

BRIGHTCOVE

VIDEO CLOUD™

Introduction to Video Cloud

Bob Bailey

bbailey@brightcove.com

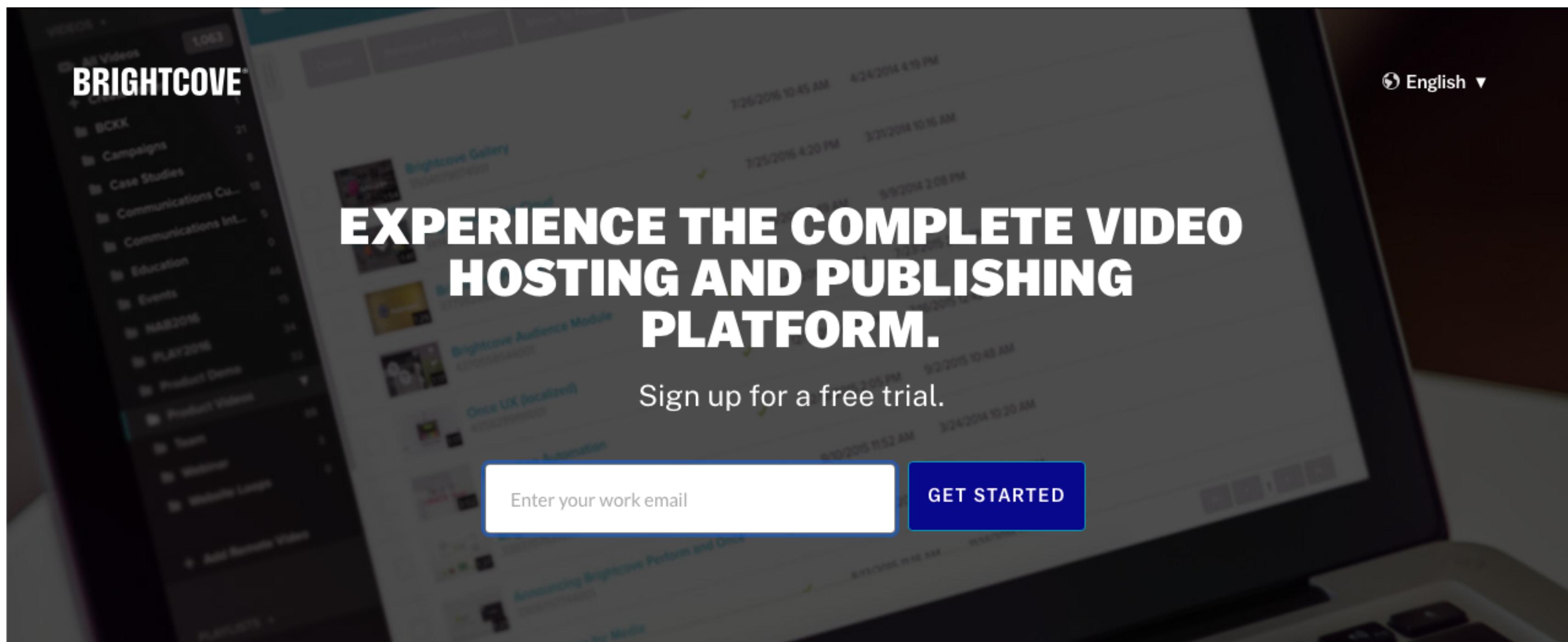
BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS

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.

