



# Introduction to Brightcove Gallery

Bob Bailey

[bbailey@brightcove.com](mailto:bbailey@brightcove.com)





# 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

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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 < >

Search

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# In-Page Experience



Bikes  
Gear  
Retailers  
Community  
Company

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.

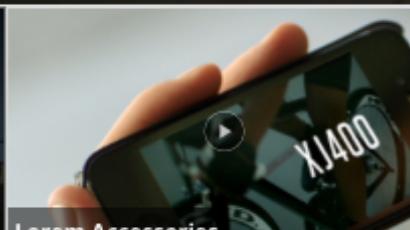
Share 



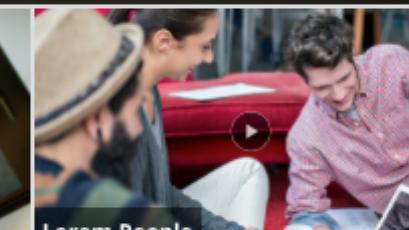
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Lorem Bicycles



Lorem Accessories



Lorem People



Lorem Classic

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**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.

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**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

 Search

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# Landing Page Experience



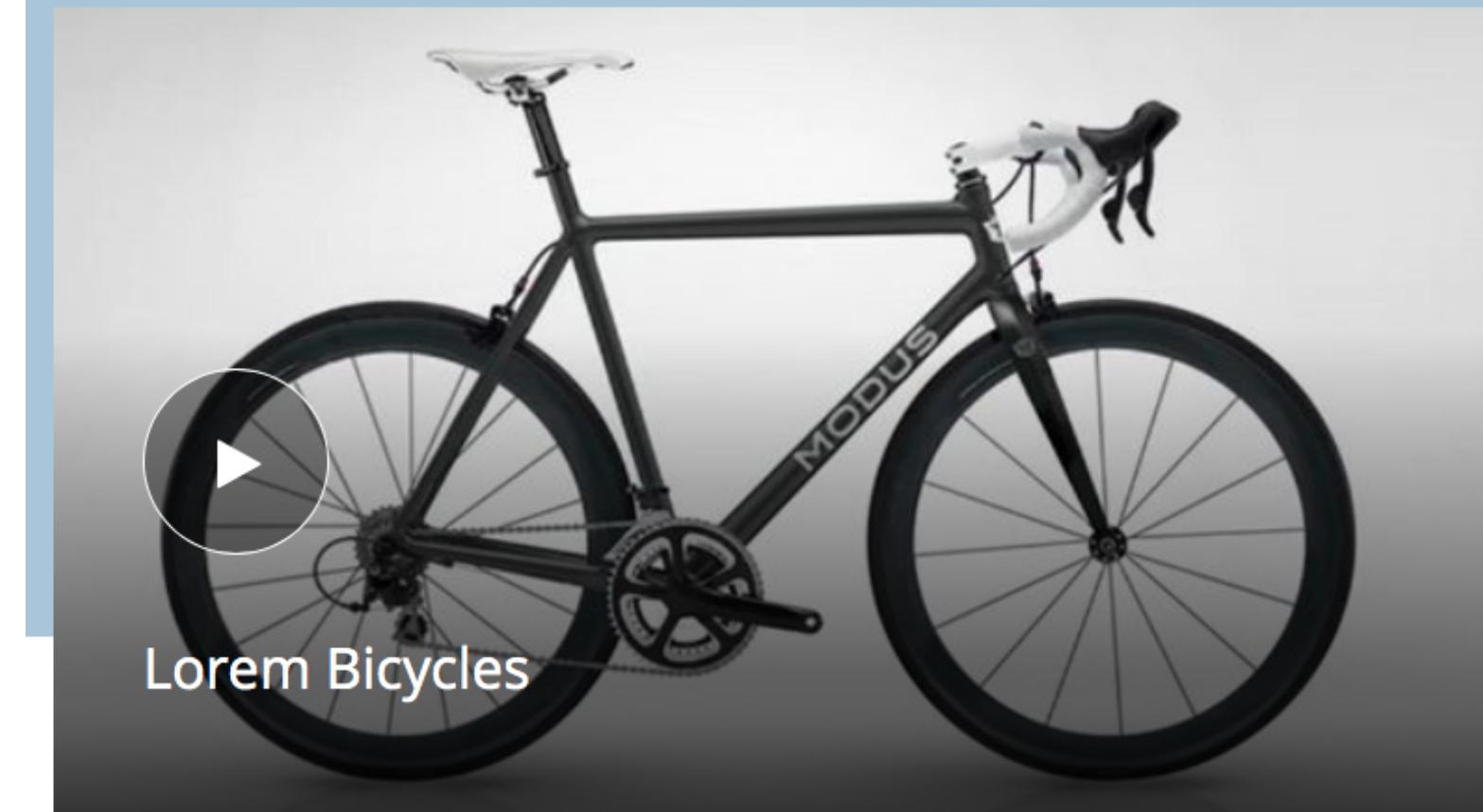
Modus Cycles

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.



3/4/2014 | 0:08

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

### Modus Cycles Bike Demo Days

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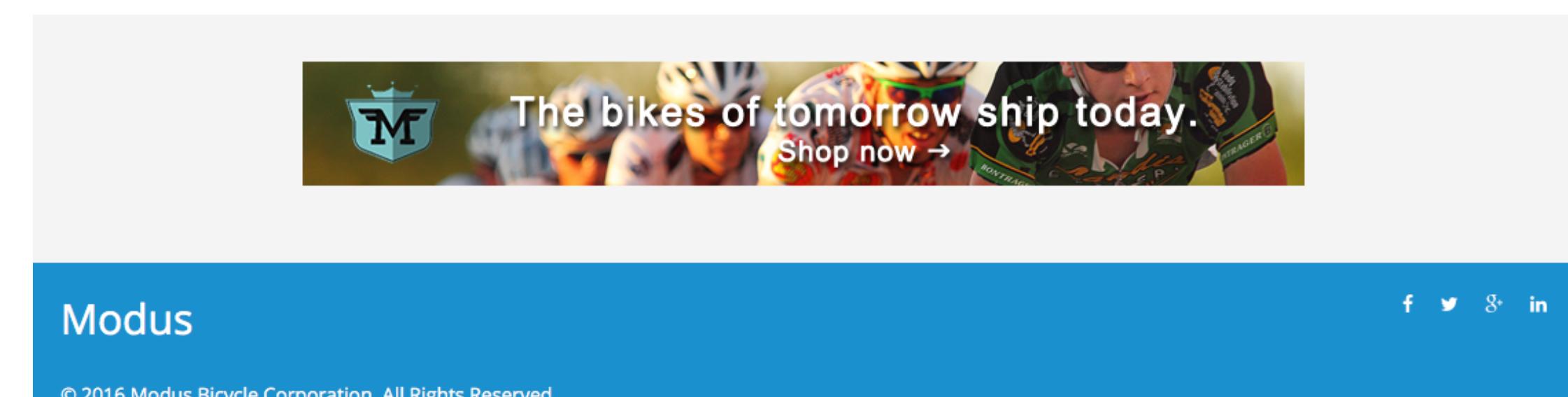
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Sign up to learn more about our Bike Demo Days!

