

BRIGHTCOVE

VIDEO CLOUD™

Introduction to Brightcove Gallery

Bob Bailey

bbailey@brightcove.com

BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS

Agenda

- Overview of Brightcove Gallery
- Before you Get Started
- Configuring Gallery Settings

Overview of Brightcove Gallery

What is Gallery?

- Brightcove Gallery enables marketers to create engaging experiences with best practices for SEO, responsive design, social sharing and conversion
- Integrates closely with Video Cloud
- No technical resources required
- Out-of-the-box templates
- Responsive design looks great on any device
- Social sharing features to drive more traffic
- 4 Types of Experiences
 - Portal
 - In-Page
 - Landing Page
 - Event

Portal Experience

MODUS: MARQUEE

BIKES GEAR RETAILERS COMMUNITY MORE ▾

BICYCLES

Lorem Bicycles

Lore ipsum dolor sit amet, mea labores complectitur ei, pericula rationibus disputando ex vix. In autem corrumptit vis, quando option epicuri eu eos. Eam ei nusquam phaedrum urbanitas, pro persius consequat definitionem ex, mel eu graece omittam.

Share:

f t g+ in t p e

CATEGORIES

- Bicycles
- Athletes
- Classic
- Accessories
- Equipment
- Instructional
- Engineering
- Shops
- Corporate

BICYCLES

1-9 of 20

Sort: Most Recent < >

Image	Category	Duration
	Lorem Bicycles	0:08

In-Page Experience

The Modus mission is simple: Build the finest bikes in the world. Achieving this requires a delicate balance of innovative thinking and a craftsmanlike mentality. Through cutting edge materials and attention to detail, we keep you ahead of the pack in a relentless pursuit of perfection.

Bikes
Gear
Retailers
Community
Company

Share

MODUS CYCLES

Lorem Bicycles
0:08
Lorem ipsum dolor sit amet, mea labores complectitur ei, pericula rationibus disputando ex vix. In autem corrumpit vis, quando option epicuri eu eos. Eam ei nusqua...

Lorem Bicycles **Lorem Accessories** **Lorem People** **Lorem Classic**

REGISTER

Registration is quick and easy to protect your investment. It serves as proof of ownership for warranty purposes, and provides a record of the serial number in case your bike is ever lost or stolen.

EMAIL

Sign up for email updates and we'll deliver special offers and new product updates straight to your inbox.

Support
FAQ's
Owners manuals
Limited Warranty
Safety & Recalls
Feedback
Product Registration
Bike Archives

Retailers
Find a Dealer
Trek Credit Cards

Community
Modus News
Events
Cycling Teams
Bike Demo Events
Newsletter Signup

Company
Factory Tour
Careers
Media

Search

f **t** **YouTube**

©2017 Modus Bicycle Corporation. All Rights Reserved. | Privacy Policy | Site Map

