

Activate or run an agent

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 This article is designated for all users.

About

Once you've configured an agent with a desired trigger and actions, you can activate or run the agent. This article will guide you through the process of activating or running an agent, depending on the type of trigger your chose for your workflow.

- Agents with **automatic** triggers (for example, when media is uploaded or when media enters a category) need to be activated. Once activated, they run automatically whenever the trigger condition is met.
- Agents with the **run on-demand** trigger must be started manually each time you want them to run.



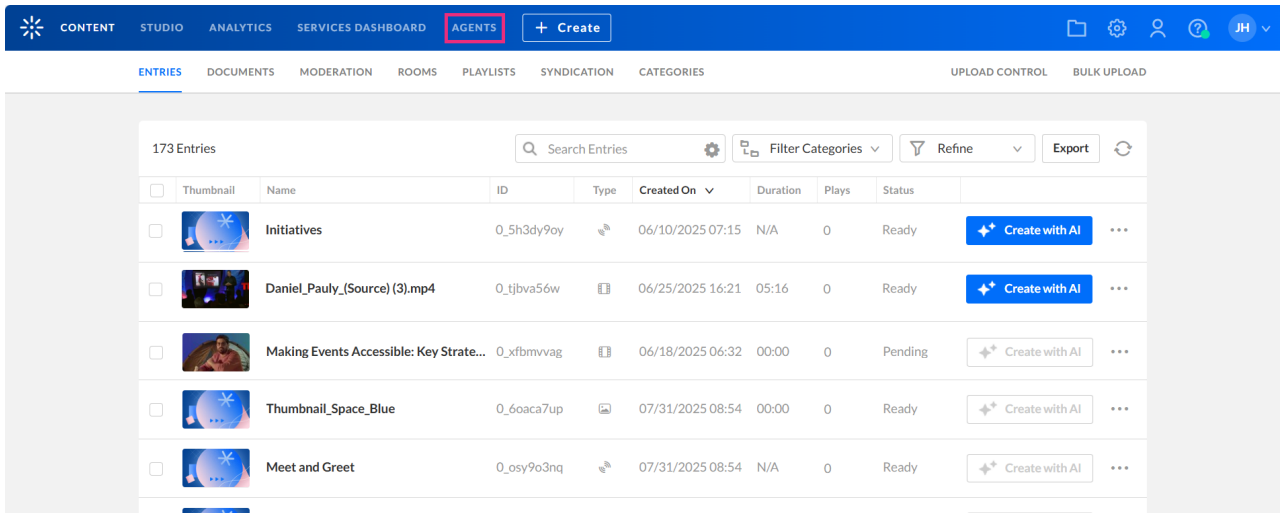
Looking for more information about this feature? Feel free to contact your Kaltura representative.

Before you start

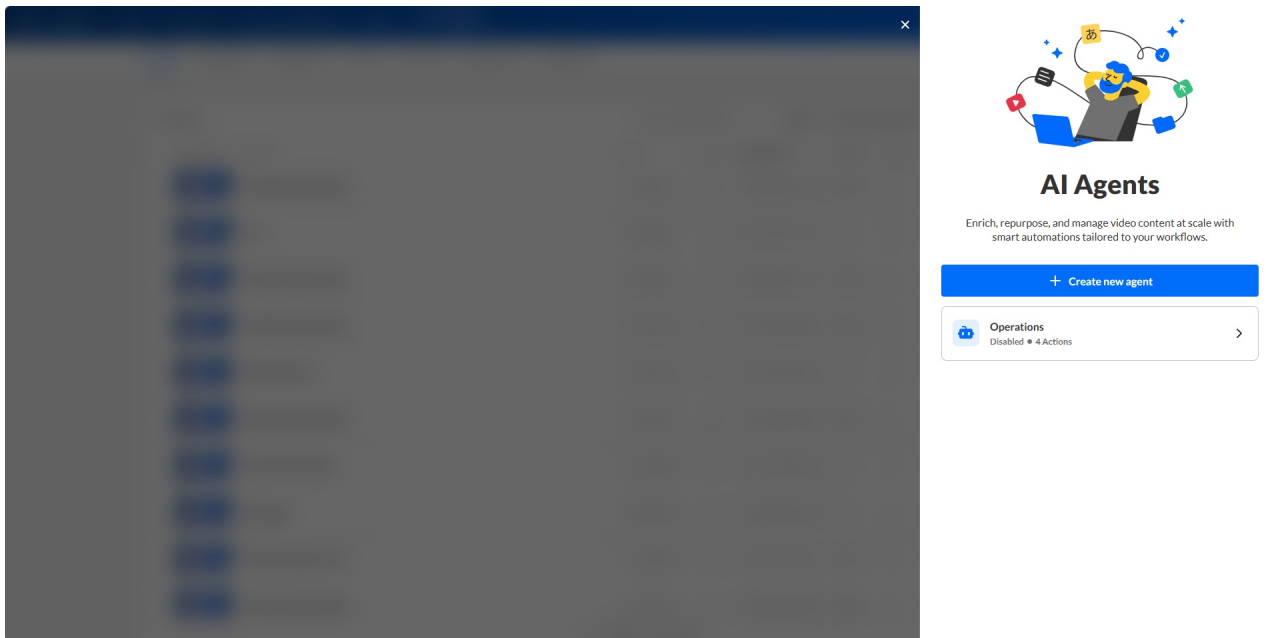
- Your account must have Publishing Agent enabled.
- If you want to use **REACH**-based actions (such as captions, translation, dubbing, moderation, audio description, chaptering and metadata enrichment), your account must have an active **REACH** profile and relevant catalog item(s) configured.

