

Video Cloud Essentials

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Course Outline



- Reviewing the Video Cloud Architecture
- Uploading Videos
- Managing Videos
- Publishing a Video
- Creating and Styling Players
- Creating a Playlist
- Publishing a Playlist
- Reviewing Video Analytics
- Reviewing Additional Resources

Course Objectives



- At the end of this training you should be able to:
 - Describe the Video Cloud architecture
 - Navigate inside Video Cloud Studio
 - Upload videos to Video Cloud
 - Edit video properties
 - Publish a video
 - Create and style a player
 - Create a playlist
 - Publish a playlist
 - Describe the types of analytics that are provided by Video Cloud
 - Describe the other learning resources that are available

Audience



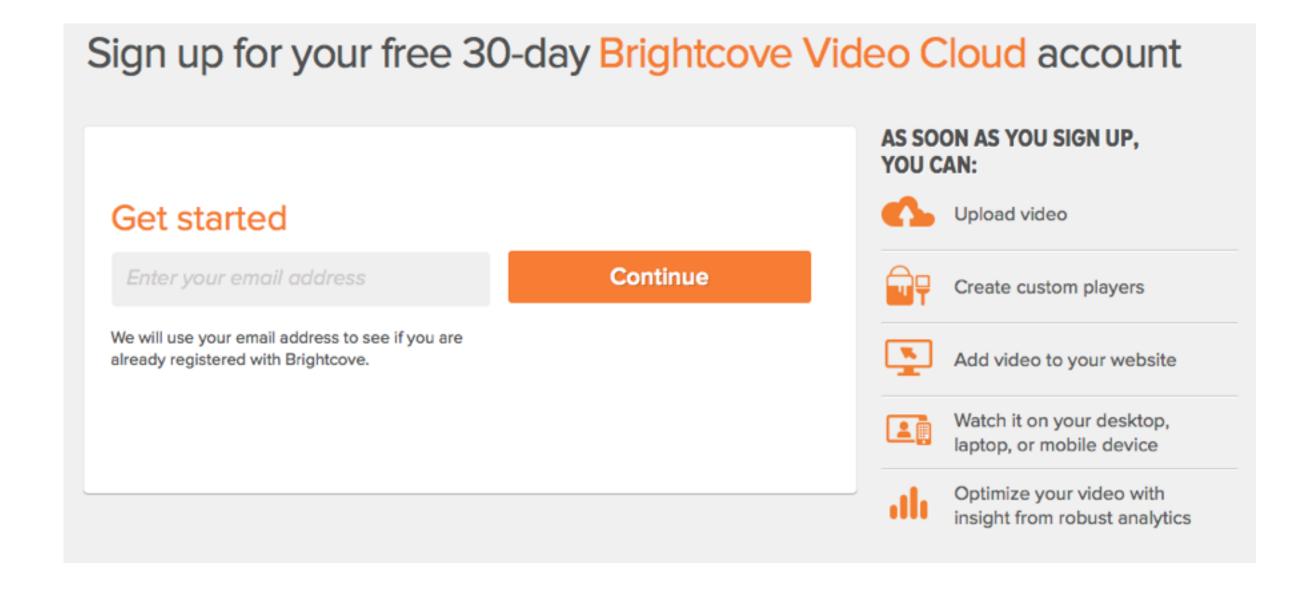
- New Video Cloud users
- Publishers evaluating Video Cloud

Note: Developer training is also available

Video Cloud Trial Accounts



- You can sign up for a trial account:
 - https://register.brightcove.com



Quick Start to Video Cloud



- Set of hands on steps you can work through on your own
- http://support.brightcove.com/en/video-cloud/docs/quick-start-video-cloud-0

Quick Start to Video Cloud



VIDEO Express I, Express II, Professional, Enterprise
CLOUD

The objective of this Quick Start is to give you a short, simple guide to follow to help get you started using Video Cloud. This Quick Start will give you a set of hands on steps you can work through on your own to discover some of the features of Video Cloud.

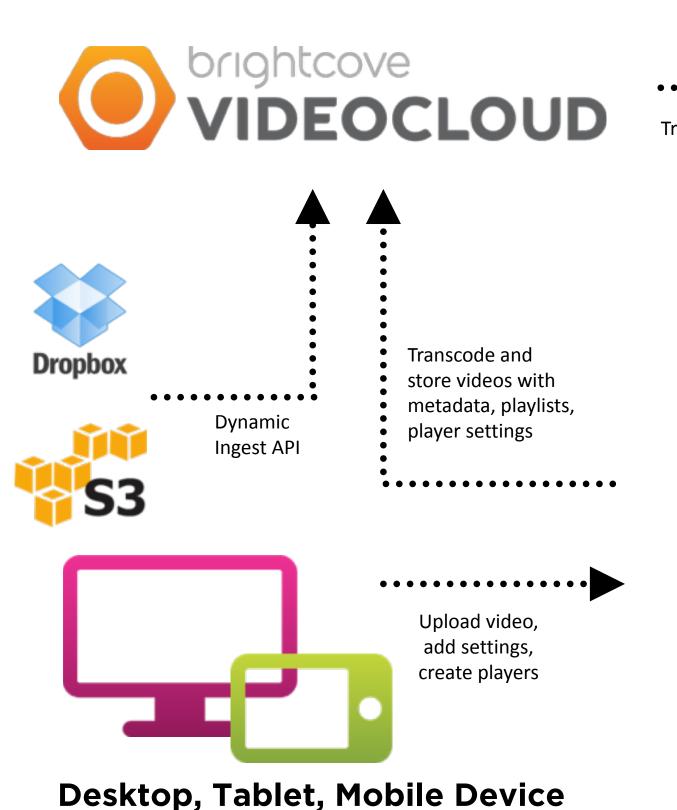
After completing this Quick Start you should be able to:

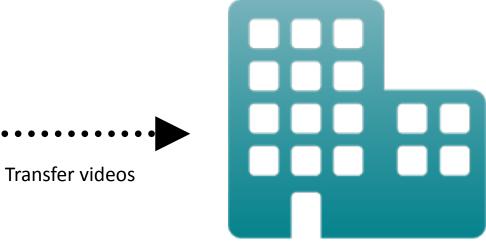
- Describe the Video Cloud architecture
- Navigate inside Video Cloud Studio
- Upload videos to Video Cloud
- Edit video properties
- N Publish a video