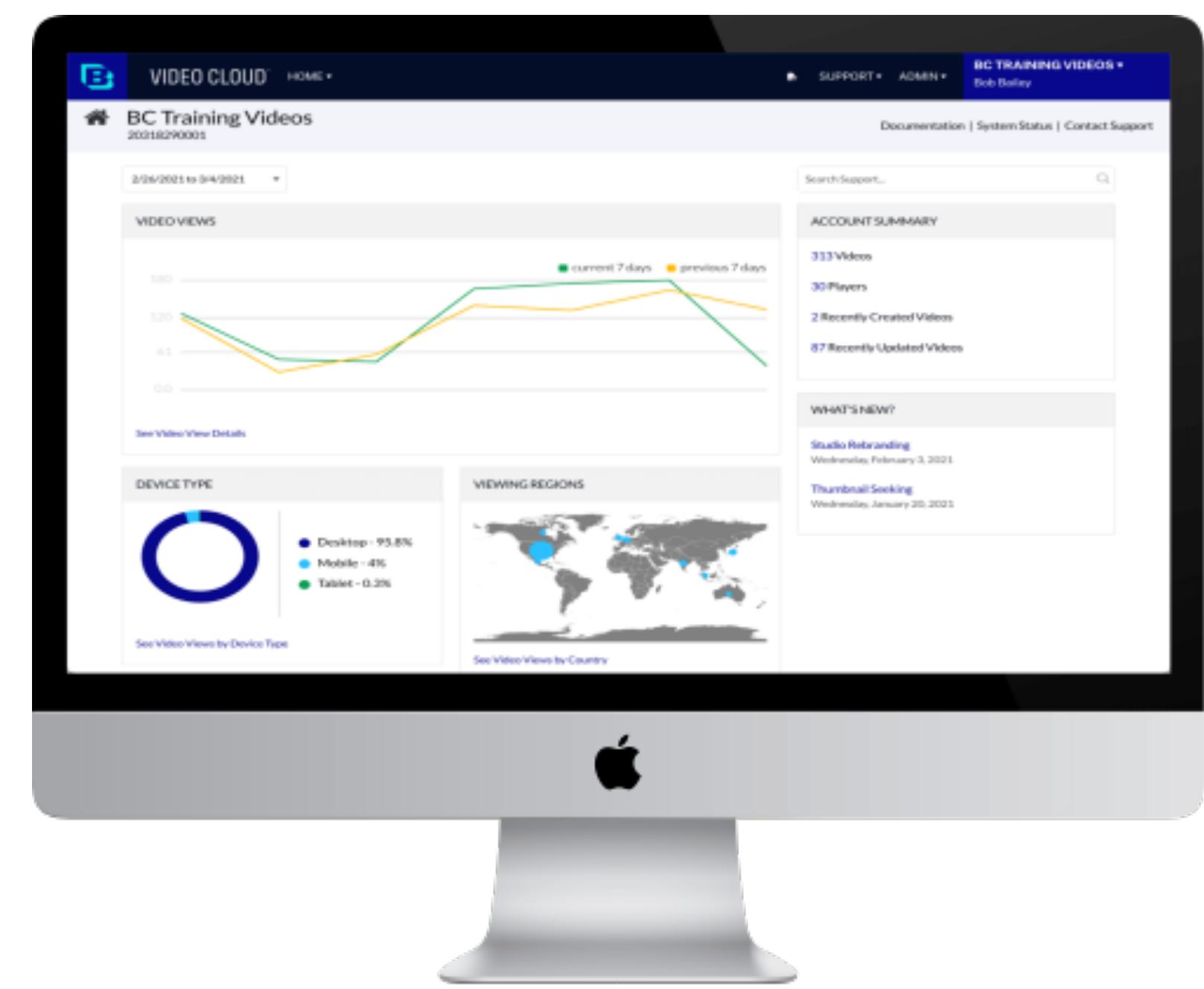
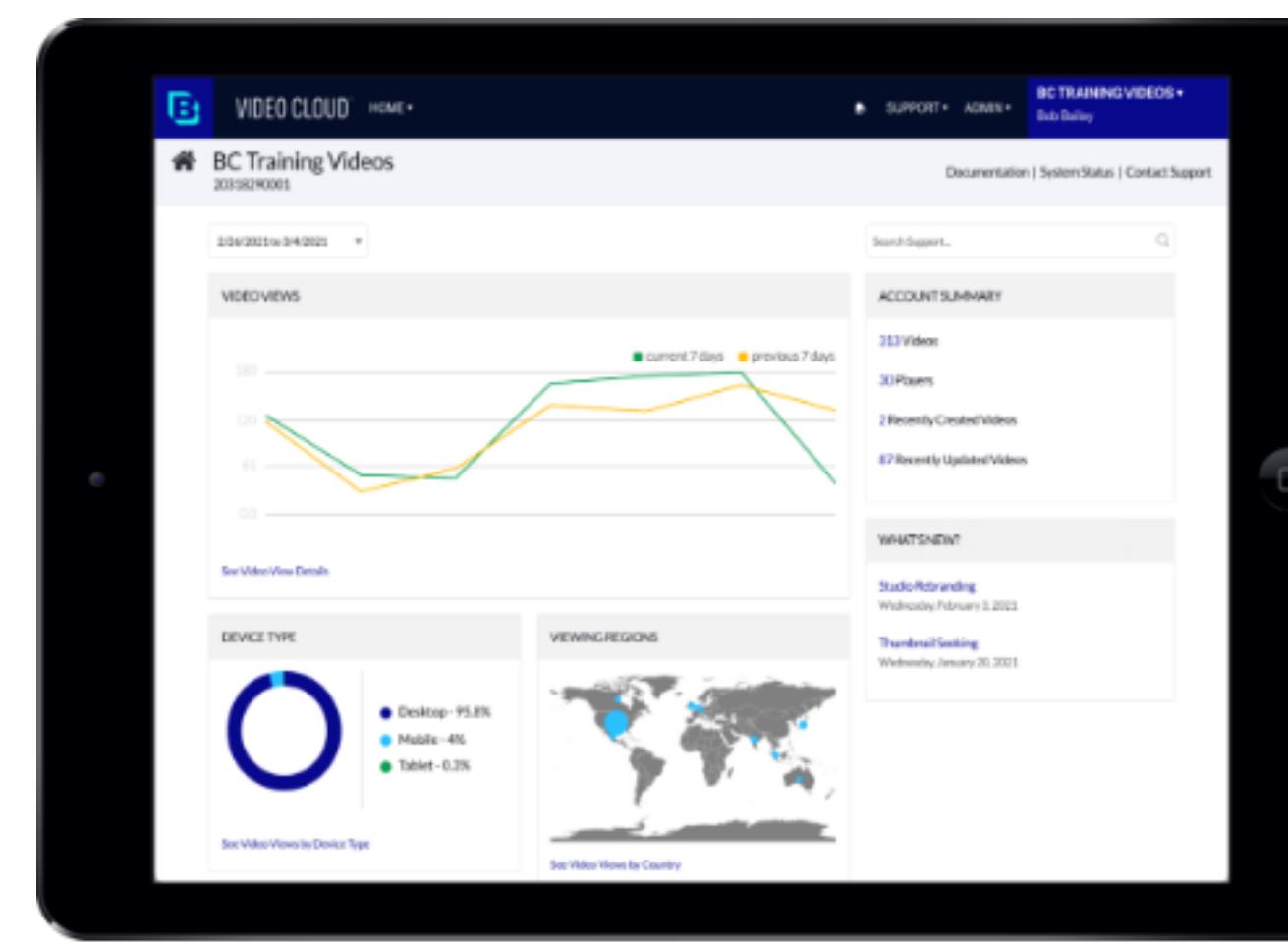
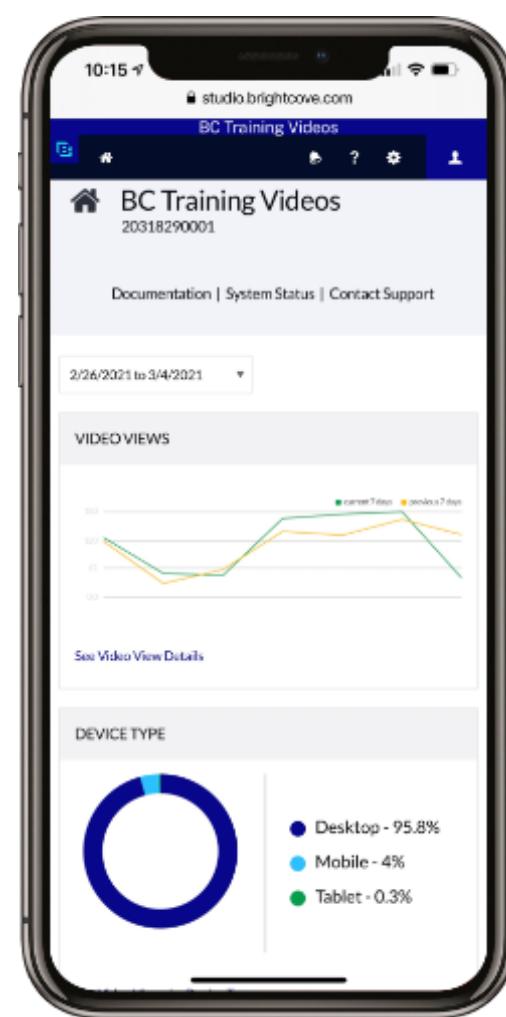
This topic is a companion to the [Introduction to Video Cloud](#) on-demand training course. The hands-on exercises in that training are based upon the steps in this document. It is recommended to watch that training and then use this document so you can complete the hands-on steps on your own.