Access Publishing Agent

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



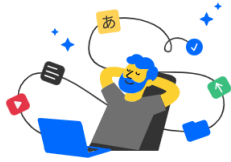
Click the **Agents** button and the 'AI Agents' screen displays. Your previously created agents are listed below the **Create new agent** button.



Activate an agent with an automatic trigger

For agents with automatic triggers, such as when media is uploaded or when media enters a category:

1. Click on the agent you would like to activate.



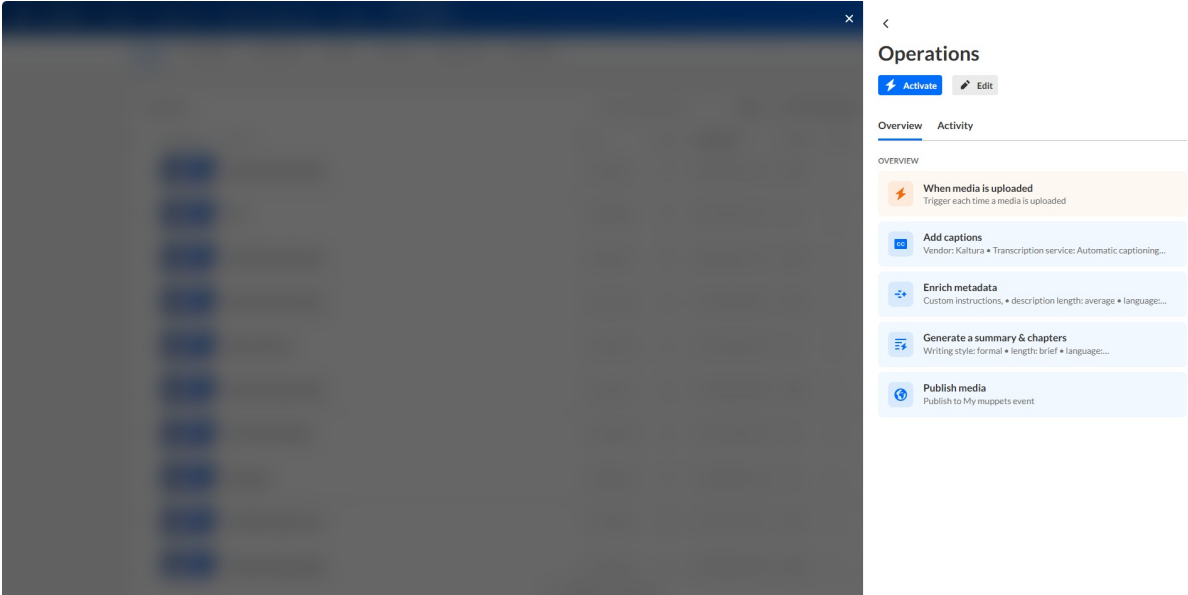
AI Agents

Enrich, repurpose, and manage video content at scale with smart automations tailored to your workflows

[+ Create new agent](#)

- Name**
On demand • 1 Actions
- Operations**
Disabled • 1 Actions
- Operations**
On demand • 4 Actions

The agent page displays with the **Overview** tab open.