Landing Page Experience

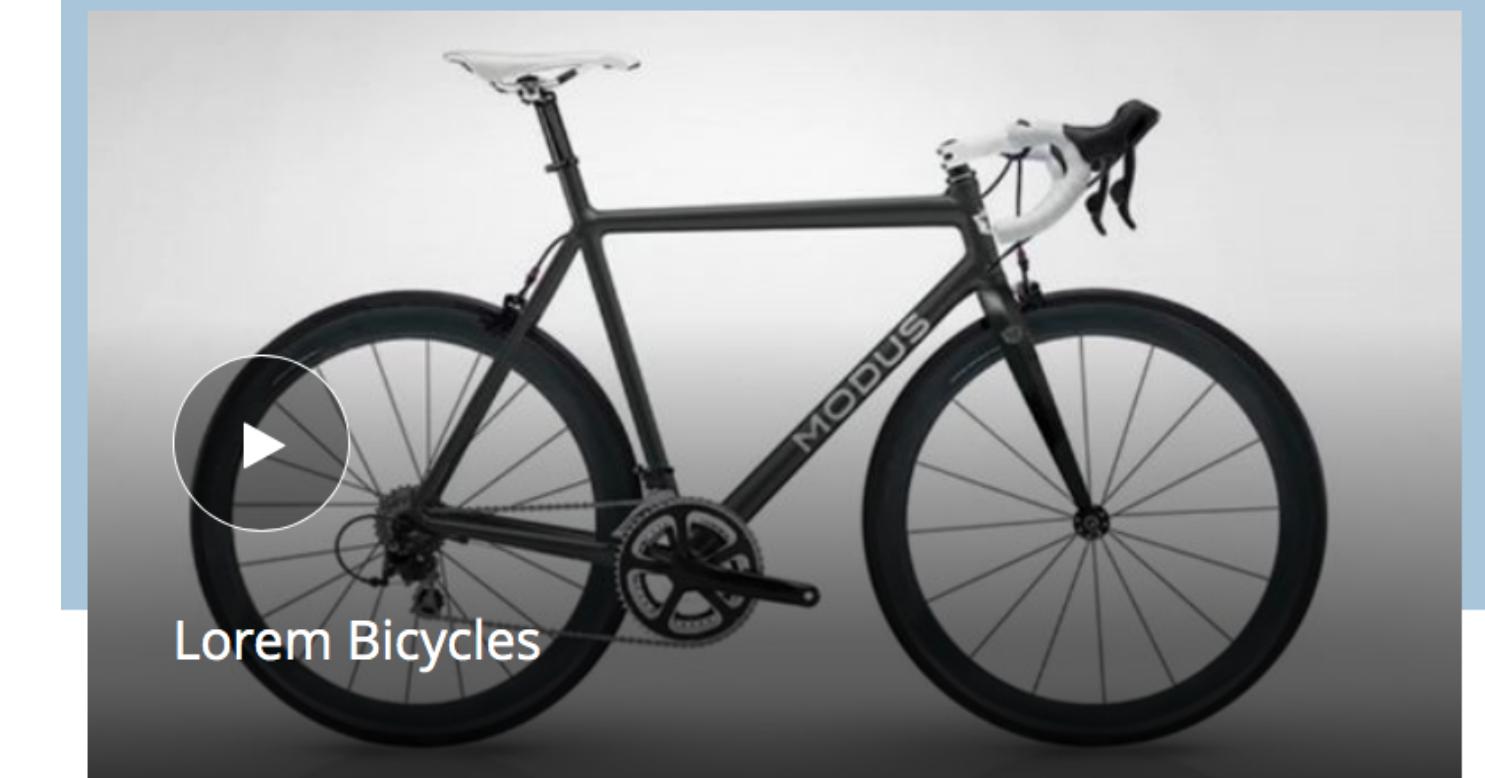


Modus Cycles

Contact Us

Modus Bike Demo Days

Modus Cycles uses cutting edge technology to bring you the best products on the market. Our Bike Demo Days allow you to get up close and personal with the best cycling products.



Modus

Modus Bike Demo Days

3/4/2014 | 0:08

Share this: [f](#) [t](#) [g+](#) [in](#) [p](#) [e](#)

Modus Cycles Bike Demo Days

Modus ipsum dolor sit amet, mei suas salutandi ex. Mea quidam liberavisse ad, aliquid lobortis temporibus usu ad. Usu ex alii fugit docendi, in usu facilisi repudiandae. Nam id molestiae tincidunt definiebas, an oratio iriure vidisse eum. Has in nibh tincidunt.

Ius ei tantas labitur recteque, est facete argumentum neglegentur at, ne tamquam minimum pri. Possim quodsi ne his, nec aperiam volumus accusam id, labitur maiorum in has. Mel omnis convenire splendide ne, corrupti reprimique vel ea. Ad saperet urbanitas persecuti his, ut minim mazim ius.

Sign up to learn more about our Bike Demo Days!

First Name

Last Name

Email

We value your privacy

Privacy Policy

Sign me up!



The bikes of tomorrow ship today.

Shop now →

f t g+ in

Modus

© 2016 Modus Bicycle Corporation. All Rights Reserved.

