



Transforming the Student Experience with Agentic AI

How higher education can move from disruption to direction — and from static repositories to always-on, intelligent academic support.

With Andreas Spousta and Taco Scargo, Kaltura EMEA

MEDIA & LEARNING CONFERENCE 2026

The Kaltura Learning Ecosystem



LMS Video & Virtual Classrooms

Deep out-of-the-box integrations (embed video anywhere, gradebook sync) alongside live interactive sessions.



Video Portals & Shared Repositories

Centralized media spaces, breaking down silos to create a unified digital identity.



Campus-Wide Events

From strategic town halls to hybrid recruitment and alumni activation events.



Kaltura REACH

Enterprise-grade captioning and automated enrichment services for flawless accessibility.

Kaltura Video Platform

Agentic AI

A suite of new productivity, enrichments, and avatar-based tools enhance the teaching and learning experience.

The Tension Every Institution Faces



Massification

Growing student numbers and global reach

Premium Teaching

Growing demand for personalisation of support and learning

The Goal: the **Agentic Layer** can bridge this gap, augmenting academics, but not replacing them.

Out of the Shadowy Zone

92%

Students using AI

53%

Fear accusation

From Surveillance

Defensive monitoring breeds mistrust

To Balanced Policy

Educate on hallucinations, data privacy

Building Trust: The Walled Garden

RAG ensures AI draws only from verified institutional knowledge



Inclusion and Accessibility at Scale



24/7 Availability

Always-on support for revision and help-seeking



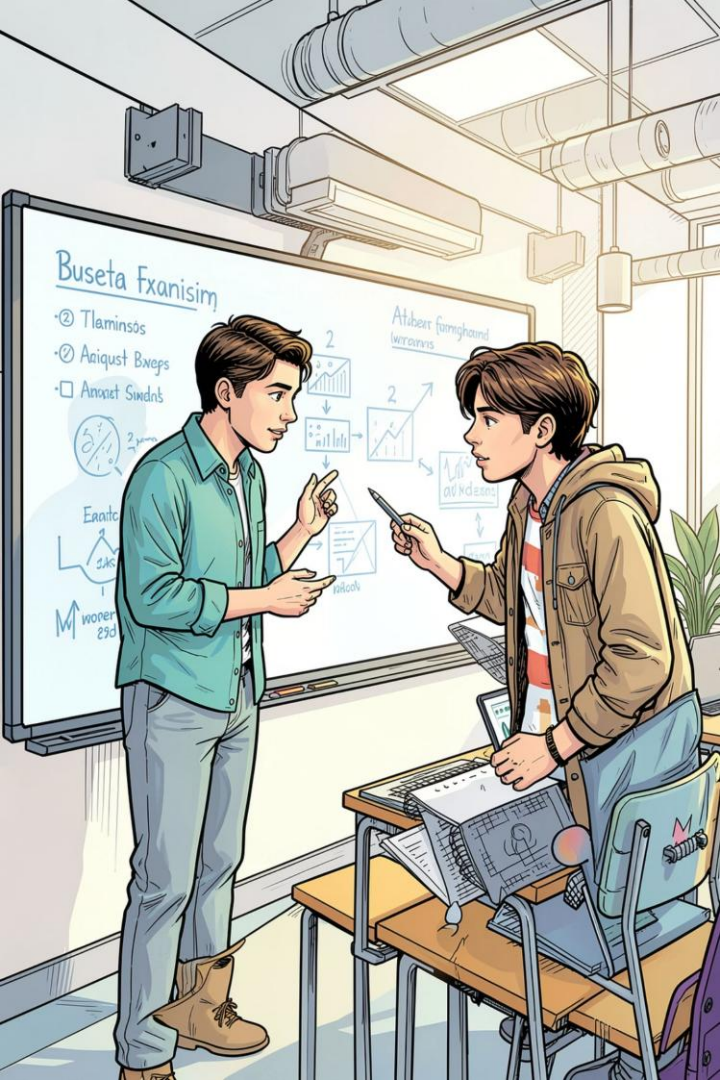
30+ Languages

Concepts explained in a student's preferred language



Neurodivergent Support

Safe, non-judgemental space to rehearse and confirm understanding



PEDAGOGICAL IMPACT

Developing New AI Literacies



Meta-Learning

Adapting thinking as the world transforms



Educators as Designers

Faculty transition to facilitators
— using AI to identify gaps and deliver targeted feedback



