Introduction to Content Lab

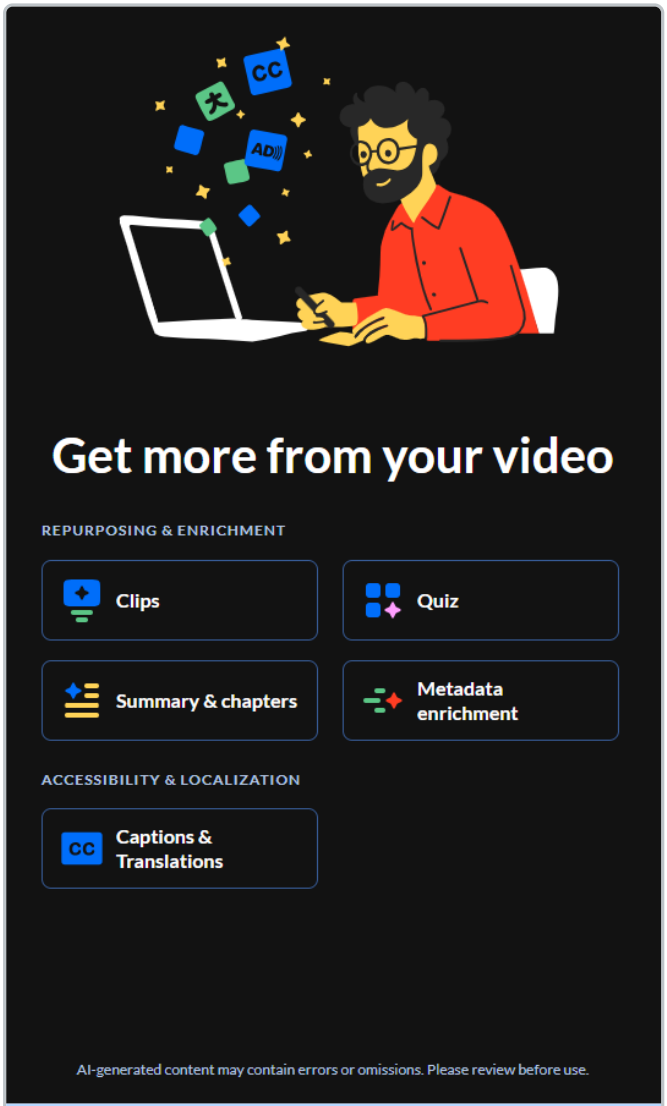
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This article is designated for all users.

About

Content Lab is the central workspace within **Kaltura's AI Rich Media Generation Suite**. It lets you generate new content from an existing video and order accessibility and localization services - all from one place.

You open Content Lab from the media entry in the supported Kaltura application. The '**Get more from your video**' screen displays the Content Lab features available for the selected media.



Content Lab ordering screen

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The features available to you depend on your Kaltura application, account configuration, permissions, and the selected media. See Required permissions below.

Content Lab brings together two types of tools:

- **Re-purposing and enrichment tools** analyze the selected video and its captions to generate highlight clips, quizzes, summaries, chapters, and metadata.
- **Accessibility and localization services** let you order captions, translations, and audio descriptions through Kaltura REACH.

Each feature provides a guided workflow for configuring the content or service you need.

Before you start

Your account must have Content Lab enabled and an active REACH profile with the relevant catalog items.

To use Content Lab's AI-powered features:

- The video must have a Ready status, indicating that it has finished transcoding.
- The video must be at least 60 seconds long.
- The video must have English captions.

Requirements for ordering accessibility and localization services vary by service.

Required permissions per application

Rich Media CMS, Kaltura Virtual Events & Webinars

The **Create with Content Lab** and **Create from media** buttons are available to all users.

Content Hubs / legacy Video Portal and LMS Rich Media Extensions / LMS Video Integrations

The **Create with Content Lab** and **Create from media** buttons are available to users with edit or publish permissions on the entry. Access to Content Lab features depends on the user's entry-level collaboration role:

Entry Role	Access Content Lab	View Captions

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Media Owner	✓	✓
Co-Editor	✓	✓
Co-Publisher	✓	✓
Co-Viewer		✓
Admin	✓	✓

Co-viewers can access entry captions only and cannot use Content Lab tools.

Content Lab features

Repurposing and enrichment

Create highlight clips with AI - Automatically detect and extract the most impactful moments from your content into shareable clips. Content Lab's AI engine identifies these moments based on high engagement points and speaker cues.

Create quizzes with AI * - Transform passive content into active experiences while improving knowledge retention with AI-generated quizzes. Each quiz adapts to your content's core messages and is shown at the contextually appropriate time.

Create a summary and chapters with AI - Get automated summaries and chapters that make lengthy content instantly scannable. Your content is easier to digest, navigation is improved, and knowledge transfer is seamless.

Enrich metadata with AI * - Enrich your media's metadata to boost content discoverability and engagement. Automatically generate relevant titles, descriptions, and contextual tags; customize the output with tone, quotes, target audience, and video title prefix; and improve how your videos appear in search results and recommendation engines.

Accessibility and localization

Order captions and translations * - Order captions and translations to make your video content more accessible and easier to understand.

Order audio description * - Order standard audio description and extended audio description (EAD) to make your video content accessible to blind and visually impaired viewers.

* Not available for Kaltura Virtual Events & Webinars at this time.

Access Content Lab

New to Content Lab? See Access Content Lab in your Kaltura application to learn where

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to find the **Create with Content Lab** or **Create from media** buttons in each supported Kaltura application.

Looking for more information about this feature? Feel free to contact your Kaltura representative.

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

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