Introduction to Kaltura connector for AEM (Adobe Experience Manager)

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> This article is designated for administrators.

About

Bring the power of Kaltura video directly into your Adobe Experience Manager sites!

The **Kaltura Connector for AEM** bridges the gap between your enterprise video library and your website-building workflow. Designed specifically for AEM as a Cloud Service, this integration lets your team deliver high-quality video experiences natively within the AEM authoring environment.

By storing only 'lightweight' links in AEM while keeping the heavy video files in Kaltura, your site stays fast and your storage stays clutter-free. It's a seamless fit for your existing publishing workflows, designed to scale as your video library grows.

Roles

Many organizations separate responsibilities between two roles when working with video in AEM:

- **Marketer** – creates and prepares videos in Kaltura. Marketers typically upload videos in the Kaltura Management Console (KMC) and make them available to others through shared access, such as the **Shared Repository**.
- **Webmaster** – selects approved videos they have permission to access in Kaltura and embeds them on AEM pages. Webmasters do not upload or manage video files in AEM.

How it works

Here's how video content moves from creation to your live AEM site:

1. A **Marketer** uploads video content in the Kaltura Management Console (KMC).
2. A **Webmaster** drags the Kaltura Video component onto the AEM page and selects the media.
3. The Webmaster publishes the page from AEM.
4. Website visitors view the page, and videos play seamlessly from Kaltura.

Deployment model

The connector is deployed as a standard AEM package and fits into existing AEM Cloud Service workflows. Deployment and setup are typically handled by a Kaltura administrator. For deployment instructions, see Deployment guide for the Kaltura connector for AEM (Adobe Experience Manager).

Prerequisites

To use the connector, your organization needs:

- An AEM as a Cloud Service environment
- A Kaltura Application Framework (KAF) instance provisioned by Kaltura Professional Services
- Access to a Kaltura environment that hosts your video content

For full steps, see Setup guide for Kaltura Connector for AEM (Adobe Experience Manager).

Authoring experience

In AEM, **Webmasters** act as page authors and work directly in the page editor.

Authors can:

- Drag and drop a Kaltura Video component directly onto their page
- Browse, search, preview, and select videos without leaving AEM
- Embed individual or multiple videos to a single page
- Replace existing video content without affecting the page layout

Video details such as title, description, thumbnail, and captions are pulled automatically from Kaltura.

Watch a quick tutorial: Upload and embed a Kaltura video:

Performance and delivery

The connector is designed to scale with large video libraries and high traffic websites:

- Video files remain in Kaltura, keeping AEM lightweight
- AEM pages can be cached normally for peak performance
- Delivery via Kaltura's CDN ensures smooth playback everywhere
- Adaptive streaming adjusts playback quality based on device and network conditions

- The video player adapts automatically to different screen sizes

Additional features

Analytics and reporting

Analytics for media embedded in AEM are available via the Kaltura Management Console. For analytics information, visit our article View Kaltura video analytics for AEM (Adobe Experience Manager) sites.

Security

Video delivery is handled by Kaltura and includes built-in security controls to help organizations manage how and where video content is accessed.

Customization

The connector is designed to adapt to different organizational needs. Video players and behavior can be customized through Kaltura configuration, and advanced integrations are supported when needed.