

## Introduction to Kaltura Genies

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 This article is designated for all users.

### About

Kaltura Genies are AI-powered conversational agents that help users quickly find answers using only your organization's verified content.

Unlike traditional AI tools that search the internet, Genies work exclusively within your Kaltura environment, helping ensure accuracy and relevance.

Depending on your configuration, you can interact using:

- **Text-based Genie**, by typing questions in the 'Ask me anything' field
- An **Agentic Avatar**, by starting a live conversation through a visual avatar interface (if enabled)



To enable **Agentic Avatars** for your Genie configuration, contact your Kaltura representative.

### Where you can use Kaltura Genies

Genie can appear in several places across your site, depending on what your administrator enables:

- **Ask Anything page** – A dedicated Genie page where users can ask questions across all approved content. This page is available at a site-level URL (for example, `{siteURL}/genie`) and can be added to your site's navigation bar so users can easily find it. For details, see the [Navigation module](#).
- **Channels, galleries, and media galleries** – Genie can be added to help users ask questions within a specific collection. For configuration details, see [Genieai module](#).
- **Individual videos** – Genie can appear next to a video so users can ask questions about that specific video while watching. Genie also works in secure embeds when the embedded player includes the [Genie plugin](#). For details, see [Ask Genie questions about your video](#) and [Single-video Genie set up guide](#).

## What Kaltura Genies use to build answers

Genie builds responses using your organization's verified content, including:

- **Captioned videos** - Used to understand the spoken content in each video.
- **Documents** (PDF, DOCX, PPTX) - Used to extract text and relevant information. See [Document entries](#) for details.
- **On-screen text (OCR)** - Used to capture text from slides or whiteboards when OCR is enabled for your account.
- **Metadata** - Used to identify and organize content based on creator, date, speakers, categories, tags, and more.