We value your privacy

[Privacy Policy](#)

[Sign me up!](#)



# Event Experience



# MODUS CYCLES

Home      Race Archive      Feed      Hide >

## Modus Race 2017

August 11, 2017  
Modus Cycles

Live from San Francisco on August 11, 2017

00 28 08 43 27

MONTHS DAYS HOURS MINUTES SECONDS

Mark Your Calendars for Modus Race 2017

Remind Me Share

### Race Videos

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Tweets by @Brightcove

Brightcove @Brightcove Webinar w/@hapyakvideo: Fundamentals for Creating an Interactive, Shopable Video. Register here: [ow.ly/6tg30dy8Ys](http://ow.ly/6tg30dy8Ys) #videomarketing

Fast Company @FastCompany Get ready for the LinkedIn video pivot [buff.ly/2uWzMTP](http://buff.ly/2uWzMTP)

How to share video on LinkedIn

Brightcove @Brightcove Brands are exploring the OTT route to connect even more with customers. See how @salomonsport did it: [ow.ly/19WI30dC2D8](http://ow.ly/19WI30dC2D8) #OTT #Brands

No Need to Leave the House: S... Too hot to climb that peak this we... [brightcove.com](http://brightcove.com)

Brightcove @Brightcove Webinar: Succeeding with SVOD, featuring our VP of OTT Solutions and @cleeng [ow.ly/J1XN30dzByq](http://ow.ly/J1XN30dzByq) #OTT #SVOD #Video

Embed View on Twitter

# Navigating the Gallery Module



Screenshot of the Brightcove Learning Gallery interface showing the Experience list and a detailed view of the "Animal World" experience.

