

BRIGHTCOVE

VIDEO CLOUD™

Introduction to Video Cloud

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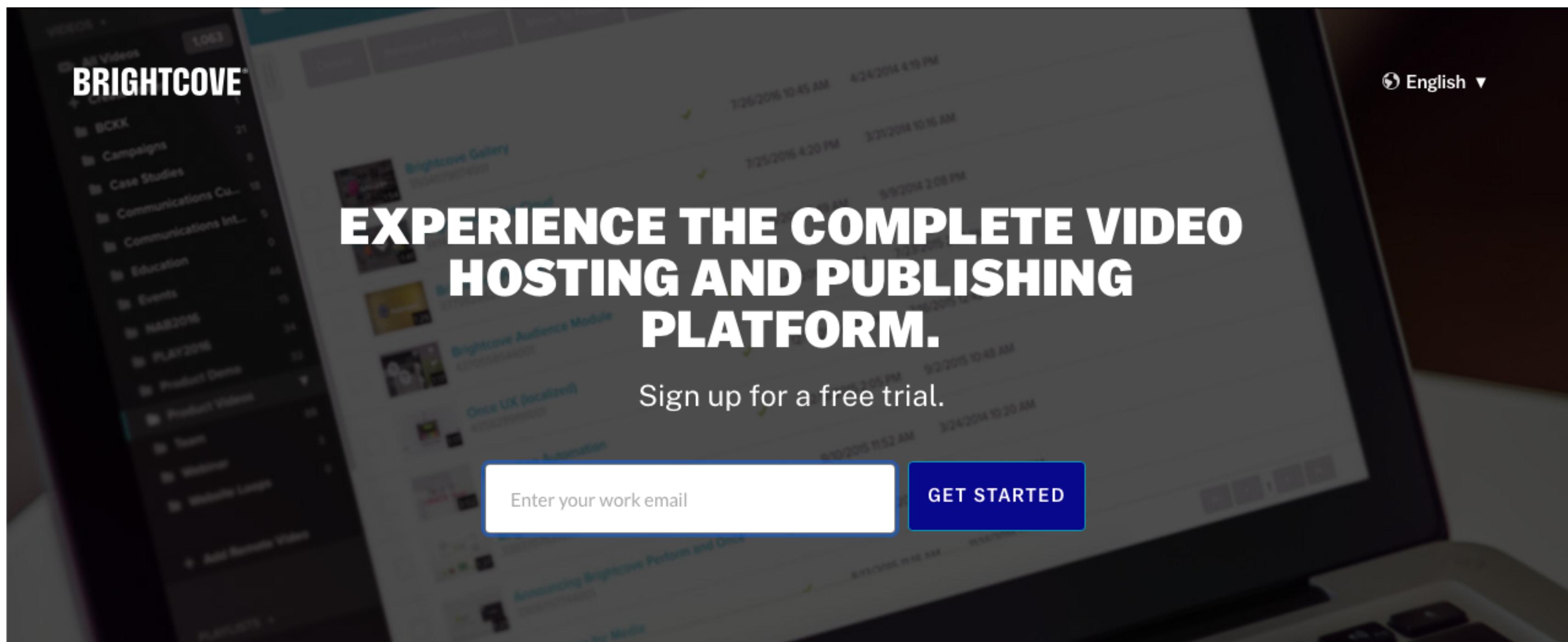
BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS

Course Outline

- Navigating Video Cloud Studio
- Uploading Videos
- Managing Videos
- Creating and Styling Players
- Publishing a Video
- Creating a Playlist
- Publishing a Playlist
- Reviewing Additional Resources

Video Cloud Trial Accounts

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



Video Cloud Studio Publishing Workflow

- Set of hands on steps you can work through on your own
- <https://studio.support.brightcove.com/get-started/step-step-video-cloud-studio-publishing-workflow.html>

Step-by-Step: Video Cloud Studio Publishing Workflow

In this topic you will work through a basic video publishing workflow using Video Cloud Studio. This topic provides a set of hands on steps you can work through on your own to discover some of the features of Video Cloud.

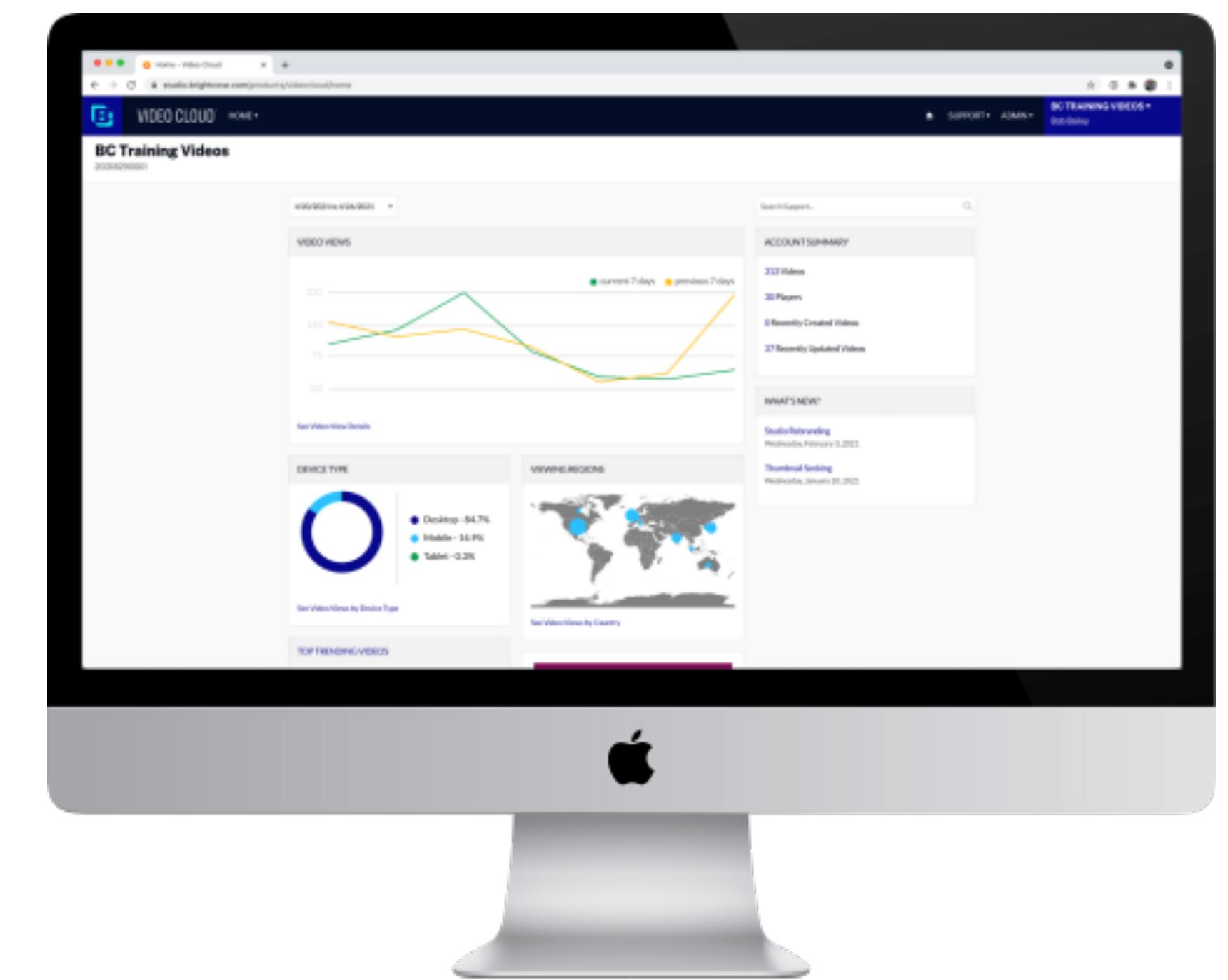
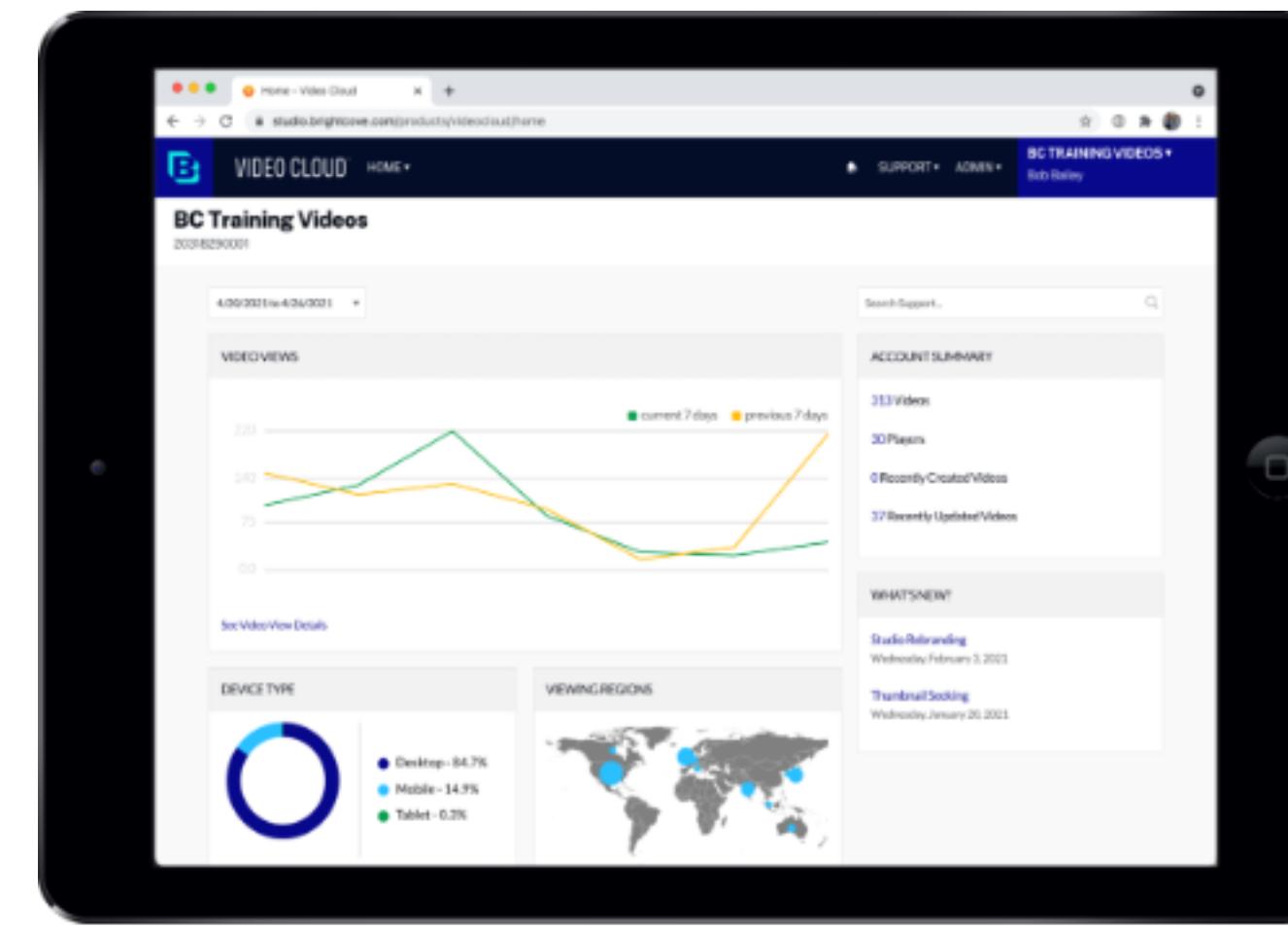
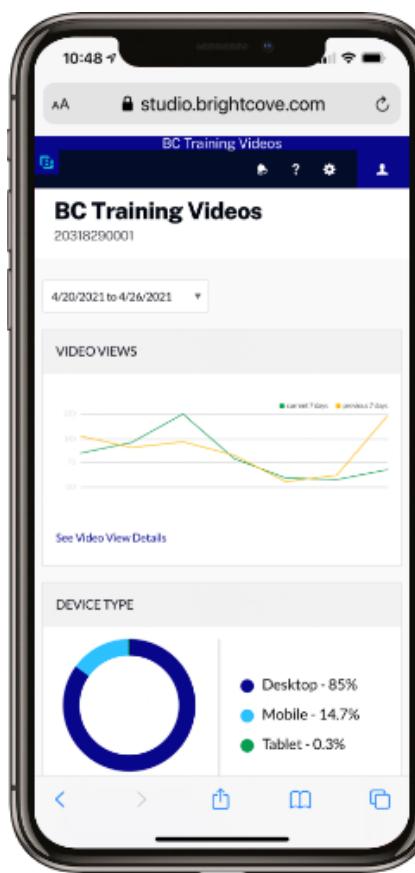
This topic is a companion to the [Introduction to Video Cloud](#) on-demand training course. The hands-on exercises in that training are based upon the steps in this document. It is recommended to watch that training and then use this document so you can complete the hands-on steps on your own.

