

## A Sample of medianac® and Kaltura Customers and Projects

Below is a short sample list of Kaltura-powered publishers and their implementations. The list, which is broken down into a few example verticals, represents a range of small and large customers across different countries with varying functional requirements and integration needs. The examples demonstrate different use cases for video, photo, and audio content around ingestion (uploading and importing), editing and remixing (single or collaborative), display (players, playlists and galleries), monetization, syndication, and reports. The customers used different versions of our Software Development Kit (e.g. PHP, Ruby, Java), and in some cases off-the-shelf third-party integrations of the SDK (e.g. the Kaltura extensions and plugins for WordPress, Drupal, MediaWiki, Moodle, Alfresco, TikiWiki, Sakai and ELGG).

**Corporate:** **CeBIT 2010** – Germany-based Messe AG, organizer of world’s largest trade fair for IT and telecommunications solutions CeBIT, has selected medianac’s full video management platform to upload, manage, display, schedule and publish all of its webciety live and on-demand video content, powered by Kaltura. To see more, please visit <http://www.webciety.de>



**Media:** **Universal Studios/NBC** – interactive mini-site to promote the launch of the Heroes’ second season on DVD. Kaltura developed a fully-branded site using the following widgets and capabilities: galleries, players, standard editor, reports and analytics - <http://www.metacafe.com/heroes2/>



**Lion’s Gate Entertainment** – mini-site that leverages Kaltura’s remixing mini-site application - <http://www.metacafe.com/ghosthouse/>. Kaltura developed a fully-branded site using the following widgets and capabilities: galleries, players, standard editor, reports and analytics.

**Warner Brothers** – WB are using Kaltura’s player and video comments module for users to record video comments directly from their webcam - <http://thewb.com/blog/blog/the-wbest-of-the-week-03-07-09/#comments>



**PBS/NPR WGBH Educational Foundation** – WGBH, the single largest producer of PBS prime-time and online programming, and a major source of programs heard on public radio from coast to coast, is a public service media for New England--on TV, radio, the Web, and out in the community. WGBH leveraged Kaltura’s Drupal module to create its own video experience with custom features for its specific audience, including a custom player that allows users to login and comment from the player, and also attach comments to a playback point in time. The videos also include captions and the ability to independently edit and create subtitles. To see more, visit: <http://forum.wgbh.org/lecture/kate-clinton-i-told-you-so>

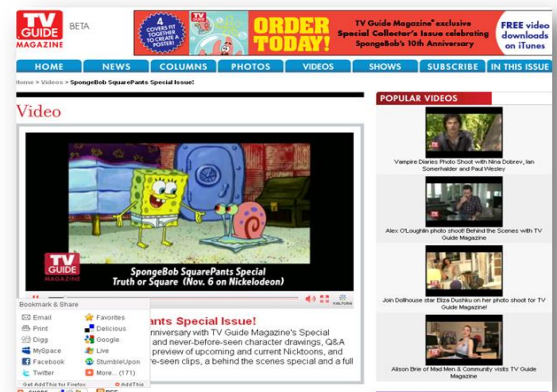


**Dori-Media** – a social network dedicated to telenovelas uses Kaltura as their full media solution to provide the world’s first online telenovela. Including Kaltura’s media uploader, dynamic player, syndication, galleries, standard editor, text captioning and sub-titles - [http://www.novebox.com/enovela/Amanda\\_O](http://www.novebox.com/enovela/Amanda_O)



**Disney/Pixar – Toy Story** - interactive mini-site to promote the launch of Toy Story and Toy Story 2 in 3D. Kaltura developed a fully-branded site for this content mini-site where the winners who create the best remixes win a trip to the Toy Story 3 premiere - <http://www.metacafe.com/toystory/>

**TV Guide Magazine** – TV Guide Magazine has selected Kaltura’s full video management platform to upload, manage, display, schedule and publish all of its video content. To see more, visit: <http://tvguidemagazine.com/videos/spongebob-squarepants-special-issue-%28tiffany1u6jc%29.html>