2. Click the **Activate** button at the top.

<

Operations

[⚡ Activate](#) [✎ Edit](#)[Overview](#) [Activity](#)

OVERVIEW



When media is uploaded

Trigger each time media is uploaded



Add captions

Vendor: Kaltura • Service: Machine-generated • Source languag...

A confirmation dialog appears with details about when the agent will run and how to monitor it.

Activate agent

Your agent will be triggered when the entry turns to status 'ready'.
You can monitor its activity in the Agent Activity panel. Some actions may require your input.

[Cancel](#) [Activate](#)

3. Click **Activate** to confirm.

Once activated:

- When media is uploaded, the agent runs automatically every time an entry finishes processing and reaches 'Ready' status.
- When media is added to the selected categories, the agent runs automatically for each new entry.



If subcategories were included in the [trigger](#), the agent runs for each entry that is added to subcategories.

After activation, the **Activate** button in the Overview tab updates to **Deactivate** (red), showing that the agent is currently active. You can click this button at any time to deactivate the agent.

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Operations

Deactivate

Edit

Overview

Activity

OVERVIEW



When media is uploaded

Trigger each time media is uploaded



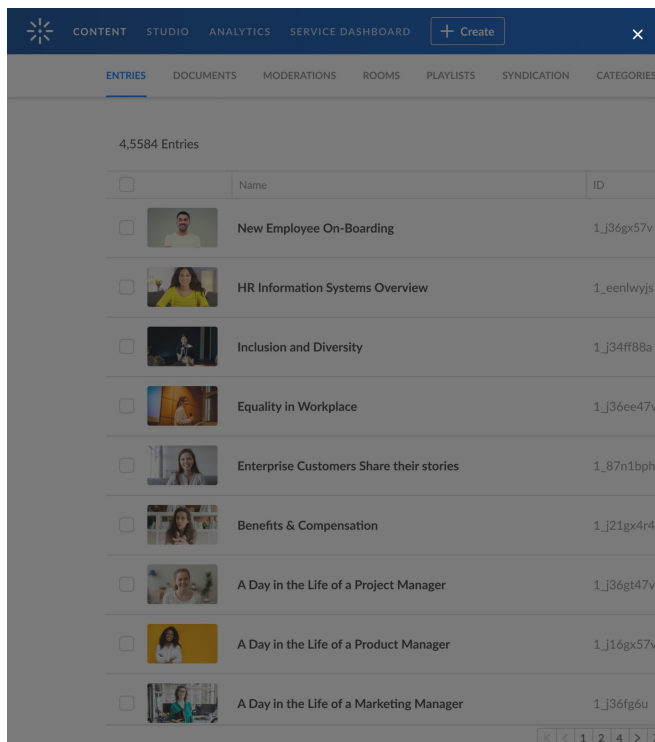
Add captions

Vendor: Kaltura • Service: Machine-generated • Source languag...

Run an agent with an on-demand trigger

For agents with the run on-demand trigger:

1. Access the agents screen and click on the agent you would like to run.
The agent page displays with the **Overview** tab open.
2. Click the **Run** button at the top.



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New agent

Run

Edit

Overview

Activity



When media enters a category

Trigger when new videos are added to Mastering financial tools



Add captions

Vendor: Kaltura • Transcription service: machine-generated • Source...



Generate a summary & chapters

Writing style: formal • Length: standard • Language: english • Auto...



Enrich metadata

Custom instructions • Description length: short • Language: english...



Run a moderation review

Assess compliance with Communication & Media Policy.