Prerequisites

- A Video Cloud account -you can sign up for a trial account [here](#).
- You should have some sample videos to can use or you can [download](#) some sample [videos](#).

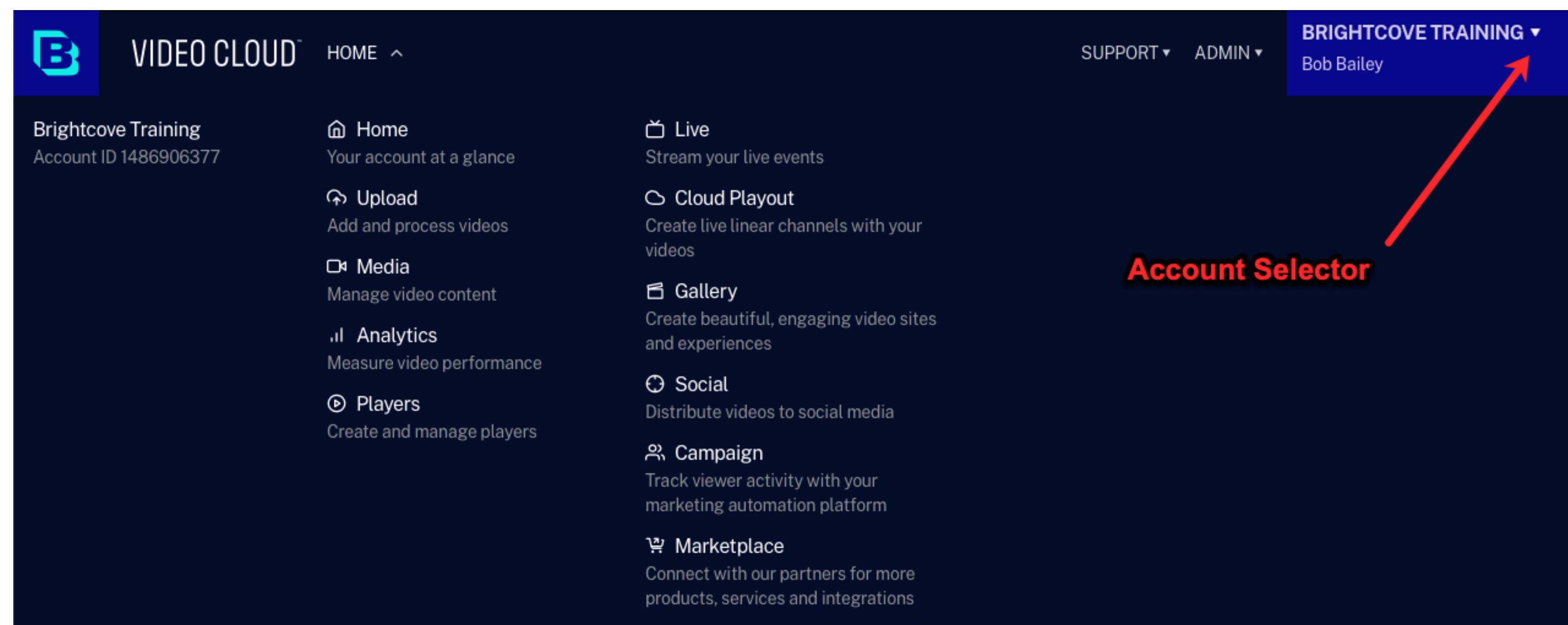
Video Cloud Studio

- User interface for uploading, managing, and publishing videos
- Completely written in HTML5
- Upload, manage and track your video wherever, whenever and on whatever device
- Role-based permissions



Navigating Video Cloud Studio

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



Navigating Video Cloud Studio

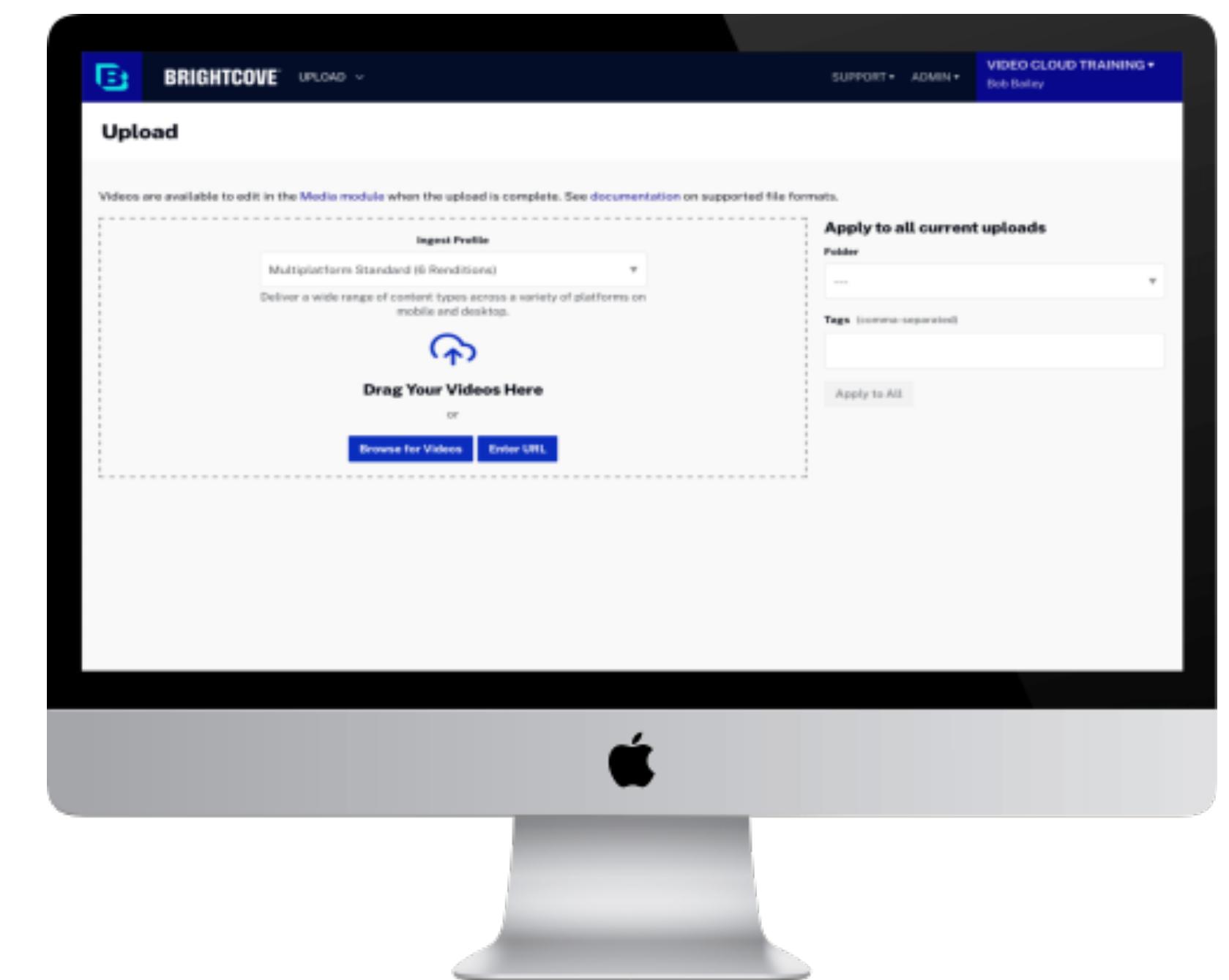
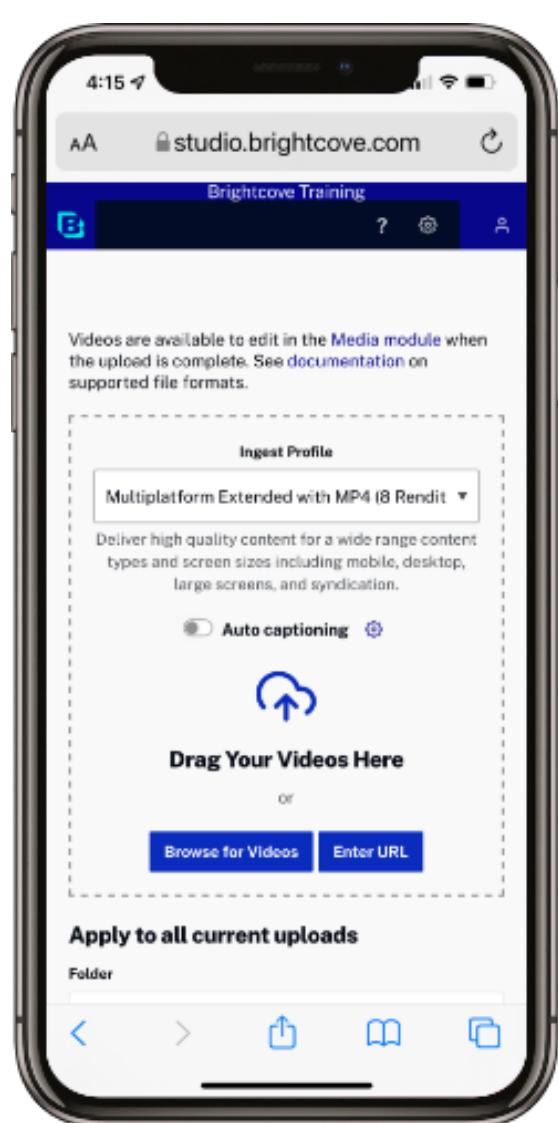
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Analytics** - Review video analytics
- **Players** - Create and style players
- **Live** - Broadcast live events
- **Cloud Playout** - Create live linear channels for videos
- **Gallery** - Create video experiences
- **Social** - Publish videos to social media accounts
- **Campaign** - Integrate with Oracle Eloqua, Marketo, Salesforce & HubSpot