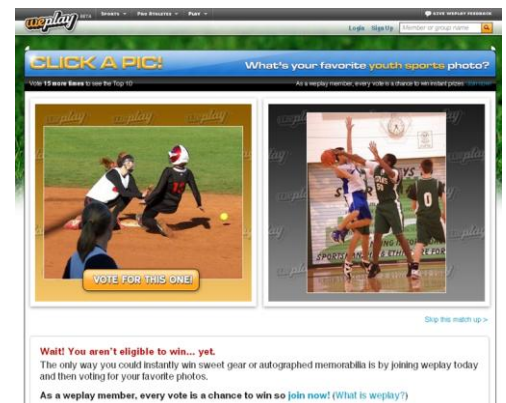
**Sports:** **tennislive.tv** – exclusive live and on-demand tennis content from all over Europe. They use the medianac player and playlist functions, as well as content syndication and the video-ad-integration - <http://www.tennislive.tv>



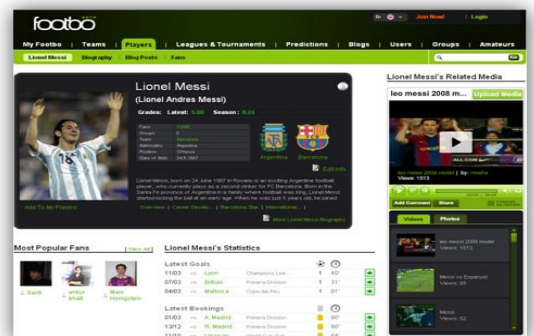
**spobox.tv** – a mix of live and on-demand content from different sport types, e.g. volleyball. They use the medianac player and playlist functions, as well as content syndication and the video-ad-integration - <http://www.spobox.tv>



**Weplay** (Major League Baseball subsidiary) – youth sports social network using Kaltura’s full media management platform for images, videos and audio, and even includes Kaltura’s uploader widget for regular documents - <http://www.weplay.com/users/DerekJeter/pics-photos>. Weplay also developed a ‘click-a-pic’ application using Kaltura services and APIs - <http://www.weplay.com/wpom-youth-sports-contest>



**Footbo** – soccer social network using Kaltura’s full media management platform for images, videos and audio. They use Kaltura’s player and dynamic playlist widgets, as well as the media uploader widget - [http://www.footbo.com/Teams/Manchester\\_United](http://www.footbo.com/Teams/Manchester_United)



**The Sports Network** – local sports network using Kaltura’s dynamic playlist widget, in partnership with AthletixNation, a provider of multimedia sports content - <http://www.sportsnetwork.com/merge/tsnform.aspx?c=sportsnetwork&page=cbask/test/indexpic.htm>

**FanDome** – With a library of over 33,000+ sports videos, FanDome claims to be the largest sports video community on the web, with a focus on UGC and content from the fan’s perspective. FanDome leverages Kaltura’s video platform to manage content, allow users to upload their own and also will be launching a special remixing campaign powered by Kaltura. Working with FanDome, Kaltura integrated the platform with an external CDN service of the customer’s choice. To see more, visit: <http://www.fandome.com/>

**Consumer Products & Brands:**

**Pepsi** – Pepsi created a site for a user-generated music video contest. The site enables young music fans to upload and watch their music clips and win prizes. They use Kaltura’s full media management platform for images, videos and audio:  
<http://www.pepsi.co.uk/maxist/ViewAuditions/Audition.aspx?AuditionId=169>



**Coca Cola Blastbeat** – a music-related social network for teenagers working on high-school music projects. Leverages Kaltura’s full platform, including player, uploader, editor widgets –  
<http://www.blastbeat.tv/tv/new>

**Net10** – a promotional site for a leading US cell-phone company. Kaltura’s platform powers the video section of their site, which is a user-generated mashup competition based on a white-label highly customized version of Kaltura’s advanced editor widget - <http://no-evil.net/>



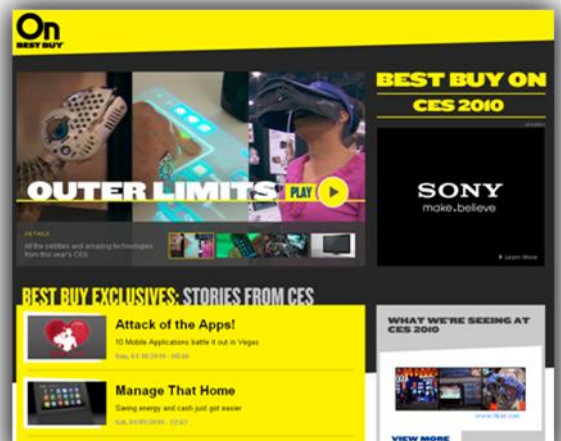
**Chupa Chups** – this promotional site, geared towards engaging a young audience, allows users to remix pre-loaded clips and create their own “Chupa Chuck” videos. A customized advanced video editor was created for this interactive, funky young site.  
<http://chupachuck.com/en/index.php#/flicks/>

**Verizon – e-Shots (Contest)** – E-Shots, an interactive event marketing company deployed a campaign with Verizon wireless - a mini site where users answer surveys about videos they watch and rate using Kaltura’s rating module. The results are then processed by Verizon for commercial purposes.–  
<http://www.whoisawinner.com/vz/syracuse>  
 (Requires registration)



**Cadbury’s (Contest)** – George Patterson Y&R, an interactive advertising and marketing company deployed a campaign with Cadbury’s for a new candybar – Picnic – in Australia. Users need to upload or record videos of themselves eating a Picnic bar in 30 seconds. The winners have a chance to see their ad on national TV. The site leverages Kaltura’s player, krecorder and uploader widgets.  
<http://www.itsnopicnic.tv/>

**Best Buy** – one of the nation’s largest retailers has selected Kaltura to develop a video campaign specifically related to the CES 2010 show where users can view all of the cool new technologies and commentary presented at this industry leading event.  
<http://on.bestbuy.com/>





**News/Blog: Digg** – one of the most visited and crowdsourced sites on the net, Kaltura is powering video for the new Digg Dialogg, where users can submit questions to the celebrity of the hour, such as Matt Damon, then rate the questions by “digging” them, and the top 10 questions are then broadcast on the site as an interview with the celebrity. To see more, visit: [http://digg.com/dialogg/Matt\\_Damon\\_1](http://digg.com/dialogg/Matt_Damon_1)



**Global Securities Lending (2i Media)** – this UK-based quarterly trade magazine focusing on the worldwide securities has implemented Kaltura to display its videos through an interesting integration that combines KMC managed content with a Drupal installation and referencing between the two. <http://gsl.tv/videos>



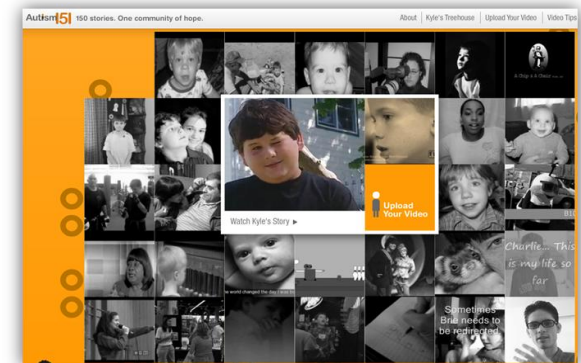
**Investor Services Journal (2i Media)** – this UK-based magazine covering the financial services industry uses Kaltura to display its videos. <http://isj.tv/videos>

**Tulsa World** – The second-largest newspaper in Oklahoma, the Tulsa World is leveraging Kaltura’s video management console to create news related playlists displayed by topic using tags. [http://www.tulsaworld.com/webextra/content/videos/Playlists/most\\_cent.aspx](http://www.tulsaworld.com/webextra/content/videos/Playlists/most_cent.aspx)



