

Activate or run a workflow

Last Modified on 06/15/2026 4:44 pm IDT

 This article is designated for all users.

About

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

- Workflow 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.
- Workflows with the **run on-demand** trigger must be started manually each time you want them to run.



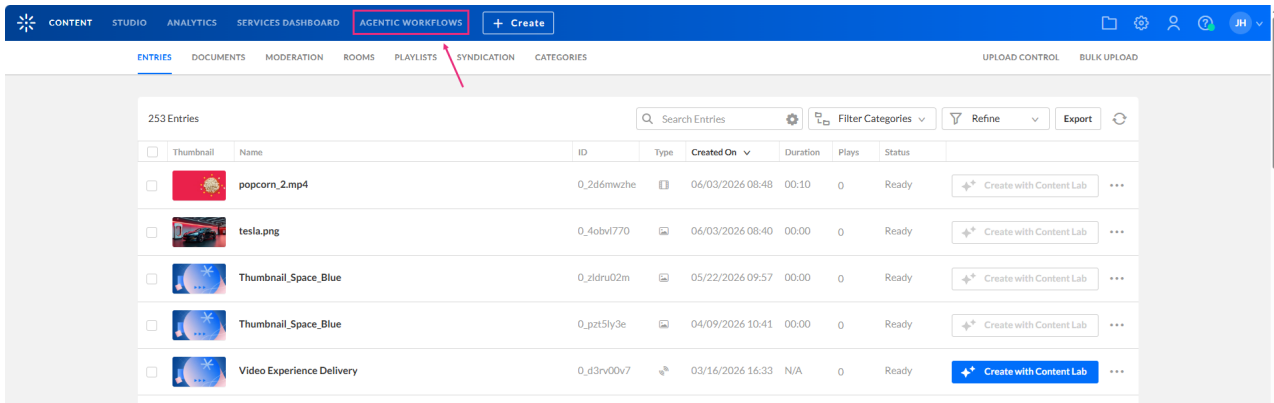
Looking for more information about this feature? Feel free to contact your Kaltura representative.

Before you start

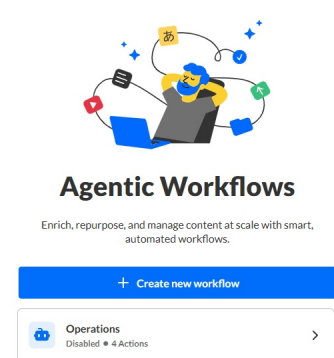
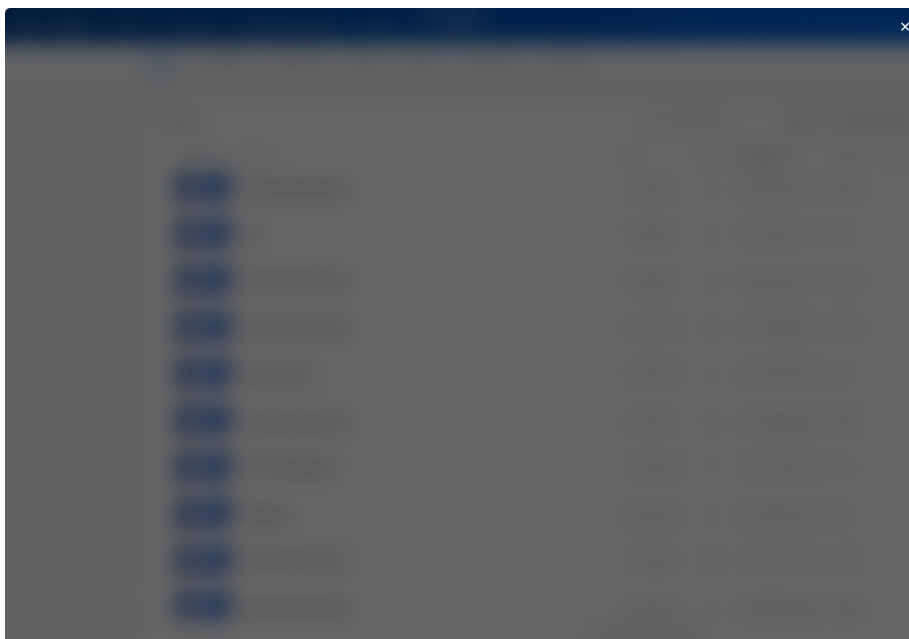
- Your account must have **Agentic Workflows** enabled.
- If you want to use **REACH**-based actions (such as captions, translation, dubbing, moderation, audio description, chaptering and metadata enrichment), your account must have an active **REACH** profile and relevant catalog item(s) configured.