Hands-on: Navigating Video Cloud Studio

Uploading Videos

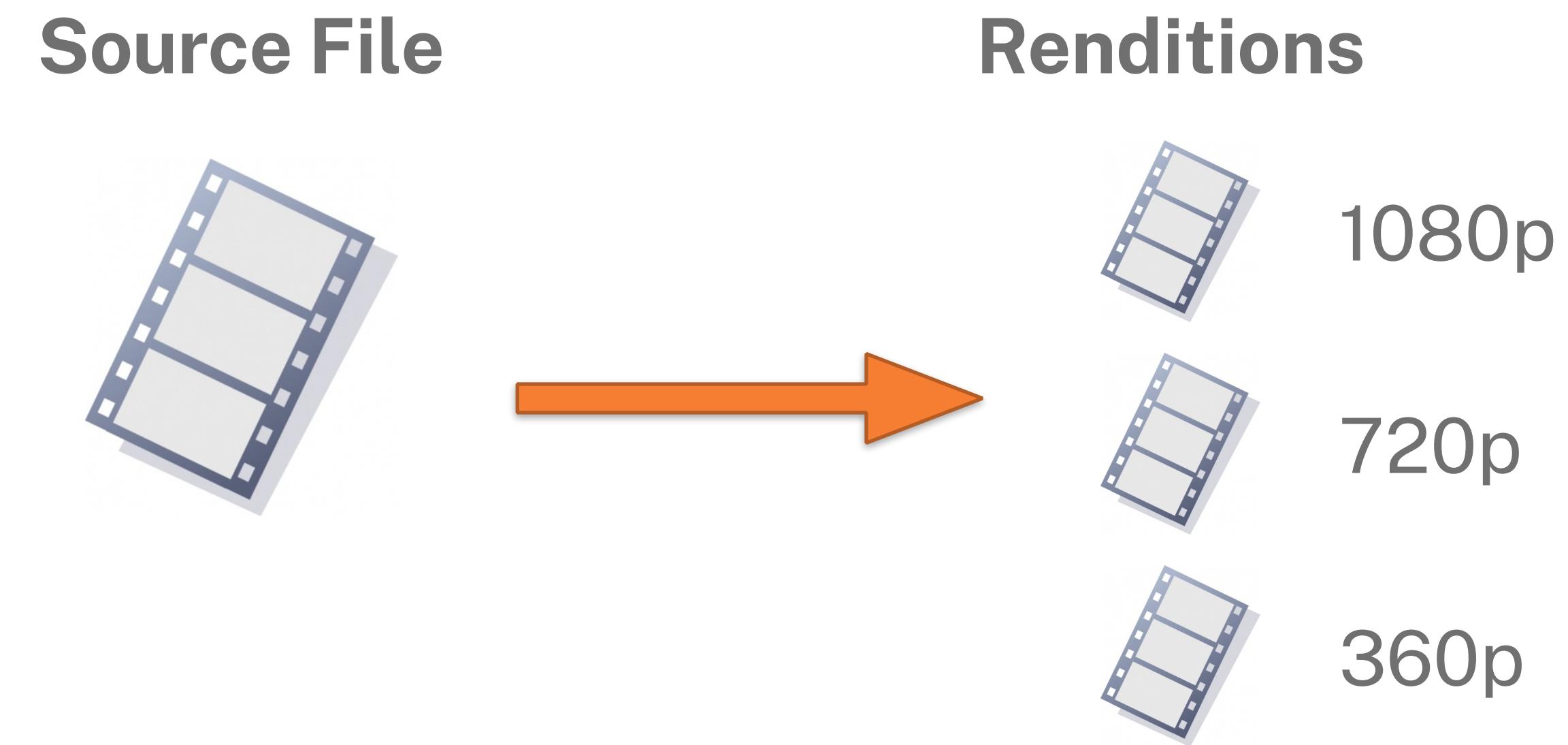
Uploading Videos

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



Ingest Profile

- Determines the number and quality of renditions to create



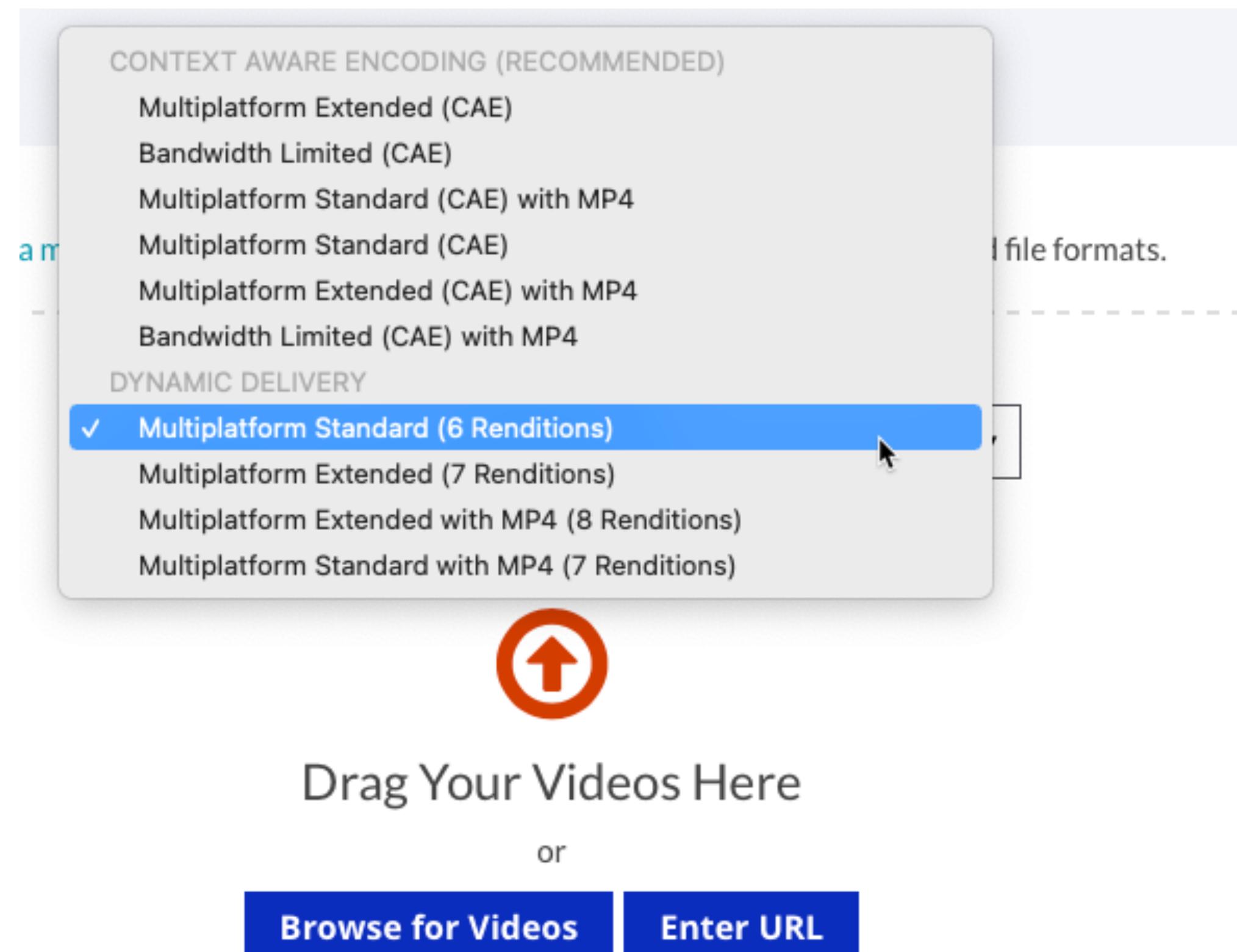
- Goal: Deliver the best rendition to a viewer based upon their device type and bandwidth capabilities

Do You Need MP4 Renditions?

- Common use cases
 - Allow video downloads
 - Ability to create clips in Social module
- These features not available without MP4 renditions

Ingest Profile

- See the [Managing Ingest Profiles](#) document for specifics
- Custom profiles can be created using the Admin UI



Uploading Videos

- Three ways to select videos for upload:
 - Drag and drop
 - Browse for videos
 - Specify a remote URL

The screenshot shows the Brightcove Upload interface. At the top, there's a dark header bar with the Brightcove logo, the word "UPLOAD" with a dropdown arrow, and navigation links for "SUPPORT", "ADMIN", and "VIDEO CLOUD TRAINING" (with "Bob Bailey" listed). Below the header is a section titled "Upload" with the sub-section "Ingest Profile" set to "Multiplatform Standard (6 Renditions)". A descriptive text states: "Deliver a wide range of content types across a variety of platforms on mobile and desktop." In the center is a large dashed rectangular area with a blue cloud-up arrow icon and the text "Drag Your Videos Here". Below this are two buttons: "Browse for Videos" and "Enter URL". To the right of the upload area is a sidebar titled "Apply to all current uploads" containing fields for "Folder" (set to "...") and "Tags (comma-separated)" (empty), with an "Apply to All" button at the bottom.

Uploading Videos

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

Bald Eagle

Cancel Upload Edit

Uploading... 48%, 00:00:07 remaining.



Source File Name ID
Bald Eagle.mp4 6285511830001

Brown Pelican

Cancel Upload Edit

Uploading... 0%, 00:00:00 remaining.



Source File Name ID
Brown Pelican.mpg 6285511759001

Moose Grazing

Cancel Upload Edit

Uploading... 58%, 00:00:00 remaining.



Source File Name ID
Moose Grazing.mov 6285510420001

Bald Eagle

Dismiss Edit

✓ Processing Complete. [View and edit video details](#)

Source File Name ID
Bald Eagle.mp4 6285511830001

Ingest Profile

Multiplatform Standard

Status

Active Inactive

Name *

Bald Eagle

Short Description

Tags (comma-separated)

Reference ID (must be unique)

Video Projection

Standard 360 Degree

Move to Folder

Cancel Save

Hands-on Task: Uploading Videos to Video Cloud

<https://studio.support.brightcove.com/get-started/step-step-video-cloud-studio-publishing-workflow.html>

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
 - Export video metadata
 - Publish videos and playlists

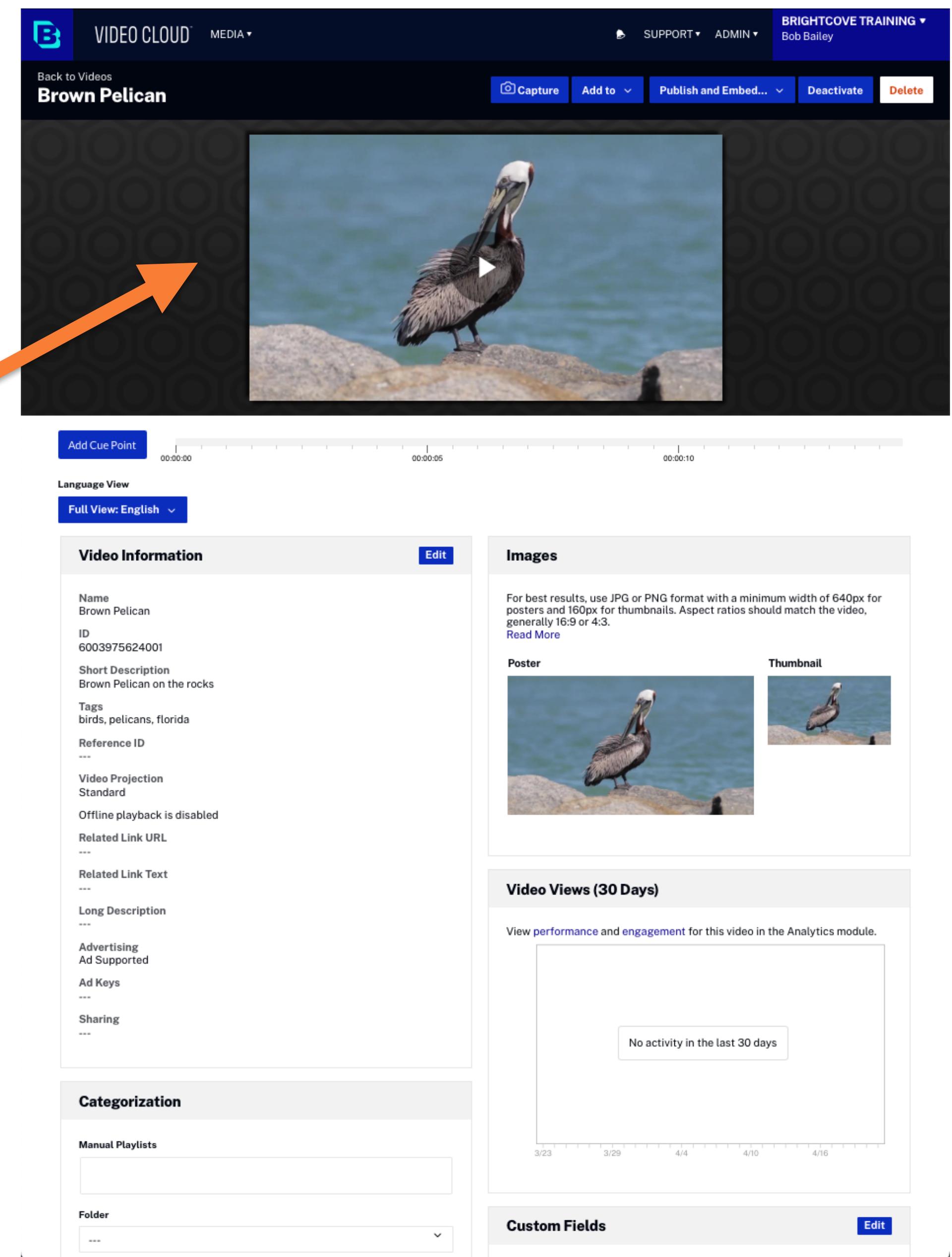
The screenshot shows the Brightcove Media interface. The top navigation bar includes the Brightcove logo, a MEDIA dropdown, SUPPORT, ADMIN, and VIDEO CLOUD TRAINING sections. A search bar and export options are also present. The main area displays a list of videos and playlists.

	Name	Status	Reference ID	Created date	Updated date
	Brown Pelican 6285511759001	(green)		12/06/2021 4:20 PM bbailey@brightcove.com	12/06/2021 4:21 PM
	Moose Grazing 6285510420001	(green)		12/06/2021 4:20 PM bbailey@brightcove.com	12/06/2021 4:21 PM
	Bald Eagle 6285511830001	(green)		12/06/2021 4:20 PM bbailey@brightcove.com	12/06/2021 4:21 PM
	Brown Pelican 6264476664001	(green)		07/20/2021 4:05 PM bbailey@brightcove.com	07/20/2021 4:06 PM
	Moose Grazing 6264476748001	(green)		07/20/2021 4:05 PM bbailey@brightcove.com	07/20/2021 4:06 PM
	Bald Eagle 6264476405001	(green)		07/20/2021 4:05 PM bbailey@brightcove.com	07/20/2021 4:06 PM
	Moose Grazing 6255276057001	(green)		05/20/2021 4:21 PM bbailey@brightcove.com	05/20/2021 4:22 PM
	Bald Eagle	(grey)		05/20/2021 4:21 PM	

The sidebar on the left lists categories: Videos (All videos: 28, Create folder, 4K Videos, Animals, Internal Training, Add remote video) and Playlists (All playlists: 3, Create playlist, Birds, Favorites, Sample Playlist).

Editing Video Properties

- Click on a video name to open video properties
- Preview player will update to reflect property changes



The screenshot shows the Brightcove Video Cloud interface. At the top, there's a navigation bar with 'VIDEO CLOUD' and 'MEDIA' dropdowns, 'SUPPORT' and 'ADMIN' links, and a 'BRIGHTCOVE TRAINING' section for 'Bob Bailey'. Below the navigation is the video title 'Brown Pelican'. To the right of the title is a preview player showing a brown pelican on a rock. Below the preview player is a timeline with markers at 00:00:00, 00:00:05, and 00:00:10. Underneath the preview player is a 'Language View' section with 'Full View: English'. The main content area is divided into several sections:

- Video Information:** Includes fields for Name (Brown Pelican), ID (6003975624001), Short Description (Brown Pelican on the rocks), Tags (birds, pelicans, florida), Reference ID (***), Video Projection Standard (Standard), Offline playback is disabled, Related Link URL (***), Related Link Text (***), Long Description (***), Advertising (Ad Supported), Ad Keys (***), and Sharing (***). There is an 'Edit' button at the top right of this section.
- Images:** A note says to use JPG or PNG format with a minimum width of 640px for posters and 160px for thumbnails. It includes a 'Poster' image of a pelican on a rock and a 'Thumbnail' image of the same pelican.
- Video Views (30 Days):** A note says to view performance and engagement in the Analytics module. It shows a chart with a single data point: 'No activity in the last 30 days'. The x-axis shows dates from 3/23 to 4/16.
- Categorization:** Includes 'Manual Playlists' and 'Folder' fields, both currently empty.
- Custom Fields:** An 'Edit' button.

Editing Video Properties

- Properties organized into sections:
 - Video Information
 - Categorization
 - Images
 - Video Files
 - Video Views (30 days)
 - Custom Fields
 - Availability
 - Text Tracks
 - Audio Tracks
 - Media Sharing
 - Audio Tracks

Video Information	Edit
Name	Brown Pelican
ID	6003975624001
Short Description	Brown Pelican on the rocks
Tags	birds, pelicans, florida
Reference ID	---
Video Projection	Standard
Offline playback is disabled	
Related Link URL	---
Related Link Text	---
Long Description	---
Advertising	Ad Supported
Ad Keys	---
Sharing	---

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)

Video Information

Name * 13 / 255
Brown Pelican

ID
6003975624001

Short Description 26 / 250
Brown Pelican on the rocks

Tags
birds x pelicans x florida x |

Reference ID 0 / 150

Cancel **Save**

Hands-on Task: Editing Video Properties

<https://studio.support.brightcove.com/get-started/step-step-video-cloud-studio-publishing-workflow.html>

Creating and Styling Players

Brightcove Player

- All videos are viewed inside of a player
- Players are created and styled in the Players module
- CSS can also be used to style players

The screenshot shows the Brightcove Video Cloud interface with the 'PLAYERS' module selected. The top navigation bar includes the Brightcove logo, 'VIDEO CLOUD', 'PLAYERS', 'SUPPORT', 'ADMIN', and a user profile for 'Bob Bailey'. Below the navigation is a search bar labeled 'Search Players...' and buttons for 'Duplicate' and 'Delete'. A table lists seven players: 'HapYakPlayer', 'Sample Player', 'social test', 'Test Player-T01', 'Live Event Player', 'Campaign Player - 2021-07-14', and 'Campaign Player'. The 'HapYakPlayer' row is highlighted with a blue vertical bar and a selection checkbox. To the right of the table, a detailed sidebar displays the following information for 'HapYakPlayer':

- HapYakPlayer** (Created 12/1/2021 10:27 AM)
- [Preview player](#)
- [Embed Code & URL](#)
- Player ID: xcY1LIZ6H
- Name: HapYakPlayer
- Description: ---
- Status: Active
- Published State: Published

<input type="checkbox"/>	Name	Updated	Version	Status	
<input type="checkbox"/>	HapYakPlayer xcY1LIZ6H	12/1/2021 4:34 PM	6.61.0	✓	HapYakPlayer Created 12/1/2021 10:27 AM Preview player Embed Code & URL Player ID xcY1LIZ6H Name HapYakPlayer Description --- Status Active Published State Published
<input type="checkbox"/>	Sample Player Ctzra7vEL	11/9/2021 2:35 PM	6.61.0	✓	
<input type="checkbox"/>	social test vUPWT9AYq	10/5/2021 1:47 PM	6.61.0	✓	
<input type="checkbox"/>	Test Player-T01 hvMqy17b6	10/4/2021 4:49 PM	6.61.0	✓	
<input type="checkbox"/>	Live Event Player nNChiT1Lp	9/7/2021 9:57 AM	6.61.0	⚠	
<input type="checkbox"/>	Campaign Player - 2021-07-14 Dle72zQojK	7/15/2021 10:51 AM	6.61.0	✓	
<input type="checkbox"/>	Campaign Player				

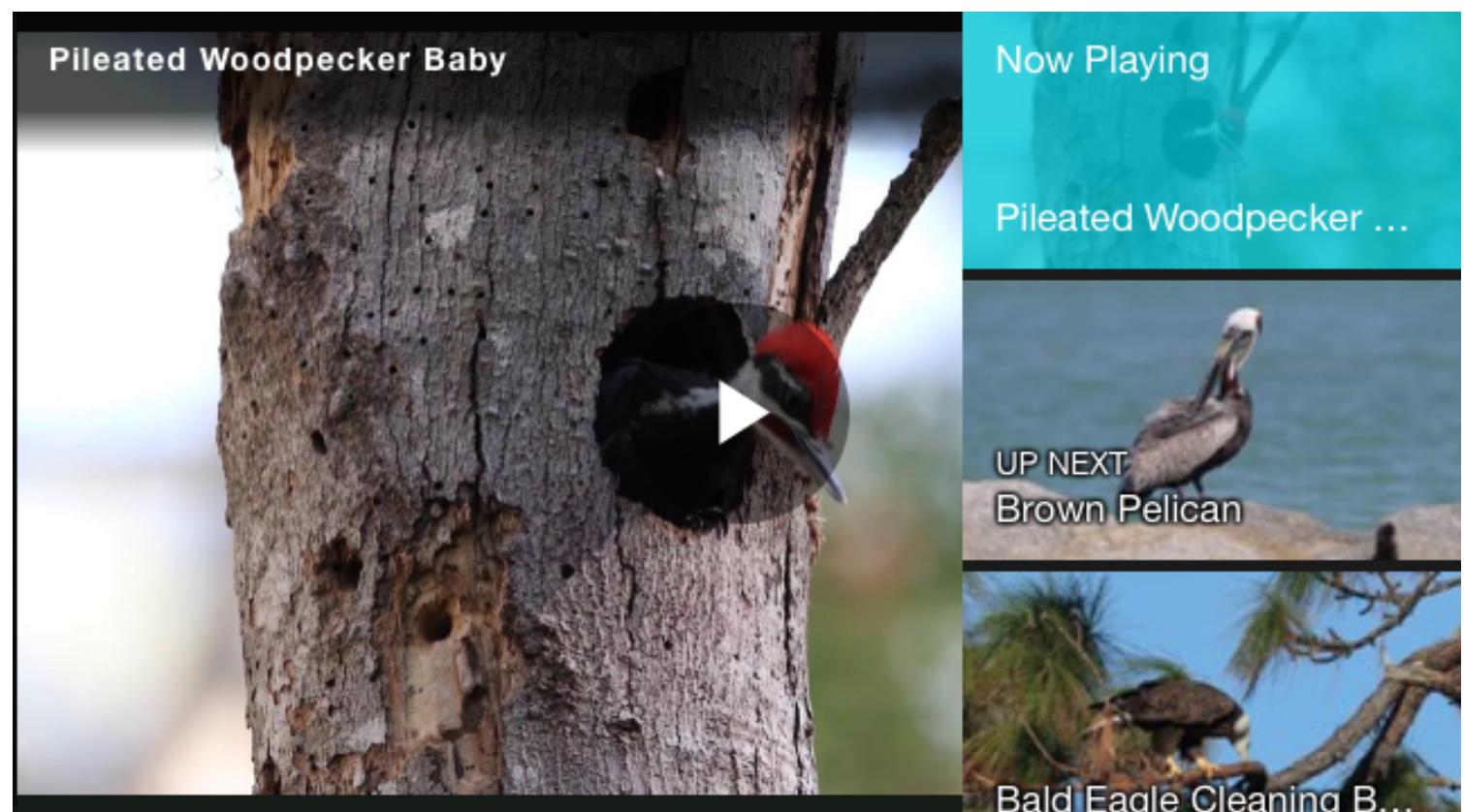
Player Types

- Single Video player

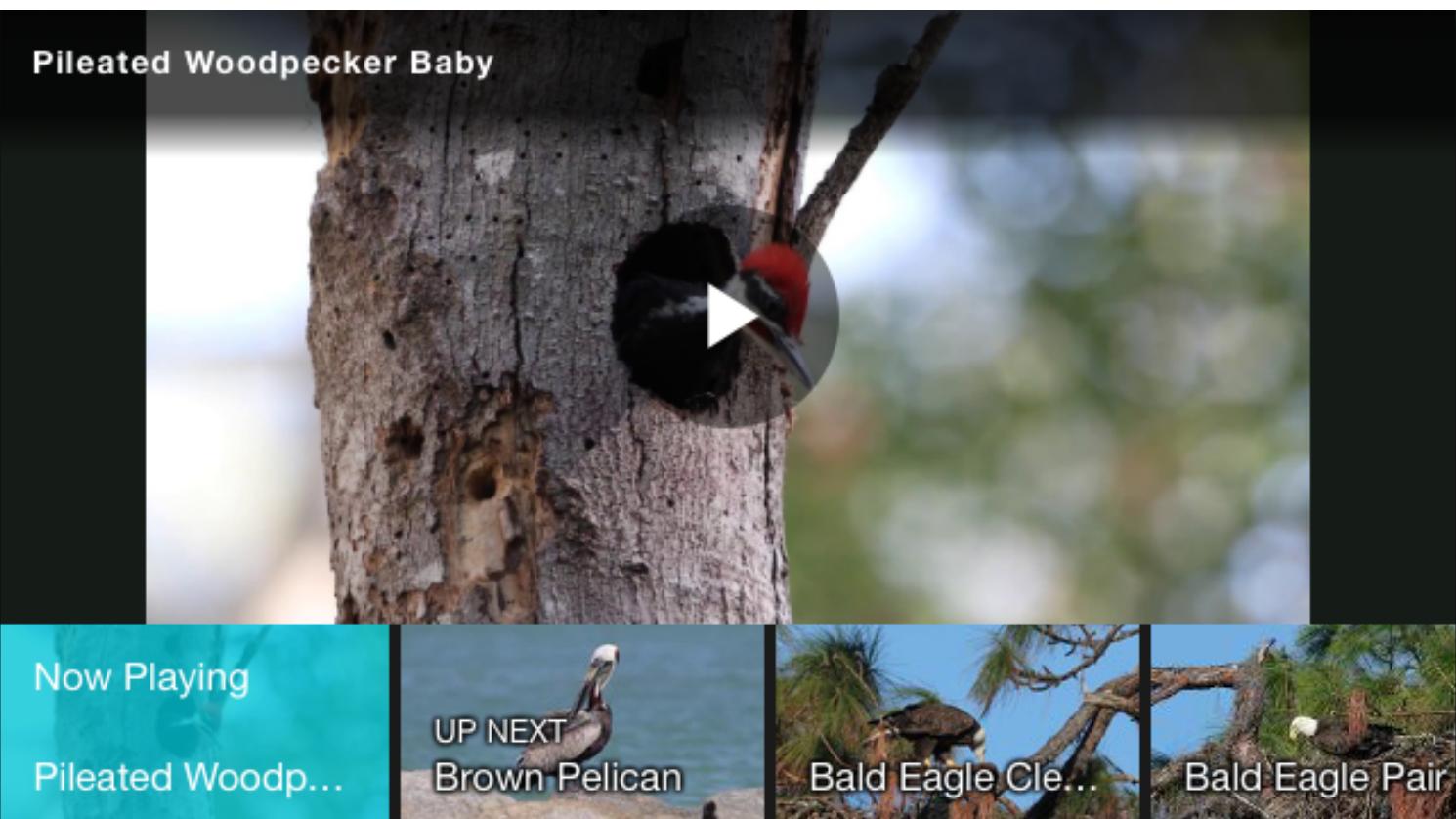


Player Types

- Playlist player



Vertical



Horizontal



Hidden

Creating a Player

- Click New Player
- Name the player
- Click Save

New Player X

Name *

Short Description

Cancel Save

Player Properties

- Player Information
- Styling
- Playback
- Controls
- Social
- Plugins
- End Screens
- Advertising
- Content Restriction
- Audience
- JSON Editor
- Third-Party Analytics

VIDEO CLOUD PLAYERS ▾ SUPPORT ▾ ADMIN ▾ BRIGHTCOVE TRAINING ▾ Bob Bailey

[Back to Players](#)

Sample Player

[Delete](#) [Deactivate](#) [Revert changes](#) [Preview](#) [Publish & Embed](#)

Player Information

Player ID
Ctzra7vEL

Name * (Internal Only) 13 / 200
Sample Player

Player Type
 Single Video Playlist

Short Description (Internal Only) 0 / 250

Third-Party Analytics

Google Analytics
Adobe Analytics

Sizing
 Responsive Fixed

Aspect Ratio Player Dimensions * (Width, Height)
16:9 640 x 360 px

Update Mode (What's this?)
 Automatic Manual

Player Version (Release Notes)
Always latest release

Published Player Version
6.61.0

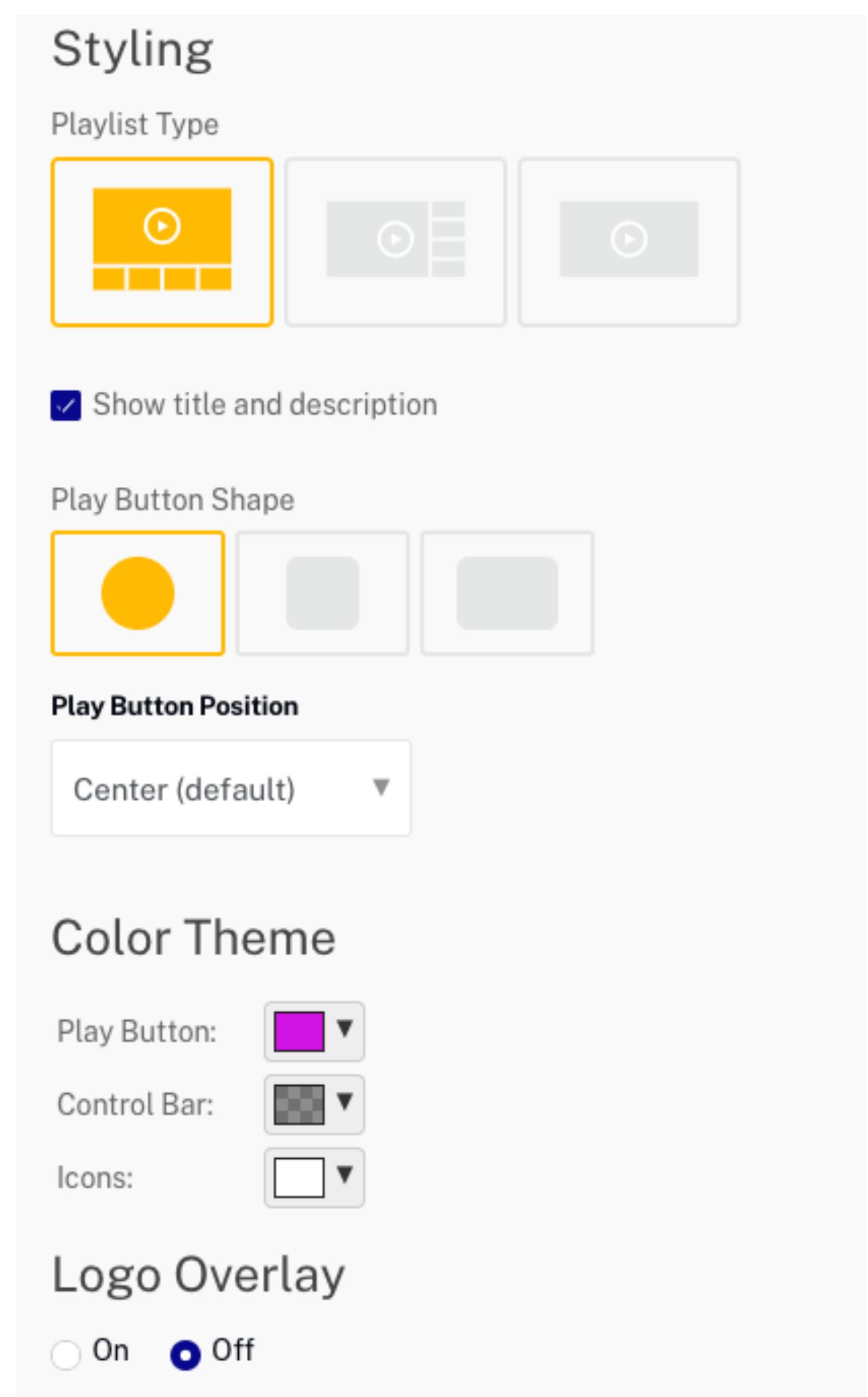
Localization (Accepted Languages)
Include the language code(s) you wish to use for localization

Save

Styling a Player

- Click player name
- Click **Styling** in navigation menu
- Select:
 - Playlist Type
 - Play Button Shape
 - Play Button Position