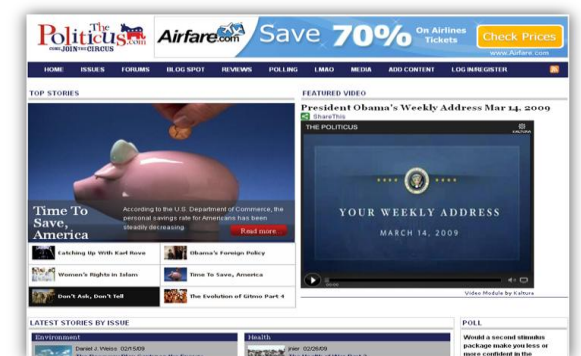
**Bangor Daily News** – local Maine newspaper website leveraging Kaltura’s video platform - <http://www.bangordailynews.com/detail/101274.html>

**HeraldNet** - sports section implementing Kaltura’s video platform to display content via our dynamic playlist widget, receiving content through our partnership with AthletixNation, a multimedia sports content provider - <http://heraldnet.com/section/BLOG04>



**AllHipHop.com** - the most widely read Hip-Hop entity in the world, delivering daily news, interviews, reviews and multimedia to a fast growing community and millions of unique visitors per month. AllHipHop.com has implemented a fully branded Kaltura player and playlist with built in syndication. <http://www.allhiphop.com/>

**ThePoliticus** – a politics and opinions publisher using Kaltura’s full media management platform for images, videos and audio, based on Kaltura’s self-serve video module for Drupal - <http://www.thepoliticus.com/>



**The Republic of T** – personal blog of a Huffington Post blogger using Kaltura’s full media management platform for images, videos and audio, based on Kaltura’s self-serve video plugin for WordPress – <http://www.republicoft.com/2009/03/02/what-kind-of-country-do-we-want-to-be-2/>

**Production**

**Firms:** **RingTales/Dilbert.com** – RingTales syndicates ad-supported print comics across all digital platforms, and owns an exclusive license to The New Yorker magazine library of cartoons. RingTales has deployed Kaltura’s platform to display their Dilbert animation video clips on the official Dilbert.com site. The deployment includes video advertising and the Kaltura rating module on the player. To see more, visit: <http://www.dilbert.com/animation/>



**Dragonfruit Studios** – Dragonfruit Studios, a multi-platform entertainment studio and media company launched Apollo's Pad, a hilarious new video show specializing in puppetry entertainment. Powered by Kaltura's open source video platform, the site's video player enables advanced syndication to social sites, bookmarking, thumbnail mouse-over preview and more. This is the first of several implementations that Dragonfruit Studios and Kaltura are working on: <http://www.apollospad.tv/>



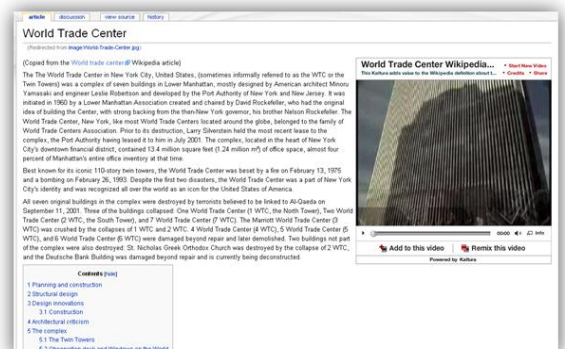
The latest Dragonfruit Studios production is a puppet show portraying the hilarious adventures of Dave, a regular boy, growing up in a haunted castle full of eccentric monsters. <http://www.spookhousedave.com/episodes.php>

**ShowBizzle** -An original series about a group of twentysomethings trying to break into Hollywood. Lead character Janey and her friends are dealing with all the ups and downs that happen when you're hustling to make your creative dreams come alive. The whole series is powered by Kaltura’s platform <http://www.showbizzle.com/weekly-show>



**SocialSphere – Autism151** – Kaltura partner, SocialSphere, created a new campaign geared to offer a brighter, more positive view of autism. The site’s media content is based entirely on Kaltura’s technology. Users can watch and upload videos and interact with other members online. <http://www.autism151.com/>

**Education:** **Wikipedia** - beta site in preparation for adding Kaltura’s platform to Wikipedia, to include interactive player, media uploader and collaborative editor widgets to the world’s 5<sup>th</sup> largest site – [http://www.kaltura.com/devwiki/index.php/Main\\_Page](http://www.kaltura.com/devwiki/index.php/Main_Page)