The top navigation bar includes:

- Brightcove Video Cloud logo
- GALLERY ▾
- SUPPORT ▾
- ADMIN ▾
- BRIGHTCOVE LEARNING GALLERY ▾  
Bob Bailey

The main menu below the navigation bar includes:

- Experiences (selected)
- Settings

Action buttons include:

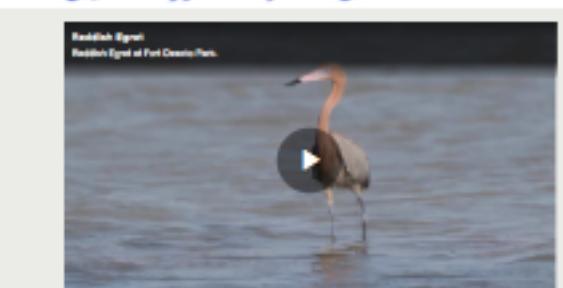
- Delete
- Take Offline
- Duplicate
- New Experience

Filtering options include:

- Columns ▾
- Show All
- Search

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

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

- Animal World**  
5baa4a2f434ee30001c594b9
- Last Published  
36 minutes ago
- Template  
Marquee (3.0.1)
- Template Status  
Up to Date
- Animal World Video Showcase**  
  
Reddish Egret  
Reddish Egret at Fort DeSoto Park.  
VIDEO  
Reddish Egret  
Last updated 36 minutes ago.  
CATEGORIES  
DRAFT
- 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

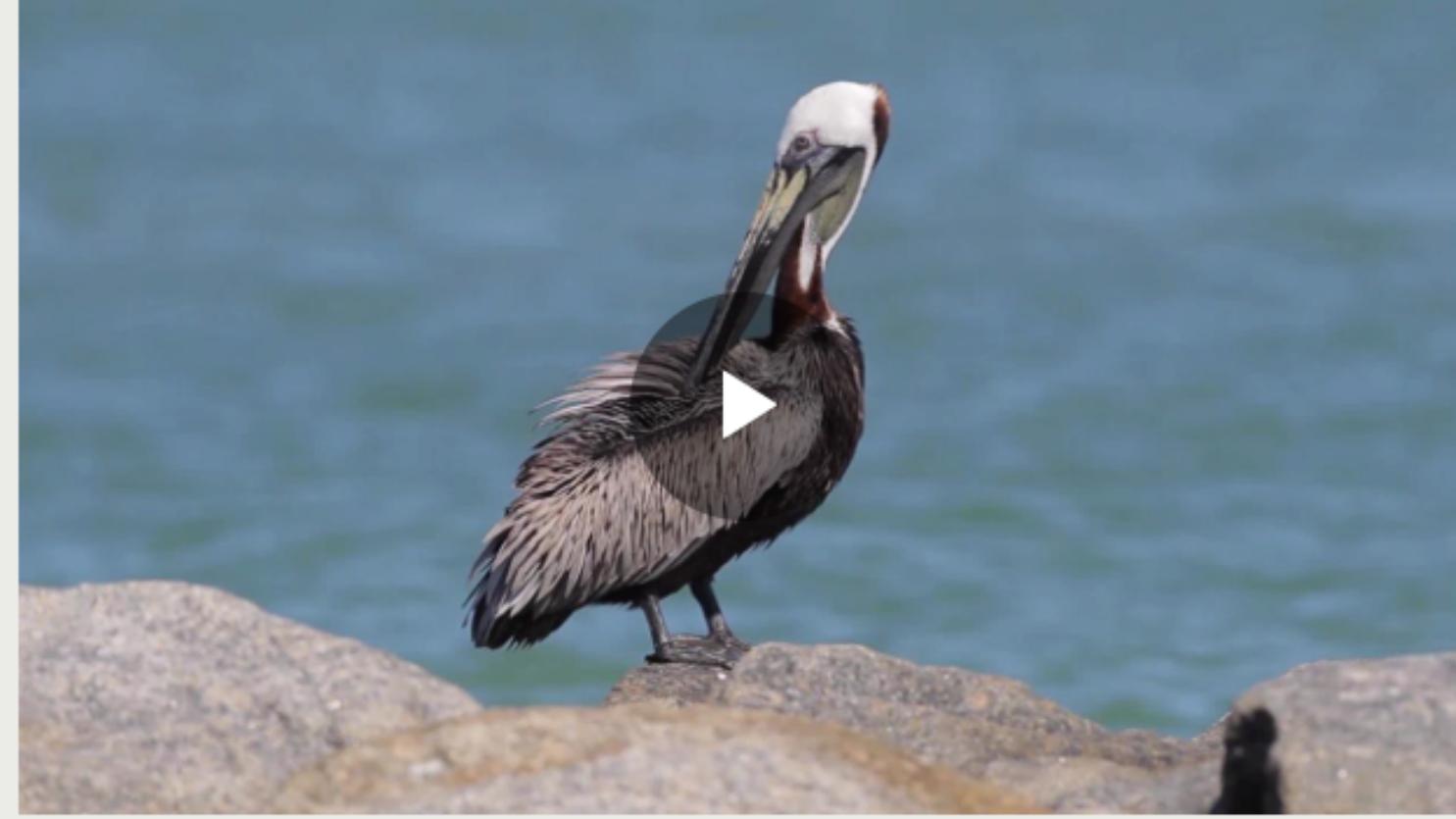
**BIRDS**

**Brown Pelican**

[Download Video](#)

Share:

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**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

## Documentation

### On This Page

- › [Tracking support](#)
- › [Mosaic](#)
- › [Classic](#)
- › [Marquee](#)
- › [Publisher](#)
- › [Discovery](#)
- › [Live Event Portal](#)
- › [Landing Page](#)
- › [Showcase](#)
- › [Chronicle](#)
- › [Catalogue](#)
- › [Related content](#)

## Overview of Gallery Portal Templates

[View](#) [Edit](#) [Delete](#) [Manage display](#) [Revisions](#)



Gallery



Studio User

>Create a Landing Page Experience, Create a Portal Experience, Create an Event Experience, Get Started using Gallery, 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.

[Back to All Experiences](#)

 [Create Experience](#)

All

Portal

In-Page

Landing Page

Event

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



# 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 experience details. The table has columns for Title, Template, Template Status, Updated, Experience Status, and a detailed view for each row.

Title	Template	Template Status	Updated	Experience Status
Animal World	Marquee Portal	Up to Date	09/27/18 3:37 PM	Unpublished Changes Last Published 09/27/18 3:36 PM
Chronicle Experience	Chronicle	Up to Date	09/27/18 2:21 PM	Offline

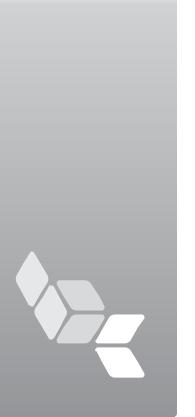
# Configuring the Account Wide Default Player



- 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 with the 'Settings' tab selected. On the left, a sidebar lists 'Players', 'YouTube', 'Custom Domains and SSL', 'Access Control Profiles', and 'Custom HTML'. The main area is titled 'Players' and displays a message: 'Please select a player' followed by 'Selected player: Gallery Player'. Below this, a list of players is shown, each with a name, ID, and a small profile icon. The 'Gallery Player' entry is highlighted with a light blue background. At the bottom right of the main area is a 'Save' button.

Name	ID
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
<b>Gallery Player</b>	<b>Byl8ViLe</b>
Audience Player - 2018-04-18	Hy4C8fH2z
Audience Player - 2017-12-11	HyNa1I3Zz



# Creating a Custom Domain

- Click **Custom Domains & SSL**
- Brightcove provided domains
  - `bctv0rtal.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