Access Agentic Workflows

In the Rich Media CMS, click the **Agentic Workflows** button on the top navigation bar.



The Agentic Workflows screen displays. Your previously created workflows are listed below the **Create new workflow** button.



Activate a workflow with an automatic trigger

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

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



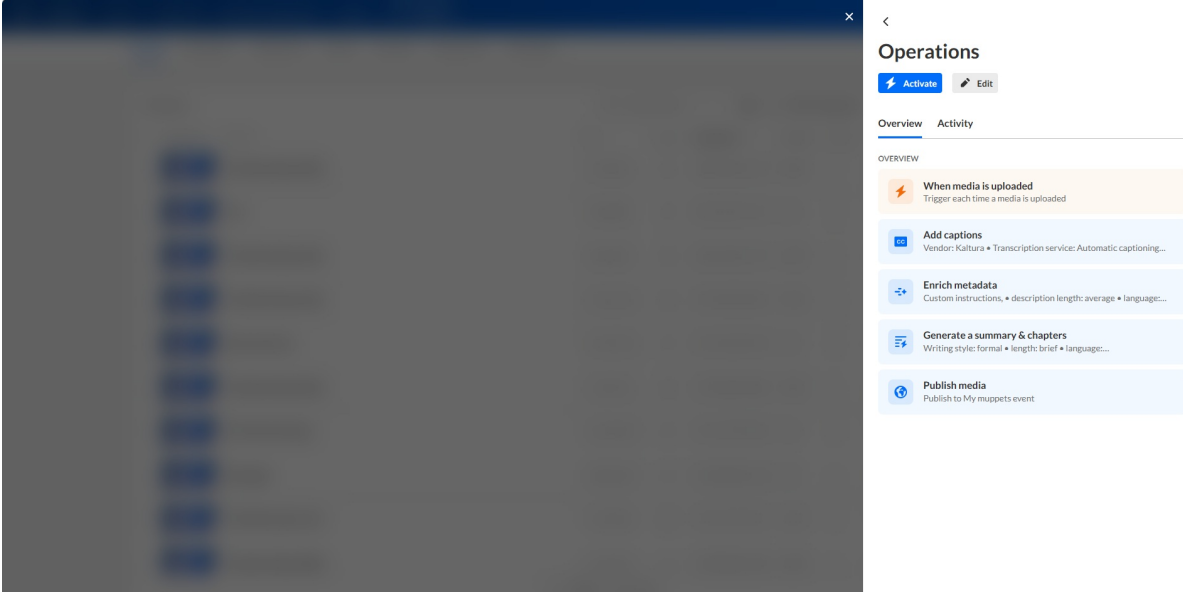
AI Agents

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

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



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

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Operations

⚡ Activate ✎ EditOverview Activity

OVERVIEW

⚡ **When media is uploaded**
Trigger each time media is uploaded

cc **Add captions**
Vendor: Kaltura • Service: Machine-generated • Source languag...

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

Activate workflow

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

Cancel Activate

3. Click **Activate** to confirm.

Once activated:

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



If subcategories were included in the [trigger](#), the workflow 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 workflow is currently active. You can click this button at any time to deactivate the workflow.

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Operations

DeactivateEditOverviewActivity

OVERVIEW

**When media is uploaded**

Trigger each time media is uploaded

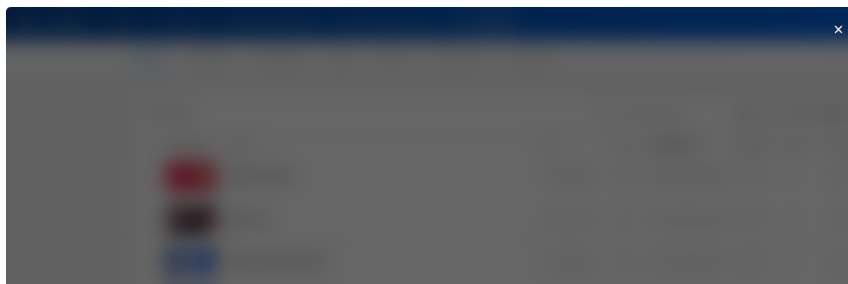
**Add captions**

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

Run a workflow with an on-demand trigger

For workflows with the run on-demand trigger:

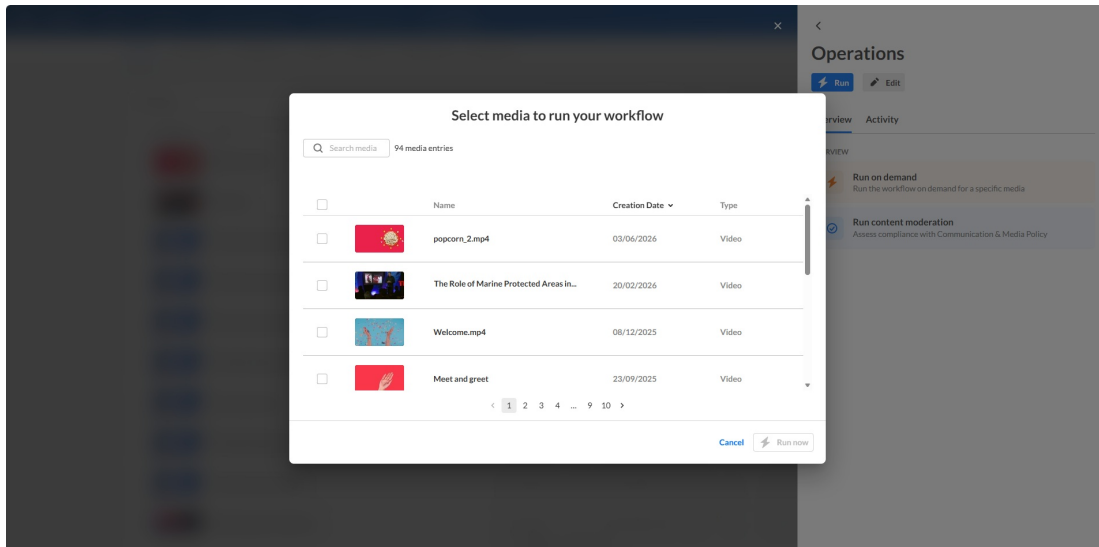
1. Access the workflow screen and click on the workflow you would like to run.
The workflow page displays with the **Overview** tab open.
2. Click the **Run** button at the top.



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

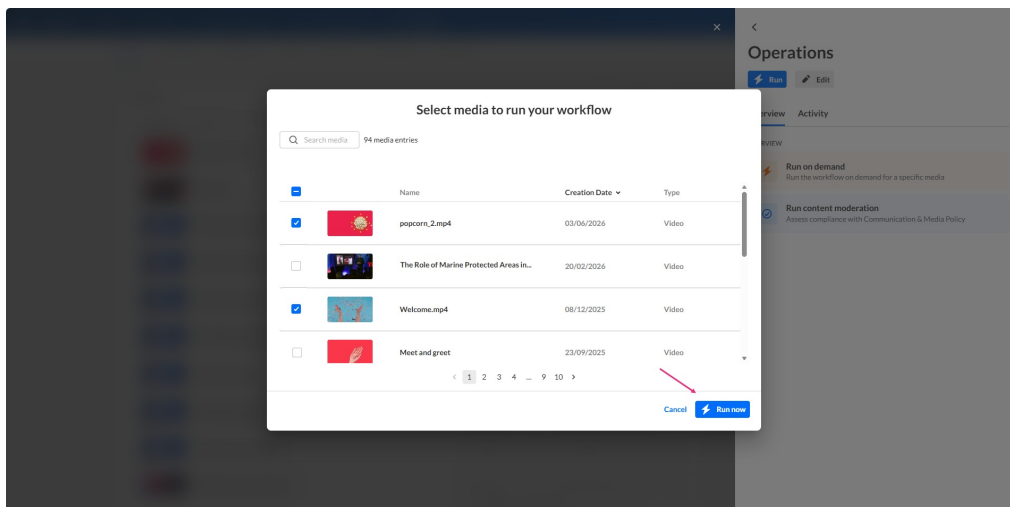


Only video and audio entries are supported.



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 workflow. (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 workflow's progress.



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



Operations

[Run](#) [Edit](#)

Overview **Activity**

43 media [Refresh](#)

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 workflows, check out our article [Monitor workflow activity](#).



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