**WikiEducator** – educational wiki using Kaltura’s full media management platform for images, videos and audio, based on Kaltura’s MediaWiki extension, includes interactive player, media uploader and collaborative editor widgets

[http://www.wikieducator.org/Wikieducator\\_tutorial/Collaborative\\_Video\\_help\\_and\\_sandbox](http://www.wikieducator.org/Wikieducator_tutorial/Collaborative_Video_help_and_sandbox)

**University of Southern California (USC)** – this leading university has selected to create a full online degree program for student from around the globe. The learning platform was developed by 2tor, who partnered with Kaltura to fully integrate Kaltura’s platform into the online degree program, includes Kaltura’s Video-PowerPoint widget for synchronized video and slideshow presentations, video comments, uploading, editing and more. To see more, visit:

<http://kaltura.ebusinessdesign.com/login/index.php>

(Private site)

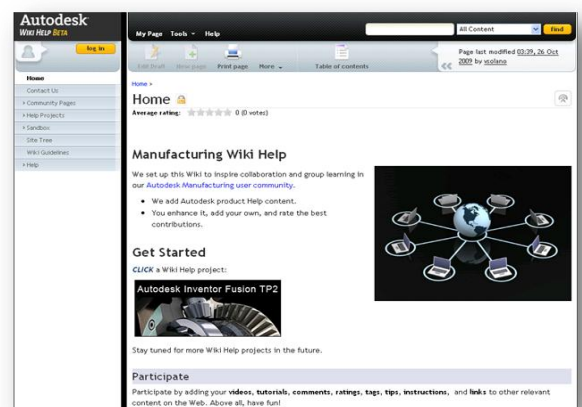
**My Teacher My Hero** – another site powered by 2tor with video from Kaltura is this marketing website in which celebrities and users tell about their teacher-hero (the teacher that influenced their lives). You can submit your post as well if you have such a thing. The integration contains all chromeless widgets (player, kupload, krecord) and also notification implementation with a local database using our python client. To see more, visit: <http://myteachemyhero.com/>

**University of Pennsylvania** – university program that presents full lectures for students using the Kaltura platform. Content is uploaded and managed via the Kaltura Management Console. To see more, visit: <https://www.pennlpscommons.org/node/4733/mqv>

(Private site)

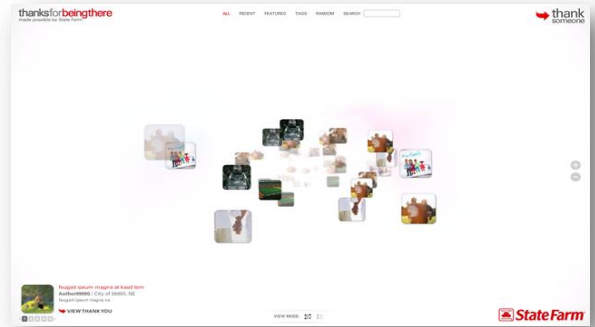
**Enterprise:** **Autodesk** - a world leader in 2D and 3D design, engineering, and entertainment software, Autodesk has created a Wiki Help site where users can more effectively collaborate, troubleshoot and share ideas and reference materials. Users can add or edit Help information, and share videos, best practices, tips, tricks, tutorials, comments, tags, and Web widgets.

[http://wikihelp.autodesk.com/Product\\_Help/Help/Autodesk\\_Inventor\\_Fusion/Part\\_Modeling/Dimensions](http://wikihelp.autodesk.com/Product_Help/Help/Autodesk_Inventor_Fusion/Part_Modeling/Dimensions)



**State Farm (Tribal DDB)** – one of the nation’s largest insurance companies has selected Kaltura to develop a high-profile campaign dubbed “Thanks for being there” where users are encouraged to upload videos and photos thanking someone special.

<http://thanksforbeingthere.com/#/home>



**Mutual of Omaha** – a full-service, multi-line provider of insurance and financial services products, Mutual of Omaha launched “Aha Moment” allowing users to upload videos of special moments in their lives.