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](#).

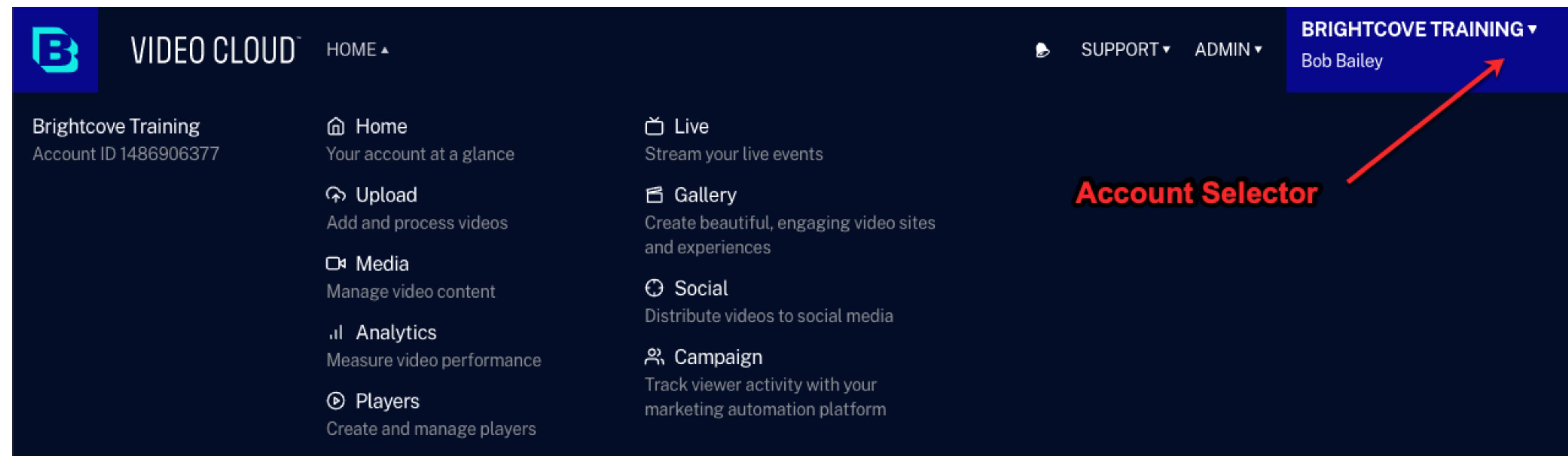
Video Cloud Studio

- 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

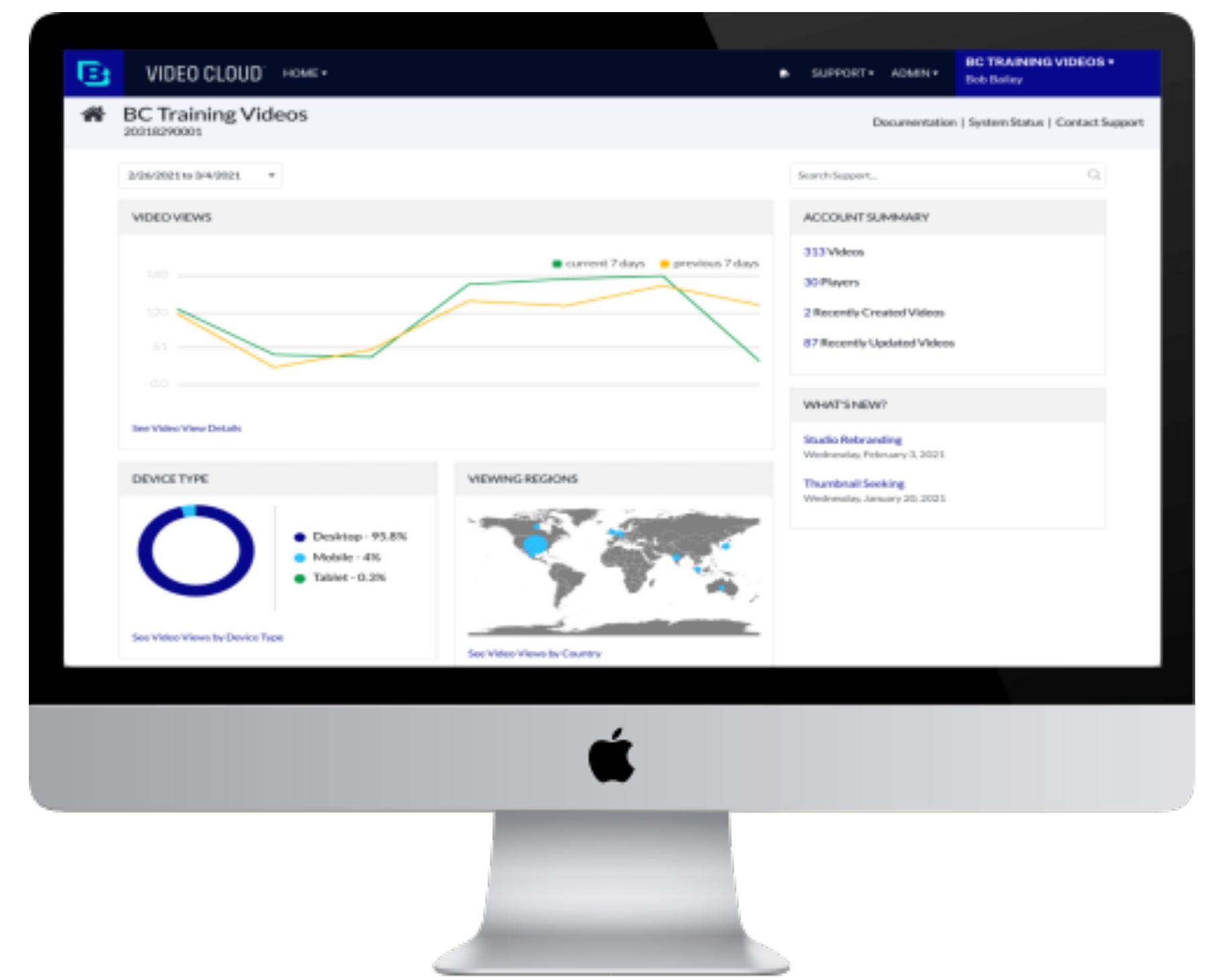
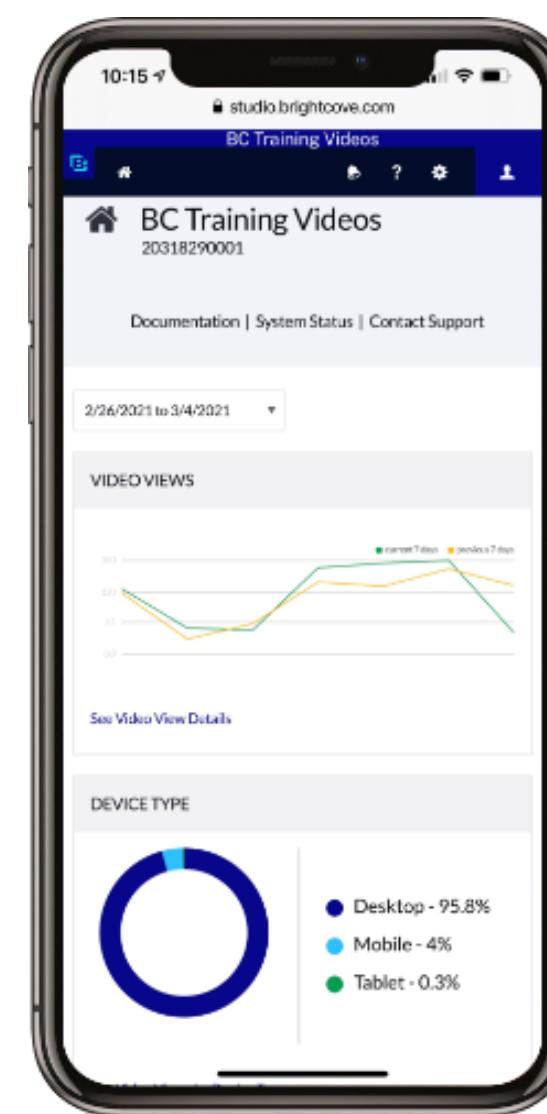
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Analytics** - Review video analytics
- **Players** - Create and style players
- **Live** - Broadcast live events
- **Cloud Playout** - Create live linear channels
- **Gallery** - Create video experiences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

Hands-on: Navigating Video Cloud Studio

Uploading Videos

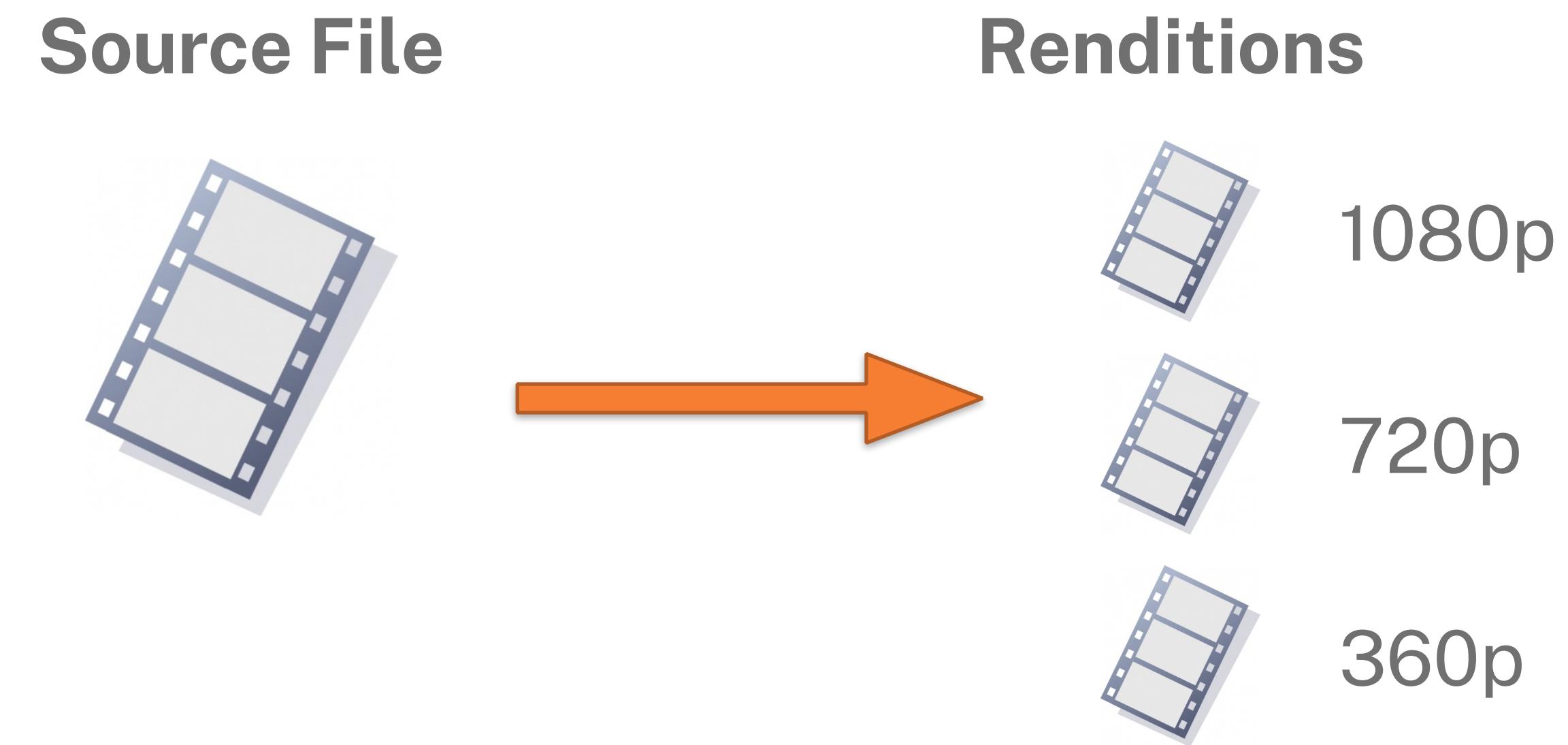
Uploading Videos

- 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



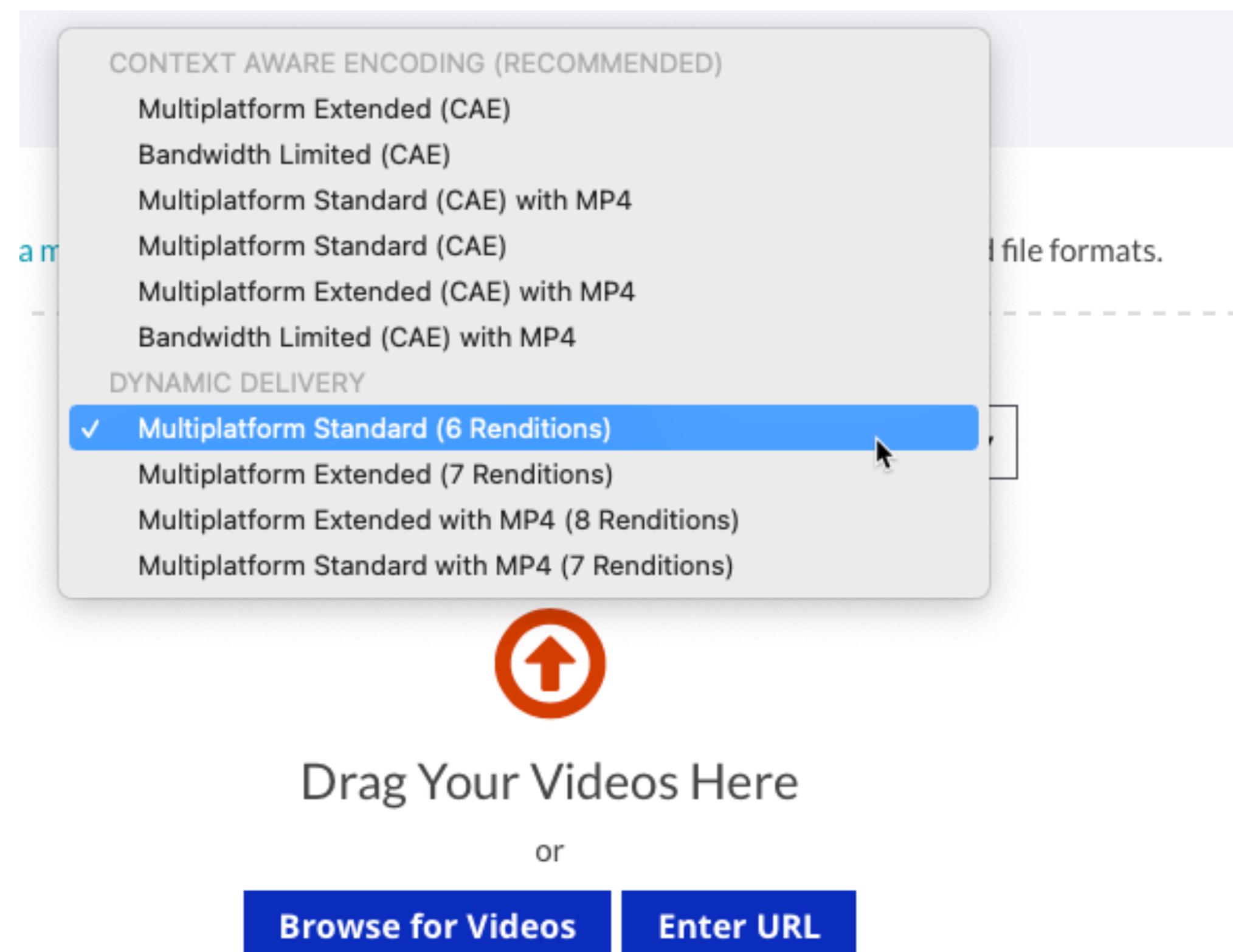
- Goal: Deliver the best rendition to a viewer based upon their device type and bandwidth capabilities

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
- Specify a folder and tags for videos

The screenshot shows the Brightcove Upload interface. At the top, there's a navigation bar with the Brightcove logo, an 'UPLOAD' button, and links for SUPPORT, ADMIN, and VIDEO CLOUD TRAINING (Bob Bailey). Below the navigation bar, the word 'Upload' is centered. A message says 'Videos are available to edit in the [Media module](#) when the upload is complete. See [documentation](#) on supported file formats.' In the center, there's a dashed box containing an 'Ingest Profile' dropdown set to 'Multiplatform Standard (6 Renditions)', a description of its use, and a large blue 'Drag Your Videos Here' area with a cloud icon. Below this are 'Browse for Videos' and 'Enter URL' buttons. To the right, there's a sidebar titled 'Apply to all current uploads' with fields for 'Folder' (containing '---') and 'Tags (comma-separated)' (an empty field), and a 'Apply to All' button.

Uploading Videos

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

The image shows three separate video upload progress modules. Each module has a title at the top, a progress bar, and source file information at the bottom.

- Moose Grazing:** Uploading... 29%, 00:00:15 remaining. Source File Name ID: Moose Grazing.mov 6264476748001.
- Brown Pelican:** Uploading... 0%, 00:00:00 remaining. Source File Name ID: Brown Pelican.mpg 6264476664001.
- Bald Eagle:** Uploading... 64%, 00:00:00 remaining. Source File Name ID: Bald Eagle.mp4 6264476405001.

This screenshot shows a detailed video editing form for a video titled "Moose Grazing".

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

Source File Name ID: Moose Grazing.mov 6264476748001

Ingest Profile: Multiplatform Standard

Status: Active (radio button selected) Inactive

Name *: Moose Grazing (13 / 255 characters)

Short Description: (0 / 250 characters)

Tags (comma-separated): (0 / 250 characters)

Reference ID (must be unique): (0 / 150 characters)

Video Projection: Standard (radio button selected) 360 Degree

Move to Folder: (dropdown menu showing three options)

