

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 you 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.



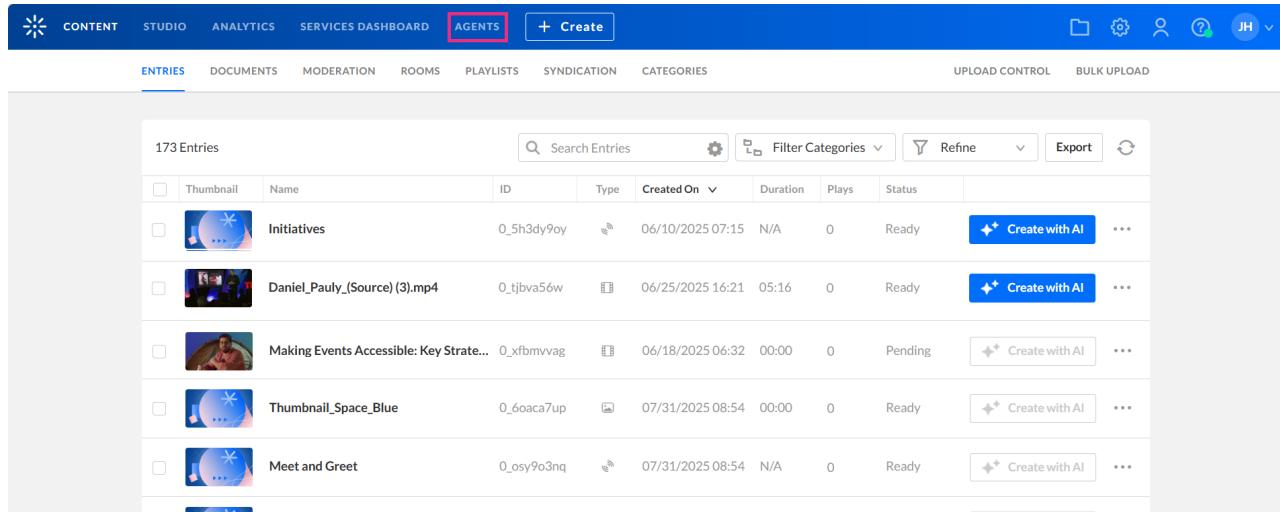
Looking for more information about this feature? Feel free to contact your Kaltura representative.

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.

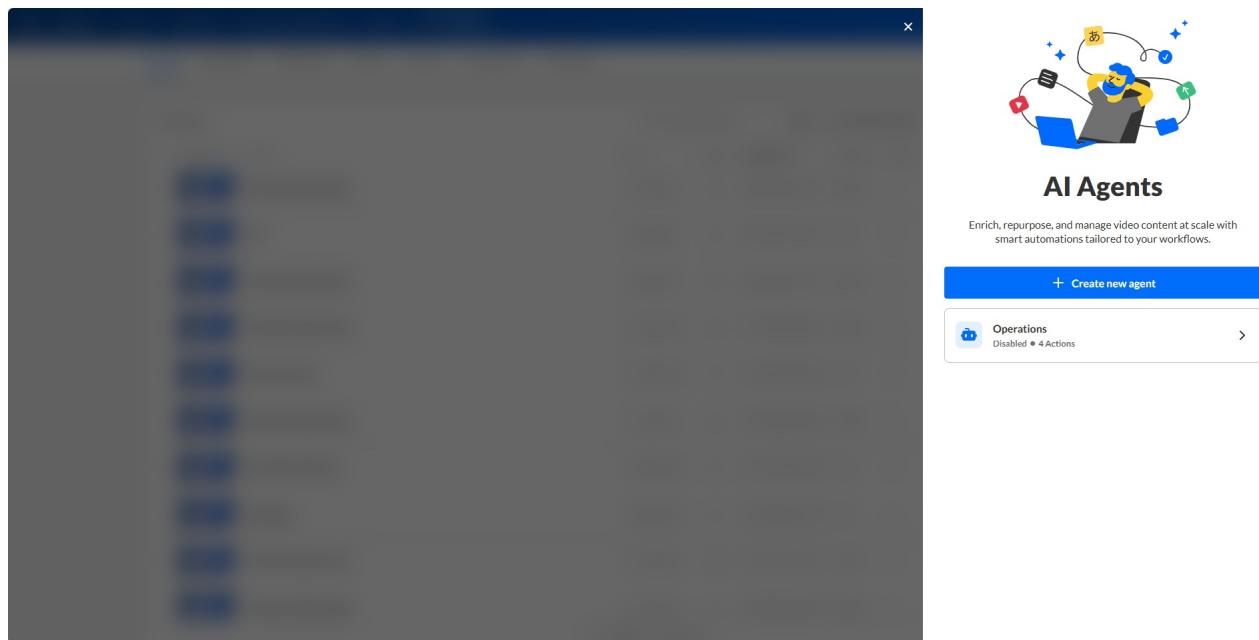
Access Publishing Agent

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



The screenshot shows the Kaltura Agents interface. At the top, there are navigation tabs: CONTENT, STUDIO, ANALYTICS, SERVICES DASHBOARD, AGENTS (which is highlighted in red), and a '+ Create' button. Below the tabs, there are sub-navigation tabs: ENTRIES (which is underlined in blue), DOCUMENTS, MODERATION, ROOMS, PLAYLISTS, SYNDICATION, and CATEGORIES. On the right side, there are buttons for UPLOAD CONTROL and BULK UPLOAD. The main content area displays a table of '173 Entries'. The columns in the table are: Thumbnail, Name, ID, Type, Created On, Duration, Plays, Status, and two buttons: 'Create with AI' and '...'. The entries listed are: 'Initiatives', 'Daniel_Pauly_(Source) (3).mp4', 'Making Events Accessible: Key Strate...', 'Thumbnail_Space_Blue', and 'Meet and Greet'.

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



The screenshot shows the 'AI Agents' interface. On the right, there is a sidebar with a dark background. At the top of the sidebar is a circular icon with a blue and yellow gradient. Below the icon, the text 'AI Agents' is displayed in a bold, white, sans-serif font. Underneath the title, there is a smaller, lighter text: 'Enrich, repurpose, and manage video content at scale with smart automations tailored to your workflows.' At the bottom of the sidebar, there is a blue button with the text '+ Create new agent' in white. Below the button, there is a list item: 'Operations' (with a blue icon), 'Disabled', and '4 Actions'.

Activate an agent with an automatic trigger

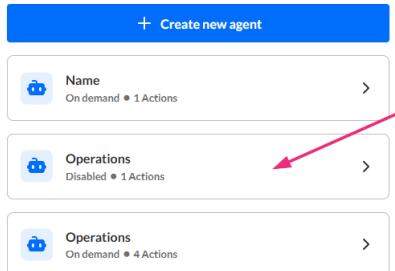
For agents with automatic triggers, such as when media is uploaded or when media enters a category:

