



Kaltura to Showcase AI-Powered Media and Telecom Innovations at IBC 2026, Spanning Customer Care Avatars, Sports Discovery, and Personalized Streaming Experiences

September 7, 2026

Company debuts new AI capabilities for content discovery, customer engagement, accessibility, and monetization, alongside its broader AI-powered Cloud TV platform

New York, New York, Sept. 07, 2026 (GLOBE NEWSWIRE) -- Kaltura (Nasdaq: KLTR), the Agentic Digital Experience company, today announced that it will showcase a broad set of AI-powered innovations for media companies and telecom operators at IBC 2026 [September 11-14], at booth 5.A68, RAI Amsterdam. Through a series of live demonstrations, Kaltura will show how AI is reshaping the future of television and streaming, from content discovery and viewer engagement to customer interactions, accessibility, personalization, and monetization.

Visitors to the Kaltura booth will experience how media companies and telecom operators can leverage AI to deliver more intelligent, engaging, and revenue-generating experiences across the full subscriber lifecycle, from discovery and viewing through support and retention.

IBC Debut: New AI-Powered Innovations

Making its IBC debut, Kaltura will unveil a range of new AI-powered capabilities, including:

- **AI-Powered Cloud TV Platform** – Improve scalability, availability, and observability through AI agents and intelligent automation
- **New Conversational Agents**
- **Customer Care & Support** – Assist subscribers with troubleshooting, account management, and device setup
- **Recommendation & Upsell** – Deliver personalized content recommendations and relevant service and package upsell opportunities
- **Sports Assistant** – Instantly surfaces and navigates viewers to key moments across live and on-demand sporting events
- **Training & Role Play** – AI-powered interactive training experiences for customer support and sales teams
- **Next-Generation Front-End Application** – Enhanced UI/UX designed to deliver more intelligent, personalized, and engaging streaming experiences
- **Vertical Video & AI-Generated Micro Dramas** – Transform traditional long-form content into engaging, mobile-first viewing experiences
- **Personalized TV & Monetization Experiences** – Dynamically adapt content discovery, recommendations, promotions, and monetization opportunities to each viewer
- **On-Screen Sign Language** – Expand accessibility for viewers who are deaf or hard of hearing

Broader AI-Powered TV Platform

Alongside these new innovations, the booth will feature demonstrations of Kaltura's broader AI-powered Cloud TV and media platform, including:

- Conversational content discovery
- AI-powered personalized recommendations and dynamic recommendation rails
- Personalized monetization experiences
- Unified content aggregation across multiple streaming services, with seamless search and deep linking

- AI-powered video enrichment, including dubbing, subtitles, chapters, highlights, and automated metadata generation

Together, these demonstrations showcase Kaltura's vision for the next generation of TV and media experiences, where every interaction is personalized, every piece of content is easier to discover, accessibility is built in, and AI helps media companies increase engagement, improve customer satisfaction, and unlock new revenue opportunities.

Kaltura will also take the stage at IBC, with Aymeric Legal, VP of Sales, Media & Telecom at Kaltura, presenting "**Beyond the stream: AI-powered fan engagement for live sports**," a demo session on Saturday, September 12 at 11:45 a.m. on IBC Content Everywhere Stage 1 in Hall 5, and joining the panel "**How Younger Audience Behaviour is Redefining TV**" on Monday, September 14 at 10:15 a.m. on IBC Content Everywhere Stage 2.

"Media and telecom companies are under pressure to make every viewer interaction smarter, whether that's helping a subscriber find the right moment in a live match, resolving a support issue through a conversational avatar, or delivering a trailer built for a specific audience," said Eynav (Navi) Azaria, Chief Product and Engineering at Kaltura. "At IBC, we're showing how our AI-powered platform brings discovery, engagement, accessibility, and monetization together into one connected experience, at scale."

"IBC is where the media and telecom industry comes to see what's next, and this year we're bringing our most comprehensive set of AI innovations yet," said Oren Ben Kohav, SVP Sales and Delivery Media & Telecom at Kaltura. "From customer care avatars to AI-generated micro dramas, these demonstrations reflect what operators and broadcasters across EMEA and APAC are telling us they need: ways to increase engagement and revenue while building trust and accessibility into every interaction."

Availability

Kaltura's IBC 2026 booth demonstrations will be available to all attendees throughout the show at booth 5.A68, RAI Amsterdam. To schedule a meeting or demo, visit <https://corp.kaltura.com/events/ibc-2026/>

About Kaltura

Kaltura's mission is to power rich, agentic digital experiences across organizational journeys for customers, employees, learners, and audiences. Its platform combines intelligent content creation, enterprise-grade content management and intelligence, and multimodal conversational engagement capabilities. Kaltura serves leading enterprises, financial institutions, educational institutions, media and telecom providers, and other organizations worldwide.

Nohar Zmora SVP, Head of Marketing pr.team@kaltura.com