Event Experience

The landing page for the Modus Race 2017 features a large image of a cyclist in motion. The title "Modus Race 2017" is prominently displayed. Below it, the date "August 11, 2017" and the sponsor "Modus Cycles" are shown. A live video feed from San Francisco is embedded, showing a close-up of a bicycle wheel and chain. A countdown timer below the video shows "00 28 08 43 27" with labels for Months, Days, Hours, Minutes, and Seconds. A call-to-action button "Mark Your Calendars for Modus Race 2017" is present, along with "Remind Me" and "Share" buttons.

Race Videos

Modus CR550

Modus Bicycles

Modus Bicycles

Modus Bicycles

Tweets by @Brightcove

- Brightcove** Webinar w/@hapyakvideo: Fundamentals for Creating an Interactive, Shopable Video. Register here: [#videomarketing](http://ow.ly/6tg30dy8Ys)
- Fast Company** Get ready for the LinkedIn video pivot buff.ly/2uWzMTP
- Brightcove** Brands are exploring the OTT route to connect even more with customers. See how @salomonsport did it: [#OTT #Brands](http://ow.ly/19WI30dC2D8)
- Brightcove** No Need to Leave the House: S... Too hot to climb that peak this we... brightcove.com
- Brightcove** Webinar: Succeeding with SVOD, featuring our VP of OTT Solutions and @cleeng [#OTT #SVOD #Video](http://ow.ly/J1XN30dzByq)

Embed **View on Twitter**

Navigating the Gallery Module

Screenshot of the Brightcove Video Cloud interface showing the 'Experiences' tab in the 'GALLERY' module.

The top navigation bar includes:

- Brightcove VIDEO CLOUD logo
- GALLERY ▾
- SUPPORT ▾
- ADMIN ▾
- BRIGHTCOVE LEARNING GALLERY ▾
Bob Bailey

The main content area shows a table of experiences with the following columns:

Title	Template	Template Status	Updated	Experience Status
Animal World	Marquee Portal	Up to Date	a minute ago	⚠️ Unpublished Changes
Marquee Experience	Marquee Portal	Up to Date	18 hours ago	✖️ Offline
Dynamic Landing Page Experience 4	Dynamic Landing Page Portal, Landing Page	Up to Date	06/20/18 3:42 PM	✖️ Offline
Dynamic Landing Page Experience 3	Dynamic Landing Page Portal, Landing Page	Up to Date	06/20/18 10:49 AM	✖️ Offline
Dynamic Landing Page Experience 2	Dynamic Landing Page Portal, Landing Page	Up to Date	06/19/18 2:29 PM	✓ Online
Landing Page Experience	Landing Page Portal, Landing Page	Up to Date	06/19/18 10:06 AM	✖️ Offline
Dynamic Landing Page Experience	Dynamic Landing Page Portal, Landing Page	Up to Date	06/19/18 10:05 AM	✖️ Offline
Site using new player	Marquee Portal	⚠️ Needs Update	06/07/18 9:58 AM	⚠️ Unpublished Changes
SSO Animal World	Marquee Portal	⚠️ Needs Update	06/07/18 9:58 AM	⚠️ Unpublished Changes
site-3065	Marquee Portal	⚠️ Needs Update	06/07/18 9:58 AM	⚠️ Unpublished Changes
site-3218	Marquee	⚠️ Needs Update	06/07/18 9:58 AM	⚠️ Unpublished Changes

Buttons at the top of the table area include: Delete, Take Offline, Duplicate, New Experience, Columns ▾, Show All, and Search.