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



AI Agents

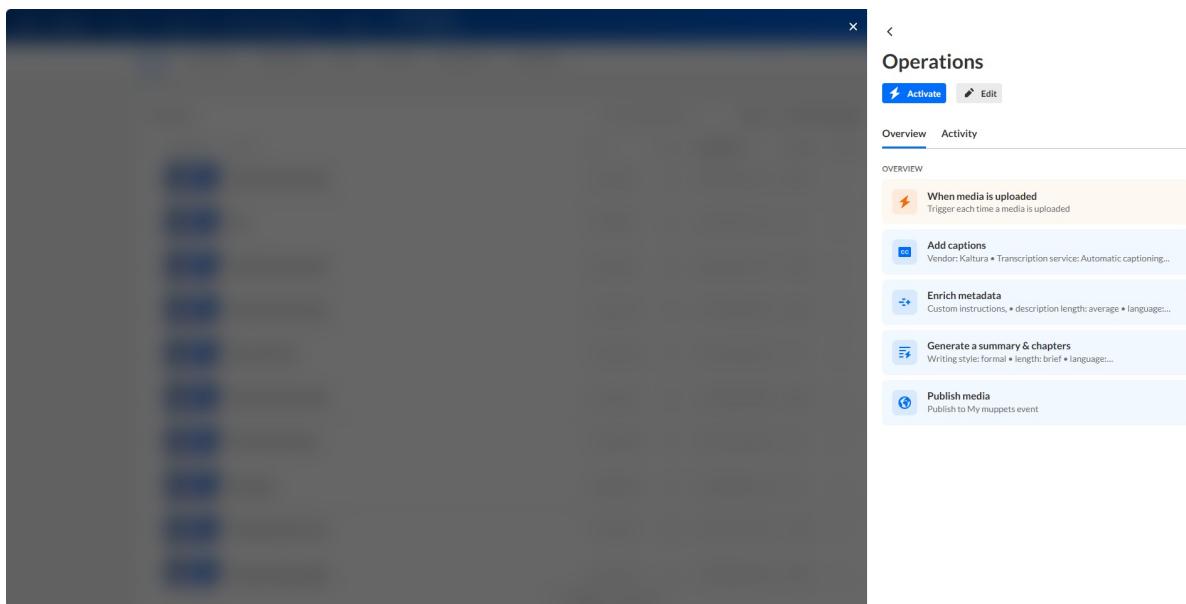
Enrich, repurpose, and manage video content at scale with smart automations tailored to your workflows



+ 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.



Operations

 **Activate** 

Overview **Activity**

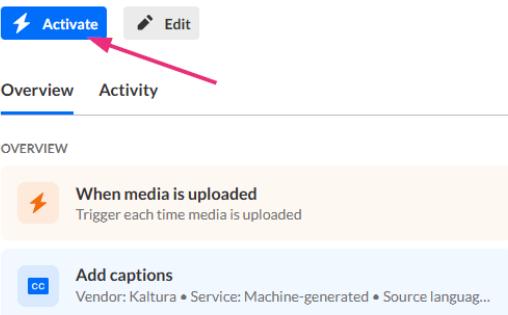
OVERVIEW

-  **When media is uploaded**
Trigger each time a media is uploaded
-  **Add captions**
Vendor: Kaltura • Transcription service: Automatic captioning...
-  **Enrich metadata**
Custom instructions, + description length: average + language:...
-  **Generate a summary & chapters**
Writing style: formal + length: brief + language:...
-  **Publish media**
Publish to My muppets event

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

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Operations

A screenshot of the Kaltura Operations interface. At the top, there are two buttons: "Activate" (highlighted with a red arrow) and "Edit". Below them is a navigation bar with "Overview" (underlined in blue) and "Activity". The main area is titled "OVERVIEW" and contains two agent cards. The first card, "When media is uploaded", has an orange lightning bolt icon and the text "Trigger each time media is uploaded". The second card, "Add captions", has a "CC" icon and the text "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