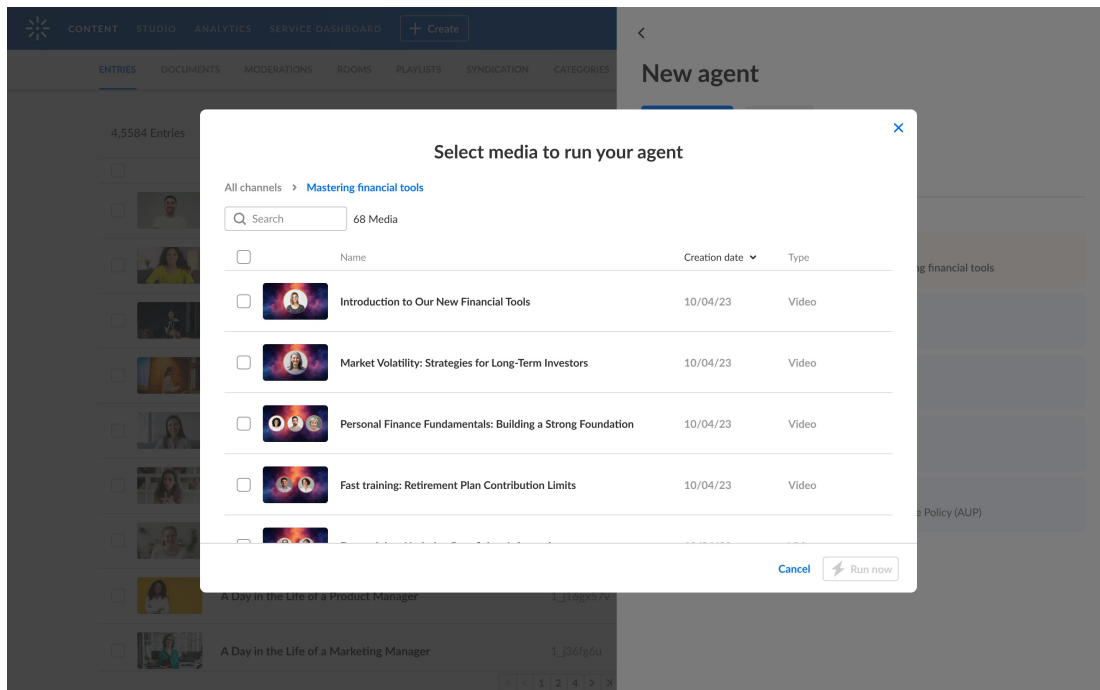
Publish media

Publish to Popular videos, Training videos

The media selection page displays showing entries you have permission to run the agent on.

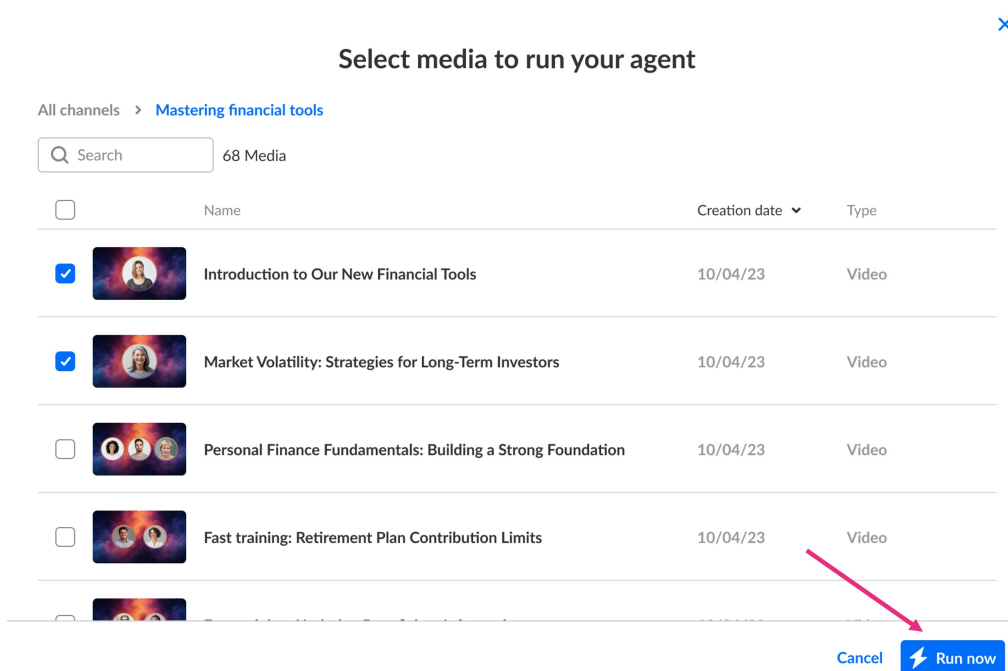


Only video and audio entries are supported.



