

Enrich metadata with AI

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283 This article is designated for all users.

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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

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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.



2. Click Metadata enrichment.

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

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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.

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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	
		1,
+ Tone of voice + A	Add quotes to description	
+ Define target audience	+ Add prefix to the title	
How long do you want yo	our 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.
- 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.



~20-50 words ail level		
Short	Average	Long

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 Al-powered metadata for discoverability and engagement.	better				
Instructions (Optional)	0/500				
Provide more details to match your desired outcome	4				
+ 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 Choose language	Long				
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					
GenAl Content Engine: Transform, Adapt, and Scale Your Content					
From One to Many: Al-Driven Content Repurposing Made Easy					
Maximize Content Impact with GenAI: Smarter Repurposing Strategies					
Optimize Content Strategy with GenAl					
→ 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. \Re

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. %



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

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



across formats and media, streamline y smarter than ever.	of AI to effortlessly platforms. From tex your workflow and n	repurpose your content t to video, blog to social naximize impact—faster and	
GenAI ContentRepurposing AlContent MarketingAutomation			

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

 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

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Irrelevant	Didn'	t follow instructions	An error occurred		
Didn't like the	e style	Other			
Add specific det	ails (optio	onal)			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.



The Edit metadata screen displays.

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itle			
Leadership and F	olicies for GenAl Implementation	on	
generative Al in a	nip and the essential policies ne organizations.	eded for successfully impler	menting
Generative AI	× Leadership Strategies ×	AI Governance Policies	< ~

- 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.



The Publish metadata screen displays.



Publish metadata



2. Click to choose which metadata assets you would like to publish. Title, Description, and Tags are all available for publishing.

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

3. 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 (Optio	onal)		0/500				
Provide more de	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							

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

2. Follow these instructions to enrich your metadata.

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