Genieai module

Last Modified on 07/12/2026 2:15 pm IDT

This article is designated for administrators.

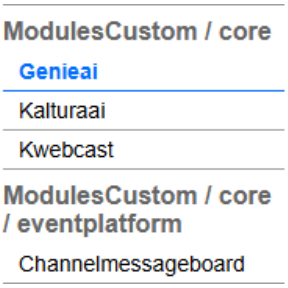
About

The **Genieai module** lets administrators enable and configure Conversational Agents (formerly known as 'Genie'), Kaltura's AI-powered knowledge assistant.

By default, this module enables **GenieEverywhere**, making the conversational agent available from every page through an Ask Anything button or sidebar. The agent automatically uses the current page (for example, a channel, gallery, or media page) as context when answering questions, while continuing to respect user permissions.

Configure

1. Go to your Configuration Management page, and navigate to the **Genieai** module. You can also navigate directly using a link: https://{your_site_URL}/admin/config/tab/genieai.



The Genieai module page displays.

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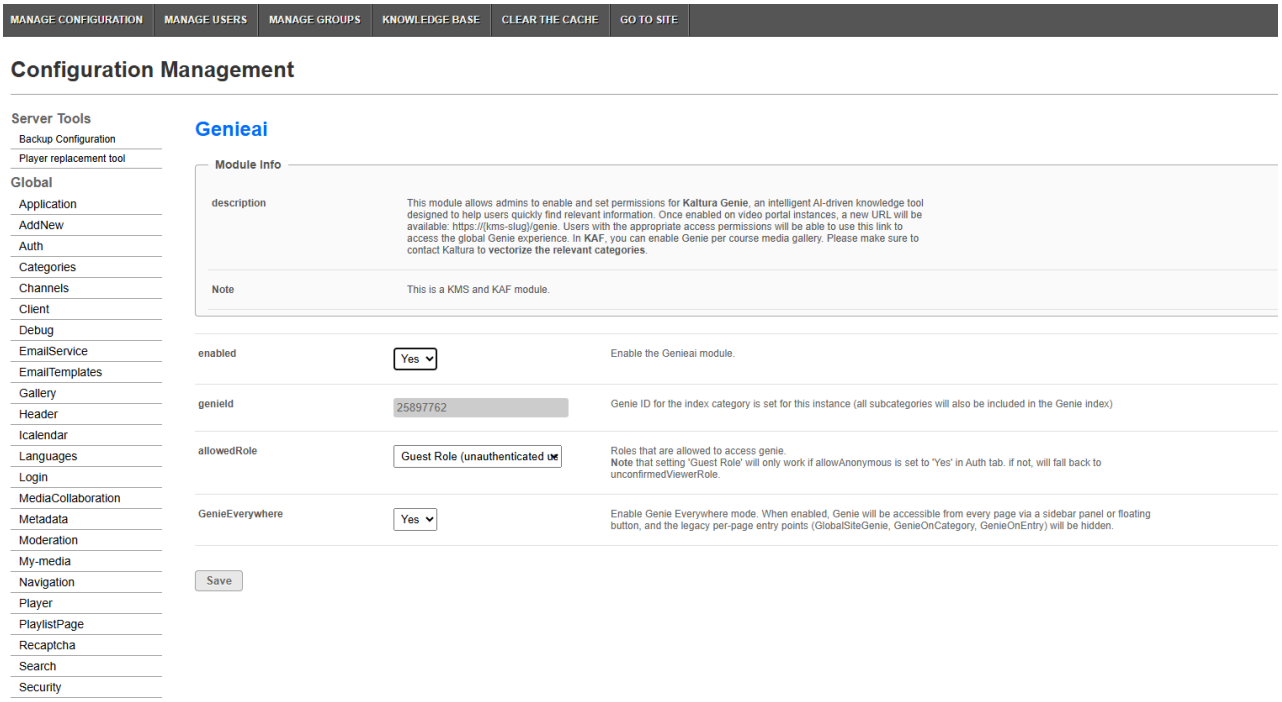

2. Configure the following:

enabled - Set to 'Yes' to enable the module.

genieId - The Genie ID defines the index category used for Genie on your instance. This value is set by Kaltura and should not be changed.

allowedRole - Determines which user roles can access Genie. Choose from the following options:

- Guest role
- Unconfirmed viewer role
- Viewer role
- Private only role
- Admin role
- Unmoderated admin role
- Specific users / grioups

If **Guest role** is selected, the `allowAnonymous` setting in the Auth module must be set to 'Yes'. If not, access defaults to the `unconfirmedViewerRole`.

