



VIDEO EXPERIENCE CLOUD FOR EDUCATION

How to use video to drive student engagement online



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Foreword

Today, digital learning is the standard for educational institutes around the world. With an abundance of digital tools readily available, the real challenge is for educators to leverage video and maximize student engagement in the long term. In order to achieve effective video learning experiences, educators need access to in-depth data analytics on student interaction. Running on AWS, Kaltura's Video Experience Cloud for Education is a single, comprehensive platform helping educators create engaging, accessible, and tailored learning experiences with ease.

Evolve the digital learning experience with Kaltura on AWS

The current generation of students are digital natives who grew up in a video-first world. To engage with this generation, educators need to leverage digital learning environments to deliver a media-rich and interactive approach to education. It's clear that video has had a huge impact on learning, with 97% of staff saying that video is now essential to the student experience. ¹ Despite the increased adoption of video-based learning, many institutions continue to face significant challenges, preventing them from unlocking the full potential of the digital toolsets available to them.



Integrating with existing VLE and LMS environments

Most academic institutions already have their own virtual learning environments (VLE) and learning management systems (LMS) in place for course administration and reporting. Both educators and technical staff need new video-based learning platforms to integrate seamlessly with their current VLE and LMS infrastructure to ensure smooth operations and continuity across platforms.



Avoiding disruption to learning

Whilst cloud computing offers huge accessibility and scalability, academic institutions must ensure they have the right measures in place to mitigate disruption to learning. Unplanned downtime, time-consuming software upgrades, and security vulnerabilities all have the potential to impede learning. Educational institutions need to have a secure and resilient cloud provider for their digital learning platforms.



Monitoring student engagement

Virtual classrooms, lecture capture, webinars, and events are all useful modes of video-based learning. But educators must understand how students are engaging with the content itself. To ensure this, educators need easy access to powerful data analytics to provide insights on viewing trends such as student plays, drop-off, and completion.

The combined power of both AWS and Kaltura's Video Experience Cloud for Education offers educational institutions a single, secure, and comprehensive platform to easily overcome these common challenges.

¹ Report: The State of Video in Education 2022

From live to on-demand, Kaltura delivers a comprehensive virtual learning platform

Kaltura's Video Experience Cloud for Education is deployed worldwide by hundreds of educational institutions, serving millions of students. Kaltura understands that modern digital learning requires more than just live video lessons. That's why the Video Experience Cloud for Education suite includes a diversity of products built to drive both live broadcasts, real-time interaction, and on-demand learning experiences.



Virtual Classroom

With digital whiteboards, breakout rooms, screenshare, and moderated Q&A, Kaltura's Virtual Classroom offers everything you need to keep students focused and engaged during a virtual learning session. The Virtual Classrooms are also continuous so you can create branded classrooms with custom quizzes and activities, and return to them whenever you or your students need to.



LMS and VLE integrations

Enjoy all Kaltura's video tools and solutions without having to leave your current LMS or VLE. Kaltura's Video Experience for Cloud Education is designed to seamlessly integrate with all standard LMS and VLE environments straight out of the box, adding a full layer of advanced video capabilities directly into the LMS.



Webinars and Townhalls

Kaltura's Townhalls provide faculties with the confidence to webcast live events of any size, from graduation ceremonies to guest lectures and sports events. With built-in real-time analytics, hosts can track attendee engagement and monitor the quality of service, all while streaming.



Kaltura Advanced Analytics

Student engagement is integral to all iterations of video-based learning. But it's often difficult for educators to ascertain and track how students are absorbing the content, especially without the physical presence of instructors. Kaltura's Analytics offers administrators easy access to advanced analytics across Kaltura's extensive range of products. Kaltura's granular analytics are also compatible with xAPI and Caliper Analytics so engagement data can be combined with other learning systems for deep learning insights.

With seamless access to analytics on watch time, drop off, and completion, educators can tailor their video learning content accordingly so they can drive better learning outcomes.

University of Padua transforms its online learning with Kaltura on AWS

The University of Padua is the fifth-oldest surviving university in the world and has over 65,000 students across eight schools and 6000 faculty members.

Although the university was an early adopter of video, it was lacking a centralized video platform for creating, hosting, organizing, and distributing video content. The University also needed a platform that could be easily integrated with its existing learning management system, Moodle.

Starting in 2017, the University of Padua partnered with Kaltura to unify its video content and to create a student-focused teaching methodology whereby individuals can select from learning materials that fit their needs. Kaltura's Video Experience Cloud for Education offered exactly that, enabling seamless video creation and organization on a single, centralized platform.

To accelerate the adoption of Kaltura, the University's Digital Learning Office trained its LMS administrators on Kaltura's Moodle plugin and Kaltura MediaSpace Video Portal. This enabled the faculty to easily operate its current LMS once it was integrated with Kaltura's Video Cloud for Education.

100%

faculty adoption of Kaltura

70,000

unique viewers of video content

1,200

channels created by users

Today, video learning is part of the fabric of the University, with 100% of the faculty using Kaltura. The platform has seen 70,000 unique viewers of video content across 1,200 user-created channels in just one year.

15,000

video uploads in 2019



150,000

video uploads in 2020



300,000

video uploads in 2021

The number of videos uploaded to Kaltura has also seen dramatic growth with 15,000 in 2019, 150,000 in 2020, and 300,000 in 2021.

The University also highlights weekly standout videos created by faculty and students to inspire other members of the institution.

“I think that the adoption of this solution is one of the most important things we’ve done. It works for all the departments, all the schools, all the research centers.”

Dario Da Re,

Director, Office of Digital Learning, University of Padua

AWS as the cloud provider of choice for online education platforms

AWS had previously supported Kaltura with its launch of cutting-edge cloud TV solutions for media and telecommunications organizations. More recently, Kaltura decided to migrate the rest of its workloads from private data centers to AWS. The migration was timely as the company had seen unprecedented demand for its video services and needed a cloud provider to support its rapid growth.

Today, AWS is Kaltura's primary cloud provider and helps deliver its Video Cloud Platform for Education to hundreds of educational institutions around the world, including seven Ivy League schools. Kaltura has also adopted over 30 AWS services including Amazon EC2, Amazon S3, Amazon CloudFront, and AWS Elemental MediaLive.

Kaltura's Video Experience Cloud for Education is tightly integrated with AWS to ensure the highest levels of security, scalability, and resilience for its education customers.

Ready to unlock new levels of student engagement?

From live, real-time, and on-demand learning experiences to powerful data analytics, Kaltura's Video Experience Cloud for Education provides institutions with a single, end-to-end video platform to support their every need. Kaltura is proud to help institutions around the world simplify and streamline digital transformation, providing the tools to drive better learning outcomes today and supporting the growth of students for tomorrow.

If you're looking to implement a secure, resilient, and all-inclusive digital learning platform, visit our website to learn more about our offerings.

[Learn more](#)





About Kaltura

Kaltura's mission is to power a video experience for any organization. Our Video Experience Cloud offers live, real-time, and on-demand video products for enterprises of all industries, as well as specialized solutions for educational institutions and media telecom companies. Underlying our products and solutions is a broad set of Media Services that are also used by other products. Kaltura's Video Experience Cloud is used by leading brands reaching millions of users, everywhere from events, teaching, and training, to entertainment experiences and more.

For more information, visit www.corp.kaltura.com.