<http://www.ahamoment.com/>

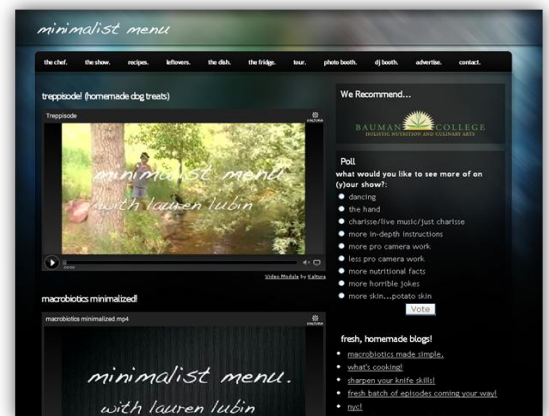


**Other:** **Government of New Foundland and Labrador (Government)** – this Canadian province launched a website focused on the youth of the province – activities, information etc. powered by the Kaltura video player and playlist widgets –

<http://www.lmiworks.nl.ca/yras/>

**Crowdfire (Music)** – website supporting an annual music festival, inviting users to upload and remix videos and images using Kaltura’s player, uploader and editor widgets –

<http://www.crowdfire.net/media/view/74811c81cb38af16>



**Minimalistmenu (Food)** – food-related website using Kaltura’s full media management platform for images, videos and audio, based on Kaltura’s self-serve video module for Drupal - <http://minimalistmenu.com/>

**Doitwithdrupal (Event Coverage)** – full coverage of a 2-day event – users can watch HD quality video recordings of each of the sessions that took place at the event. Includes pay-per-view functionality, with PayPal integration. Leverages Kaltura’s player, galleries, HD support and rotating thumbnails - <http://www.doitwithdrupal.com/videos/2009>

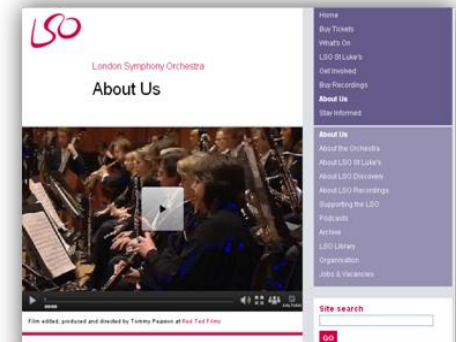


**OSCON (O’Reilly) (Event Coverage)** - Completely powered by Kaltura, video at OSCON 2009 leverages the Kaltura Player, Uploader and Editor to provide viewers with much more than session playback.

<http://en.oreilly.com/oscon2009/public/content/community-video>

**The London Symphony Orchestra (Music and Entertainment)** - The LSO, widely regarded as one of the world's leading orchestras, has teamed with Kaltura. The Orchestra's global audience can now watch interviews with players and conductors and enjoy behind the scenes footage. The Orchestra plans to use Kaltura's online video platform to broadcast select concerts and to conduct video classes online. Kaltura's interactive features will also be included in 'Remix the Orchestra', part of the LSO's community and education program LSO Discovery, in which students would be able to remix the Orchestra's CDs and videos.

<http://lso.co.uk/aboutus/>



**Red Hat Summit (Event Coverage)** - Completely powered by Kaltura, video at Red Hat Summit 2009 leverages the Kaltura Player, Uploader and Editor to provide viewers with much more than session playback. To see more, visit:

<http://www.redhat.com/promo/summit/2009/highlights/>



**Bombbomb (Video Email Marketing)** - a company that specializes in video emails and email marketing. Bombbomb has built a semi-analytics system on their website using Kaltura's APIs, phase 1 included an app for number of plays/views and churn points and additional advanced options are being added in phase 2.

<http://bombbomb.com/>

**Bridge Metrics – Syndication Lane (Marketing CRM)** - a channel marketing solution company has developed a full marketing CRM system that incorporates Kaltura's entire platform. The solution includes Kaltura's video playback, sharing, video-PPT presentations, editing with various editors, integrated analytics and more.

<http://bridgometrics.com/products/syndication-lane/overview>

