

## Enrich metadata with AI

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 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 [Entry Details page](#).

## Enrich metadata with AI

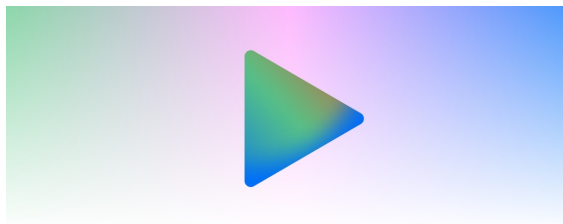
1. Click the **Create with AI** button.



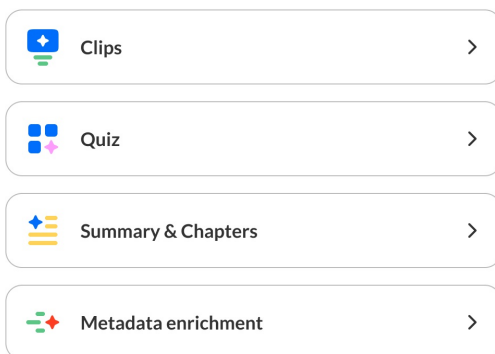
The Create with AI screen displays.



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 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

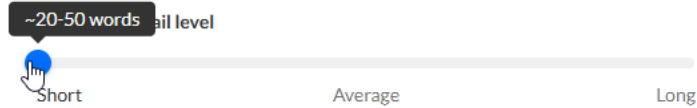
Average

Long

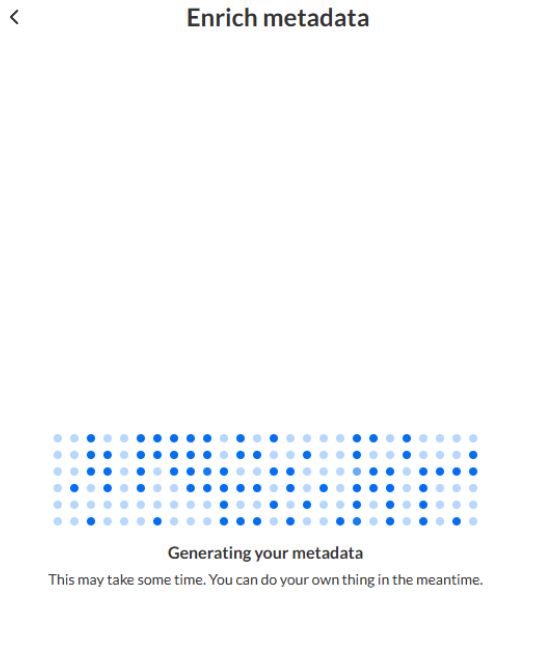
✦ Generate

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

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



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

6. 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. 🚀

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→ Continue

#### 7. Select a description, then click **Continue**.

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



## 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

### 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

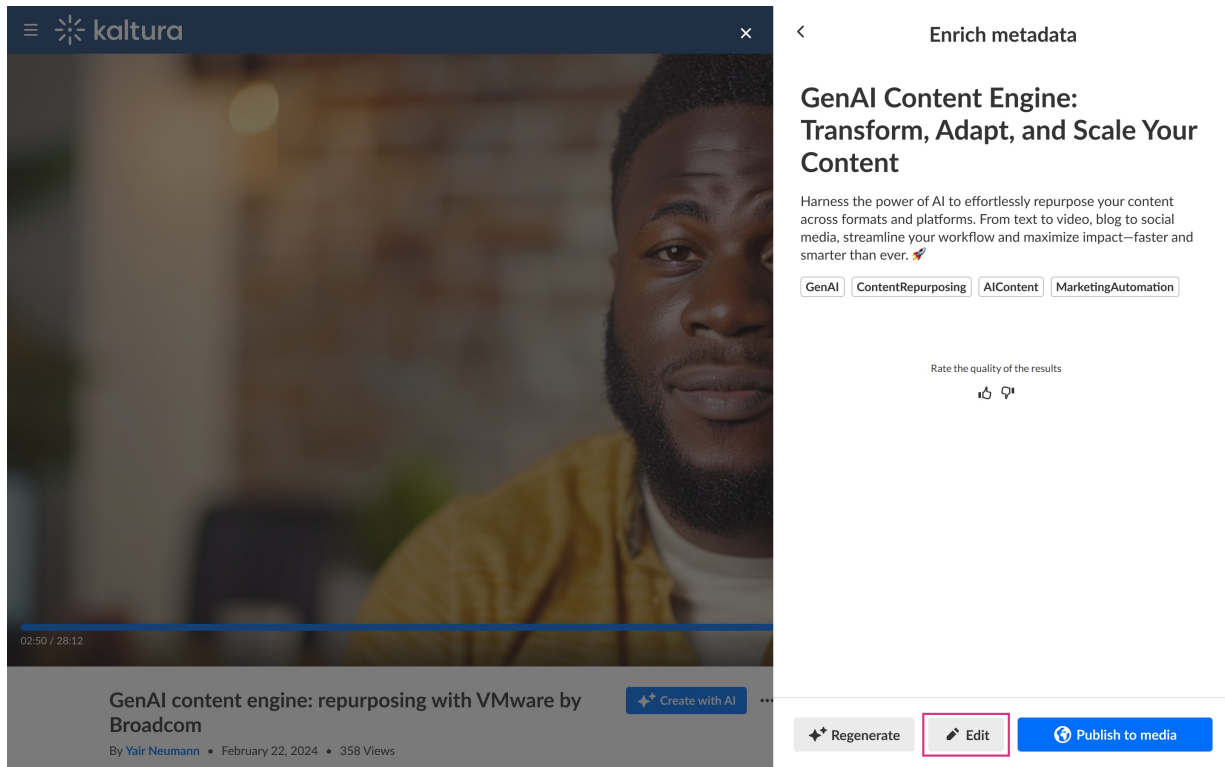
Send

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!

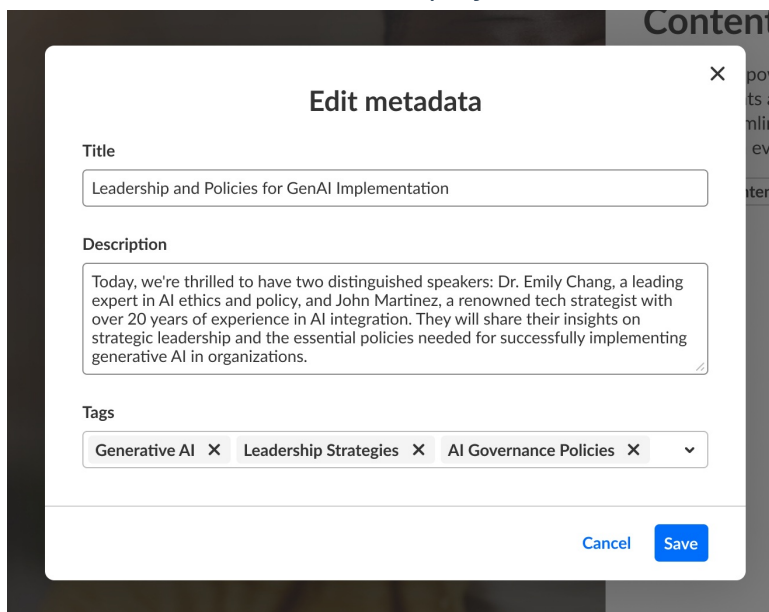
3. Click **Send**.

## Edit metadata draft

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



The Edit metadata screen displays.



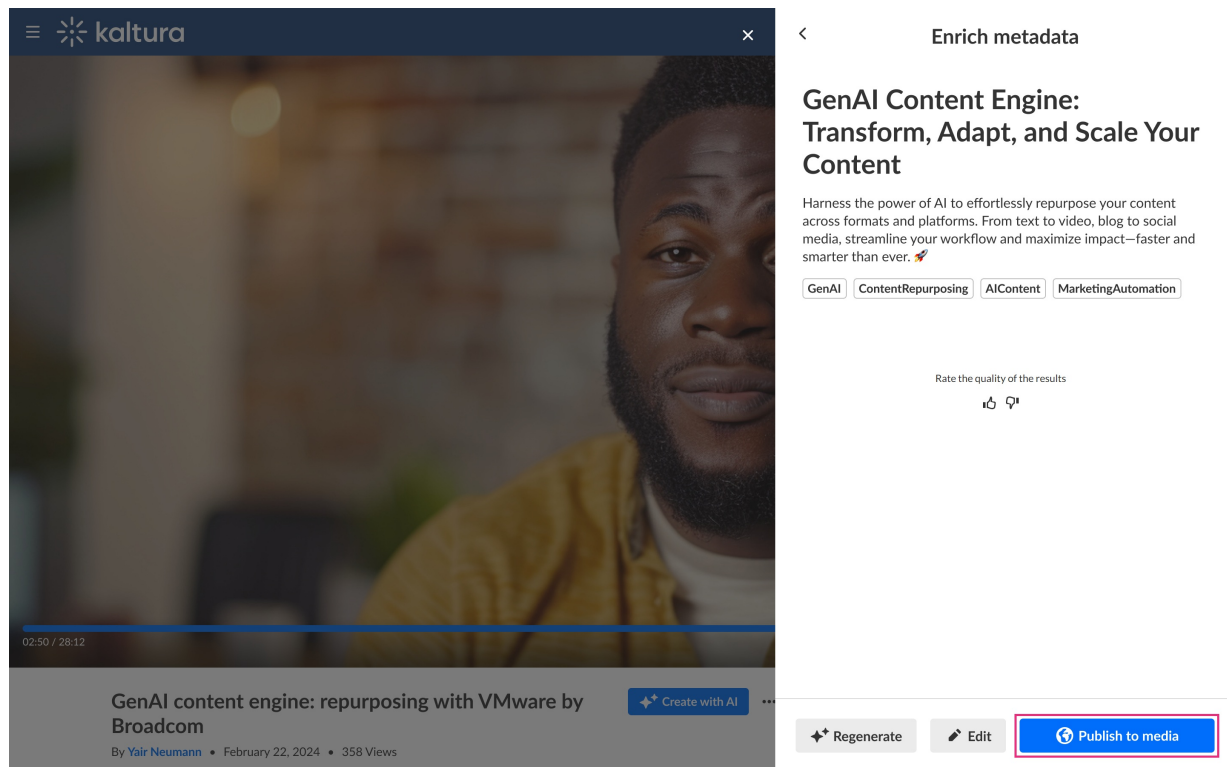
2. Edit the title, description, and tags as desired. These will be saved to the metadata of the entry that is created.

3. When finished, click **Save**.

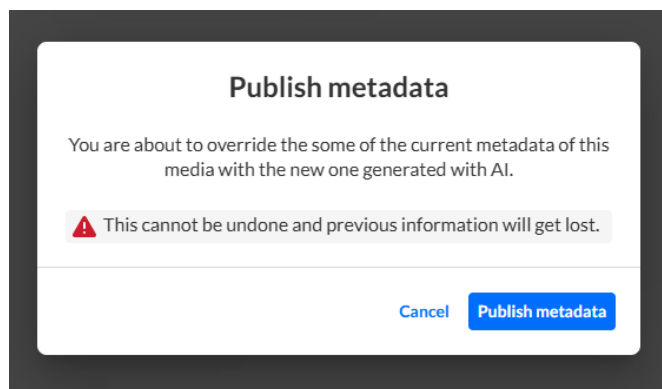


## Publish to media

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



The Publish metadata screen displays.



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.





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Average

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⚡ Generate

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

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