You can use filters or the search bar to find entries.

3. Select one or more entries by checking the boxes.
4. Click **Run now** at the bottom right to start the agent. (The **Run now** button becomes active once at least one entry is selected.)

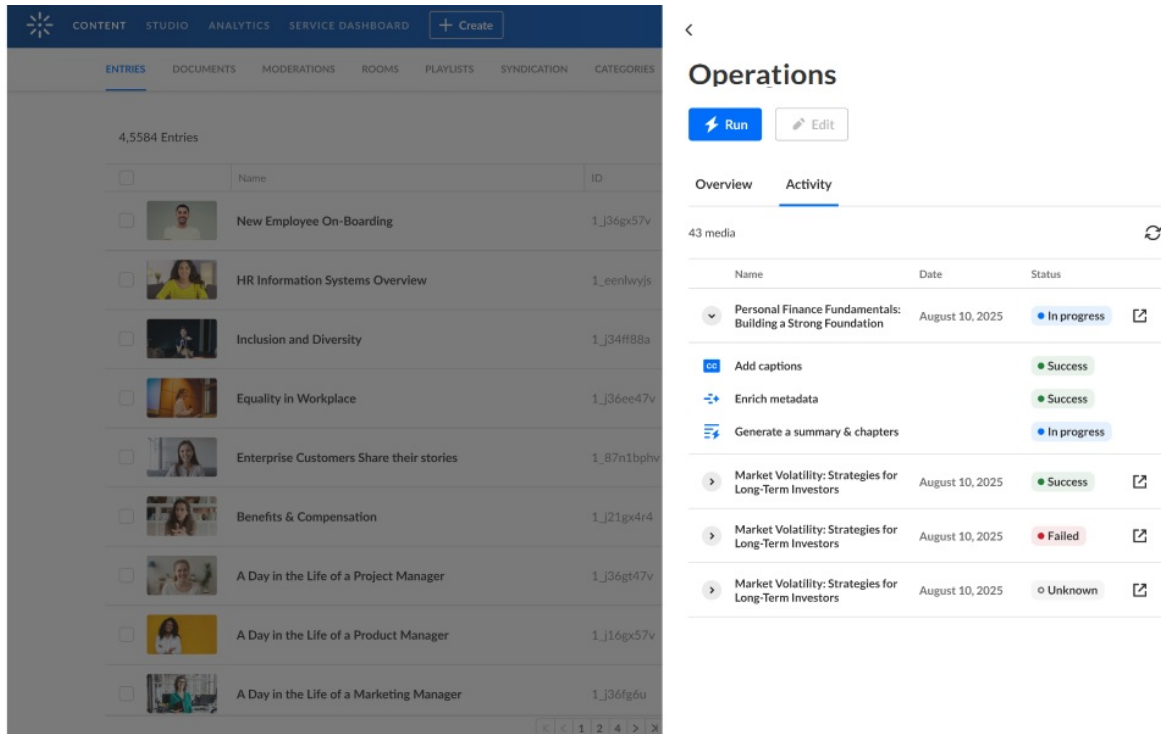


After running, you return to the **Activity** tab, where you can monitor the agent's

progress.



On-demand agents don't need to be activated or deactivated. The **Run** button always stays enabled, so you can run the agent again whenever you choose.



The screenshot displays the Kaltura interface. On the left, the 'ENTRIES' tab shows a list of 4,584 entries with columns for Name and ID. On the right, the 'Operations' panel is active, showing a 'Run' button and an 'Edit' button. Below these, the 'Activity' tab is selected, displaying a table of operations for 43 media items.

Name	Date	Status
Personal Finance Fundamentals: Building a Strong Foundation	August 10, 2025	In progress
Add captions		Success
Enrich metadata		Success
Generate a summary & chapters		In progress
Market Volatility: Strategies for Long-Term Investors	August 10, 2025	Success
Market Volatility: Strategies for Long-Term Investors	August 10, 2025	Failed
Market Volatility: Strategies for Long-Term Investors	August 10, 2025	Unknown



To learn about monitoring your agents, check out our article [Monitor agent activity](#).



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