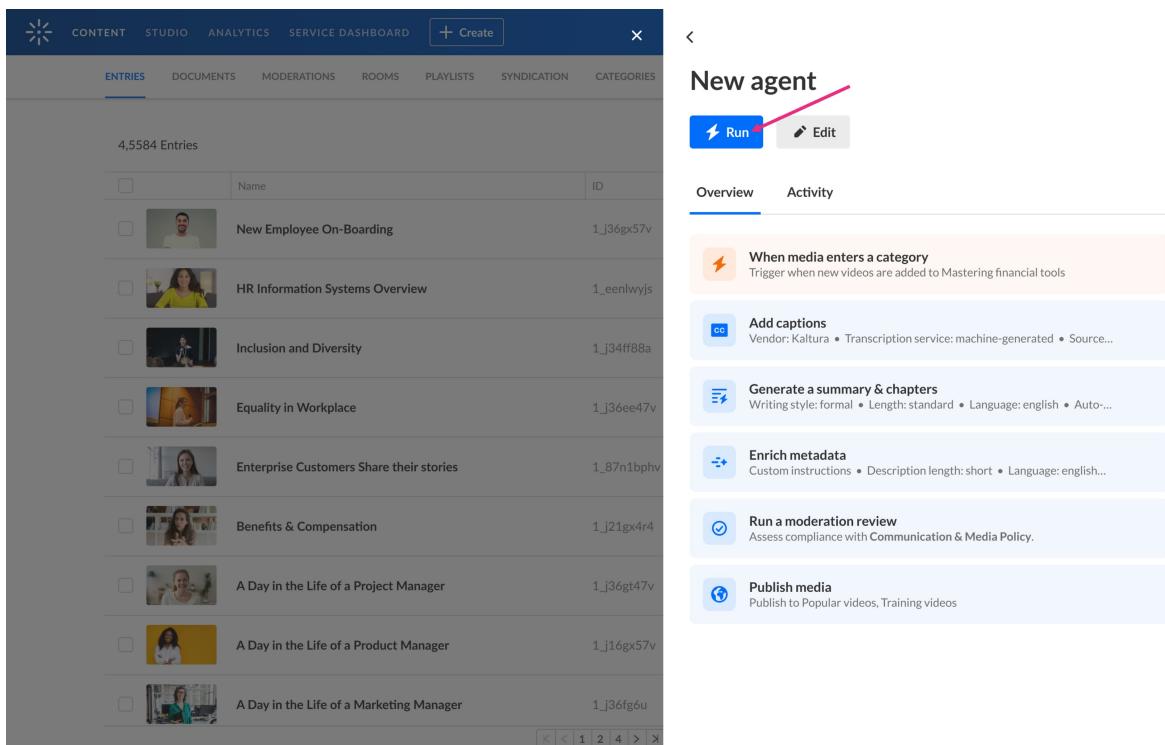

Add captions

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.



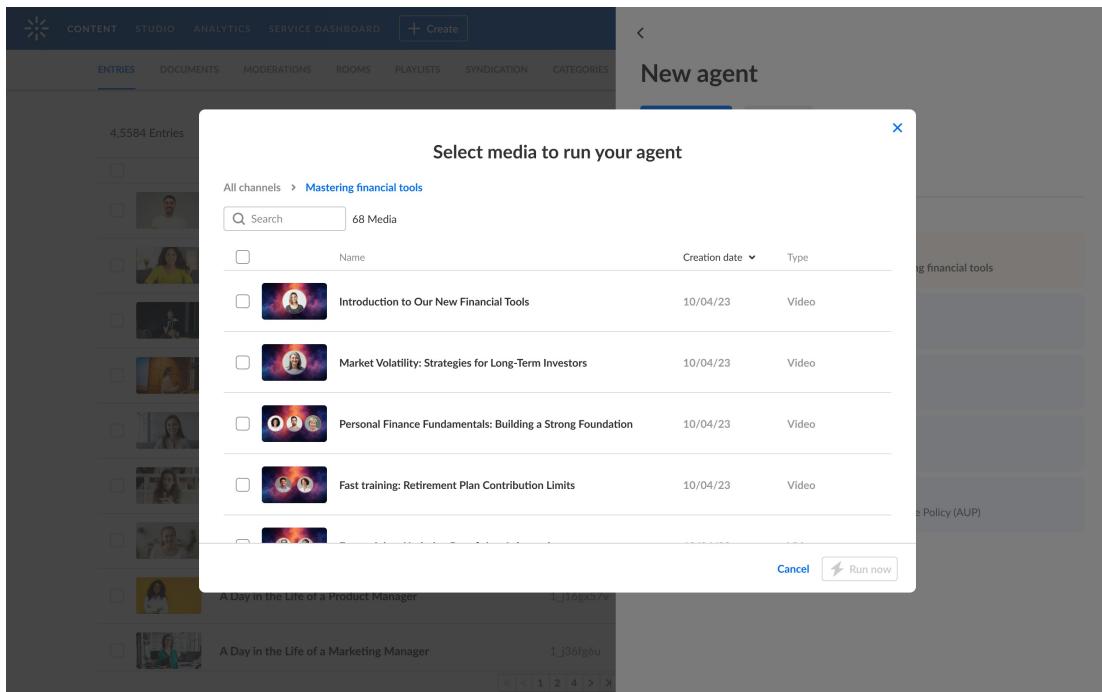
The screenshot shows the Kaltura interface. On the left, the 'CONTENT' tab is selected, showing a list of 4,5584 entries. The 'ENTRIES' tab is active. On the right, a modal window titled 'New agent' is open, showing the configuration for an 'On-demand' trigger. The 'Run' button is highlighted with a red arrow. The configuration tabs are 'Overview' and 'Activity'. The 'Overview' tab is selected, displaying several triggers:

