

## Class Genie - Admin guide

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 This article is designated for administrators.

### About

**Class Genie** is Kaltura's AI-powered knowledge assistant, designed to help students and instructors quickly find trusted answers based only on your institution's verified course content.


In an LMS environment, Genie works inside each course's Media Gallery, which may also include sub-categories for embedded course content. When active, a banner appears on the media gallery page and users click **Genie** to open the 'Ask Anything' page.


### Media Gallery


 Ask anything about this course's media with **Genie**

[+ Add to media gallery](#) [⋮ Actions](#)

#### Media

**Charters and the Future of Schooling**

**Kaltura MIT Website Overview**

**Leo Celi - The Hazard of Human Bias in the Evolution of Computer Imaging - 3 of 5**

### How Genie uses your course content

Genie only pulls from your institution's verified videos and supported documents stored in your LMS Media Galleries, and does not use any external sources.

Genie always respects course entitlements so students only see content they're allowed to access, for example, two students in different sections may see different

answers depending on their permissions. Unlisted or private entries are never included.

To learn more about LMS video roles and entitlements, see [Video Portal and LMS Video roles and permissions](#).



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

## Content guidelines

Genie indexes only published, captioned media and document entries that users have permission to access.

- Each entry should include at least one English caption file (multiple languages are supported, but English is required).
- Genie uses the caption file with the highest accuracy available.
- If you use machine-generated captions, consider adding a dictionary to improve accuracy for domain-specific terms and names.
- You can provide a **glossary** and **custom prompts** to help Genie understand your organization's internal terminology and communication style. To enable this feature, contact your Kaltura representative.

## OCR support

When enabled, OCR (Optical Character Recognition) pulls visible text from slides, whiteboards, or other on-screen content to help enrich flashcard results.

### When to use it:

OCR is especially useful for videos with presentation slides, classroom whiteboards, or any other visible on-screen text. To use OCR:

1. Your Kaltura account must have [REACH](#) enabled.
2. OCR must be enabled in the Genie configuration for specific Genie IDs.
3. Videos must have OCR metadata, which is generated by ordering a REACH task.
4. Once processed, the OCR data is automatically added to Genie's database.

### What it looks like:

Information from OCR text is integrated in the flashcard summary. If specific OCR results are relevant, a thumbnail preview is shown, with a link to the source entry.


These entries also appear in the Sources list, alongside videos and documents.

KEY TAKEAWAY 1

## 2025 Investment Areas

Kaltura outlined several key investment areas for 2025, including AI capabilities for content repurposing, data-driven insights for actionable decisions, enhanced integrations across workplace and marketing technology stacks, and improved content management and discovery workflows.

Go to source



2025 Investment areas

- 1 Insights driving action**  
Analyze trends and signals in the data to bring the information to decision points and workflows, driving to action based on insights
- 2 AI Agents & personalization**  
Bring enterprise grade AI capabilities to power content repurposing, recommendations & AI agents
- 3 Integrations**  
Embed capabilities in the workplace and MarTech stack, expanding workflows, unifying content, and enhancing cross-team value across channels
- 4 Content management & content discovery**  
Build on Kaltura's content management capabilities and support new content types and workflows. With these additions, create new content discovery workflows

Yair Neumann

Next →

For ordering instructions, see our articles [Order captions](#), [Order captions via KMC](#), and [Order OCR](#).

## Document support

Genie also supports document entries, specifically **DOCX**, **PPTX**, and **PDF**, making it less dependent on video content and dramatically expanding its coverage. Content from these documents will appear in Genie results as text summaries and will also be listed in the Sources section, just like videos.

For more information, check out [Document entries](#).

Global search is a comprehensive search capability that allows users to search across all data in a system, including historical records and partitioned databases.

Start →

Share



#### SOURCES



#### NEXT STEPS

What are the advantages and disadvantages of using global indexes versus local indexes?



Ask me anything



Flashcard



Text



## Enable Genie in specific media galleries

You can enable Genie in specific media galleries to give users contextual answers based on the content within that media gallery. Check out our article [Genieai module](#) for instructions.

## 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 video portals.

## 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)
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