Introduction to Kaltura Agents

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> **This article is designated for all users.**

About

Kaltura Publishing Agent makes it easy for **administrators** to automate content workflows such as moderation, metadata enrichment, content optimization, and content creation. This improves efficiency, streamlines content management, and ensures consistent quality across the platform.

Publishing Agent use AI automation and predefined shortcut actions to trigger workflows based on specific conditions or system insights. This helps organizations maintain control over their content, support smarter decision-making, and deliver more personalized experiences at scale.

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

Helpful terms and definitions

- **Kaltura agent framework** - the rule-based automation system that uses triggers and actions to manage and optimize content workflows.
- **Agent -** a rule-based automation entity that listens for specified triggers, evaluates conditions, and executes actions accordingly
- **Trigger** - a defined event that activates an agent, such as *Add to category* or *Upload*. An Agent can have multiple triggers.
- **Action** - the task an Agent performs when triggered, such as adding captions, enriching metadata, or creating summaries and chapters

What admins can do with agents

As the platform administrator, you can:

- Configure new agents by defining triggers (e.g., "low engagement") and actions (e.g., "optimize metadata").
- Deploy workflows to specific teams, channels, or categories.
- Monitor agent performance and results via dashboards.

Before you start

- Your account must have Publishing Agent enabled.
- If you want to use REACH-based actions (such as captions, translation, dubbing, moderation, audio description, chaptering and metadata enrichment), your account must have an active REACH profile and relevant catalog item(s) configured.

Access Publishing Agent

In the KMC, Publishing Agent is accessible via the **Agents** button on the top navigation bar.

Click the **Agents** button and the 'AI Agents' screen displays. If you've already created agents in the past, those agents will be listed below the **Create new agent** button.

Ready to start using Publishing Agent? Check out the following articles:

Create an agent

Edit an agent

Activate or run an agent

Monitor agent activity

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