A detailed view of the 'Animal World' experience is shown on the right side:

- Title:** Animal World
- ID:** 5baa4a2f434ee30001c594b9
- Last Published:** 36 minutes ago
- Template:** Marquee (3.0.1)
- Template Status:** Up to Date
- Thumbnail:** Animal World Video Showcase (Reddish Egret)
- URLs:**
 - http://site-926853.qa.gallerysites.net
 - http://bobbailey.qa.gallerydev.net
- Description:** Animal World Video Portal
- Experience Status:** ⚠️ Unpublished Changes

Before You Get Started

Before You Get Started

- We recommend doing a few things before you create an experience:
- Create a dedicated player
- Organize your video content
- Determine the type of experience to create and which template to use

Creating a Dedicated Player

- Having a dedicated player makes it easier to track Gallery activity in analytics
- **Portal, Event and Landing Page Experiences** - Use the account-wide default player configured in Gallery settings
 - You can override and select a different player for each experience
- **In-Page Experiences** - Player selected as part of the experience properties
- Created using Players module in Video Cloud Studio

Hands-on Task: Creating a Player

For more information on this topic:

<https://support.brightcove.com/video-cloud-basics-creating-player>

Organizing Your Video Content

- **Portal experiences** - Organize videos into Collections
 - Playlists
 - Video tags, custom fields, search criteria
- **In-Page experiences** - Can display a playlist or single videos
- Think about how your content will be organized/grouped
 - Are your videos tagged properly?
 - Create playlists to organize content
- Having your content organized will save you time

Organizing Your Video Content

- Portal Experience

Animal World Video Showcase

BIRDS

Brown Pelican

Download Video

Share:

CATEGORIES

Birds

1-10 of 10

Brown Pelican 0:14

Bald Eagle Feeding Chick 0:19

Royal Terns 0:18

Reddish Egret 0:12

Laughing Gull 0:24

Oystercatcher 0:11

Hands-on Task: Organizing Video Content

For more information on this topic:

<https://support.brightcove.com/getting-started-media-module>

Selecting a Template

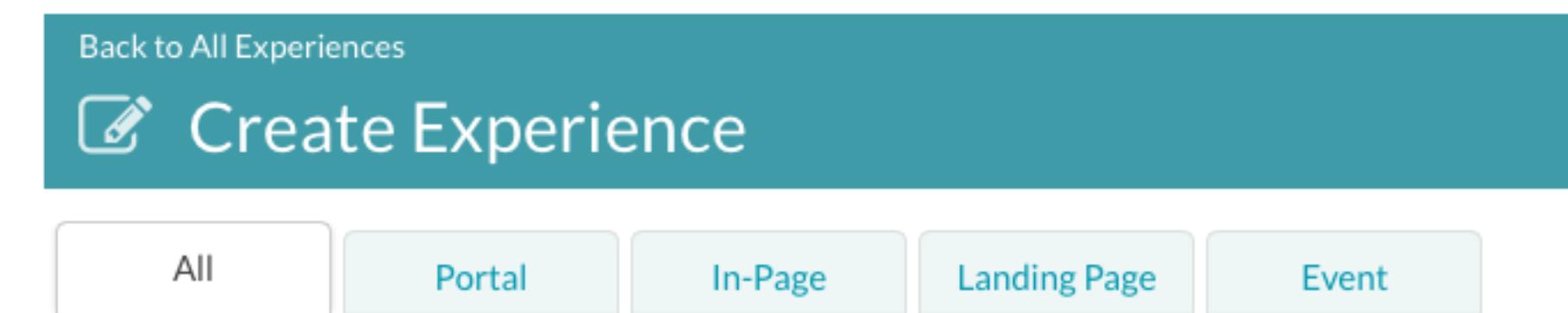
- Templates control overall look and feel
- Templates available for each type of experience
- Use the documentation and look at the samples

Overview of Gallery Portal Templates

This topic provides a reference to all of the Portal templates that are available.

 Note: For information on the In-Page Experience templates, see [Overview of Gallery In-Page Experience Templates](#).

When you create a new Gallery experience, you will choose a template which controls the overall look and feel of the experience. Selecting the type of experience you want to create will filter the list of templates.



When clicking **Portal**, the template chooser can be used to filter the portal templates based upon your site requirements.