- When media enters a category**: Trigger when new videos are added to Mastering financial tools
- Add captions**: Vendor: Kaltura • 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.

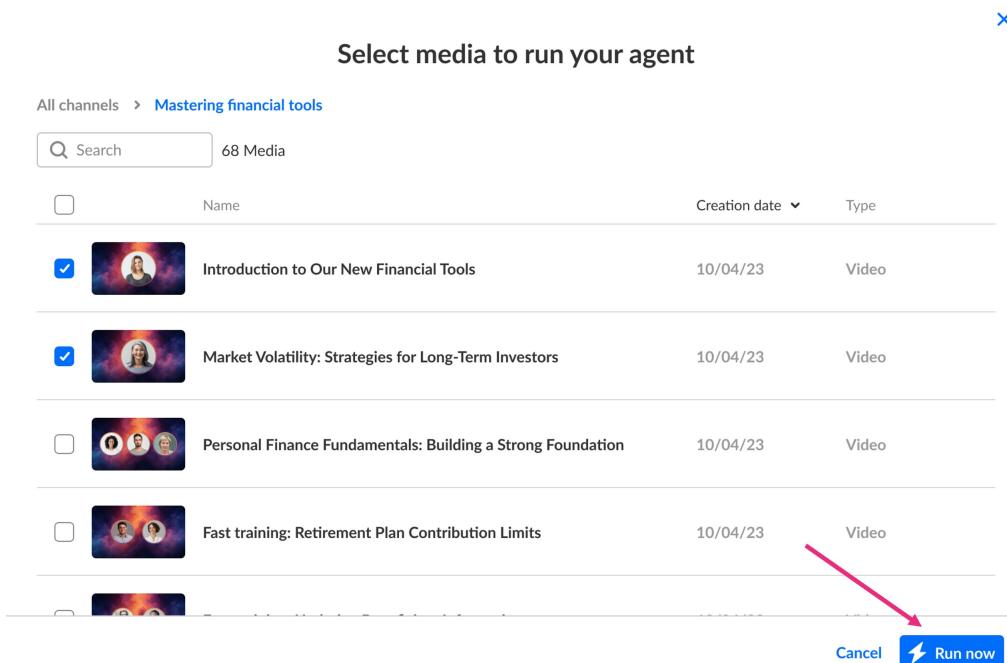


Only video and audio entries are supported.



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.)

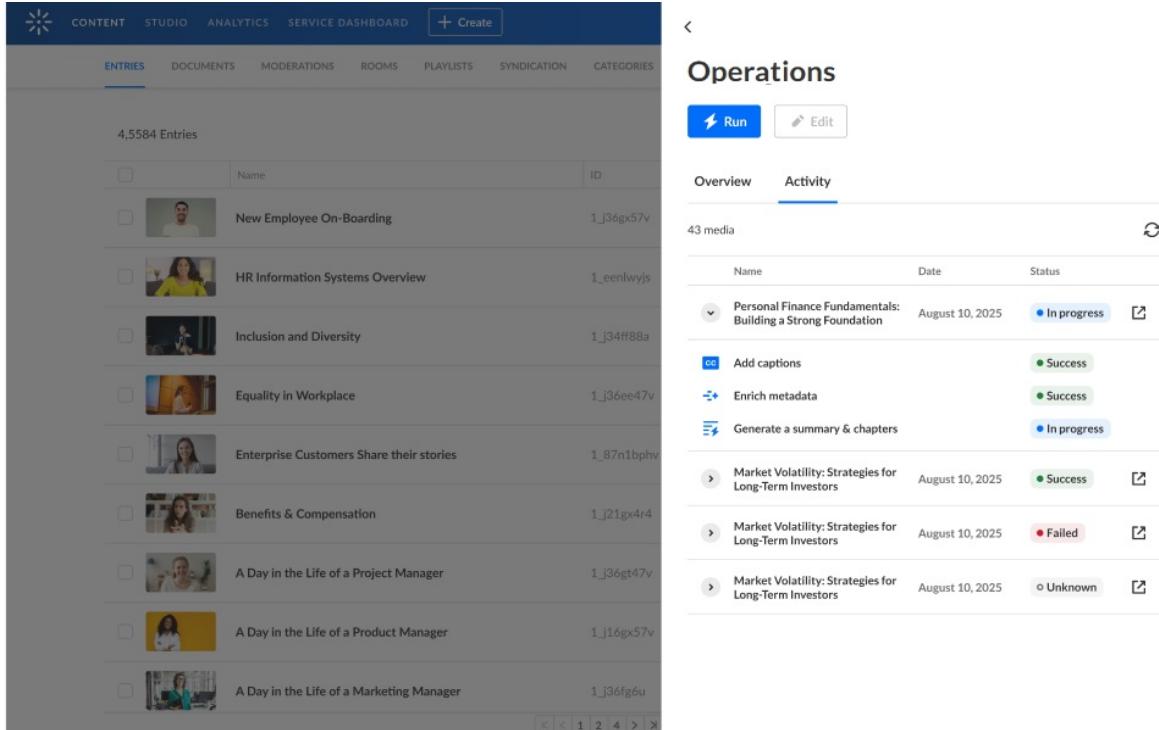


After running, you return to the **Activity** tab, where you can monitor the agent's

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.

A screenshot of the Kaltura Content Operations interface. The left sidebar shows 'CONTENT', 'STUDIO', 'ANALYTICS', 'SERVICE DASHBOARD', and a '+ Create' button. The main area is titled 'ENTRIES' with a sub-count of '4,5584 Entries'. Below this is a table with columns for 'Name' and 'ID'. The table lists several video entries: 'New Employee On-Boarding' (ID: 1_j36gx57v), 'HR Information Systems Overview' (ID: 1_eenlwyjs), 'Inclusion and Diversity' (ID: 1_j34ff88a), 'Equality in Workplace' (ID: 1_j36ee47v), 'Enterprise Customers Share their stories' (ID: 1_87n1bphv), 'Benefits & Compensation' (ID: 1_j21gx4r4), 'A Day in the Life of a Project Manager' (ID: 1_j36gt47v), 'A Day in the Life of a Product Manager' (ID: 1_j16gx57v), and 'A Day in the Life of a Marketing Manager' (ID: 1_j36fg6u). The right side of the interface is titled 'Operations' and shows an 'Activity' tab. It displays a table of media tasks: 'Personal Finance Fundamentals: Building a Strong Foundation' (Status: In progress), 'Add captions' (Status: Success), 'Enrich metadata' (Status: Success), 'Generate a summary & chapters' (Status: In progress), 'Market Volatility: Strategies for Long-Term Investors' (Status: Success), 'Market Volatility: Strategies for Long-Term Investors' (Status: Failed), and 'Market Volatility: Strategies for Long-Term Investors' (Status: Unknown).

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](#).