

## Kaltura's Commitment to Sustainable Energy

Kaltura's mission is to power any video experience, for any organization, no matter the size. Our product suite focuses on video collaboration and communication, including real-time communications such as customer meetings, town hall broadcasts, and virtual conferences, as well as engaging on-demand videos. In recent years, an increasing number of companies have been embracing a sustainability mindset, recognizing the value it can add to their long-term resilience. Incorporating sustainability into one's core business strategy is fast becoming a necessity.

Kaltura's remote collaboration products improve sustainability and are carbon-reducing themselves. Kaltura provides solutions that drive internal and external engagements, recruitment & onboarding, training, marketing events and conferences, and much more – all remotely, **reducing the need to travel or commute to the office on a regular basis.**

### Remote Collaboration Tools Reduce Carbon Emissions

Carbon emissions from transportation and facilities management represent two of the largest consumers of energy, and thus largest contributors to carbon emissions.

Kaltura's virtual meeting and collaboration tools

reduce the need for face-to-face meetings, directly **reducing the need for long-distance travel as well** as routine local commutes.

Kaltura's tools also empower remote worker productivity. With less workers routinely in the office, **facilities footprints are reduced, with corresponding reduction** in energy requirements for heating, cooling, and illumination.

The same is true for events such as in-person conferences that require attendees to travel. A recent case study<sup>1</sup> found that **conference attendance is responsible for 35% of the carbon footprint**, whereas infrastructure related emissions showed to contribute 20% of the total impact. Office, internet and computer use represent 21% of the caused global warming potential. Office food, beverages, printing, and the other inputs covered the remaining 5%. The study concluded that **videoconferencing could indeed significantly reduce emissions by 44%.**

A study<sup>2</sup> of a virtual-reality online conference in the United States showed that if it had taken place physically, the travel-induced footprint would have been 7,188 tons of CO<sub>2</sub> compared to only 524 tons for electricity and heating.

### Kaltura's Products and Business Run on Sustainable Cloud Environments

Kaltura's commitment to sustainability also extends to our technical operations. Kaltura's products and services operate on the AWS cloud<sup>3</sup>, and benefit from Amazon's commitment to sustainability. AWS is committed

to energy efficiency, and 100% renewable energy by 2025. **AWS cloud's efficiency = Kaltura's efficiency = your company's efficiency.**

Kaltura's business operations utilize Microsoft Azure<sup>4</sup> and Office365. Microsoft is also committed to sustainability and will be using 100% renewable energy sources by 2025. **Azure's efficiency = Kaltura's efficiency = your company's efficiency.**

### Kaltura Continually Optimizes Products and Services for Energy Efficiency

Kaltura's energy utilization is driven mainly by the computation and storage required to maintain video archives for Kaltura's clients. Kaltura is constantly evaluating new video formats and CODECS, to **reduce computational and storage requirements** associated with processing and maintaining the video archive. Kaltura also regularly evaluates the state of the consumer market, and optimizes the transcoding technologies to maintain the minimum amount of video required to reach your audience. Finally, Kaltura **offers content lifecycle management tools** to automate retention policies that minimize the size of the video archive. In combination, these reduce Kaltura's computational and storage footprints, and corresponding energy requirements.

### Technology and design = Kaltura's efficiency = your company's efficiency

Finally, Kaltura is looking to move to LEED Gold certified buildings soon. LEED is a green building certification program that gives points to buildings based on their level of compliance with various aspects of sustainability, with Gold being its highest rating.

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*At Kaltura, as more of our clients pivot towards virtual events and remote learning options for sustainability reasons among others, we believe it is our responsibility to ensure that our video solutions have minimal environmental impact. We are glad that our Video Experience cloud solution was not only able to support lowering our clients' carbon footprint during the pandemic but will continue to do so going forward.*

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### Sources:

- [1. https://www.sciencedirect.com/science/article/pii/S1470160X13002306](https://www.sciencedirect.com/science/article/pii/S1470160X13002306)
- [2. https://educatorsinvr.com/2020/03/09/green-conference-reducing-carbon-emissions-with-a-virtual-conference/](https://educatorsinvr.com/2020/03/09/green-conference-reducing-carbon-emissions-with-a-virtual-conference/)
- [3. https://sustainability.aboutamazon.com/environment/the-cloud?energyType=true](https://sustainability.aboutamazon.com/environment/the-cloud?energyType=true)
- [4. https://azure.microsoft.com/en-us/global-infrastructure/sustainability/#carbon-benefits](https://azure.microsoft.com/en-us/global-infrastructure/sustainability/#carbon-benefits)