Players can also be styled using
CSS and JavaScript



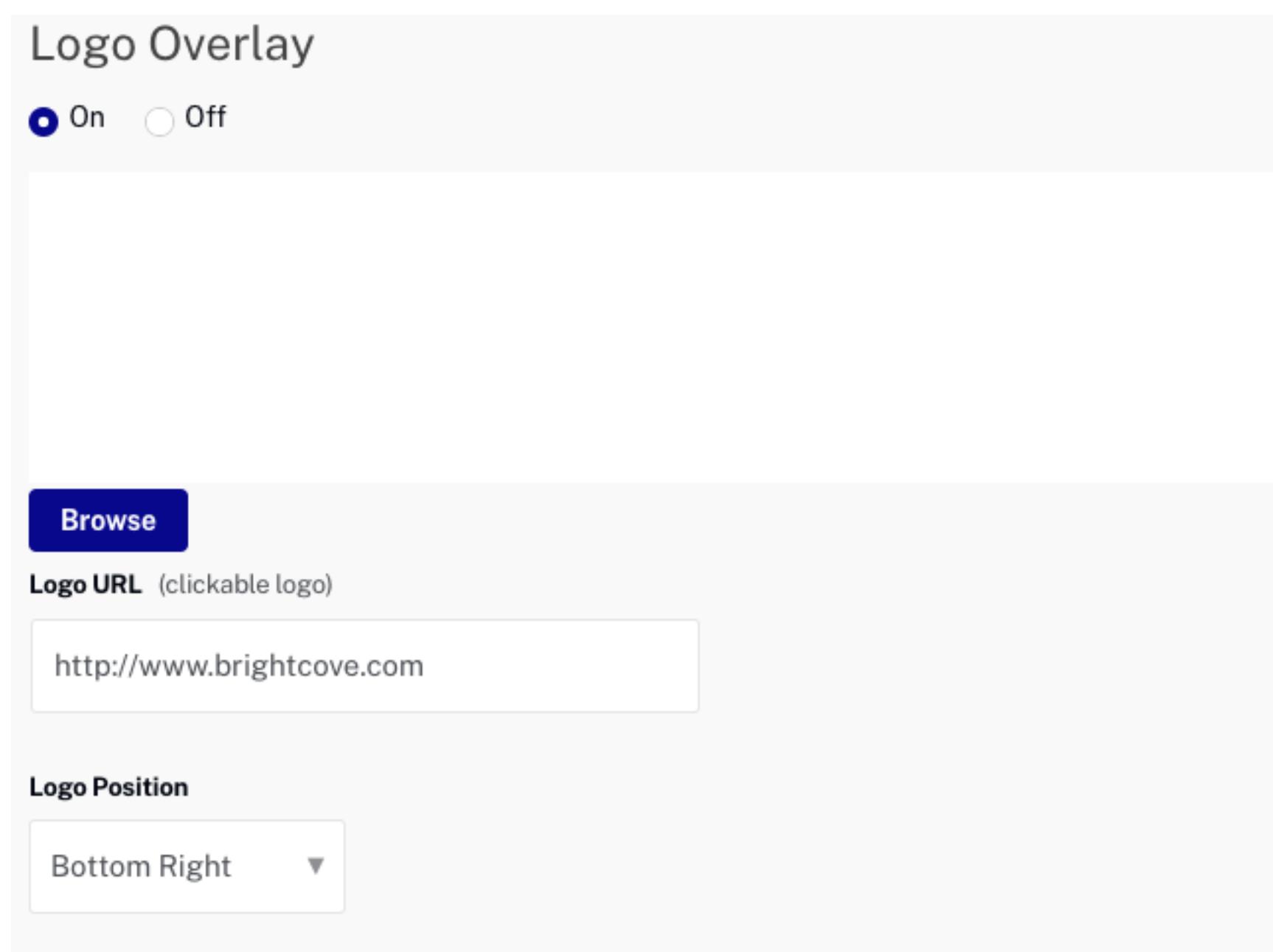
Styling a Player

- Color Theme controls player colors
- Click color thumbnail and select a color



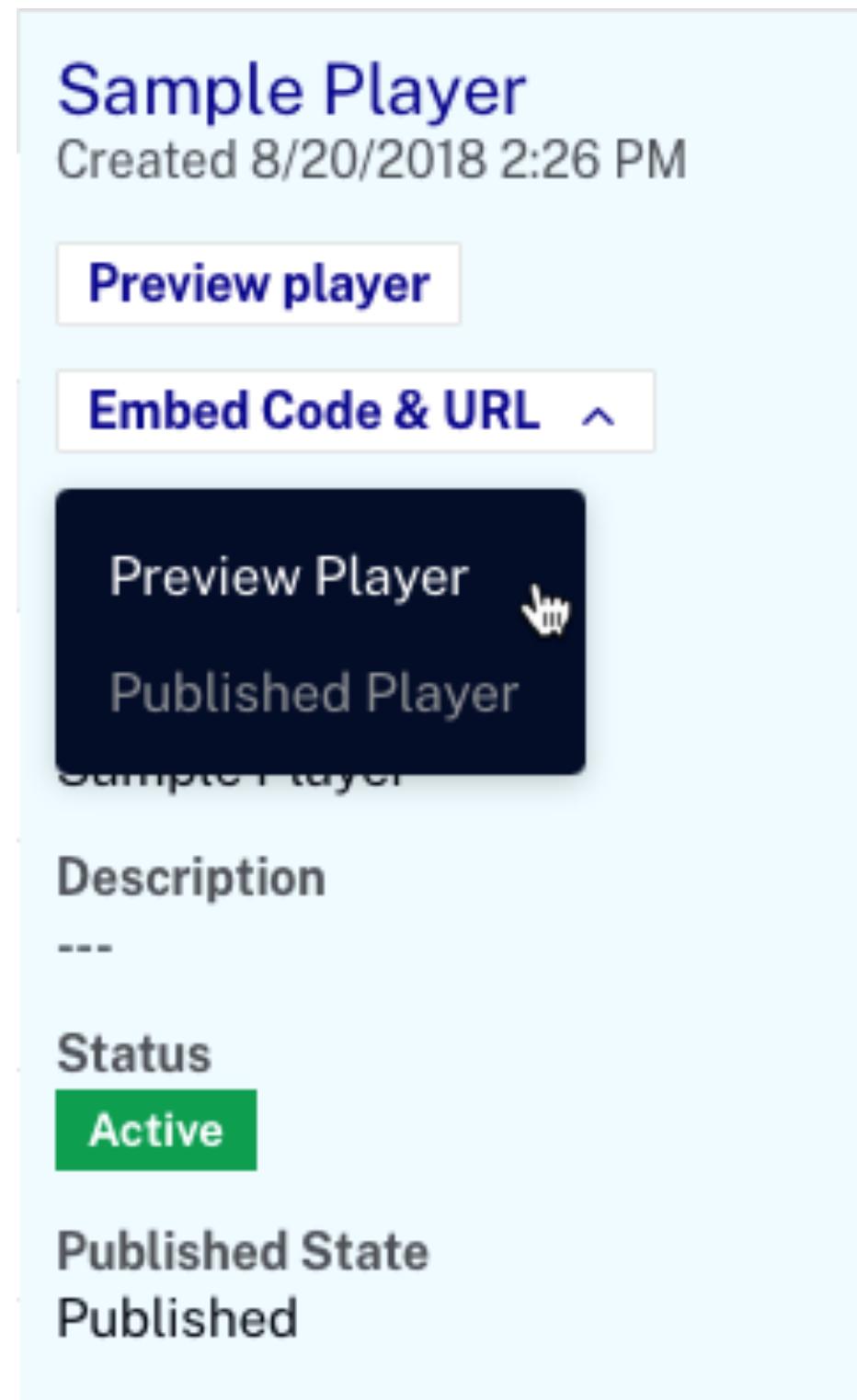
Styling a Player

- Logo Overlay adds an image over the player
- Enter Logo URL to make overlay clickable
- Player changes must be published before they become available in published players



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

<https://studio.support.brightcove.com/get-started/step-step-video-cloud-studio-publishing-workflow.html>

Publishing a Video

Publishing a Video

- Select the video
- Click Publish and Embed >

Web Player

- Select a Player
- Select embed code

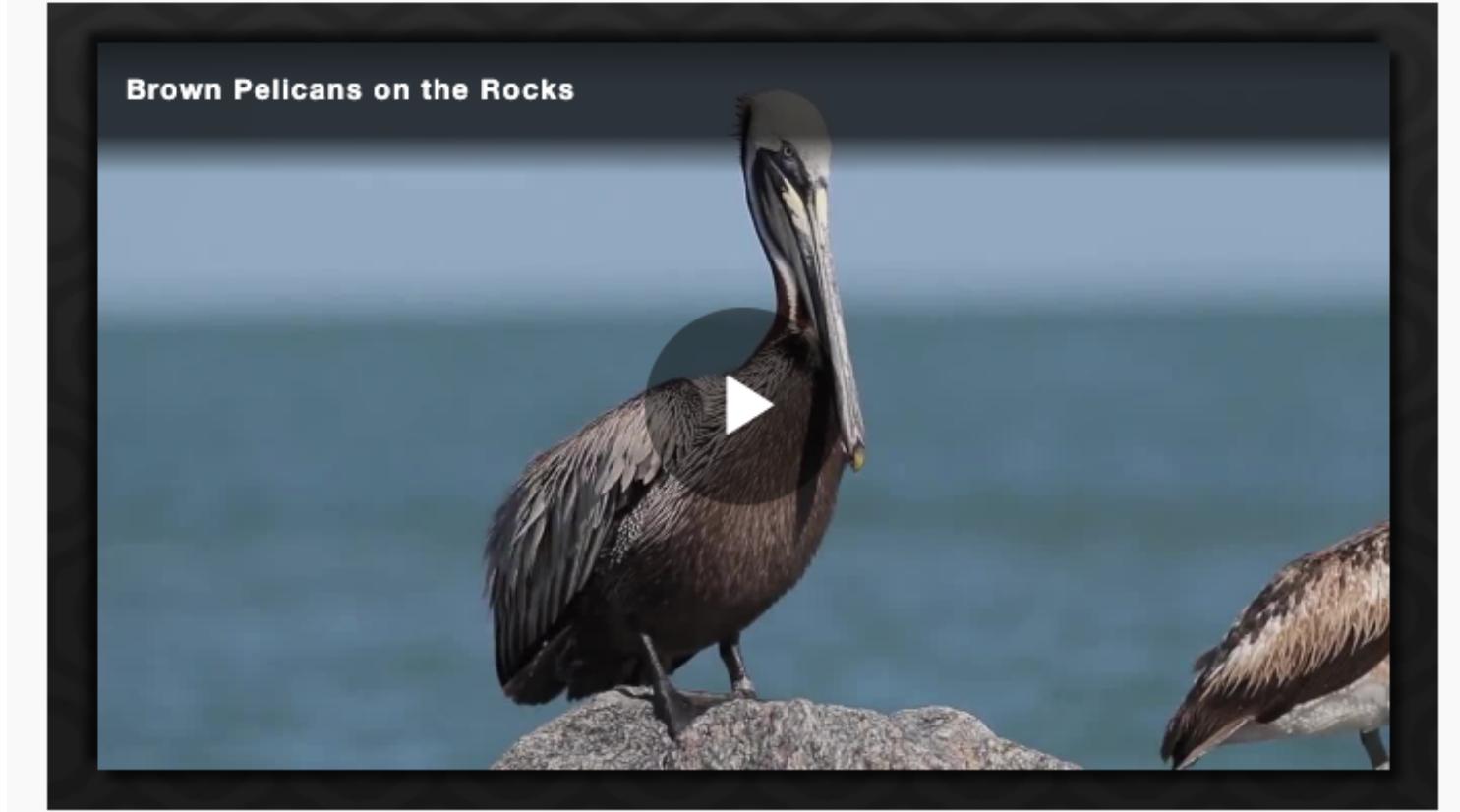
Publishing Brown Pelicans on the Rocks

Select Player

Brightcove Default Player

This is an instance of the Brightcove Default Player. You can modify this or choose to create your own.

