



Kaltura's Impact Kit

Building Smart, Diverse,
Human-Centric Knowledge
Experiences for
the AI Era



The thinking behind this kit

Kaltura isn't just a video platform. It's a platform for change. Kaltura's video experience allows people worldwide to connect and share experiences, no matter who or where they are. As a company, we strive to stay connected to our environment, society, industry, and values. That's how this kit was born.

At its core, Kaltura is a platform for knowledge sharing and content creation. In an era where information moves fast and attention is limited, the ability to store, retrieve, and reuse knowledge over time has never been more vital. We believe that knowledge doesn't expire—it evolves. And when shared openly, it has the power to uplift teams, transform organizations, and ripple into society.

As a company committed to empowering our employees, partners, and users, we view it as our responsibility to design solutions that make information more accessible, encourage people of all backgrounds to take the stage, and connect communities.

Keep reading to learn how video technology can promote cultural impact and how Kaltura harnesses innovative solutions for this important cause.



What you'll find in this kit

- Our primary **human-centric drivers**.
- Kaltura's **inclusion principles**.
- **Video-focused tips** for a better organization and society.
- Proven diversity and inclusion **best practices**.

And a lot of inspiration.



Kaltura's human-centric drivers

Lead with openness



Drive systemic change



Bias awareness



Diverse mindset



Empower silenced voices



Utilize data insights



Accelerate with AI



Kaltura's human-centric drivers

Lead with openness

Lead with an open mind and utilize empathy, authenticity, and inclusivity to create a culture of empowerment.

A genuine commitment to inclusivity starts at the top and trickles down. Research by Deloitte shows that [senior executives and company management can increase employees' feelings of belonging by 70%](#) by embracing and demonstrating these values. This is often the difference between PR and real impact.

Harnessing video and AI: We use video tools to communicate messages via our **Video Portal** and spread the message at town halls. We also use **Kaltura REACH** to add closed captions or transcripts to ensure every employee can consume our content. With the help of our **Work Genie**, employees can find hyper-personalized answers to any question immediately, based on a closed circuit of content & data.

Drive systemic change

Work towards dismantling structural barriers and promoting equitable policies and practices. These may include your Non-Discrimination Policy, Harassment-Free Workplace, and more.

Kits like this one, recruitment guidelines, and relevant policies provide concrete reassurance for employees, ensure everyone is on the same page, and set the record straight to prevent miscommunication.

Harnessing video and AI: At Kaltura, we understand that reading company policies can be time-consuming, but creating a memorable video increases views and engagement. We keep our videos accessible via a dedicated library on our **Video Portal** and add accessibility features like a **screen reader** and **keyboard navigation**. Kaltura's AI capabilities allow viewers to generate **AI-powered summaries** and better understand these policies. Our **moderation agent** ensures only policy-approved videos are published.



Bias awareness



Challenge preconceived notions and promote fairness.

Research finds that [unconscious bias is more common than conscious prejudice. It also often contradicts a person's conscious and declared values.](#)

Recognizing the existence of biases is the first step. Dedicating portions of the training session to explaining, discussing, and offering ways to solve unconscious biases is key.



Harnessing video and AI: Interactive polls demonstrate and uncover unconscious biases, and we allow employees to take the tests on their own time and privately examine the results. **The AI Enrichment Agent** offers capabilities like Optical Character Recognition to help companies better understand video representation across the organization.

Diverse mindset



Create an innovative environment that encourages different perspectives, ideas, and approaches. Ensure that your organization's values support and promote these notions. This will encourage intrapreneurship and creativity, inviting stakeholders on all levels to participate and influence the end result.

[According to the Harvard Business Review, diverse and open-minded companies boost revenues by 19%.](#)

When everyone feels comfortable and safe speaking their minds, knowing their contribution has impact, a flood of creative ideas runs through the organization. Create an open discussion culture and offer clear, friendly guidelines encouraging participation and listening.



Harnessing video and AI: Create videos where employees tell their personal success stories after sharing their views and receiving organizational support. At Kaltura, employee initiatives led to inspiring projects that helped advance our bond with the community and the company's products. With our **AI-powered content lab**, creating such videos is incredibly easy and leads to superb results.



Empower silenced voices

Include different experiences to reach a result that speaks to as many stakeholders as possible. At Kaltura, we ensure that employees of all backgrounds get a chance to participate in meetings, take on leadership roles, and take the stage at events.