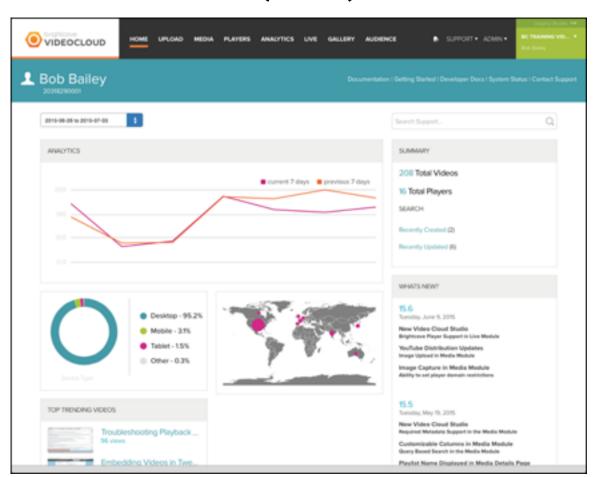
Reviewing the Video Cloud Architecture

The Video Cloud Platform Architecture

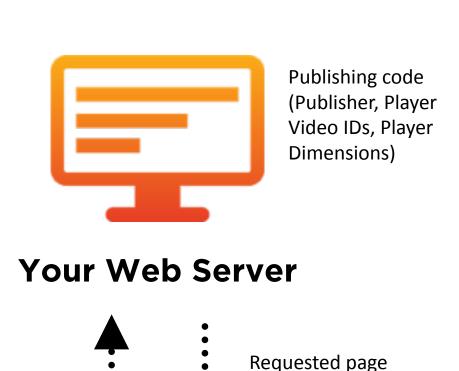


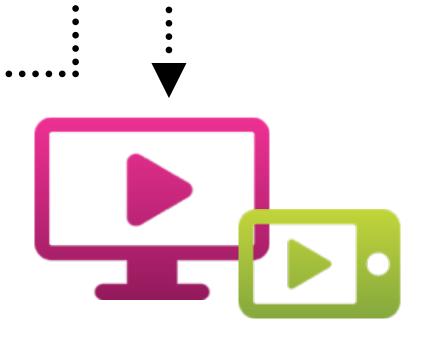


Content Delivery Network (CDN)



Video Cloud Studio





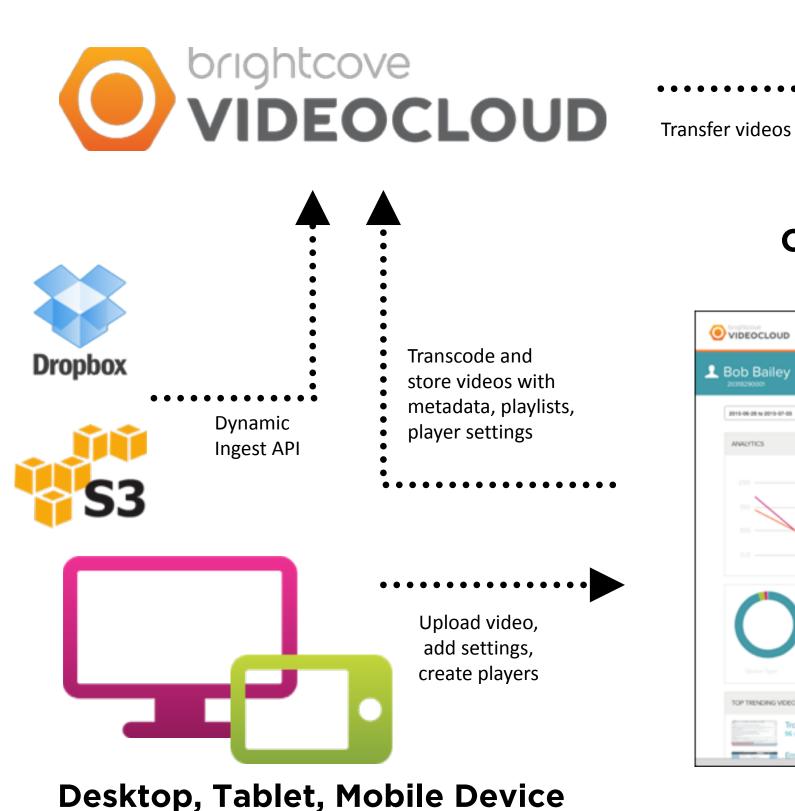
with references

to player and

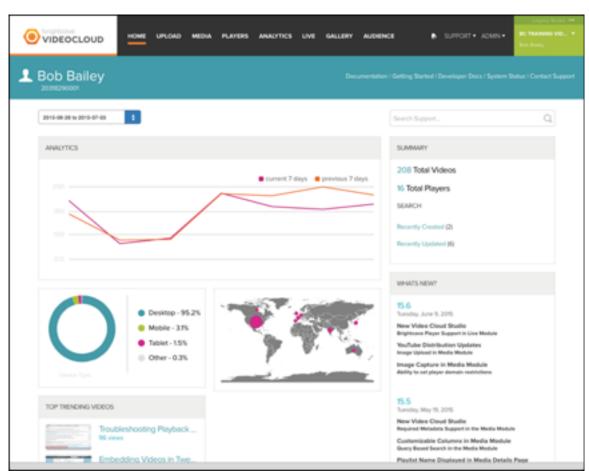
videos

Viewer

The Video Cloud Platform Architecture

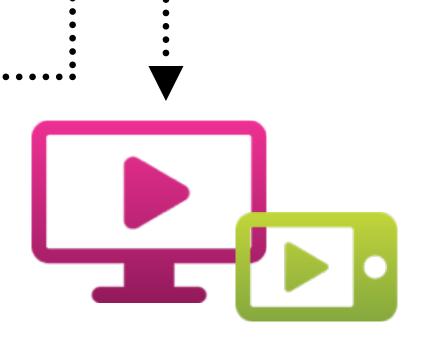






Video Cloud Studio





with references

to player and

videos

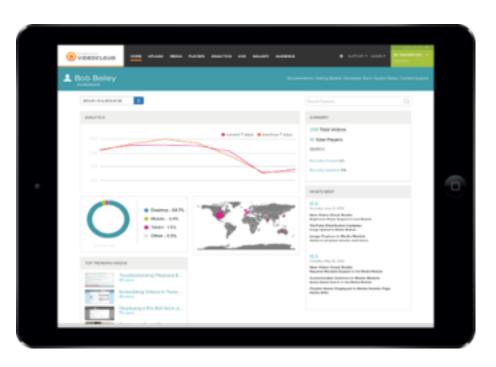
Viewer

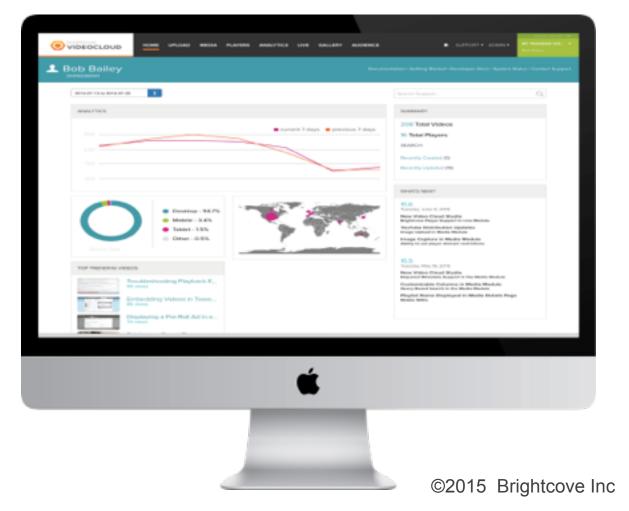
Video Cloud Studio



- Simple, non-technical user interface for uploading, managing, and publishing video content
- Completely written in HTML5
- Upload, manage and track your video wherever, whenever and on whatever device
- Role-based permissions to enable or disable access to modules