Brown Pelicans on the Rocks



Preview in browser
https://players.brightcove.net/1486906377/default_default/index.html?videoid=608543533001

Shorten

Copy Code

Copy the appropriate code below and paste it into your web page or app.

Standard **Advanced** **Change Player Size**

Sizing
 Responsive Fixed

Aspect Ratio
Custom

Player Width 960 **Player Height** 540 **Units** px

<iframe src="https://players.brightcove.net/1486906377/default_default/index.html?videoid=608543533001" allowfullscreen="" allow="encrypted-media" width="960" height="540"></iframe>

Close

Types of Embed Code

- iframe (Standard tab)
 - Recommended for most cases
 - Places the player inside an <iframe> tag
- In-Page (Advanced tab)
 - 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 quickly viewing the player in a browser

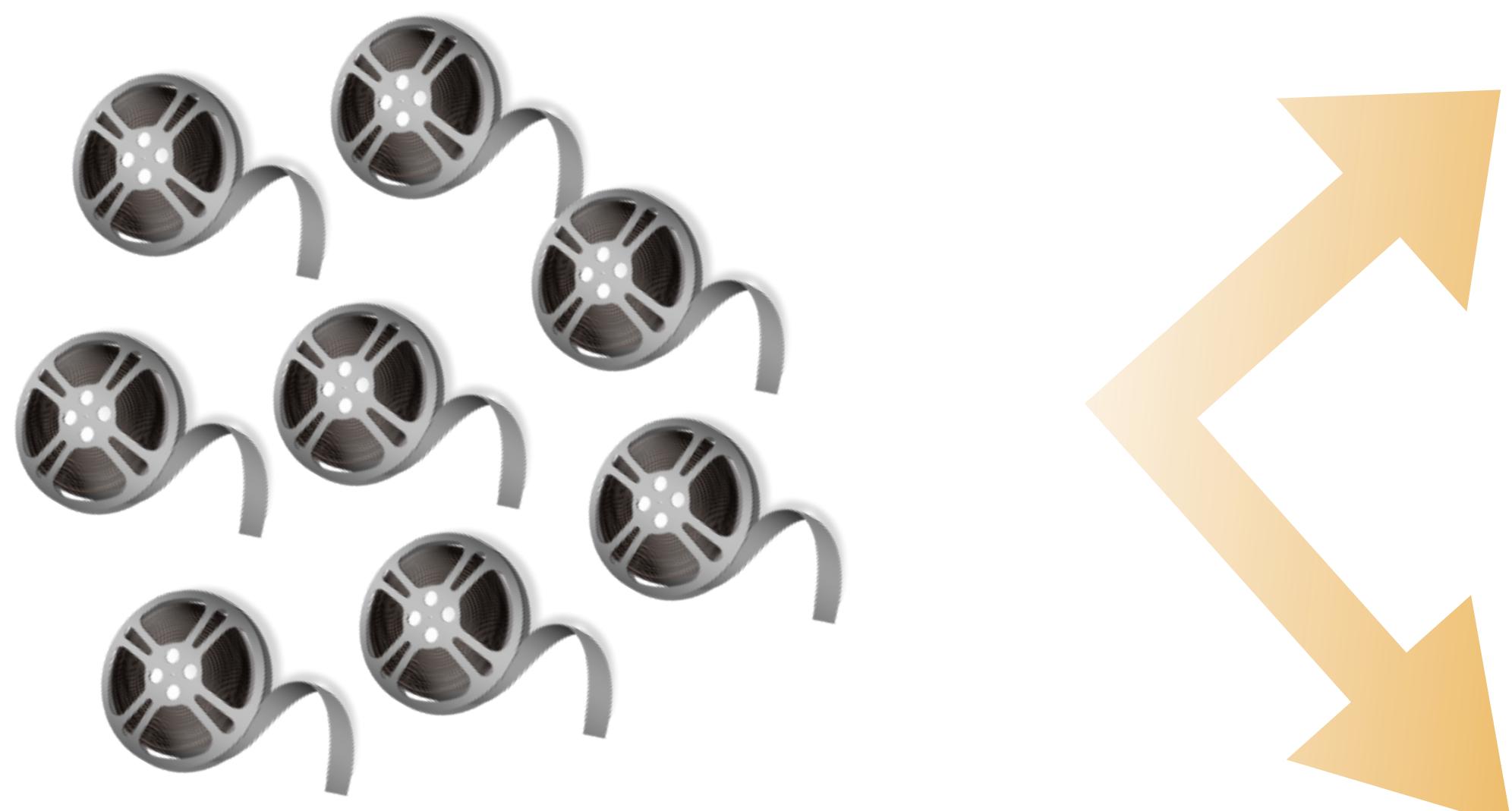
Hands-on Task: Publishing a Video

<https://studio.support.brightcove.com/get-started/step-step-video-cloud-studio-publishing-workflow.html>

Creating a Playlist

Creating a Playlist

- A playlist is a collection of videos that are grouped together in a particular order for playback in a Brightcove Player



- **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

Playlist settings

The screenshot shows the 'Smart' tab selected in the 'Playlist settings' interface. Under 'Play Order', 'Activated Date (Oldest First)' is chosen. The 'Limit Number of Videos' is set to 100. In the 'Parameters' section, 'Tags' is selected under 'Match any', with 'birds' listed as a tag. A blue button labeled '+ Add a parameter' is visible. At the bottom right are 'Cancel' and 'Apply' buttons.

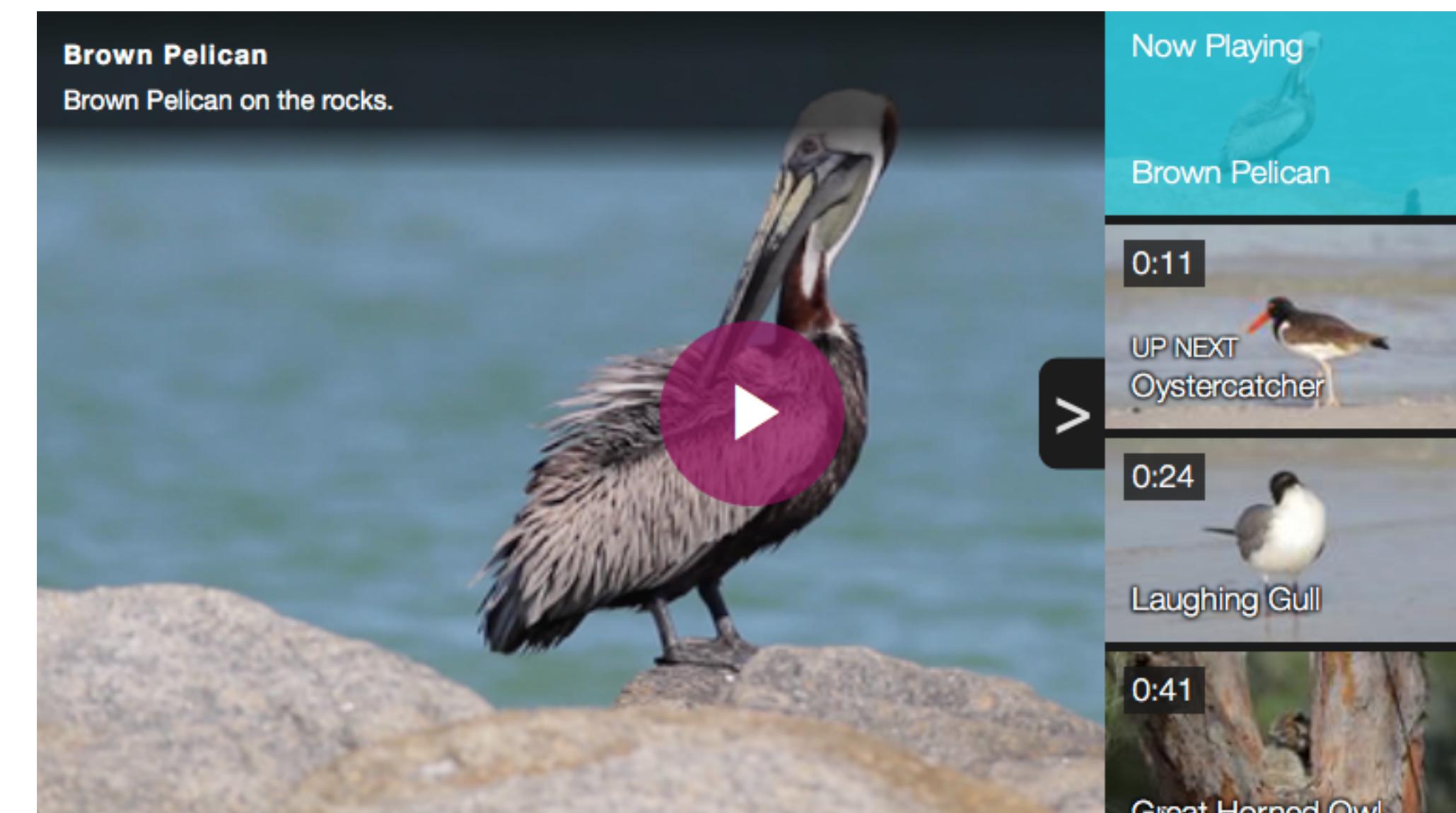
Hands-on Task: Creating Playlists

<https://studio.support.brightcove.com/get-started/step-step-video-cloud-studio-publishing-workflow.html>

