon to provide feedback.

The **Tell us more** window displays.





2. Type in your feedback then click **Submit**.



#### Examples of feedback:

- 👍 *The answer was accurate and the video clip explained it well.*
- 👎 *This answer is outdated. The process has changed.*

## Sources

The **Sources** section lists the videos and documents Genie used to generate your answer. You can use the sources to verify the content and explore related materials if multiple videos were referenced.

FLASHCARDS
1 / 5

INTRODUCTION

## Publishing from My Media

Yes, users can publish content from My Media to channels or categories. They can select the content and choose where to publish it. Content can be published to multiple locations at once. The publishing status can be easily changed, and unpublishing removes the content from channels while keeping it in My Media.

Start →

Save
Share

SOURCES

06:57
EP Connected

56:36
UvA - secure workflow, QA demo, May 3rd 2022 Meeting Recording

Ask me anything

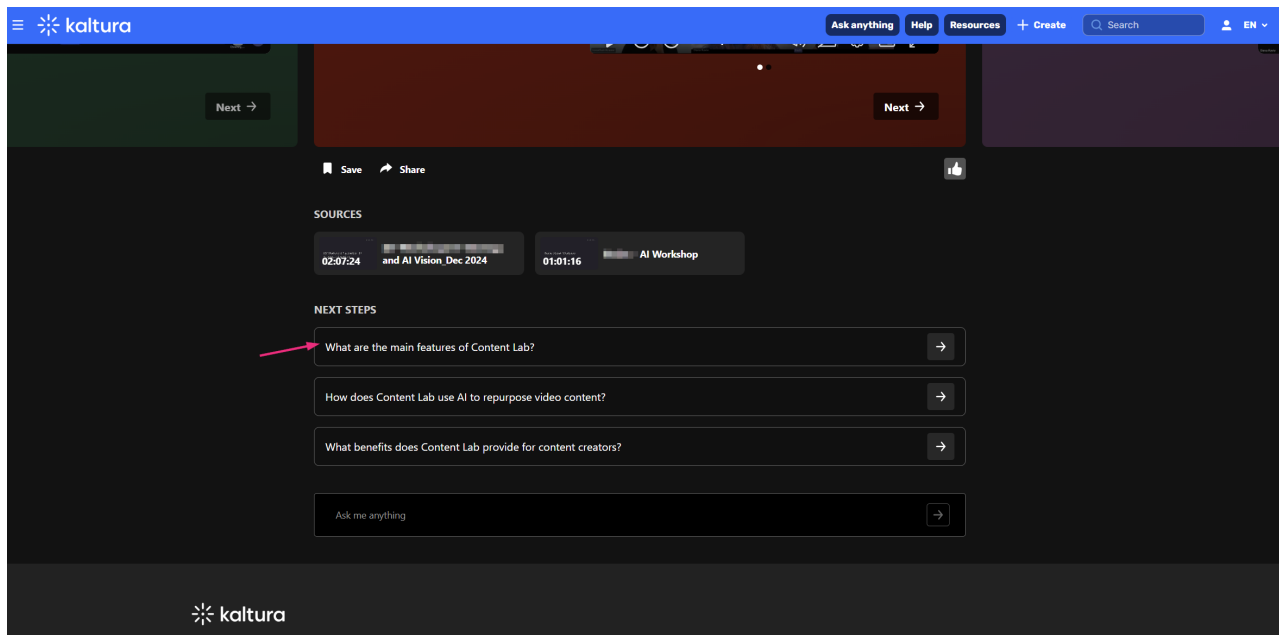


If multiple flashcards use clips from the same video, that video will only appear **once** in the Sources section, for example, you may have five flashcards with video clips but only two sources.

## Refine your search

You can ask follow-up questions in the **Ask me anything** field at the bottom of the window to get more specific information.

You can also click suggested related topics for deeper insights under the **Next Steps** section to help refine or expand your search or follow another learning path based on your query.



## Best practices for using Genie

- Use clear, specific queries for the best results.
- Check multiple flashcards to get a complete understanding.
- Use follow-up questions to refine and expand on answers.
- Provide feedback (thumbs up/down) to improve Genie's accuracy.
- No relevant results? Try rephrasing your question or using keywords.