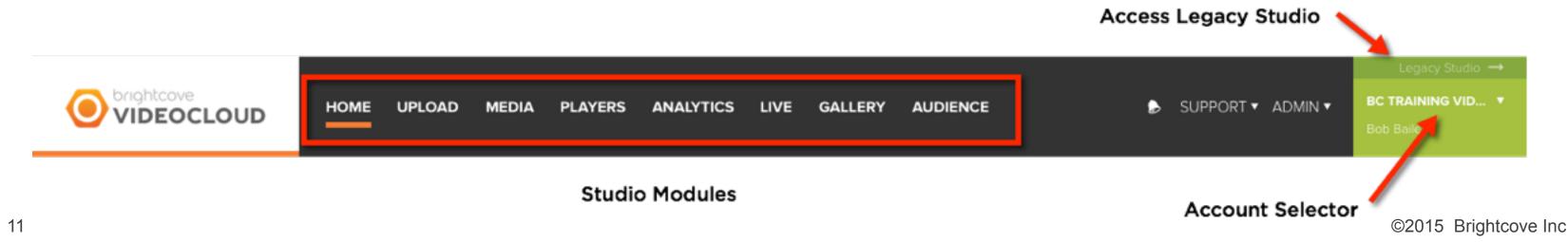


Navigating Video Cloud Studio



- Organized into modules
 - Home Video Cloud dashboard
 - Upload Upload videos
 - Media Manage and publish videos
 - Players Create and style players
 - Analytics Review video analytics
 - Live Broadcast live events
 - Gallery Create custom video portals
 - Audience Integrate with Marketo and Oracle Eloqua

The modules you have access to are based upon your user permissions and Video Cloud subscription



There are 2 Video Cloud Studios



- New Video Cloud Studio
 - What we will use in this training
- Legacy Video Cloud Studio
 - Flash desktop only

• Some features may require using Legacy Video Cloud Studio until the feature is available in the New Studio.

Player



- All videos are viewed inside of a player
- Two types of players
 - Brightcove Player
 - Smart Player

 See the <u>Player Feature Comparison</u> document for information on the differences

Brightcove Player



- Brightcove Player is based on the open source, Video.js player
- The UI is written entirely in HTML5 and relies on Flash only on older browsers
- Customized using standard web technologies (CSS and JavaScript)
- Created using Players module in New Studio

Smart Player



- Legacy player
- Flash first with fallback to HTML5
- Customized using BEML (Brightcove proprietary language)
- Created using Publishing module in Legacy Studio

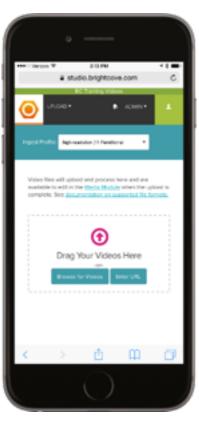


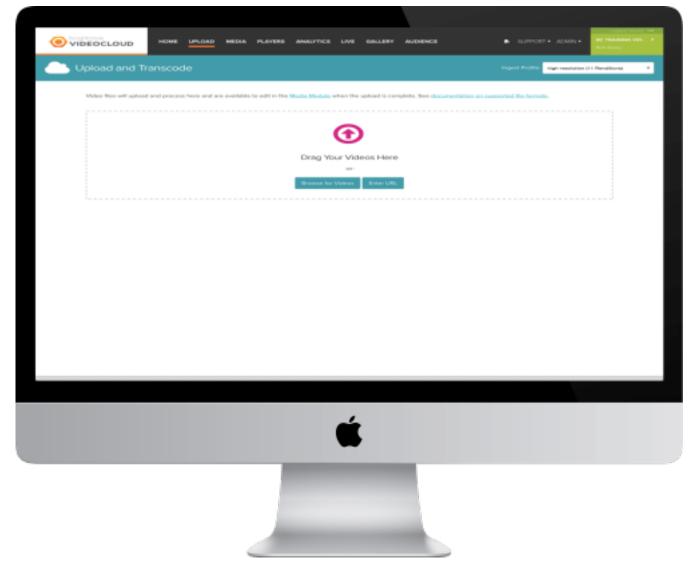
Uploading Videos

Uploading Videos



- Upload videos using the Upload module
- Source files can be:
 - On local machine
 - Located at an addressable URL:
 - Dropbox
 - Amazon S3

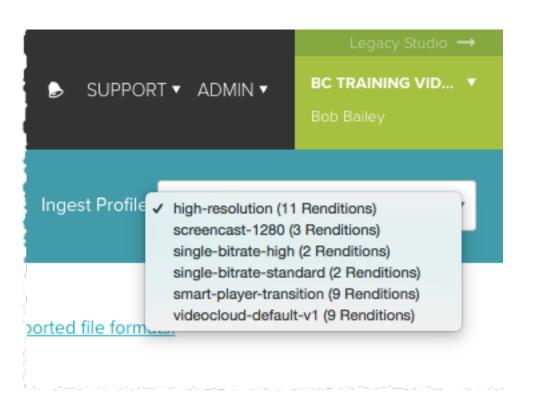




Ingest Profile



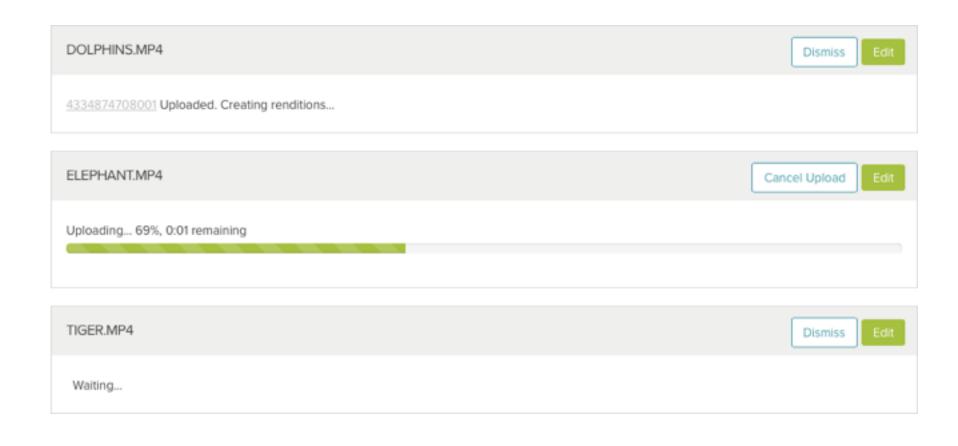
- Contains the transcode settings that will be used when the video is transcoded
- Profiles can be added and edited using the Admin UI
- See the <u>Standard Ingest Profiles</u> document for specifics on the profiles

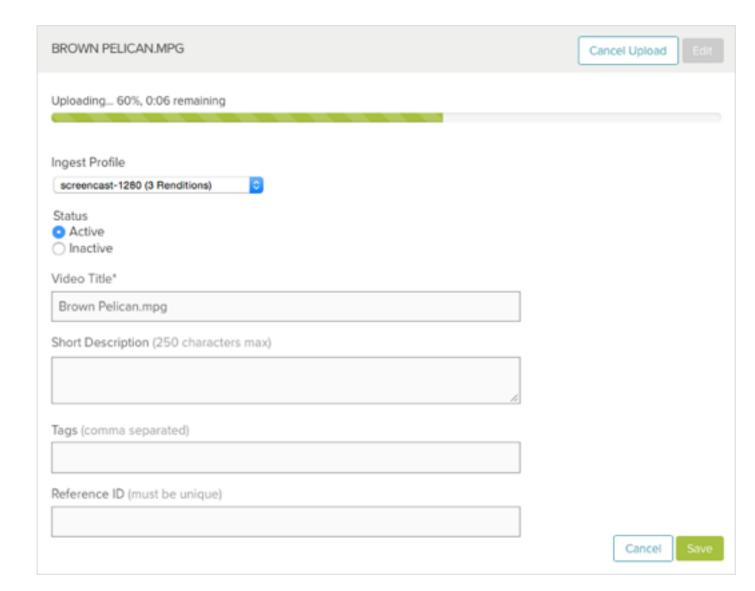


Uploading Videos



- Upload module displays upload progress
- Click Edit to edit basic video properties