Publishing a Playlist

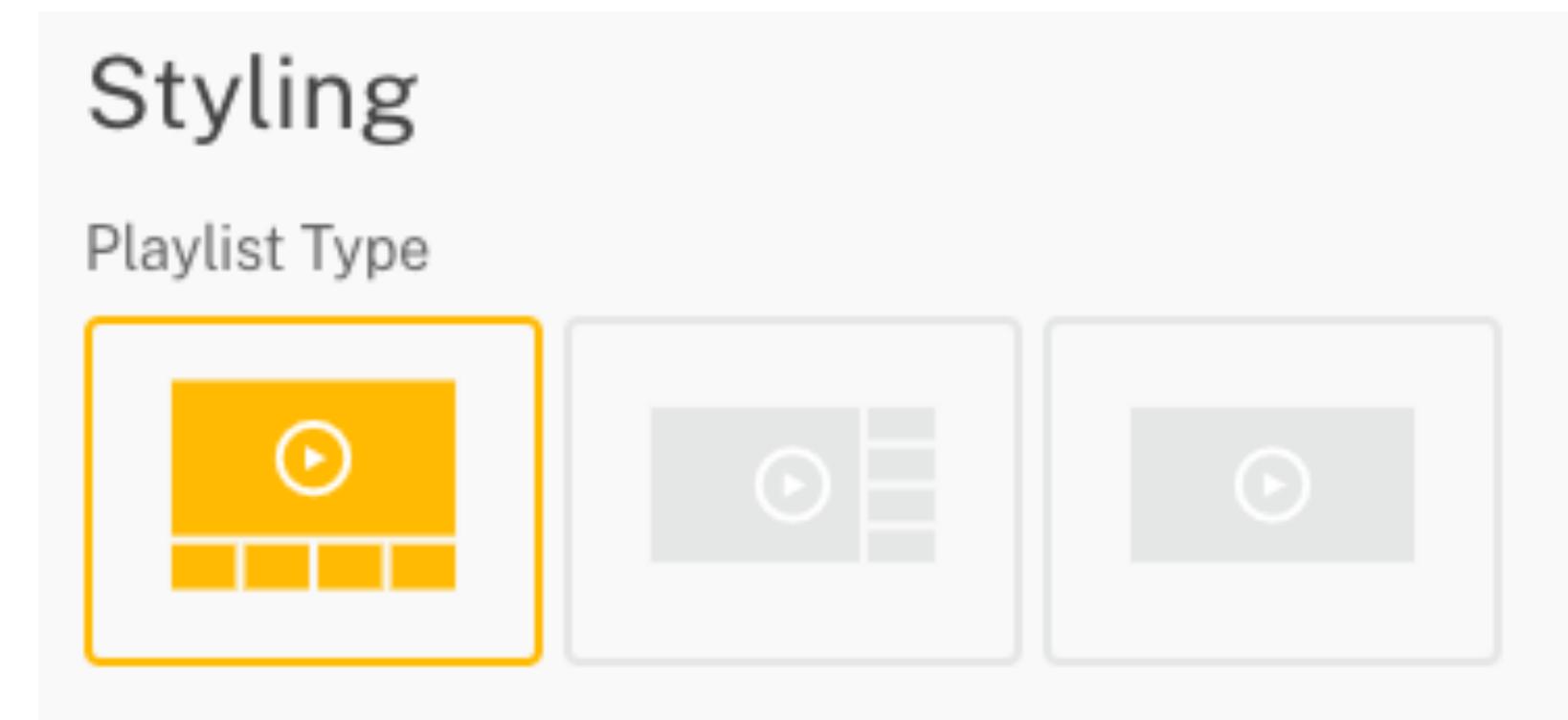
Publishing a Playlist

- 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
- Select a **Player Type** of **Playlist**



- In Styling menu, select a **Playlist Type**

- Select Playback properties
 - Randomize play order
 - Play video when selected
 - Continuous play mode
 - Video countdown

- Randomize play order
- Play video when selected
- Continuous play mode (i)
- Video Countdown
- Up next card (auto advance)
- Up next endscreen (countdown)

Remember to Publish the player after making changes

Hands-on Task: Publishing a Playlist

<https://studio.support.brightcove.com/get-started/step-step-video-cloud-studio-publishing-workflow.html>

Additional Resources

On-demand Training

- <https://studio.support.brightcove.com/training/online-training-courses.html>

Online Training Courses

This topic lists all of the on-demand training courses that are available.

Name	Product Focus	Role	Duration	Description
Video Cloud Basics	Video Cloud	Studio User	16:38	Learn the basics on how to upload and publish videos using Video Cloud Studio
Introduction to Video Cloud	Video Cloud	Studio User	35:37	Learn how to upload, manage and publish videos using Video Cloud Studio
Introduction to Video Cloud Analytics	Video Cloud	Studio User	24:06	Learn about the types of analytics that are available inside Video Cloud Studio
Introduction to Brightcove Gallery	Gallery	Studio User	17:39	Learn about Gallery and the types of experiences that can

Instructor-led Training

- <https://studio.support.brightcove.com/training/register-training.html>

Register for Instructor-led Training

As part of Brightcove's commitment to helping you succeed with online video, we provide no-cost, instructor-led, online training.

Introduction to Video Cloud

Introduction to Video Cloud is an absolute must for those responsible for uploading, configuring, and [read more...](#)

This training is offered several times. Select the date and time that works best for you.

Mon, May 17, 2021 2:00 PM - 3:00 PM EDT

REGISTER

Building Portal Experiences using Gallery

In this course you will walk you through the process of creating, customizing and publishing a Gallery [read more...](#)

This training is offered several times. Select the date and time that works best

Support Request

- <https://supportportal.brightcove.com>



PRODUCT DOCUMENTATION
All you need to know about Brightcove products as a user or developer.



BRIGHTCOVE UNIVERSITY
On-demand, engaging courses so you can learn on your own time, at your own pace.



STATUS PAGE
Stay informed of the status of Brightcove services at all times and get alerts to your email, phone or via RSS feed



SUPPORT PACKAGES
Learn about our different support service offerings.



WEBINARS
Keep up to date with the latest video strategies



EVENTS
Find and attend relevant industry events

BRIGHTCOVE SUPPORT PORTAL LOGIN

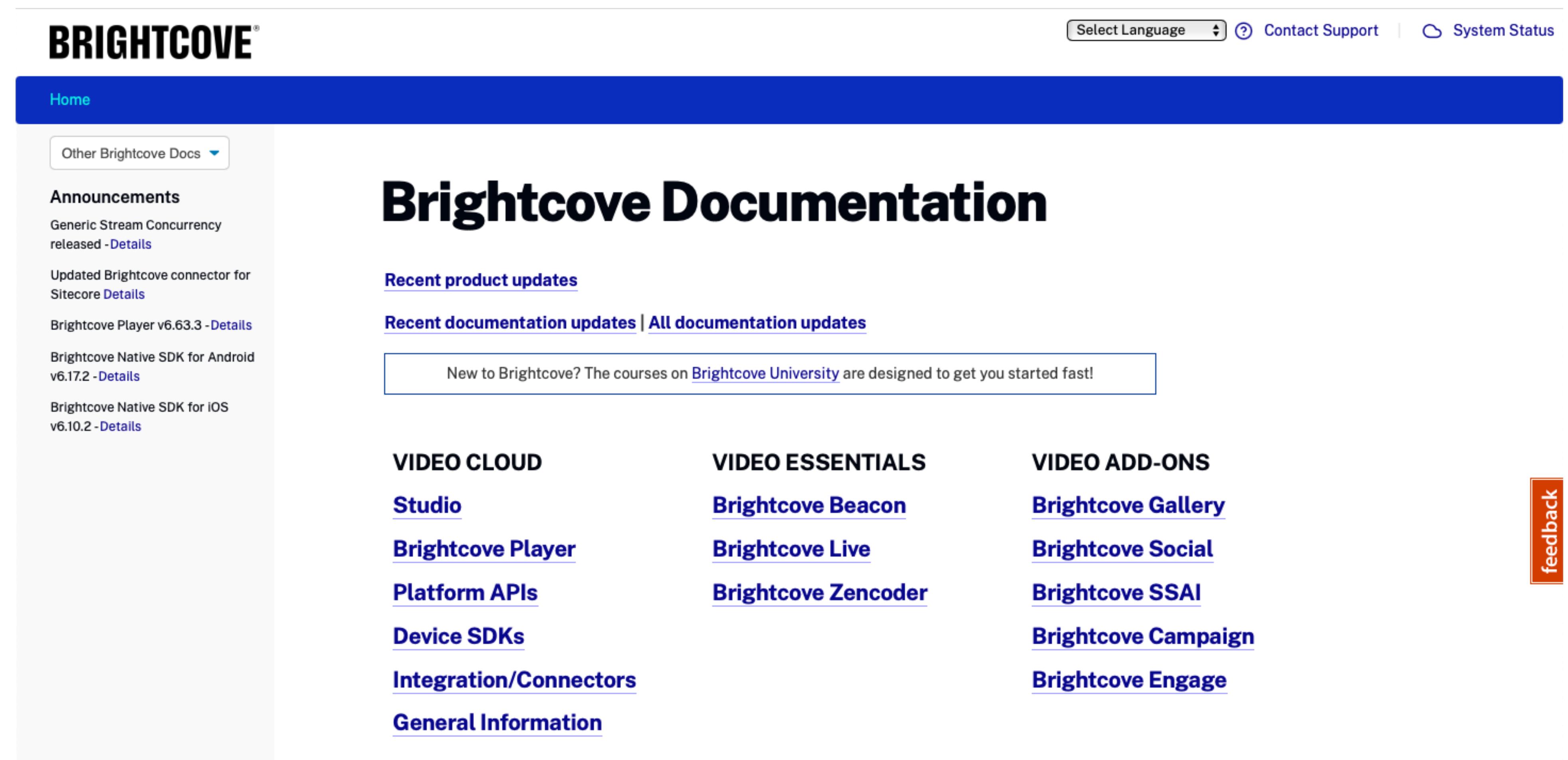
Support Portal credentials are not associated with Studio credentials

[Forgot your password?](#)

[Sign Up](#)

Documentation

- support.brightcove.com



The screenshot shows the Brightcove Documentation website. At the top right, there are links for "Select Language" (with a dropdown arrow), "Contact Support" (with a question mark icon), and "System Status" (with a cloud icon). On the left, a sidebar menu includes "Home" (highlighted in blue), "Other Brightcove Docs" (with a dropdown arrow), and several "Announcements" sections:

- Generic Stream Concurrency released - [Details](#)
- Updated Brightcove connector for Sitecore - [Details](#)
- Brightcove Player v6.63.3 - [Details](#)
- Brightcove Native SDK for Android v6.17.2 - [Details](#)
- Brightcove Native SDK for iOS v6.10.2 - [Details](#)

The main content area features a large heading "Brightcove Documentation". Below it are sections for "Recent product updates" (linking to "Recent documentation updates" and "All documentation updates") and a callout box stating "New to Brightcove? The courses on [Brightcove University](#) are designed to get you started fast!". The footer contains three columns of links:

VIDEO CLOUD	VIDEO ESSENTIALS	VIDEO ADD-ONS
Studio	Brightcove Beacon	Brightcove Gallery
Brightcove Player	Brightcove Live	Brightcove Social
Platform APIs	Brightcove Zencoder	Brightcove SSAI
Device SDKs		Brightcove Campaign
Integration/Connectors		Brightcove Engage
General Information		

A red vertical bar on the right side contains the word "feedback".

Documentation

- <https://studio.support.brightcove.com>

The screenshot shows the 'Video Cloud Studio Documentation' page. At the top, there's a navigation bar with the Brightcove logo, language selection, contact support, and system status links. Below the header is a search bar and a dropdown menu for 'Other Brightcove Docs'. The main content area features a large title 'Video Cloud Studio Documentation' and two columns of links under 'Getting Started' and 'Learn the Basics'. Further down are sections for 'General Information' and 'Managing Videos'.

BRIGHTCOVE VIDEO CLOUD

Select Language | Contact Support | System Status

Video Cloud Studio Documentation

Other Brightcove Docs

Search

Home

- + Getting Started
- + Learn the Basics
- + General Information
- + Managing Videos
- + Managing Cloud Playout Channels
- + Managing Players
- + Publishing Videos & Players
- + Social Sharing
- + Marketing Automation
- + Reviewing Analytics
- + Administering Accounts
- + Training
- + Release Notes
- + Support

Video Cloud Studio Documentation

Getting Started

Just getting started with Video Cloud Studio?

- [Getting Started with Video Cloud Studio](#)
- [Step-by-Step: Video Cloud Studio Publishing Workflow](#)

[View All...](#)

Learn the Basics

Just getting started with Video Cloud Studio?

- [Uploading Videos](#)
- [Editing Basic Video Properties](#)
- [Creating a Player](#)
- [Publishing a Single Video to the Web](#)

[View All...](#)

General Information

General information about Video Cloud Studio.

- [Overview of Dynamic Delivery](#)
- [Overview of Context Aware Encoding](#)

Managing Videos

Learn how to upload and manage videos.

- [Getting Started with the Media Module](#)
- [Editing Video Properties](#)
- [Organizing Videos Using Folders](#)

feedback

BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS