Introduction

This document is a guide to the pricing for all Kaltura products for use by Kaltura resellers. The intended audience is anyone who sells Kaltura products and assumes good familiarity with Kaltura products.

Package Pricing

Package pricing is used to provide a standardized pricing structure and discount schedule for all customers. Packages are configured to automatically select required licenses and Professional Services as line items are selected.

Kaltura's packages include platform fee and per FTE price for the additional applications, per the table below:

Package	Price (ARR)
Platform (cannot be purchased separately)	$12,000 min, or $1 per FTE
Starter - Platform + 1 app	Platform fee + $3.00/FTE
Professional - Platform + 2 apps	Platform fee + $4.50/FTE
Ultimate - Platform + 3 apps	Platform fee + $5.50/FTE

Platform fees:

The Kaltura platform includes the license to Kaltura's backend capabilities: full access to the API/SDK, player, 3 KMCs and 10 admin users, REACH ASR, basic live pass-through, basic security, reporting and content ingestion.

Package Applications choices:

Depending on the package selected, customers may select 1, 2 or 3 applications from the list below:

- Kaltura MediaSpace
- Kaltura Webcasting
- Kaltura Lecture Capture
- KMS Video Plugins
    - Blackboard Integration
    - Canvas Integration
    - Sakai Integration
    - Brightspace Integration
    - Moodle Integration
- Content Management plugins
    - Sharepoint
    - IBM ECM
- Social Business Video suite
    - IBM connections
    - Jive Plugin
- Kaltura Virtual Classroom
- Kaltura Events

Note - The price for applications upsells (assumes that the customer already purchased one of the packages above) is $2 per FTE.

Bandwidth and storage:

All packages include the following allowance of annual bandwidth and storage combined:

- Minimum - 60 TB
- For customer with more than 20,000 FTEs – 120 TB

Volume Discounts:

The following table represents the embedded volume discounts when selling packages or applications in scale.

Note that the FTE tier is the minimum allowance to achieve the discount level. For example, when a customer buys Ultimate (platform + 3 apps) for 3,000 employees the calculation will be as follows: ($12,000 for the platform fee + $3,000 X 5.5) X 95% = $27,075 ARR annually.

Education

FTE Tier	Volume Discount	Platform ($1 per user, min $12K)	Starter Platform + 1 App ($3)	Professional Platform + 2 ($4.50)	Ultimate Platform + 3 ($5.50)
1,000	0%	$12K	$15K	$17K	$18K
2,500	5%	$12K	$19K	$23K	$25K
5,000	10%	$12K	$26K	$32K	$37K
10,000	15%	$12K	$38K	$50K	$59K
15,000	20%	$12K	$48K	$66K	$78K
20,000	25%	$15K	$60K	$83K	$98K
25,000	30%	$18K	$70K	$96K	$114K
30,000	35%	$20K	$78K	$107K	$127K
40,000	40%	$24K	$96K	$132K	$156K
70,000	50%	$35K	$140K	$193K	$228K
100,000	55%	$45K	$180K	$248K	$293K
150,000	65%	$53K	$210K	$289K	$341K

Enterprise

FTE Tier	% Volume Discount	Platform ($1 per user, min $12K)	Starter Platform + 1 App ($3)	Professional Platform + 2 ($4.50)	Ultimate Platform + 3 ($5.50)
1,000	0%	$12K	$15K	$17K	$18K
2,500	0%	$12K	$20K	$23K	$26K
5,000	0%	$12K	$27K	$35K	$40K
10,000	0%	$12K	$42K	$57K	$67K
15,000	0%	$15K	$60K	$83K	$98K
20,000	0%	$20K	$80K	$110K	$130K
25,000	10%	$23K	$90K	$124K	$146K
30,000	15%	$26K	$102K	$140K	$166K
40,000	20%	$32K	$128K	$176K	$208K
70,000	25%	$53K	$210K	$289K	$341K
100,000	30%	$70K	$280K	$385K	$455K
150,000	40%	$125K	$360K	$495K	$585K

Webcasting

Webcasting has 2 components, the application fee and specific events.

The Webcasting application is available as a choice within the Package applications or can be added on in an upsell as necessary. Up to 6 events per year are included with the application. Additional events can be sold per the table below:

Webcasting engine	Total Price (ARR)
Up to 6 events	Included with application
Up to 12 events	$20,000
Up to 25 events	$30,000
Up to 50 events	$40,000
Up to 100 events	$80,000
Unlimited events	$120,000

Optional Webcasting Services

In addition to the application setup, Kaltura offers two additional services to support Webcasting. White Glove Event Services provide dedicated engineering support during Webcasting events while Enterprise Encoding Services provide enterprise grade encoding in support of these events. Service Descriptions and pricing available on request.

REACH
Reach Human transcription is sold as an annual bucket, which can be consumed on a price per hour basis, details available on request.

Events
The Kaltura Events package is calculated by annual registrants on the platform. The price per registrant is $6.

Virtual Classroom
Kaltura Virtual Classroom is a bespoke configuration of the Kaltura platform for live e-learning. It is priced by the number of concurrent rooms, bandwidth & storage usage, and custom configurations & technology integrations of the platform, as required on an individual basis by the customer.

Support

Support packages are sold per the agreed SLA, the threshold to be eligible to the packages and the ARR is below:

Level	Minimum Account MRR$	Annual Price
Silver		Included
Gold	$5K	$12K
Platinum	$15K	$24K

Bandwidth and storage

The tables below represent the pricing for blended, bandwidth and storage. For more explanations about calculations please refer to the annex. The tier represents the minimum number of FTEs to be eligible for the price per GB.

Blended Bandwidth and Storage

Tier Annually GB	Price per year	Price per GB
500	$6K	$0.50
24,000	$11K	$0.45
36,000	$14K	$0.40
60,000	$21K	$0.35
120,000	$30K	$0.25
240,000	$48K	$0.20
360,000		$0.15

Professional Services

The following optional Professional services items can be included to enhance customer's experience and prices on request depending on the scope of work:

Custom Work
Content Migration
IOS branded app
Android Branded app