If you choose **Specific users / groups**, an additional field displays:

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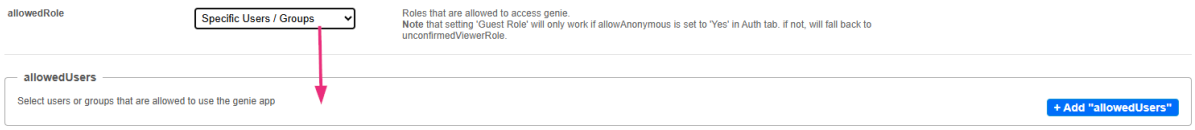
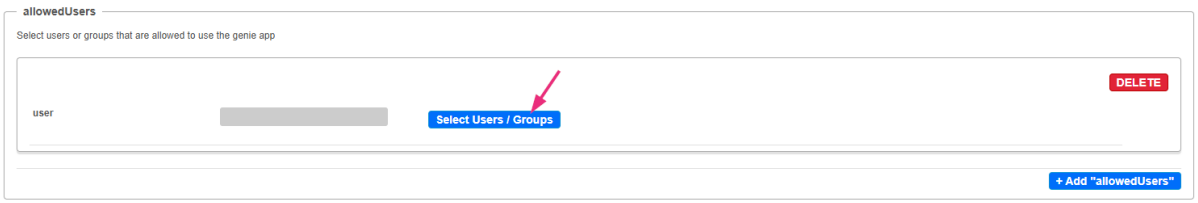
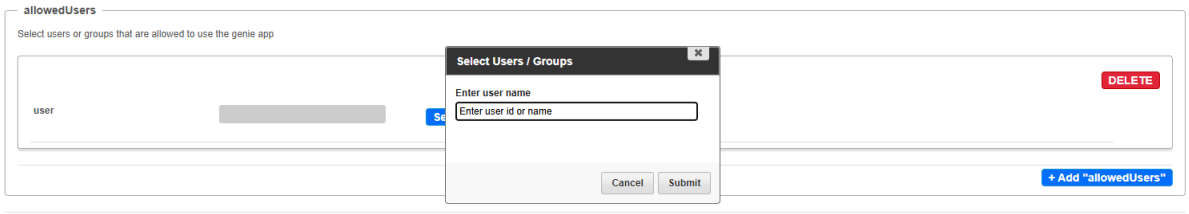


Click **+Add "allowedUsers"** at the lower right to open a new field.

In the new field that opens, click **Select users / groups**.



In the popup, type in the user ID or name , then click **Submit**.



GenieEverywhere - By default, this setting is enabled. In this mode, a Conversational Agent is available from every page through the Ask Anything button or sidebar. It automatically uses the current page (for example, a channel, gallery, or media page) as context when answering questions.

When set to 'No', the following configuration options become available, allowing you to control where Genie appears on your site.

- **GlobalSiteGenie** - Set to 'On' to enable a Conversational Agent on the global site. This provides a standalone page that returns answers based on the site's published content, according to user entitlements (available for Content Hubs and legacy Video Portal only). The page is available at `{siteURL}/genie` and is accessible to all users with access.
- **GenieOnCategory** - Controls where and how the Conversational Agent is available in contextual pages such as channels, galleries, and media galleries. Choose from the following options:
  - **Off** – Disables Conversational Agents for all channels and galleries.
  - **Available to all (On by default)** – Enables Conversational Agents by default for all channels and galleries.
  - **Available to all (Off by default)** – Makes Conversational Agents available but turned off by default. Channel and gallery owners can enable it manually.

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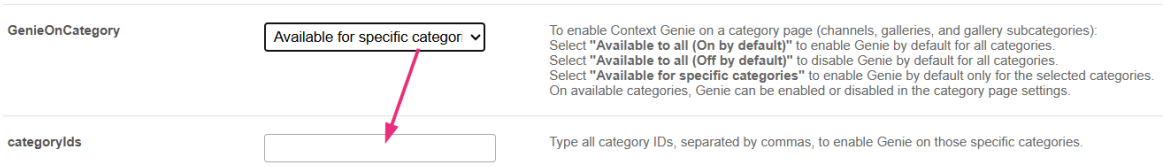
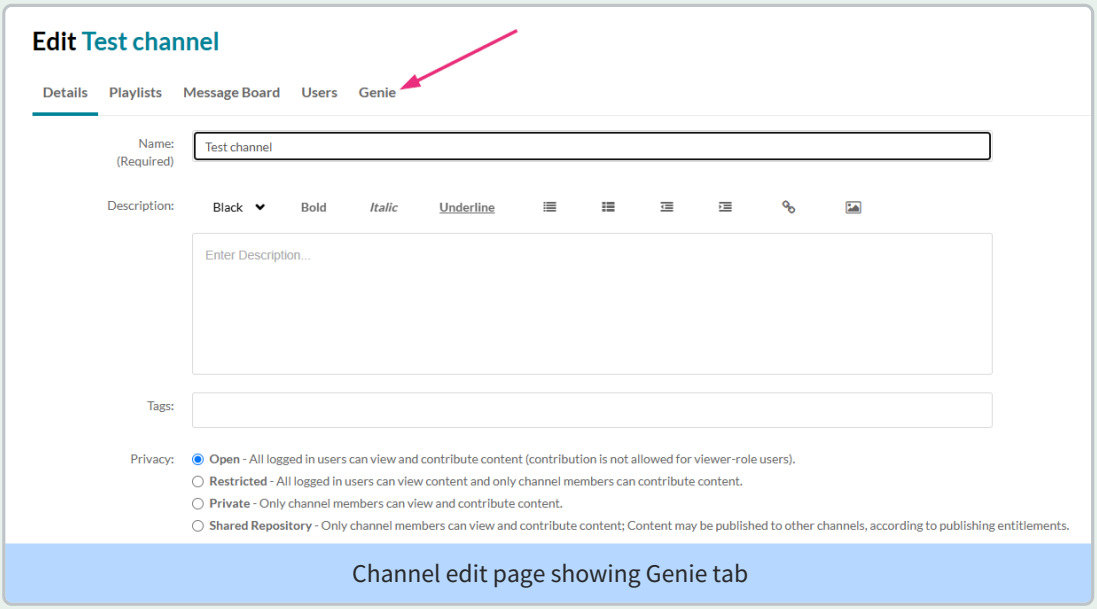
- **Available for specific categories** – Enables Conversational Agents by default only for selected channels or galleries.

When selecting 'Available for specific categories', an input field opens for entering category IDs separated by commas.



On channels and galleries where a Conversational Agent is available, owners can enable or disable it from their edit page under the **Genie** tab as shown in the image below.



Channel edit page showing Genie tab

See our articles Add Genie to specific channels and Add Genie to specific galleries for more information.

- **GenieOnEntry** - Set to 'On' if you want the Conversational Agent to appear on individual videos. (Also requires the Genie plugin to be enabled in Player Studio.)

3. Click **Save**.

Notes and recommendations

- Enable the Conversational Agent only after confirming with Kaltura that your site's content has been processed for indexing.
- Use the 'Available for specific categories' option for gradual rollout or testing.

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- In LMS sites, when course owners enable 'Display embedded media in this media gallery' in their gallery settings, the Conversational Agent automatically includes related subcategories in its results. See Add Genie to a specific media gallery for details.

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