Harnessing video and AI: At Kaltura, we invite a diversified group of employees to share their personal experiences. Our product makes it easy to include **polls and chat** features during remote sessions and direct your questions at those who are often unheard. Kaltura lets you easily add **Q&A, polls, quizzes, and more**. During our town halls, our **AI live session assistant** can generate such polls and quizzes, and use sentiment analysis to gain deeper insights regarding the chat.



Utilize data insights

Data is an excellent tool for uncovering potential bias, testing hypotheses by collecting and analyzing the numbers to discover areas for improvement. Thanks to AI, brands can quickly enrich their knowledge with data-based insights that translate to mindful, impactful actions.

[A recent report by McKinsey](#) showed that the top five success factors in inclusion policy implementation include setting clear, quantifiable goals and tracking these KPIs using data practices. In other words, data is essential for success in this field. Replacing a hunch with concrete numbers can reveal crucial insights regarding representation in the company's recruitment, compensation, and promotion processes. Numbers can also help set clear goals that will be re-examined over time.

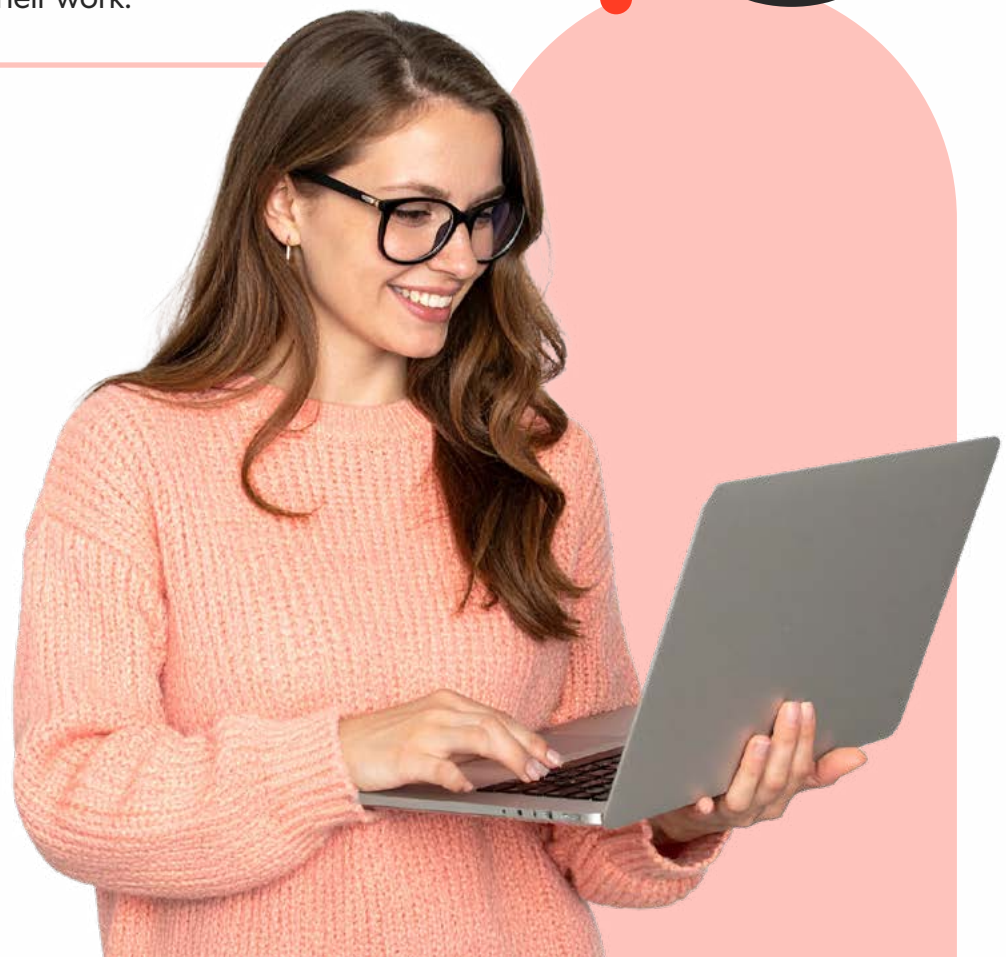
Harnessing video and AI: Video-based guides make the data collection process more user-friendly and engaging. Kaltura's **analytics capabilities** ensure you have extensive video engagement data that can help you gain unique insights. When it comes to AI enhancements, our **AI Live Session Agent** turns live session data into insights and engaging interactive activities.

Accelerate with AI



We are officially in the AI era, and every process can benefit greatly from this unleashed technology. By feeding algorithms with the data you've collected, you can ensure it is being put to good use rather than piling up without turning into an actionable plan. Turning numbers into insights and forming a human-level dialogue with your data is now easier than ever.

Harnessing video and AI: Kaltura's **agentic AI system** continues to expand to include **Moderation, Enrichment, and Event Agents**. AI-powered workflows drive greater productivity, enabling our customers and teams to focus on the most important and complex parts of their work.



Best practices

This collection of proven strategies and insights demonstrates how we make an impact at Kaltura and use our technology to foster an inclusive environment.

Our 50:50 pledge

Kaltura pledged to reach a 50:50 ratio between men and women. To do so, we consider at least one female candidate for every open position, conduct bi-yearly check-ins, and conduct or sponsor industry events that promote DEIB in our industry and society.

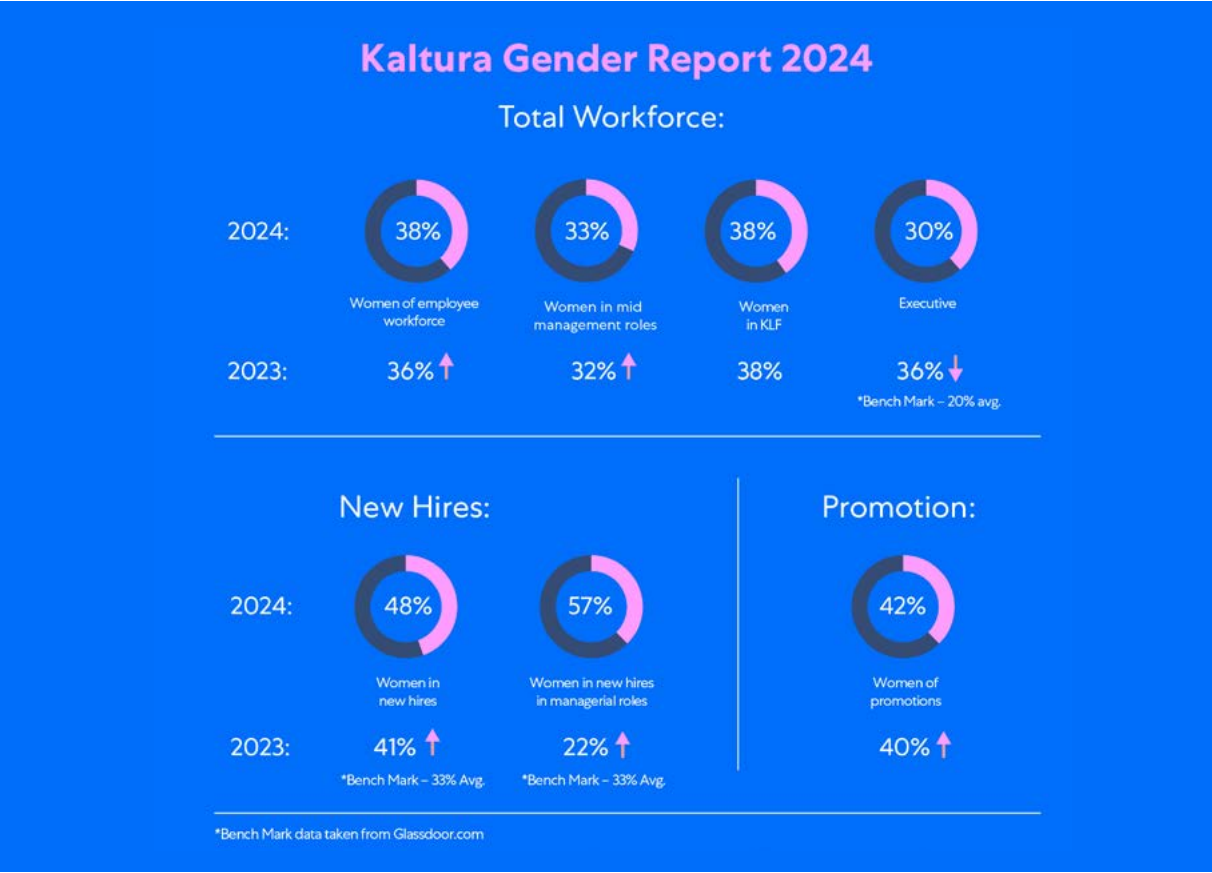
Promoting gender equality

Female employees comprise over 38% of Kaltura’s workforce and management, above [the industry average](#).

An internal committee leads this initiative based on a detailed work plan.

Kaltura partners with a long list of gender equality organizations, including professional female-led communities; ‘Shavot,’ a mentorship NGO dedicated to highlighting female role models for young girls; KamaTech, an organization integrating Ultra-Orthodox (Haredi) women, “Women in Tech” community, and more.

The results of our efforts are communicated to everyone at the organization, and we’re proud to share them here as well:



Diverse talent acquisition

A diversified workforce contributes to the company's success in many ways. It promotes innovation and creativity, [leads to better performance, and attracts additional talent to the company.](#)

Once again, putting a formal strategy in place is critical. Studies show that employees of different backgrounds only apply for positions if they fit every detailed requirement, while others apply even when they meet only 60% of the qualifications. That is why Kaltura ensures that every job description explicitly encourages candidates to submit their CVs even if they do not meet 100% of the requirements. We also address biases as part of our management and HR training.

Employee resource groups

Giving employees a space to share experiences and exchange ideas plays a vital role in promoting any goal. At company gatherings, Kaltura team members are encouraged to share goals close to their hearts, such as LGBTQIA+ inclusion, gender equality, and sustainability. These conversations help foster a culture of caring, sharing, and driving change.

Training and education

Keeping an open mind is essential in our quest to promote diversity and inclusion, and assuming we know everything is a significant obstacle.

At Kaltura, we enhance employee awareness, understanding, and empathy with dedicated training sessions that uncover biases and encourage open communication. We also invest in AI-focused training, including AI bias recognition. We use our video tools to give employees access to relevant content year-round.

One example is the **Kaltura Spark** internal L&OD program, offering personal and professional training sessions and workshops on a variety of topics that promote a more inclusive and aware work environment.

Mentorship and sponsorship programs

Mentorship and sponsorship programs lift and assist people of every background.

At Kaltura, we enhance mentoring and coaching experiences by combining technology with human connection. We run dedicated initiatives like "**K Sisters**," a mentorship program for Kaltura women, by Kaltura women, alongside broader programs that empower employees to become internal career mentors for their peers. Each mentor receives tailored guidance to ensure their support is meaningful, practical, and impactful.

These programs not only preserve organizational knowledge but also build a culture of shared expertise, deeper connections, and continuous improvement. Because when Kalturians learn from each other, everyone rises.

Pay equity and transparency

Pay transparency boosts employee trust. At Kaltura, we conduct regular pay audits, analyze results, and address gaps. Our communication with employees and between team members is transparent and open.

We believe that better-informed employees are empowered to speak up. Studies also show that employees on all levels appreciate this practice, as [68% would move to a transparent employer even if their pay remained the same.](#)

Metrics and accountability

At Kaltura, we believe in data and incorporate it into our products as well as our company culture.

Determining clear KPIs for success and examining progress over time allows us to focus on specific areas and understand which initiatives serve our organization better. We share our inclusion statistics with employees and inform them of the percentage of women who joined the company, the background of our management team, and more.

External partnerships and collaborations

Collaborations allow us to give back to our community and learn from it simultaneously. Over the years, Kaltura has participated in a long list of initiatives, such as Shavot - Israeli Girls' Week, organizations

promoting environmental and social responsibility, volunteering in local homes, and more.

By working with experts in the field, we gain inspiration, insights, and access to relevant resources. We're proud of our employees for volunteering, informing us of fascinating partnership opportunities, and driving change in areas dear to their hearts.

Special programs

As times change, our organization evolves and embraces more tools for change. Special programs answer burning needs in our society and keep us connected to the global community. For example, we supported the LGBTQ+ community by assisting employees in their journey to parenthood via surrogacy.





Let's shape our future

We invite you to join our mission to build more open, flexible, and adaptable knowledge-sharing processes that shape the corporate reality and the society we live in. We all have so much to gain from lifting one another up. We'd love to hear any ideas and thoughts you may have.

Take your first step by contacting our team to explore possible collaborations and ways to harness Kaltura's technology to drive change.

Knowledge lives forever. Connections make it thrive.

