

About distribution in Rich Media CMS

Last Modified on 05/27/2026 7:03 pm IDT

 This article is designated for administrators.

About

Distribution lets you publish your Kaltura media to external platforms such as **YouTube** and **Facebook**. You can expand your reach, manage your content from one place, and push updates to connected destinations.

This article gives a quick overview of how distribution works and the key rules and limitations to be aware of before exporting media.

How distribution works

Distribution pushes your media and its metadata from Kaltura to an external platform. Once a destination is configured for your account, its distribution profile appears on the **Distribution** page of that entry.

Supported distribution platforms:

- YouTube
- Facebook
- Other distribution connectors configured by your Kaltura representative

General rules:

- **VOD only** (Live entries are not supported)
- **One connector → one destination** (each Facebook connector supports one page; each YouTube connector supports one channel)

Types of distribution profiles

YouTube

A YouTube distribution profile lets you export a video from Kaltura to a single YouTube channel.

Key points

- One YouTube connector → one YouTube channel

- VOD only (Live not supported)
- The destination platform generates its own thumbnail after upload. Thumbnail updates are not supported through distribution.
- To update the video file, you must remove and re-export the entry
- Only metadata updates (title, description, tags) can be pushed automatically
- HTML and special characters (e.g., &) are not allowed in the description

For steps to authorize or delete a YouTube profile, see [Configure distribution profiles in Rich Media CMS](#).

Facebook

A Facebook distribution profile lets you export videos from Kaltura to a single Facebook Page through the Kaltura-managed Facebook application.

Key points

- One Facebook connector → one Facebook Page
- VOD only
- Thumbnails cannot be updated after upload
- Up to 5 SRT captions supported (if enabled by your Kaltura admin)
- Facebook automatically chooses which captions to display based on user language
- Metadata updates (title, description, tags) can be pushed after export

Learn more in our article [Facebook Distribution Connector](#).

Required metadata

These fields must be completed before exporting:

- Title
- Description (plain text)
- Tags

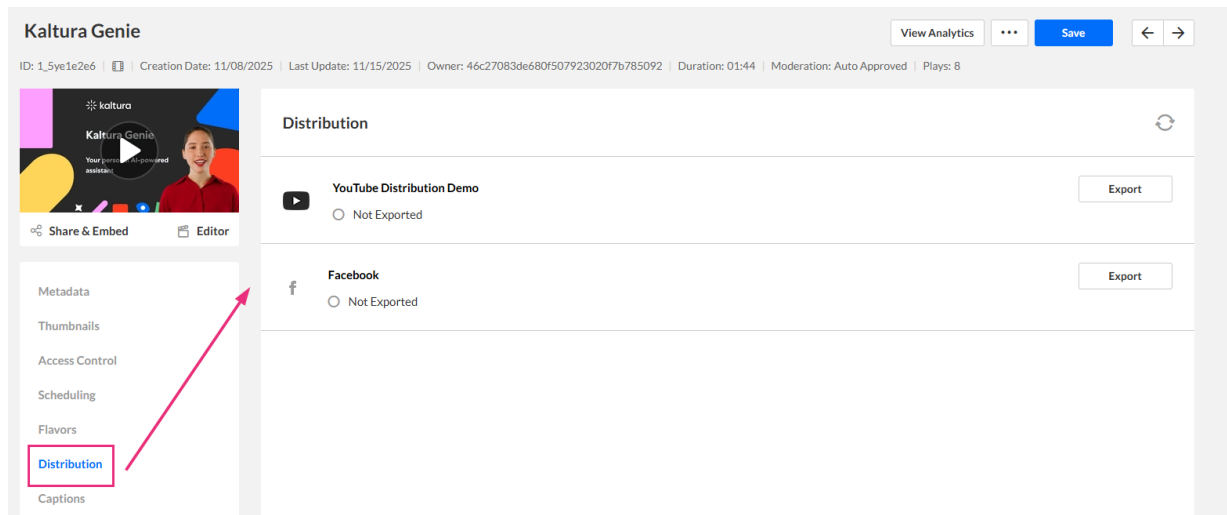
If these fields are missing, export cannot proceed.

Profile limitations

- Video replacement, trimming, or duration changes cannot be pushed after export
- Descriptions cannot contain HTML or special characters (e.g., &)
- Live entries are not supported
- Each connector supports only one destination

Where profiles appear

Once configured, distribution profiles appear on the **Distribution** page of the media entry, where you can export, schedule, and remove media.



To manage (authorize, reauthorize, delete) profiles themselves, use the Integration tab in the Rich Media CMS.

To learn more, see [Configure distribution profiles in Rich Media CMS](#).

How updates work after you export media

When a video is exported, it exists in two places:

- A copy inside Kaltura
- A copy on the destination platform

These two copies do not stay fully in sync. Each external platform decides which changes Kaltura can update after the initial upload.

Updates fall into two groups:

1. Metadata updates (supported)

If you edit the media's title, description, or tags, the updates can be pushed to the destination. These changes typically appear on the external platform shortly after you save them.

2. Video file updates (not supported)

Changes to the video itself cannot be pushed to the destination platform.

This includes:



- Replacing the video
- Trimming the video
- Changing duration
- Updating thumbnails (YouTube distribution only)
- Adjusting captions (except limited Facebook support)

If you need to update the video file on the external platform, you must remove the distributed entry, then re-export it.