[Back to All Experiences](#)

Configuring Gallery Settings

Configuring Gallery Settings

- Click **Settings** on Gallery homepage

The screenshot shows the Brightcove Learning Gallery interface. At the top, there's a navigation bar with the Brightcove Video Cloud logo, a 'GALLERY' dropdown, 'SUPPORT' and 'ADMIN' links, and a user profile for 'Bob Bailey'. Below the navigation is a toolbar with buttons for 'Delete', 'Take Offline', 'Duplicate', and 'New Experience'. To the right of these are filters for 'Columns', 'Show' (set to 'All'), and a search bar. A red box highlights the 'Settings' tab in the main menu, which is positioned above a table of experiences. The table has columns for Title, Template, Template Status, Updated, Experience Status, and a detailed view for each row. The first experience listed is 'Animal World'.

Title	Template	Template Status	Updated	Experience Status
Animal World	Marquee Portal	Up to Date	09/27/18 3:37 PM	Unpublished Changes
Chronicle Experience	Chronicle	Up to Date	09/27/18 2:21 PM	Offline

Animal World
54dbad206c96000d7e000038
Last Published
09/27/18 3:36 PM

Configuring the Account Wide Default Player

- Click Players
- Select a Player
- This player will be used by default on all Portal, Event and Landing Page experiences
- A site-level player can also be selected

The screenshot shows the Brightcove interface for managing players. At the top, there's a navigation bar with 'Experiences' and 'Settings'. The 'Settings' tab is active, indicated by an orange underline. On the left, a sidebar lists several options: 'Players' (which is the active tab), 'YouTube', 'Custom Domains and SSL', 'Access Control Profiles', and 'Custom HTML'. The main content area is titled 'Players' and displays a message: 'Please select a player' followed by 'Selected player: Gallery Player'. Below this, a list of available players is shown in a table format. The first row is a new player: 'New BC Player for Gallery' with ID '41b80cc7-e06d-4182-87fc-78f93cffcc29'. The second row is a live player: 'Live Gallery Player' with ID '4c025b67-5f74-4136-b774-e47a8e5a93b3'. The third row is a player with no title: 'Player No Title' with ID 'B1BSRh4bb'. The fourth row is an audience player: 'Audience Player - 2018-01-04' with ID 'B1GD1mnQz'. The fifth row is a gallery in-page player: 'Gallery In-Page Player' with ID 'B1XZFajHW'. The sixth row is a playlist player: 'Playlist Player' with ID 'Bk4S5YGUx'. The seventh row is the selected player, highlighted with a light blue background: 'Gallery Player' with ID 'Byl8ViLe'. The eighth row is another audience player: 'Audience Player - 2018-04-18' with ID 'Hy4C8fH2z'. The ninth row is another audience player: 'Audience Player - 2017-12-11' with ID 'HyNa1I3Zz'. At the bottom right of the main content area is a teal 'Save' button.

New BC Player for Gallery	41b80cc7-e06d-4182-87fc-78f93cffcc29
Live Gallery Player	4c025b67-5f74-4136-b774-e47a8e5a93b3
Player No Title	B1BSRh4bb
Audience Player - 2018-01-04	B1GD1mnQz
Gallery In-Page Player	B1XZFajHW
Playlist Player	Bk4S5YGUx
Gallery Player	Byl8ViLe
Audience Player - 2018-04-18	Hy4C8fH2z
Audience Player - 2017-12-11	HyNa1I3Zz

Save

Creating a Custom Domain

- Click Custom Domains & SSL
- Brightcove provided domains
 - bcvp0rtal.com (assigned by default)
 - brightcovegallery.com
 - gallery.video
- Custom
 - Requires changes to CNAME record

[Back to Custom Domains and SSL](#)

Create Custom Domain

Select domain option

brightcovegallery.com gallery.video Custom (e.g., videos.mysite.com or www.mysite.com)

Enter custom domain *

.brightcovegallery.com

Enforce SSL on this domain (recommended) [Learn More](#)

[Cancel](#) [Save](#)

Other Settings

- **YouTube** - Connect to a YouTube account
- **Access Control Profiles** - Control access to a Gallery site
- **Custom HTML** - Use custom HTML so headers and footers more closely match the look and feel of your corporate sites

Hands-on Task: Configuring Gallery Settings

For more information on this topic:

<https://gallery.support.brightcove.com/settings/index.html>

BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS