

## 1. 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.

## 2. 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 provides core packages for Education and Enterprise customers where price is based on a fee per FTE. Pricing can be seen below.

**Volume Discounts:** The following tables represent 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: £9,000 for the platform fee + £4.12 X 3000) X 95% = £20,292 ARR annually.

### 2.1 Education Package Includes:

- Kaltura Management Console (KMC)
- Video Plugin for one of the following LMSs:
  - Blackboard Integration
  - Canvas Integration
  - Sakai Integration
  - Brightspace Integration
  - Moodle Integration
- Lecture Capture
- University branded Video Portal
- PATH Interactive Branching Videos
- Live streaming (pass-through)
- Full API access and developer tools
- YouTube, MS Teams/OneDrive and Zoom Connectors
- Unlimited English Machine Captions
- 1,000 REACH credit for captioning, translations, AI features and more
- Bandwidth and Storage allowance (see below for details)
- 24/7 Support Services (see below for details)

FTE Tier	Volume Discount	Platform (£0.75 per user, min £9000)	Starter Platform + 1 App (£2.50)	Professional Platform + 2 (£3.37)	Ultimate Platform + 3 (£4.12)
1000	0%	£9000	£11250	£12750	£13500
2500	5%	£9000	£14250	£17250	£18750
5000	10%	£9000	£19500	£24000	£27750
10,000	15%	£9000	£28500	£37500	£44250
15,000	20%	£9000	£36000	£49500	£58500
20,000	25%	£11250	£45000	£62250	£73500
25,000	30%	£13500	£52500	£72000	£85500
30,000	35%	£15000	£15000	£58500	£80250
40,000	40%	£18000	£18000	£72000	£99000
70,000	50%	£26250	£26250	£105000	£144750
100,000	55%	£33750	£33750	£135000	£186000
150,000	65%	£39750	£39750	£157500	£216750

## 2.2 Enterprise Package Includes:

- Kaltura Management Console (KMC)
- Company branded Video Portal
- PATH Interactive Branching Videos
- Live streaming (pass-through)
- Full API access and developer tools
- YouTube, MS Teams/OneDrive and Zoom Connectors
- Unlimited English Machine Captions
- 1,000 REACH credit for captioning, translations, AI features and more
- Bandwidth and Storage allowance (see below for details)
- 24/7 Support Services (see below for details)

FTE Tier	Volume Discount	Platform (£0.75 per user, min £9000)	Starter Platform + 1 App (£2.50)	Professional Platform + 2 (£3.37)	Ultimate Platform + 3 (£4.12)
1000	0%	9000	9000	11250	12750
2500	0%	9000	9000	15000	17250
5000	0%	9000	9000	20250	26250
10,000	0%	9000	9000	31500	42750
15,000	0%	11250	11250	45000	62250
20,000	0%	15000	15000	60000	82500
25,000	10%	17250	17250	67500	93000
30,000	15%	19500	19500	76500	105000
40,000	20%	24000	24000	96000	132000
70,000	25%	39750	39750	157500	216750
100,000	30%	52500	52500	210000	288750
150,000	40%	93750	93750	270000	371250

\*Live events/sessions are limited to 15,000 concurrent viewers per live event/session ("Standard Capacity"). For higher capacity, Licensee must purchase Extra-Large Event Package at least four weeks in advance. If Standard Capacity is exceeded without such purchase, Kaltura makes no SLA or support commitments and Licensee assumes all risk of failure, degradation, delay, or error, including without limitation any inability of end users to join, view, or otherwise participate in the event. Kaltura may limit or terminate the event/session if capacity is exceeded.

### 3. Bandwidth and storage

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

- Minimum – 60,000 GBs
- For customers with more than 20,000 FTEs – 120,000 GBs

Additional annual bandwidth and storage allowance can be purchased at the following rates:

Tier Annually GB	Price per year
500	£4,500
24,000	£8,250
36,000	£10,500
60,000	£15,750
120,000	£22,500
240,000	£36,000
360,000	£50,000
500,000	£65,000
>1,000,000	£94,300

### 4. Additional Applications, Features and Services:

In addition to the core licensed package, customers can select additional services and features. These include:

- Kaltura Virtual Classrooms or Interactive Webinar Solution
- Kaltura Webcasting
- Kaltura Events Platform
- Additional storage and bandwidth
- Premium support package
- REACH credit for captioning, translations, AI and more

Further information about each is included below.

## 5. Content enrichment and AI services

Kaltura provides built-in content enrichment and editing services, including captioning, translations, clipping, chaptering, metadata extraction, and enhanced search capabilities under our 'REACH' services. All packages include 1,000 REACH credits. Additional credit can be purchased at 1 USD per credit.

## 6. Events

The Kaltura Events package is calculated by annual registrants on the platform.

	Education	Enterprise
Registrants	Up to 5,000	Up to 100,000
Price	£9,000	£38,000

## 7. Virtual Classroom

Kaltura Virtual Classroom is the Kaltura platform for live e-learning. It is priced by the number of FTE users.

FTE Tiers	Annual price	Live Viewing Hour (LVH) limit
5,000	£10,500	175,000
10,000	£15,750	262,500
25,000	£33,750	562,500
30,000	£37,875	662,500
40,000	£49,000	831,250
50,000	£60,000	1,000,000
100,000	£75,000	1,875,000
100,000+	£150,000	2,500,000
<b>For every extra LVH the cost is £0.07</b>		

## 8. Support

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

Level	Annual Price
Silver	Included
Gold	£9K
Platinum	£18K

## 9. Professional Services

The following optional Professional services items can be included to enhance customer's experience. All work is charged at £190 / hr

- Video portal and/or LMS integration set-up and configuration
- SSO set-up and configuration
- Custom development work e.g. build of custom modules
- Content Migration
- IOS branded app
- Android Branded app

## 10. Partner Solutions

The following optional Partner solution can be included to enhance customer's experience and prices on request depending on each solution:

**10.1 Wonda** - Design, Launch and Measure Impact of Next-Gen Practice Simulation at scale. The offer includes unlimited workspaces, 10,000+ sessions, 10,000 AI credits, and LMS/SSO/Kaltura integration.

### 10.1.1 Wonda Campus Plan

FTE tier	/ mo / FTE	FTE sim.	/ year	Guest Credits (included)	AI Credits (included)
1,000 - 3,000	<b>£1.70</b>	1,000	£20,400	5,000.00	-
3,000 - 5,000	<b>£0.85</b>	3,000	£61,200	5,000.00	-
5,000 - 20,00	<b>£0.42</b>	5,000	£81,482	10,000.00	10,000.00
20,000 - 50,000	<b>£0.35</b>	20,000	£157,538	30,000.00	30,000.00
50,000 - 100,000	<b>£0.32</b>	50,000	£284,299	50,000.00	50,000.00

#### 10.1.2 Additional Guest Credits

FTE tier	Price per tier	price per unit
<b>10,000 Guest Pack</b>	<b>£8,000.00</b>	£0.80
<b>20,000 Guests Pack</b>	<b>£15,000.00</b>	£0.75
<b>50,000 Guest Pack</b>	<b>£35,000.00</b>	£0.70

#### 10.1.3 Additional AI Credits

FTE tier	Price per tier	price per unit
<b>5,000 AI Credits</b>	<b>£4,200.00</b>	£0.84
<b>10,000 AI Credits</b>	<b>£8,000.00</b>	£0.80
<b>20,000 AI Credits</b>	<b>£15,000.00</b>	£0.75

Note: an additional 10% discount is available on multi-year deals