

Enrich metadata with AI

Last Modified on 06/29/2025 8:39 pm IDT

 This article is designated for all users.



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

About

Metadata Enrichment helps you enrich your media's metadata to boost content discoverability and engagement. Using this powerful feature, you can:

- Automatically generate relevant titles, descriptions, and contextual tags
- Customize the output with tone, quotes, target audience, and video title prefix
- Improve how your videos appear in search results and recommendation engines



Note that generated metadata will override existing data, resulting in the loss of previous metadata.

Before you start

Videos used with the Content Lab must meet the following criteria:

- Video must be in "Ready" status (transcoded)
- Video must have English captions
- Video must be 60 seconds or more in length
- Account must have Content Lab enabled
- Account must have an active REACH profile enabled with relevant catalog item(s)

Access the Content Lab

Steps for accessing the Content Lab vary depending on the Kaltura application.

- For Video Portal, access the Content Lab through the **Create with AI** button on the [Media](#) page.
- For KMC, access the Content Lab through the **Create with AI** button on the [Entries](#)

[list](#) or the [Entry Details](#) page.

Enrich metadata with AI

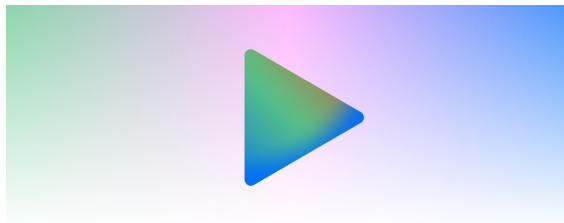
1. Click the **Create with AI** button.



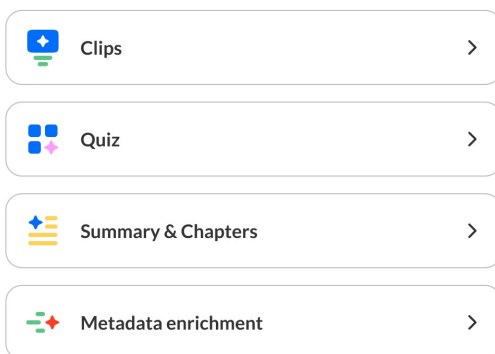
The Create with AI screen displays.



The Create with AI screen is the Content Lab's main menu. Options shown vary depending on the services configured for your account.



Create with AI



2. Click Metadata enrichment.

If this is your first time enriching media, the Enrich metadata screen displays.



If you've already done some media enrichment in the past, the list of generated metadata drafts displays. Simply click **Generate new** to navigate to the Enrich metadata screen.



Enrich metadata

Enrich your media with AI-powered metadata for better discoverability and engagement.

Instructions (Optional) 0/500

Provide more details to match your desired outcome

+ Tone of voice

+ Add quotes to description

+ Define target audience


+ Add prefix to the title

How long do you want your description text to be?


Short

Average

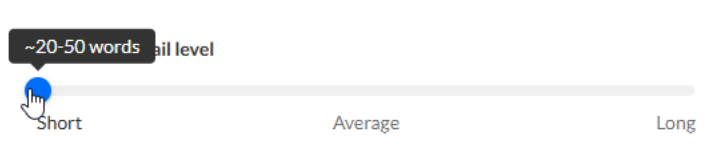
Long

Choose language 

English

 Generate

3. Type instructions to match your desired outcome. You can also click on any of the available tags to populate the box with examples of popular instructions that could be given. Please note that some of the available tags require you to complete the instructions. Once you click on a tag, a drop-down box displays with suggestions for additional text instructions. You may also type the text in manually if none of the suggestions fit your needs.
 - a. **Tone of Voice** - Describe the tone of voice with which you would like the metadata to be created.
 - b. **Add Quotes** - Include key quotes from the session in the entry description.
 - c. **Target audience** - Tailor the metadata to a target audience.
 - d. **Add Title Prefix** - Add a descriptor at the beginning of the title.
4. Adjust the sliding scale with your cursor to define how long you want your metadata to be - Short, Average, or Long. The longer your metadata, the more detailed it will be. Short = approximately 20-50 words, Average = approximately 50-100 words, and Long = approximately 100-250 words.



5. Select the output language for the generated title, description, and tags. The dropdown includes both **Last used** languages and **All languages**.

<

Enrich metadata

Enrich your media with AI-powered metadata for better discoverability and engagement.

Instructions (Optional) 0/500

Provide more details to match your desired outcome

+ Tone of voice
+ Add quotes to description
+ Define target audience
+ Add prefix to the title

How long do you want your description text to be?

Short
Average
Long

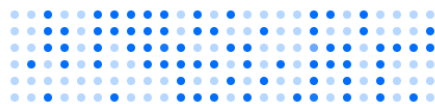
Choose language

English

Last used
English (United States)
English (United Kingdom)
Mandarin Chinese
Spanish
Italian
All languages
Arabic

6. Click **Generate**. The Content Lab begins generating your metadata.

< **Enrich metadata**



Generating your metadata

This may take some time. You can do your own thing in the meantime.

Once finished, you are prompted to choose a title.

< **Choose a title**

Unlocking GenAI: Effortless Content Repurposing

GenAI Content Engine: Transform, Adapt, and Scale Your Content

From One to Many: AI-Driven Content Repurposing Made Easy

Maximize Content Impact with GenAI: Smarter Repurposing Strategies

Optimize Content Strategy with GenAI

→ Continue

7. Select a title, then click **Continue**.

You are prompted to choose a description.



Choose a description

Harness the power of AI to effortlessly repurpose your content across formats and platforms. From text to video, blog to social media, streamline your workflow and maximize impact—faster and smarter than ever. 🚀

Harness the power of AI to effortlessly repurpose your content across formats and platforms. From text to video, blog to social media, streamline your workflow and maximize impact—faster and smarter than ever. 🚀

→ Continue

8. Select a description, then click **Continue**.

The Enrich metadata preview page displays with the title, description, and tags chosen.



Enrich metadata

GenAI Content Engine: Transform, Adapt, and Scale Your Content

Harness the power of AI to effortlessly repurpose your content across formats and platforms. From text to video, blog to social media, streamline your workflow and maximize impact—faster and smarter than ever. 🚀

GenAI ContentRepurposing AIContent MarketingAutomation

Rate the quality of the results



⚡ Regenerate

✎ Edit

🌐 Publish to media



If you leave the metadata enrichment process before completing all the steps, Content Lab will pick up where you left off the next time you open the draft.

Provide feedback on the metadata

1. Click the "thumbs up" or "thumbs down" to provide your feedback on the metadata. If you click "thumbs down", an additional screen displays.

×

Tell us more

Irrelevant

Didn't follow instructions

An error occurred

Didn't like the style

Other

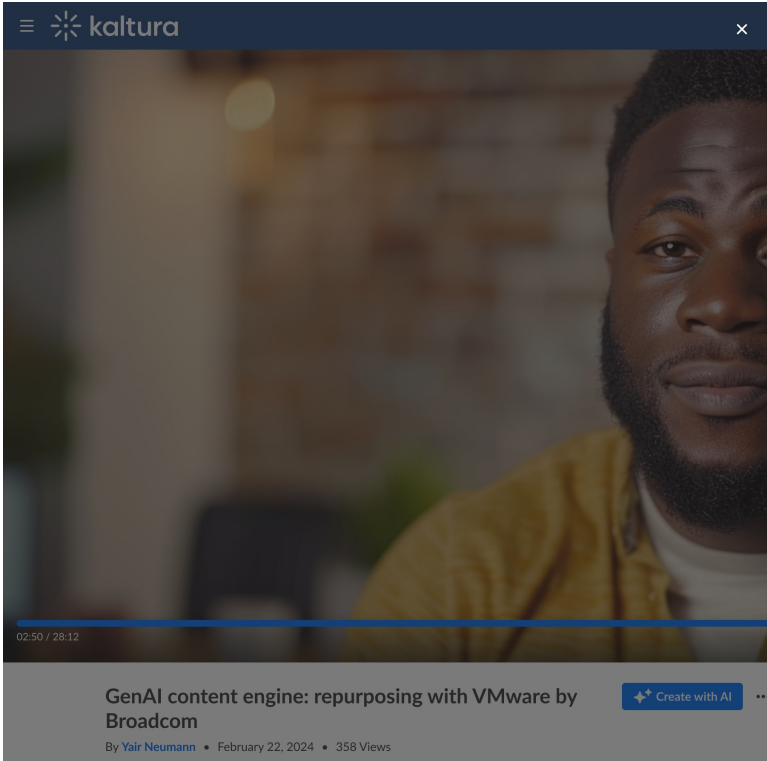
Add specific details (optional)
0/100

Cancel
Send

2. Click to choose a reason and, optionally, add specific details about why you gave it a "thumbs down". Your feedback is important to us!
3. Click **Send**.

Edit metadata draft

1. Click **Edit** on the Enrich metadata preview page.



<
Enrich metadata
>

GenAI Content Engine: Transform, Adapt, and Scale Your Content

Harness the power of AI to effortlessly repurpose your content across formats and platforms. From text to video, blog to social media, streamline your workflow and maximize impact—faster and smarter than ever. 🚀

GenAI
ContentRepurposing
AIContent
MarketingAutomation

Rate the quality of the results

👍
👎

GenAI content engine: repurposing with VMware by Broadcom

By Yair Neumann • February 22, 2024 • 358 Views

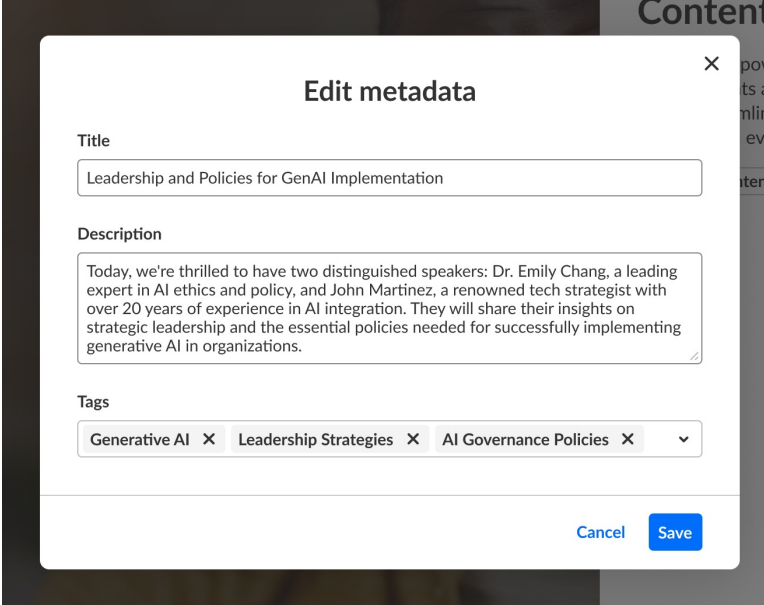
✦ Create with AI

✦ Regenerate

✎ Edit

📤 Publish to media

The Edit metadata screen displays.



Edit metadata

Title

Leadership and Policies for GenAI Implementation

Description

Today, we're thrilled to have two distinguished speakers: Dr. Emily Chang, a leading expert in AI ethics and policy, and John Martinez, a renowned tech strategist with over 20 years of experience in AI integration. They will share their insights on strategic leadership and the essential policies needed for successfully implementing generative AI in organizations.

Tags

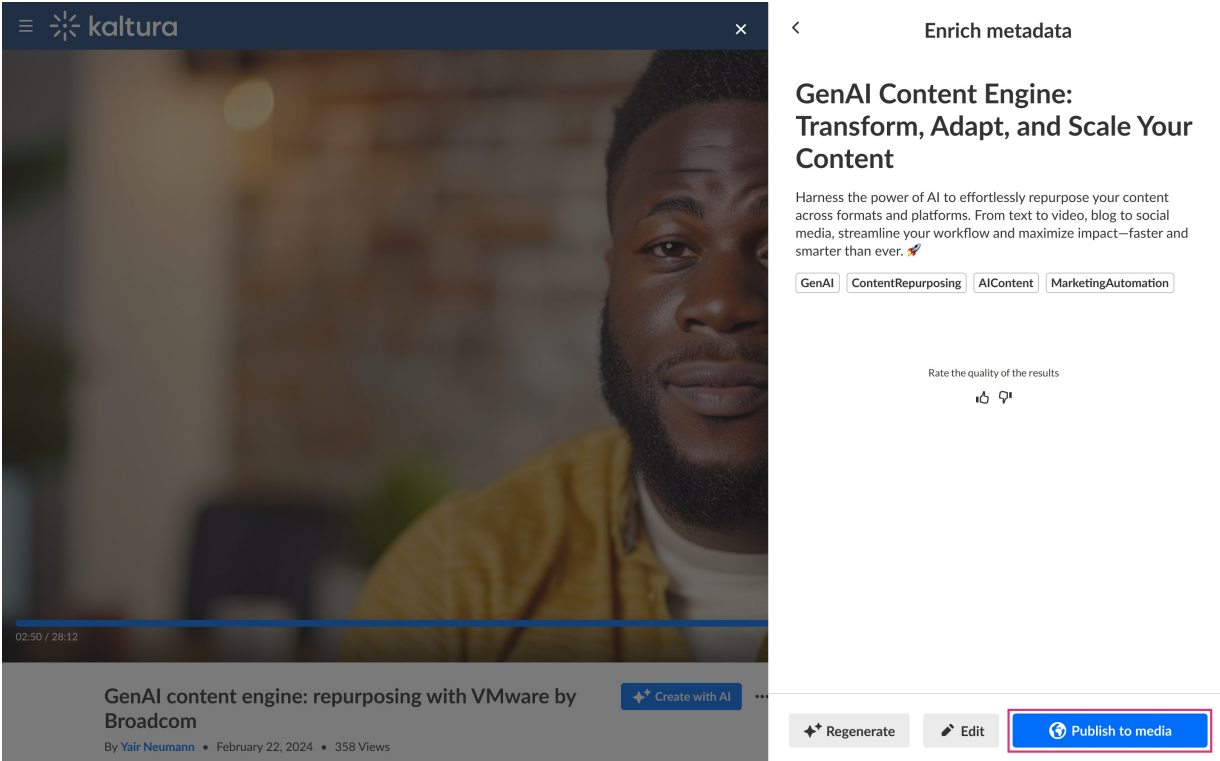
Generative AI X Leadership Strategies X AI Governance Policies X

Cancel Save

2. Edit the title, description, and tags as desired. These will be saved to the metadata of the entry that is created.
3. When finished, click **Save**.

Publish to media

1. Click **Publish to media** on the Enrich metadata preview page.



Enrich metadata

GenAI Content Engine: Transform, Adapt, and Scale Your Content

Harness the power of AI to effortlessly repurpose your content across formats and platforms. From text to video, blog to social media, streamline your workflow and maximize impact—faster and smarter than ever. 🚀

GenAI ContentRepurposing AIContent MarketingAutomation

Rate the quality of the results

👍 🗑️

02:50 / 28:12

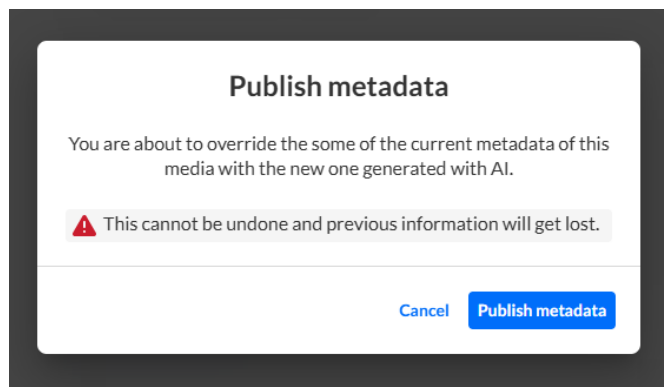
GenAI content engine: repurposing with VMware by Broadcom

By Yair Neumann • February 22, 2024 • 358 Views

Create with AI

Regenerate Edit **Publish to media**

The Publish metadata screen displays.

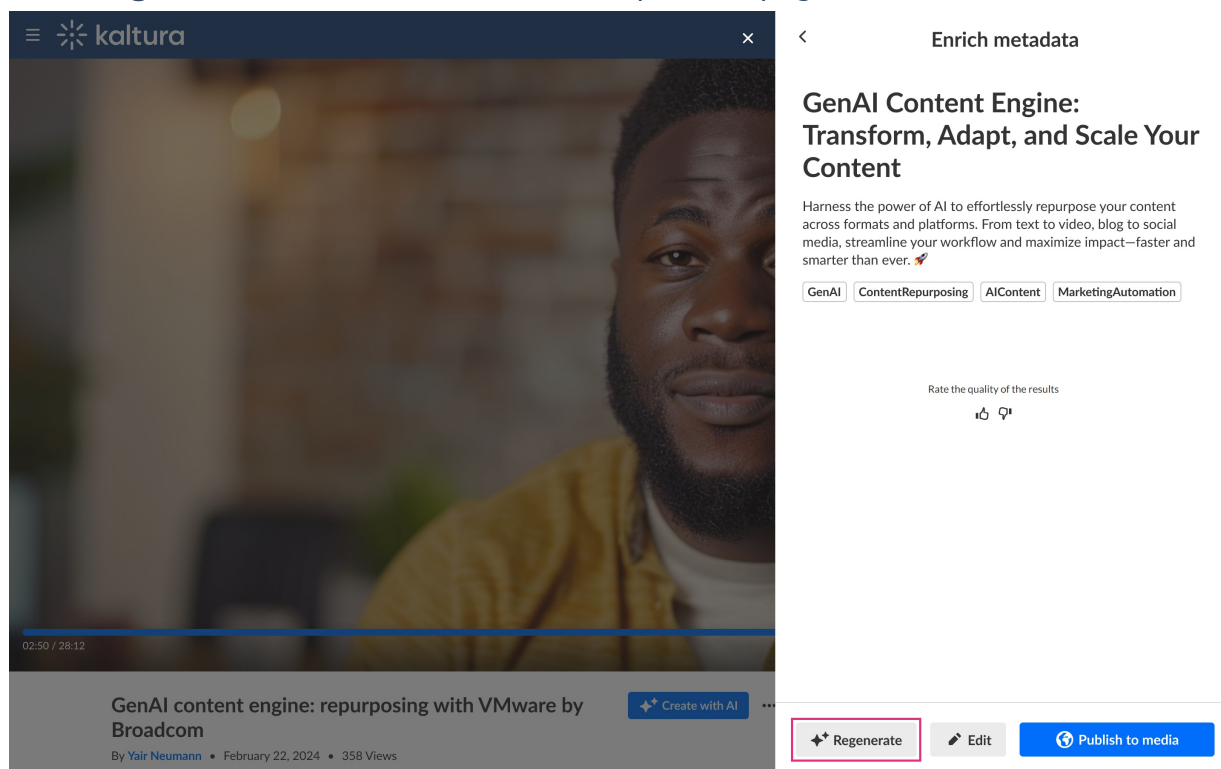


You receive a warning that generated metadata will override existing data, resulting in the loss of previous metadata. This action cannot be undone.

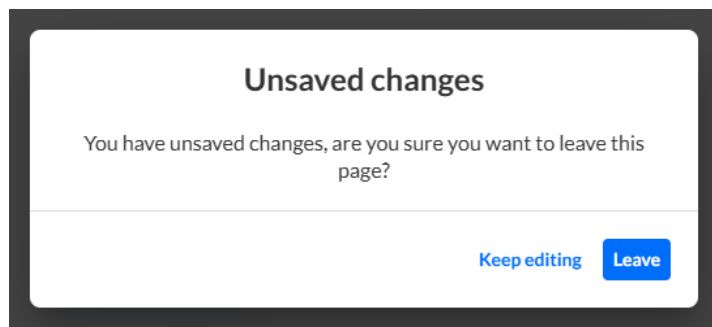
2. Click **Publish metadata** to move forward with publishing the newly generated metadata or click **Cancel** to cancel the action. If you clicked **Publish metadata**, you receive confirmation that your metadata was successfully published.

Regenerate metadata

1. Click **Regenerate** on the Enrich metadata preview page.



You receive a warning that you have unsaved changes. Click **Keep editing** to cancel regeneration or click **Leave** to continue regeneration.



If you clicked **Leave**, the Enrich metadata screen displays.

<

Enrich metadata

Enrich your videos with AI-powered metadata for greater discoverability.

Instructions (Optional) 0/500

Provide more details to match your desired outcome

+ Tone of Voice

+ Add Quotes

+ Target Audience

+ Add Title Prefix

Metadata detail level

Short

Average

Long

⚡

Generate

AI-generated content may contain errors or omissions. Please review before use.

2. Follow [these instructions](#) to enrich your metadata.