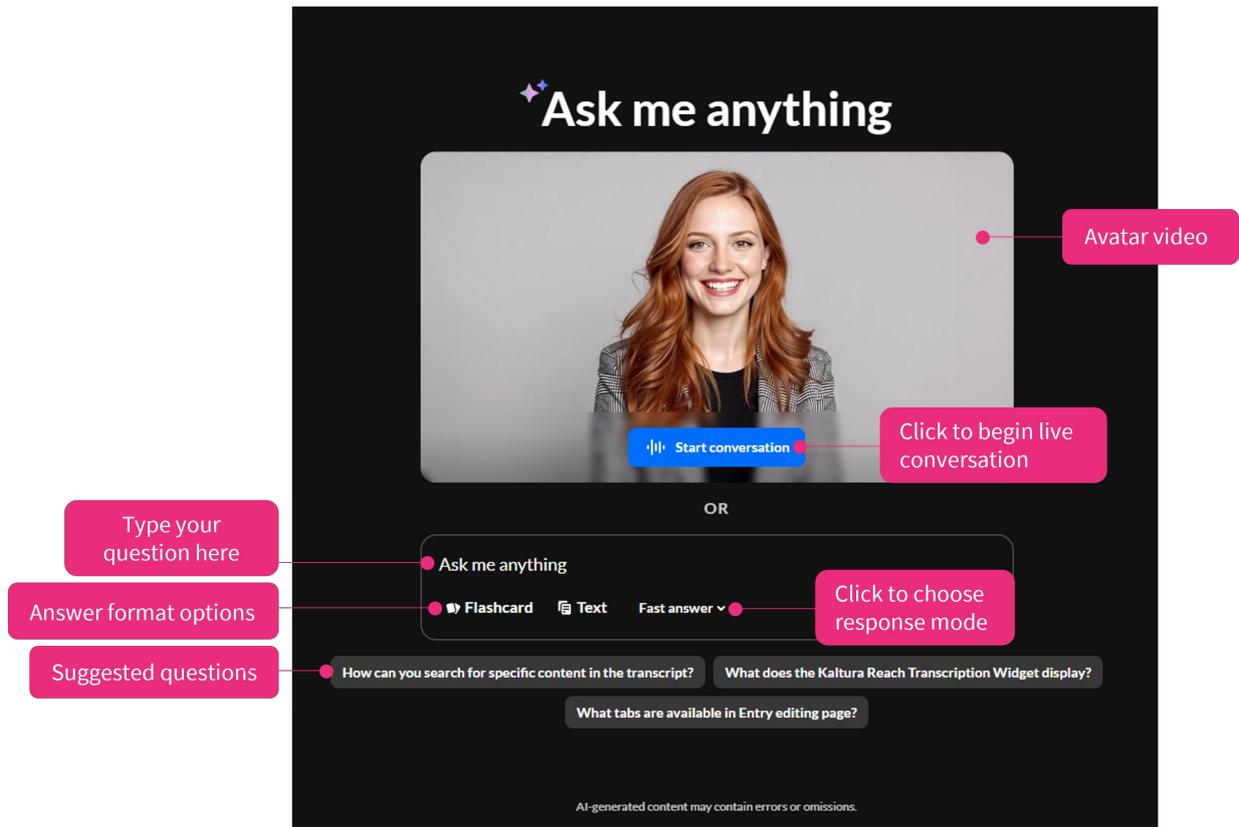


Learn more in our articles [Ask Work Genie a question](#) and [Understand Work Genie's answers](#)

## Why use Kaltura Genies?

- **Instant access to knowledge** - Get quick, structured responses without manually searching through content
- **Trusted content** - Genie uses only your published Kaltura content, not external data
- **Flexible interaction modes** - Use text-based Genie or speak naturally with an Agentic Avatar (if enabled)
- **Context-aware conversations** - Ask follow-up questions and stay in the same thread, with conversations saved so you can return to them later
- **Interactive results** - Click to view videos, documents, and sources
- **Enterprise-grade privacy** - Fully compliant with security and data privacy standards

## Core capabilities



- **Live avatar interaction** - Start a real-time conversation with an Agentic Avatar (if enabled). The avatar uses the same underlying knowledge sources as text-based Genie interactions.
- **Text and flashcard responses** - Type a question in the Ask me anything field to receive answers as flashcards or structured text, depending on your selection or question type.
- **Flexible response modes** - Choose between **Fast answer** for quick insights or **Detailed answer** for deeper, more comprehensive responses.
- **Unified conversation experience** - Genie maintains context during your interaction, allowing you to ask follow-up questions in the same thread. Conversations are saved automatically, so you can return to them later from your **History**.
- **Interactive and shareable results** - Open videos and documents directly from responses, view sources, share individual answers, and provide feedback.
- **Secure, role-based access** - Genie follows your existing permissions and only returns content users are authorized to access.

## User access & permissions

Genie strictly follows your existing user access controls - it only shows entries the user has permission to see. You can enable Genie for everyone in a specific user role, limit it

to a specific user group, or allow access for unauthenticated visitors on public platforms.



For more information on user entitlements, see [User roles and permissions in Content Hubs](#).

## Personalized responses

When you're signed in, Genie can use basic information from your profile, such as your name, title, company, or bio, to return more relevant results. This information is used only within your organization and is never shared externally.

## Genie speaks your language

Genie detects the language of your question and replies in the same language when possible. It pulls from multilingual content, prioritizing your organization's default language while returning the most accurate results available.

## Security and data privacy

Genie operates within your secure Kaltura environment:

- **No external AI training** – Genie never learns from or shares your organization's data externally.
- **Role-based permissions** – Users only receive results from content they have access to.
- **Enterprise-grade security** – Genie complies with strict security standards, including ISO 27001, SOC 2 Type II, and GDPR.
- **Data encryption** – All interactions are protected through industry-leading encryption protocols.



Kaltura does not use customer data to train its AI models. To learn more, see [Kaltura's Artificial Intelligence Principles](#).

## How Kaltura Genies are set up

Genie is configured at the organizational level and is set up by your Kaltura representative. Admins control content access, permissions, and integrations with systems like LMS platforms.

For configuration steps, see the [GenieAI module](#).

## OCR support

If OCR is enabled for your account, Genie can use on-screen text (such as slides) to improve searchability and enrich answers. For details on ordering OCR, see our articles [Order captions](#), [Order captions via Rich Media CMS](#), and [Order OCR](#).



For best results, use high-quality captions. If you rely on machine-generated captions, consider adding a dictionary for names and domain-specific terms. You can also work with your Kaltura representative to add a glossary or custom prompts for organization-specific terminology.

## Analytics

Admins can request a Genie usage report through their Kaltura representative. This report includes:

- All questions asked by users
- The answers they received
- Any feedback provided (thumbs up/down and explanations)