Hands-on Task: Uploading Videos to Video Cloud

http://support.brightcove.com/en/video-cloud/docs/quick-start-uploading-videos

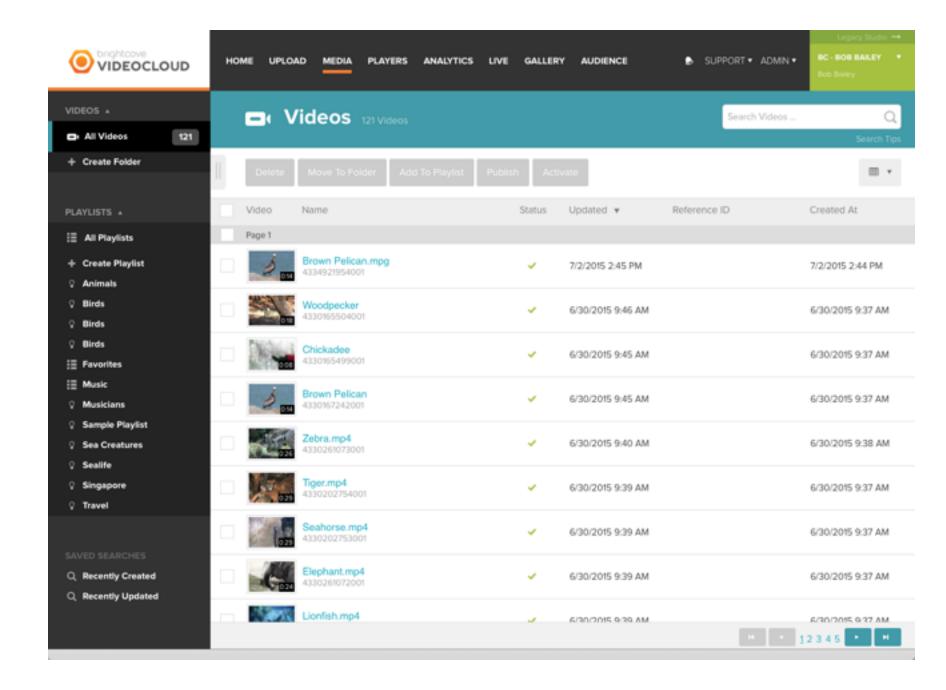


Managing Videos

Managing Videos



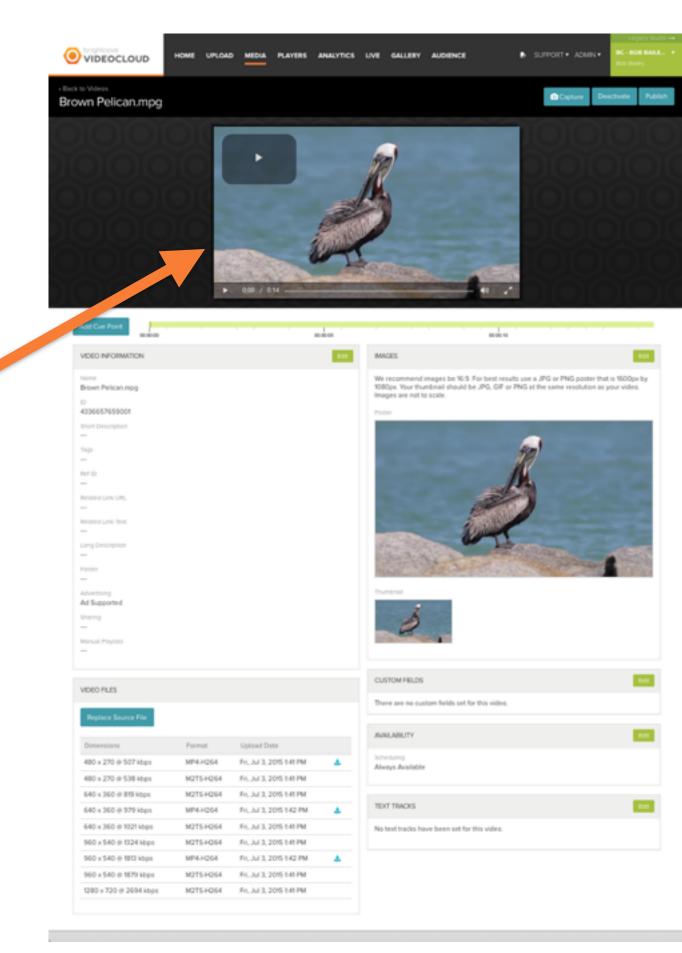
- Media module used to manage videos in an account:
 - Edit video properties
 - Organize using folders
 - Add videos to playlists
 - Activate / Deactivate videos
 - Delete videos
 - Publish videos and playlists



Editing Video Properties

 Click on video name to open video properties

 Preview player will update to reflect property changes





Editing Video Properties

- Properties organized into sections:
 - Video Information
 - Images
 - Video Files
 - Custom Fields
 - Availability
 - Text Tracks
- Locate section and click Edit

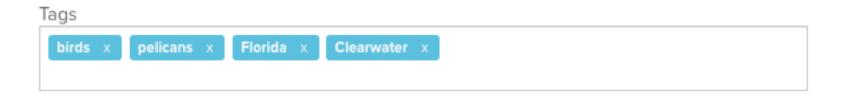


VIDEO INFORMATION
Name *
Brown Pelicans on the Rocks
ID 4215373348001
Short Description
Tags
birds ×
Ref ID
Related Link URL
Related Link Text
Long Description
A
Advertising ○ Free Ad Supported
Folder
Manual Playlists
Cancel

Video Tags



- Tags are a set of keywords that can be assigned to a video or set of videos
- Multiple tags can be added to a video
- Tags facilitate searching through your media library
- Used when creating Smart playlists (covered later)





Hands-on Task: Editing Video Properties

http://support.brightcove.com/en/video-cloud/docs/quick-start-setting-video-properties

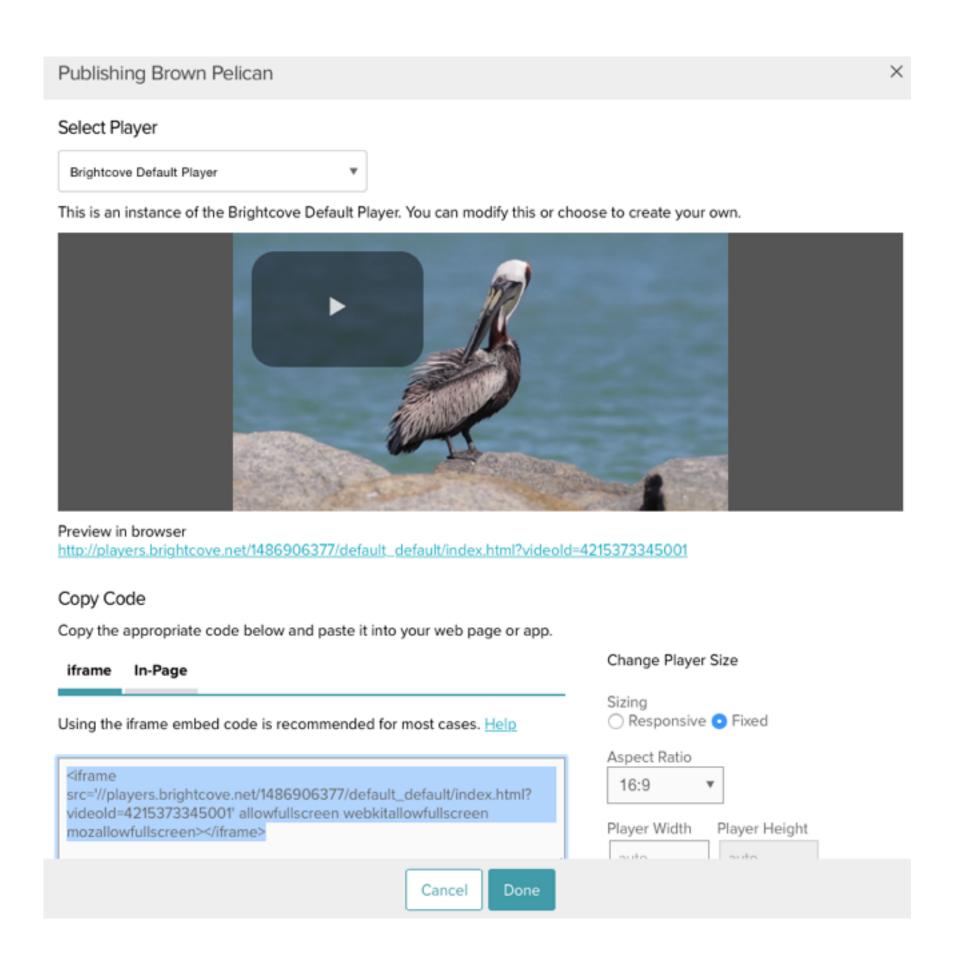


Publishing a Video

Publishing a Video

- Select the video
- Click Publish
- Select Player to use
- Select publishing code

Note: The **Brightcove Default Player** is created automatically in all accounts.



Types of Publishing Code



- iframe
 - Recommended for most cases
 - Places the player inside an <iframe> tag
- In-Page
 - Allows the player to exist in the the HTML page directly, not in an iframe
 - Easier for developers to access the player and associated properties and events
- URL
 - Provides a URL to the published player
 - Useful for viewing the player in a browser



Hands-on Task: Publishing a Video

http://support.brightcove.com/en/video-cloud/docs/quick-start-publishing-video

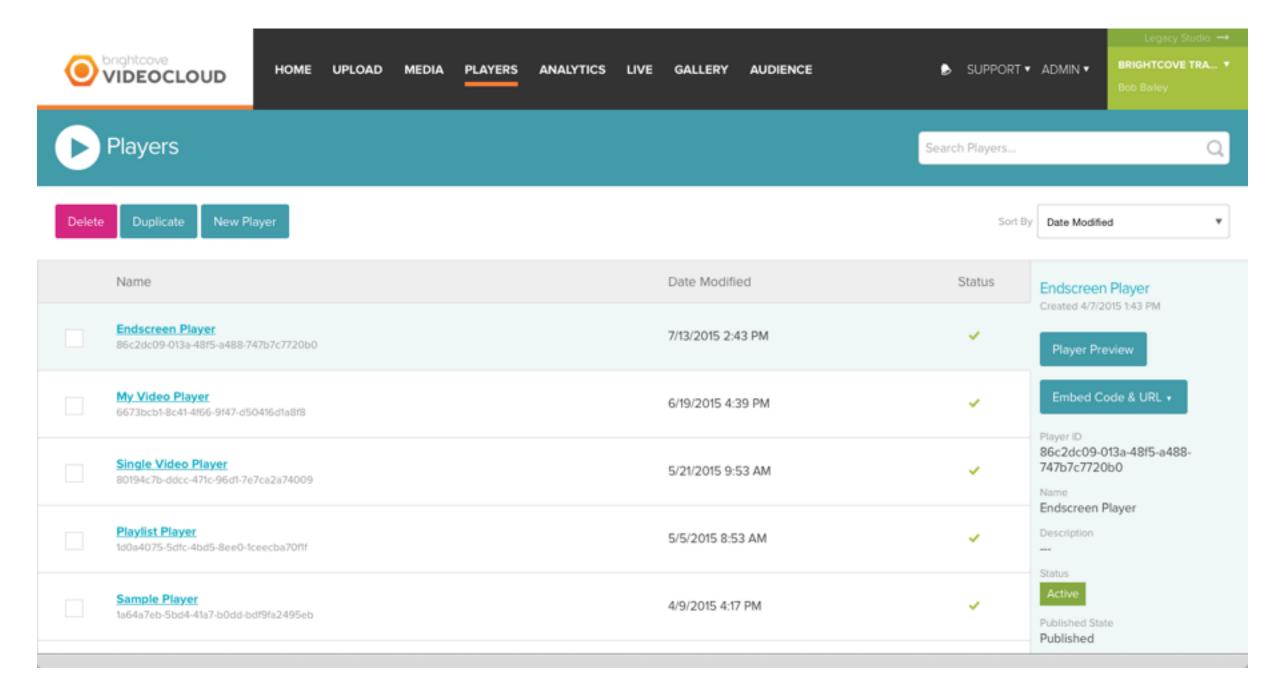


Creating and Styling Players

Creating and Styling Players

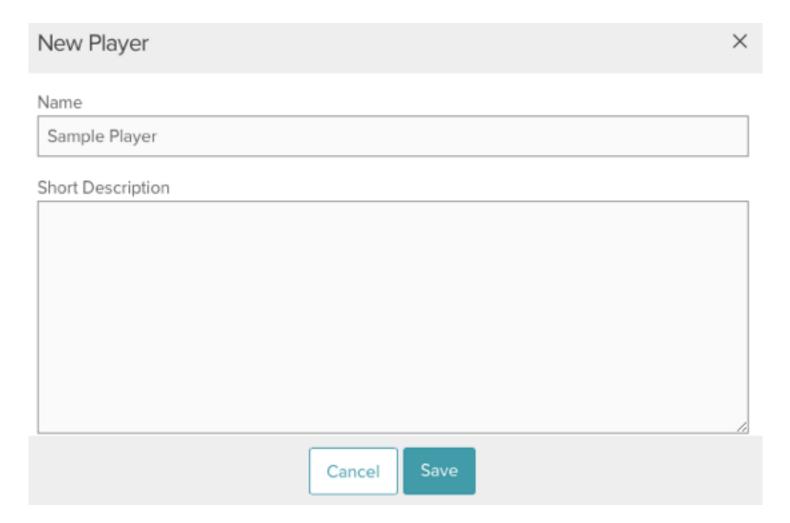


Players are created and styled in the Players module



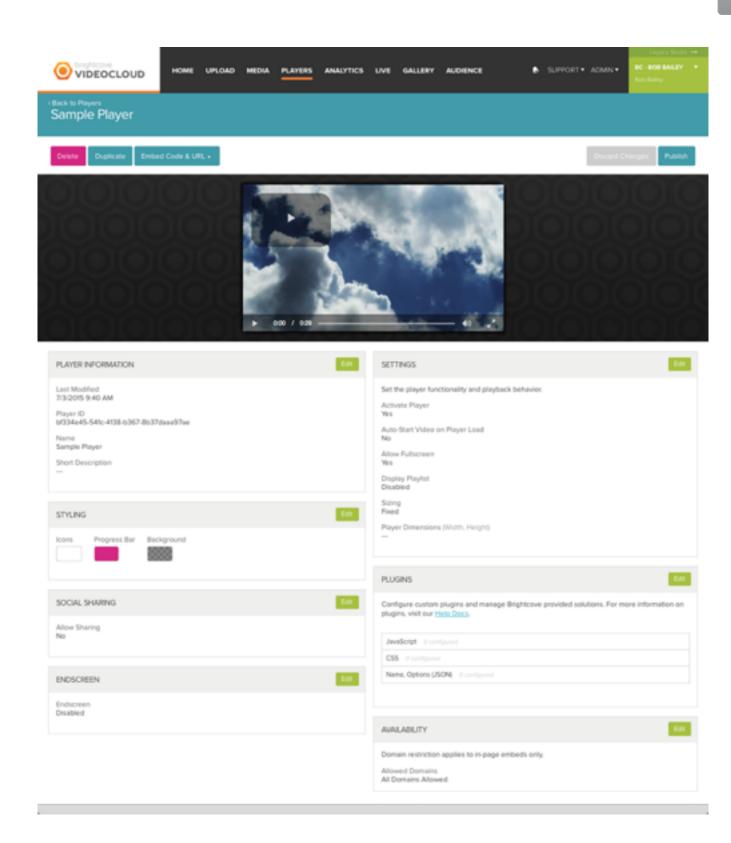
Creating a Player

- Click New Player
- Name the player
- Click Save



Player Properties

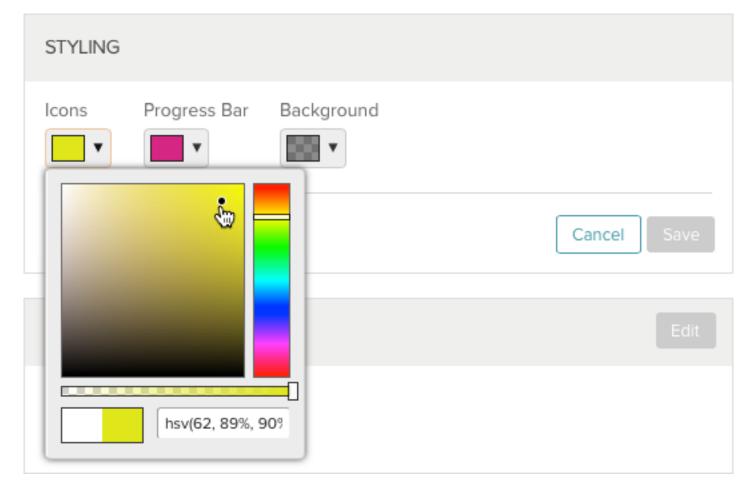
- Properties organized into sections:
 - Player Information
 - Styling
 - Social Sharing
 - Endscreen
 - Settings
 - Plugins
 - Availability



Styling a Player



- Click Player name
- Locate Styling section and click Edit
- Click Save

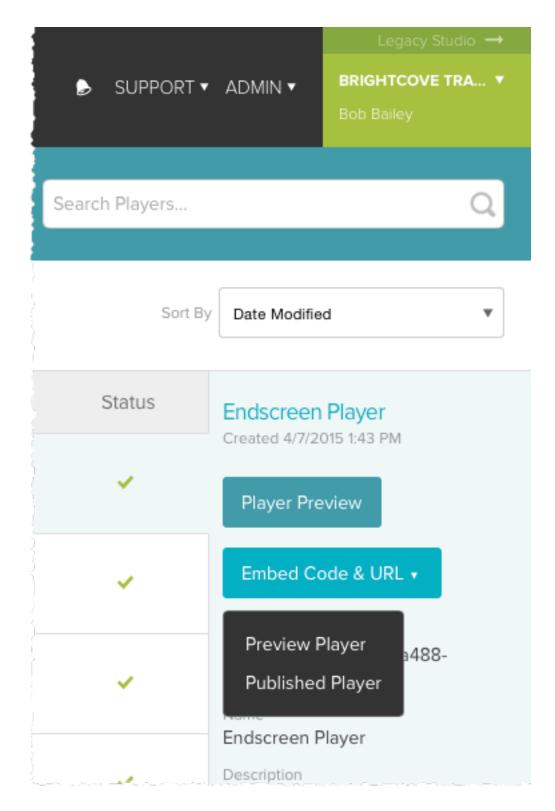


 Player changes must be published before they become available in the published player

Types of Players



- Preview Player
 - Used to preview changes before publishing
 - Once the changes are acceptable, the player can be published
 - Displays a Brightcove logo overlay indicating that it should not be used in production
- Published Player
 - The player that will appear on your web pages
 - Contains all of the changes that have been made to the player settings and then published





Hands-on Task: Creating and styling a player

http://support.brightcove.com/en/video-cloud/docs/quick-start-creating-and-styling-player



Creating a Playlist

Creating a Playlist







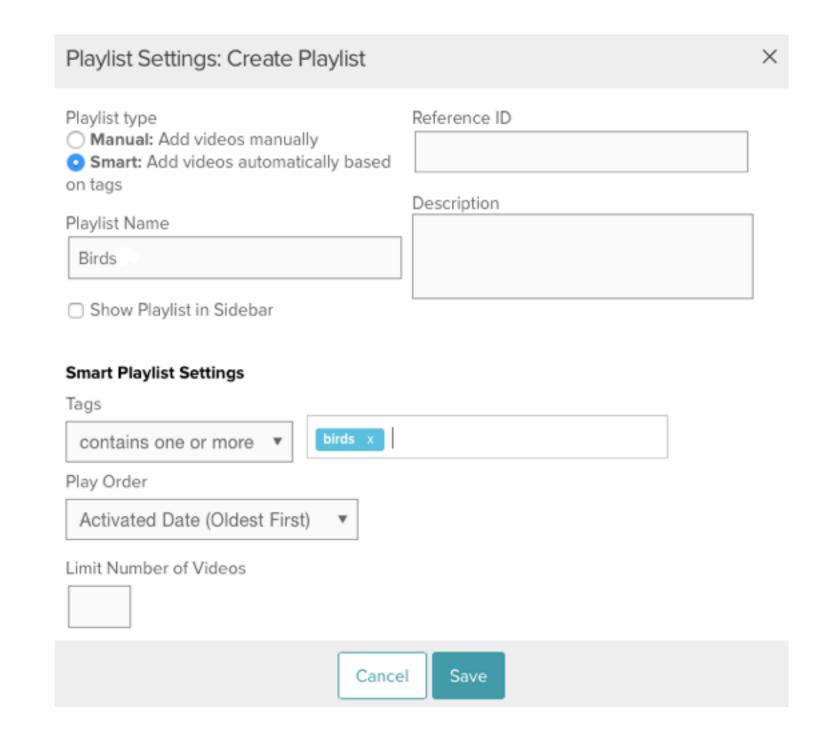
 Manual Playlist- List of videos is manually created

 Smart Playlist - List of videos created automatically based upon video tags

Creating a Playlist



- Created in the Media module
- Click Create Playlist
- Configure playlist properties





Hands-on Task: Creating playlists

http://support.brightcove.com/en/video-cloud/docs/quick-start-creating-playlist-0

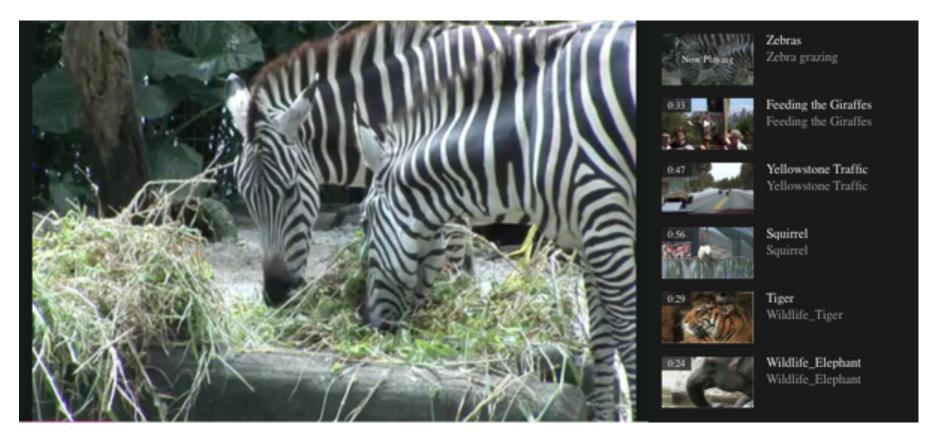


Publishing a Playlist

Publishing a Playlist



- Steps to publish a playlist are the same as publishing a video
- However....
- There are player settings that can be configured for a playlist

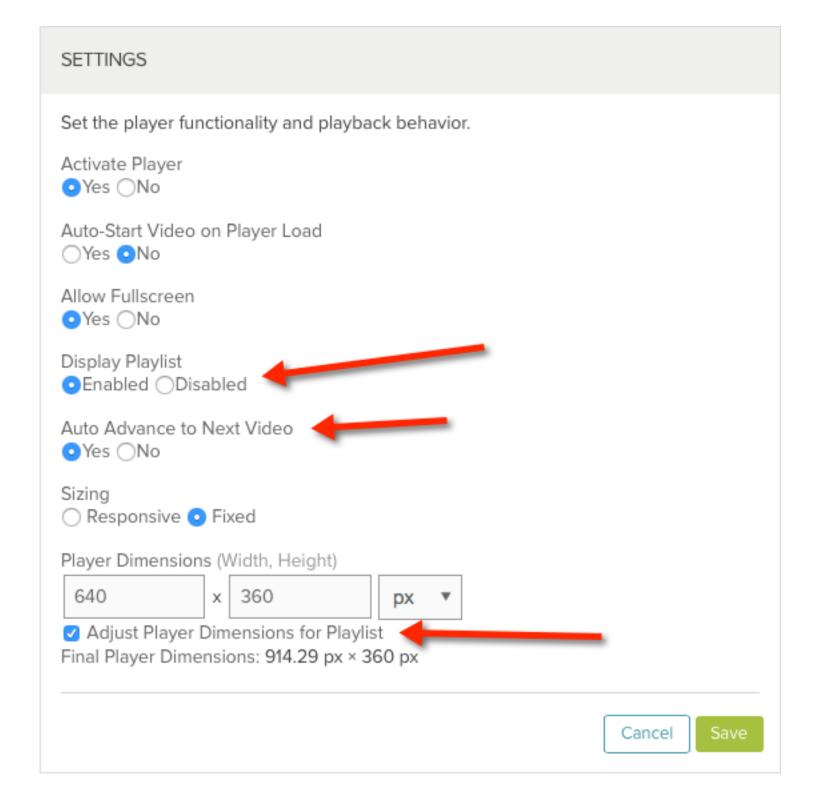


Player Playlist Settings



- In Players module, open player properties
- Choose to:
 - Display playlist
 - Advance to next video
 - Adjust player size

Remember to Publish the player after making changes





Hands-on Task: Publishing a playlist

http://support.brightcove.com/en/video-cloud/docs/quick-start-publishing-playlist

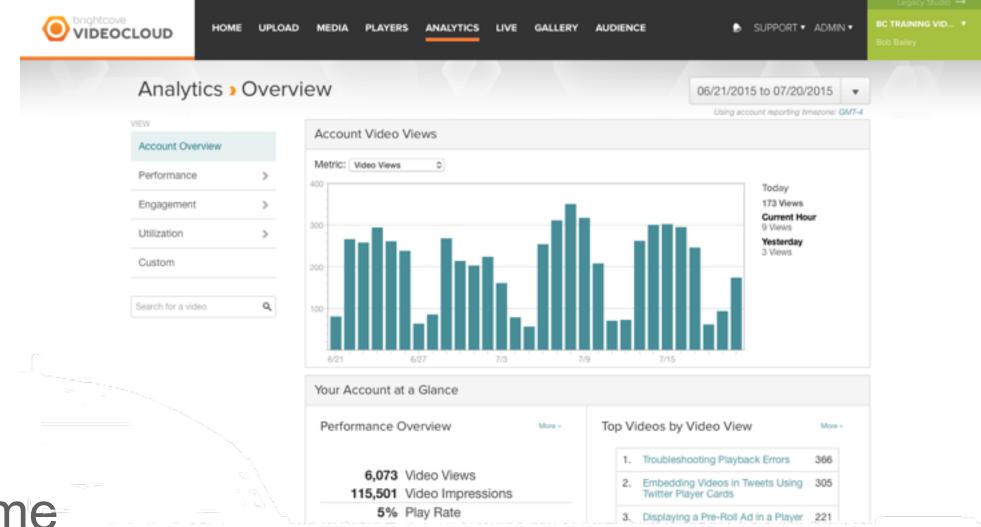


Reviewing Video Analytics

Reviewing Video Analytics



- Available reports
 - Account Overview
 - Performance
 - Engagement
 - Utilization
 - Create custom reports



- View data in close to real-time
- Report data can be downloaded as .csv and .xlsx files
- Analytics API available so you can create your own custom reports
- Reports are 'printer friendly'



Additional Resources

Online Training and Quick Start Guide

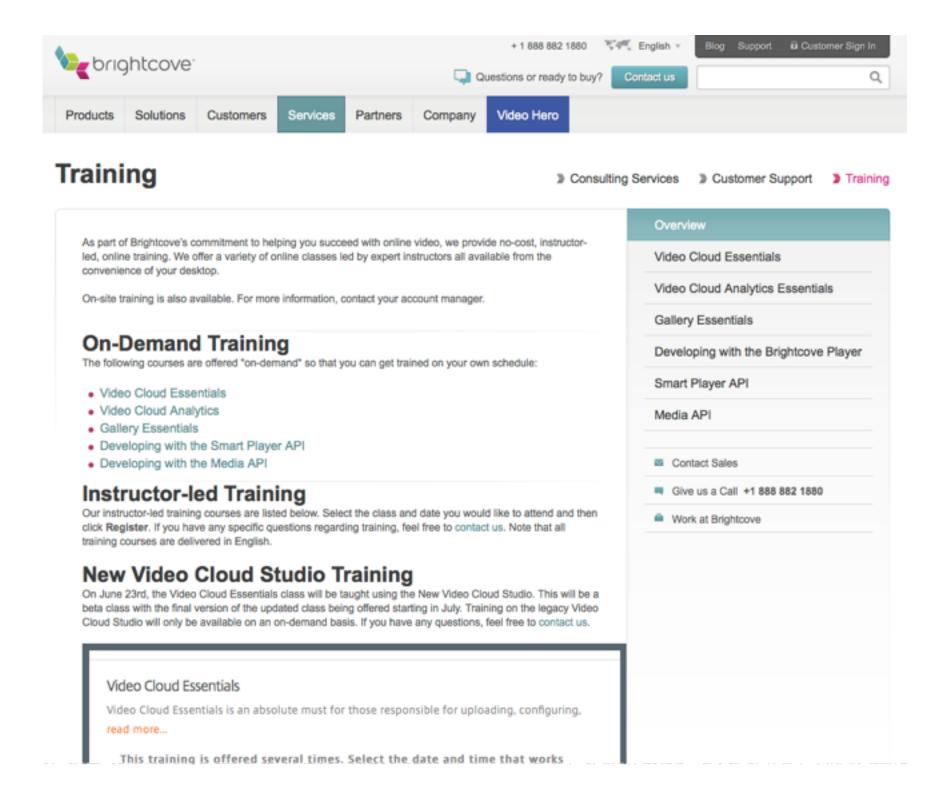


- Video Cloud Training On-Demand Courses
 - http://ondemand.brightcovelearning.com
- Video Cloud Training Videos
 - http://video.brightcovelearning.com
- Quick Start to Video Cloud
 - Set of hands on steps you can work through on your own to discover some of the features of Video Cloud
 - http://support.brightcove.com/en/video-cloud/docs/quick-start-videocloud-0

Additional Training Courses



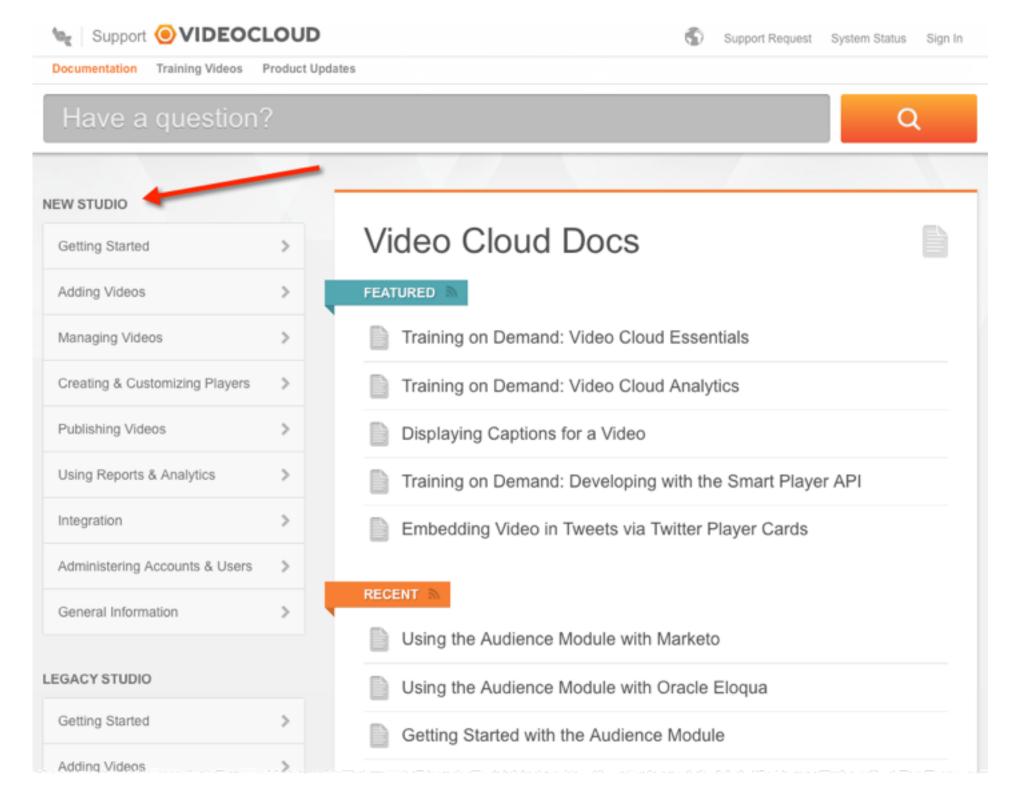
Brightcove.com >
 Services > Training



User Documentation



support.brightcove.com



Developer Documentation



docs.brightcove.com

Video Cloud Developer Docs

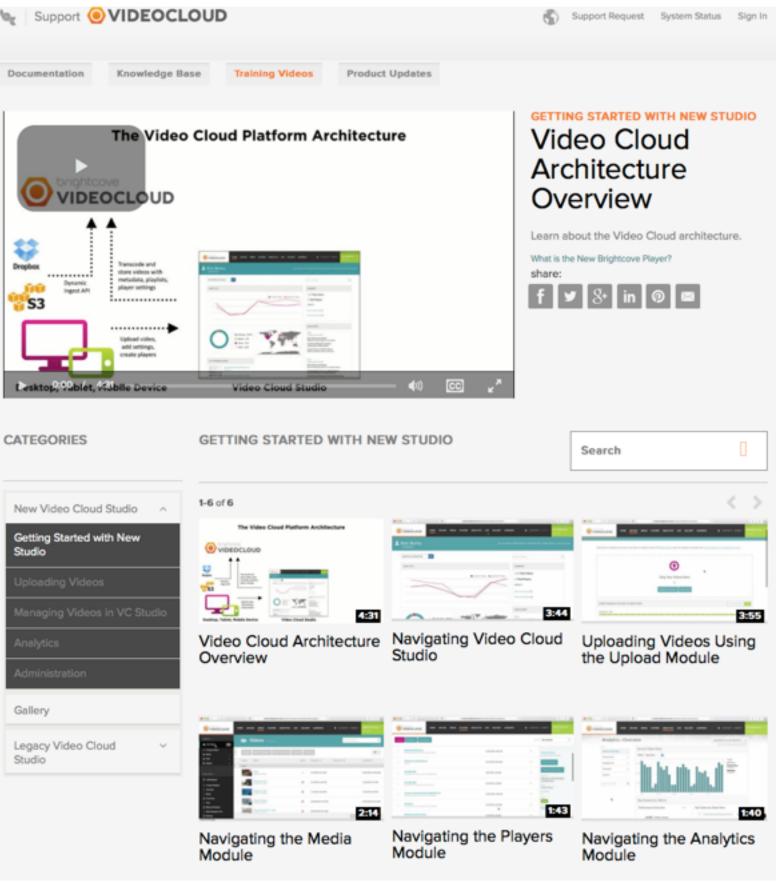
Video Cloud is a complete video hosting and publishing platform. Here you will find information you need to get started developing with Video Cloud APIs and SDKs.

Looking for the new Studio documentation? Go here.

APIs and Developer Tools	Latest (recommended)	Supported
Manage Management	Media Management (includes the Ingest Profiles API, Dynamic Ingest API, and CMS API)	Batch Provisioning
		Media API
Create / Manage Players	Player Management API	BEML Templates
	Brightcove Player	Smart Player API
Add Player Functionality	Brightcove Player API	Flash-only Player API
		Advertising API
Analyze Usage	Analytics API	
Authentication for APIs	OAuth API	Managing Media API Tokens
Mobile	Mobile SDKs	
Open Source Projects		

Training Videos

video.brightcovelearning.com



Support Request



http://support.brightcove.com/en/contact