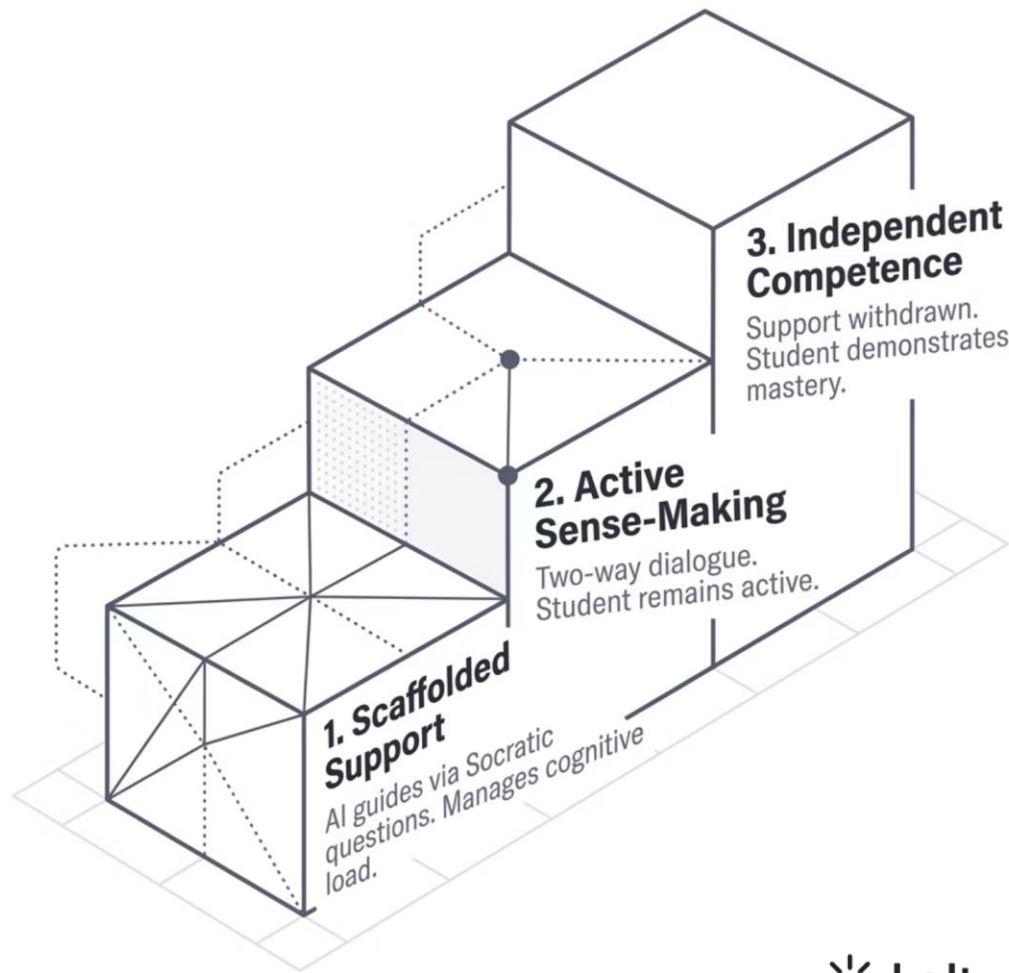
Students as Critical Designers

Prompt design as critical thinking — judging when AI uplifts rather than diminishes capacity

AI as Scaffold, Not Crutch

AI handles repeatable content — inductions, threshold concepts, explainers — freeing staff for high-value supervision.

1. Socratic questioning can add friction in the learning process;
2. Active dialogue between the student and Agent can address misunderstanding and uncertainty at an early stage;
3. AI provides only **temporary support**, gradually being withdrawn as learner competence grows.



Preserving the "Meeting of Minds"

What AI Cannot Replace

- **Collaborative Group Work**
Peer-to-peer dialogue and collective sense-making
- **Personalised Tutor Feedback**
Complex empathy, ethical judgement, mentorship
- **Human-Centred Discussion**
The irreplaceable spark of shared intellectual discovery



Photo by [Sincerely Media](#) on [Unsplash](#)

□ The future is not **human vs. machine** — it is both working in balance.

Introducing the Agentic Layer



Conversational Avatars

Context-aware agents that see, listen, and adapt in real-time

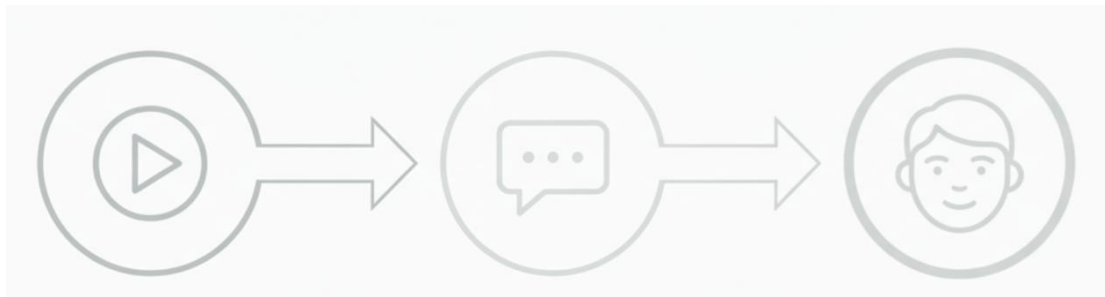
Goal-Driven Design

On a mission — guiding students toward specific learning outcomes

Scalable Intelligence

Static materials transformed into real-time, institution-specific support

The Shift to 'Agentic' Intelligence



Static Video

Passive consumption

Text Chatbot

Reactive and
disembodied

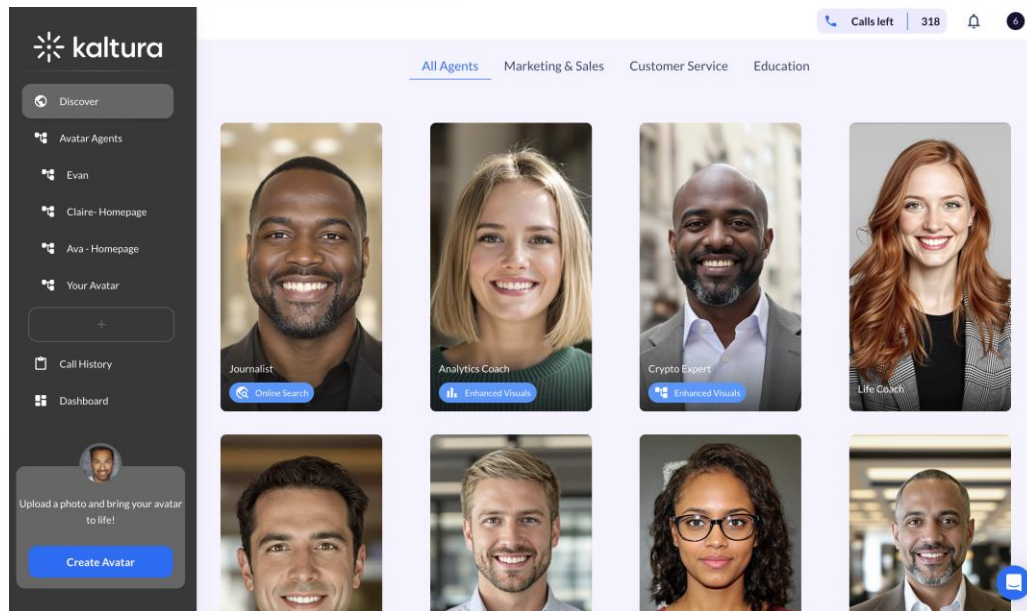
Agentic Avatar

Goal-driven and
interactive

Definition: Agentic

An AI with a mission. It guides, nudges, checks for understanding, and drives specific learning outcomes

Kaltura's Agentic AI in Action



What Makes It Different

Face-to-Face Intelligence

Conversational, context-aware agents that see, listen, and adapt in real-time

Socratic Questioning

Two-way dialogue that manages cognitive load and keeps students active

Institutional Accuracy

RAG-powered walled garden — only your verified knowledge base

How Agentic Avatars Work



Choose your avatar

Select the look, voice, persona, and one of 30+ languages that fit your brand



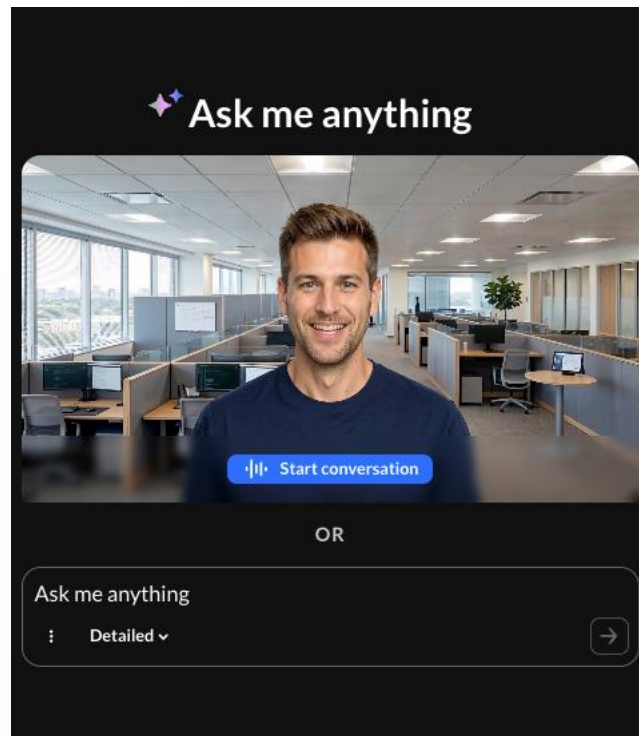
Give it direction

Define the agent's purpose and behavior: what it should accomplish and how it interacts



Connect your knowledge

Add the videos, documents, FAQs, and datasets the agent can draw from in real time



Then embed anywhere: your website, product, video portal, webinars, digital events, LMS, or help center – it's ready to interact instantly.

Use Cases Across Education



Recruitment

provide prospective students with instant, personalised answers about courses, admissions, and campus life, helping them make informed decisions with the institution



Learning Activities

facilitate interactive learning experiences by answering questions, providing explanations, and guiding students through activities in real time, supporting active engagement and knowledge retention



IT Support

offer 24/7 guidance for common technical issues, reducing disruption and enabling students to access learning resources and participate in classes more effectively



Careers Assistant

deliver personalised career guidance, CV feedback, interview preparation, and information about opportunities, helping students develop employability skills throughout their studies



Welfare and Tutoring

provide immediate signposting to wellbeing services, study support, and academic resources, helping students overcome barriers to learning and stay on track



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