Buttons: Dismis, Edit, 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

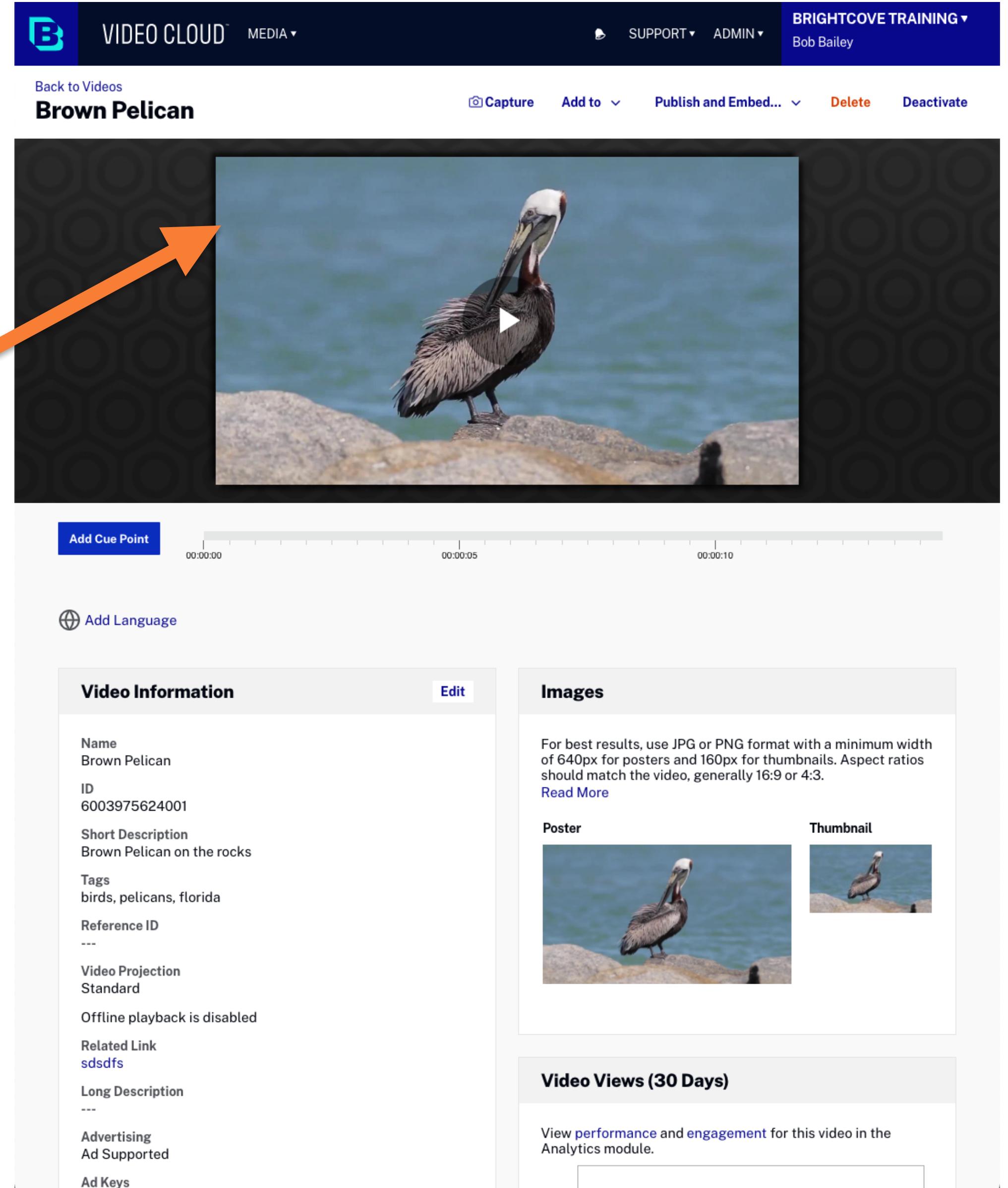
- Media module used to manage videos in an account:
- Edit video properties
- Organize using folders
- Add videos to playlists
- Activate / Deactivate videos
- Delete videos
- Export video metadata
- Publish videos and playlists

The screenshot shows the Brightcove Video Cloud Media interface. The top navigation bar includes the Brightcove logo, 'VIDEO CLOUD™ MEDIA', 'SUPPORT', 'ADMIN', and a user profile for 'Bob Bailey'. Below the navigation is a search bar and links for 'Saved Searches' and 'More Search Options'. The main area is titled 'Videos (250)' and features a table with columns for Name, Status, Reference ID, Created Date, and Updated Date. The table lists several video entries, each with a preview thumbnail, title, duration, and creation details. On the left, there's a sidebar with sections for 'Videos' (including 'All videos', 'Create folder', and folder categories like Animals, Birds, Fish, Sea Life, Sports) and 'Playlists' (including 'All playlists', 'Create playlist', and playlist categories like Animals, Big Playlist, Birds, Bob 4K, Fish, frontpage, Manual Playlist, Moose Videos, Popular, and Racing). Buttons for 'Publish and Embed...', 'Quick Edit', 'Quick View', and 'More' are located above the table.

Name	Status	Reference ID	Created Date	Updated Date
Navigating Video Cloud Studio	Active	1705723301211262516	07/19/2021 10:21 AM	07/19/2021 10:23 AM
Brightcove Overview	Active	1705374190848033311	07/15/2021 1:52 PM	07/15/2021 3:10 PM bbailey@brightcove.com
Brown Pelicans on the Rocks	In Progress	1700308830799244866	05/20/2021 4:01 PM	07/15/2021 10:08 AM mboles@brightcove.com
Navigating Video Cloud Studio	Active	1698764529936997671	05/03/2021 2:55 PM	07/14/2021 3:15 PM bbailey@brightcove.com
Video Cloud Architecture Overview	Active	1698943909895282006	05/05/2021 2:26 PM	07/14/2021 3:14 PM bbailey@brightcove.com
Brown Pelicans on the Rocks	Active	1700308657881693602	05/20/2021 3:58 PM	05/20/2021 3:59 PM
Brown Pelicans on the Rocks	Active	6085435330001	09/11/2019 4:32 PM bbailey@brightcove.com	05/17/2021 9:51 AM bbailey@brightcove.com
Pileated Woodpecker Babies	In Progress	5776961995001	04/26/2018 5:34 PM	05/14/2021 10:27 AM bbailey@brightcove.com
Bird Collection	Active	5161410659001	10/07/2016 4:07 PM	05/03/2021 11:23 AM
Bull Moose	Active	5854853884001	10/29/2018 11:51 AM	04/29/2021 11:56 AM
Brown Pelican	Active	6003975624001	02/19/2019 1:28 PM bbailey@brightcove.com	04/21/2021 11:21 AM bbailey@brightcove.com

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 the Brightcove logo, 'VIDEO CLOUD', 'MEDIA', 'SUPPORT', 'ADMIN', and a 'BRIGHTCOVE TRAINING' dropdown for 'Bob Bailey'. Below the navigation is a video preview for 'Brown Pelican'. The preview shows a pelican standing on rocks by the water. To the left of the preview is a dark sidebar with a hexagonal pattern. An orange arrow points from the second bullet point in the list above to the word 'Pelican' in the video title. Below the preview is a timeline from 00:00:00 to 00:00:10. Underneath the preview, there are sections for 'Add Cue Point', 'Add Language', and 'Video Information'. The 'Video Information' section contains fields for 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 (sdsdfs), Long Description (---), Advertising (Ad Supported), and Ad Keys. To the right of the 'Video Information' section is an 'Images' section with a poster and thumbnail image of the pelican, and a note about using JPG or PNG format. At the bottom is a 'Video Views (30 Days)' section.

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	sdsdfs
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 Cancel Save

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

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

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

Players

New Player Duplicate Delete

<input type="checkbox"/>	Name	Updated	Version	Status
<input type="checkbox"/>	Campaign Player - 2021-07-14	7/15/2021 10:51 AM	6.57.2	✓
<input type="checkbox"/>	Dle72zQojK			
<input type="checkbox"/>	Campaign Player	7/14/2021 10:10 AM	6.57.2	✓
<input type="checkbox"/>	SsEUJXuhe			
<input type="checkbox"/>	Custom Audience Player	6/3/2021 2:09 PM	6.57.2	✓
<input type="checkbox"/>	PLCXN362R			
<input type="checkbox"/>	Audience Player - Audience	6/3/2021 11:02 AM	6.57.2	⚠
<input type="checkbox"/>	Tracking	CYVplC84O		
<input type="checkbox"/>	Sample Player	5/26/2021 3:11 PM	6.57.2	✓
<input type="checkbox"/>	V1KgI6INB			
<input type="checkbox"/>	Sample Player	5/26/2021 2:34 PM	6.57.2	✓
<input type="checkbox"/>	Ctzra7vEL			
Email Redirect to Video				

Campaign Player - 2021-07-14
Created 7/14/2021 8:35 AM

Player Preview

Embed Code & URL

Player ID
Dle72zQojK

Name
Campaign Player - 2021-07-14

Description
Player created by Campaign module July 14th 2021, 8:35:10 am

Status
Active

Published State
Published

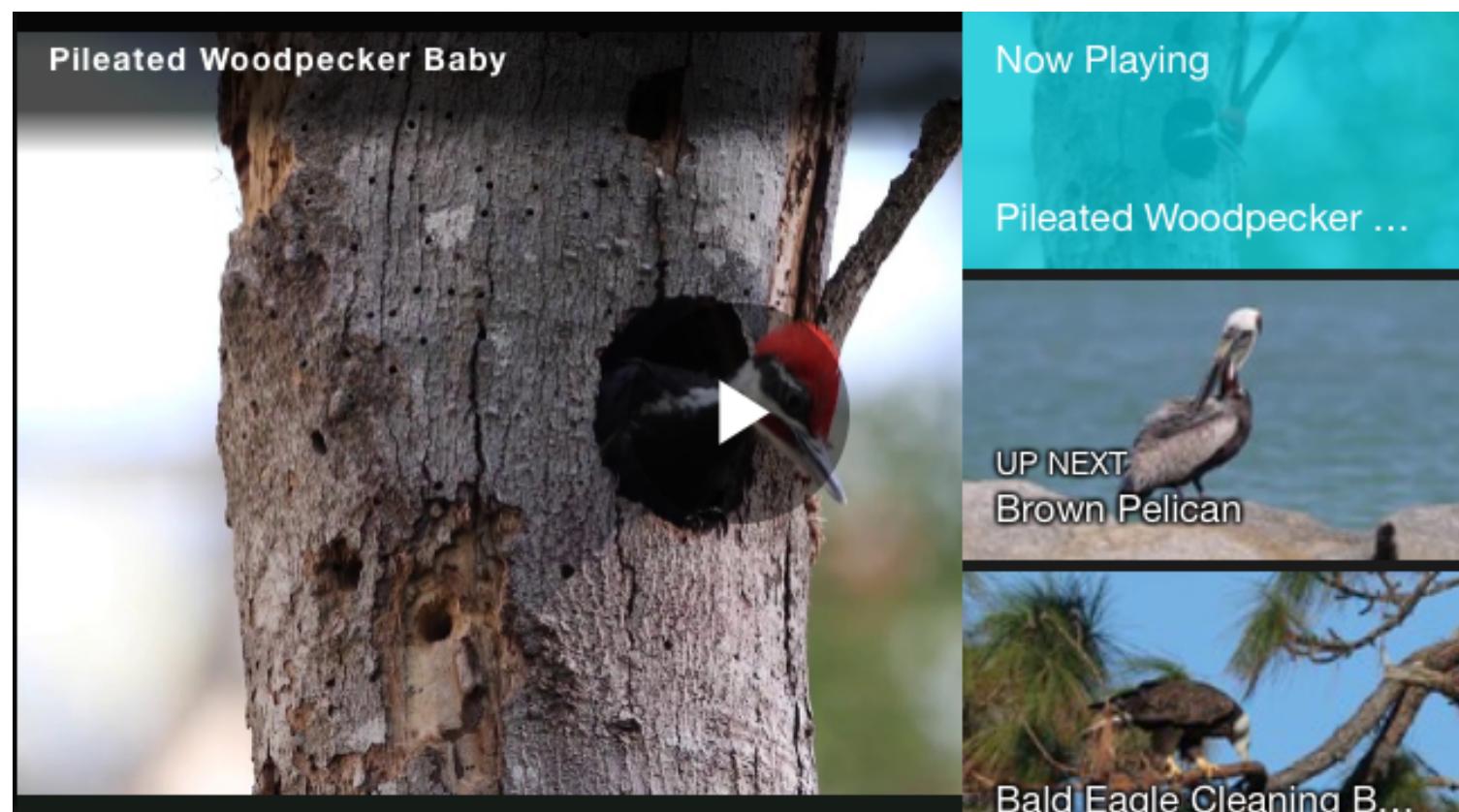
Player Types

- Single Video player

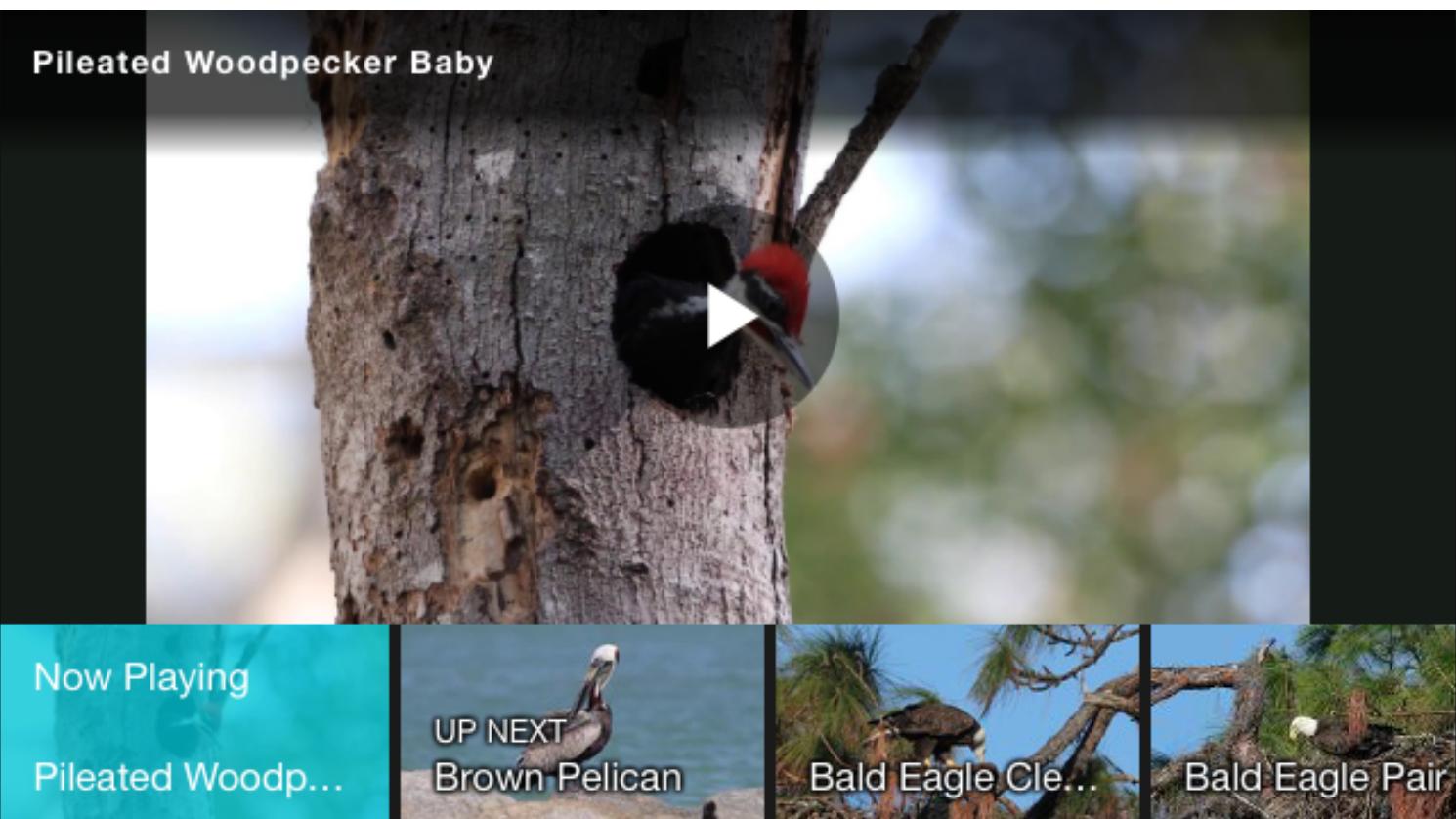


Player Types

- 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

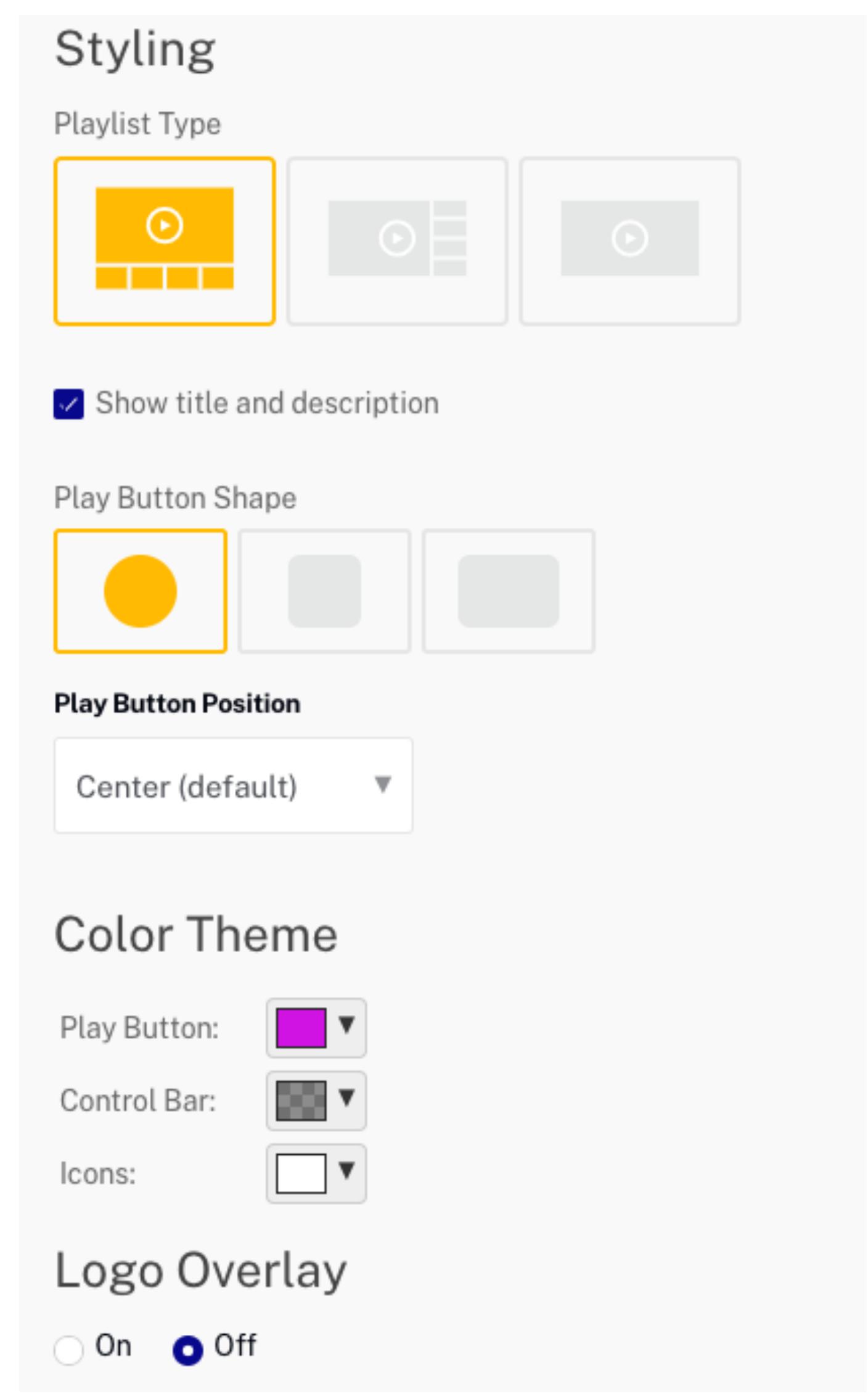
The screenshot shows the Brightcove Video Cloud interface for managing player properties. At the top, there's a navigation bar with the Brightcove logo, 'VIDEO CLOUD', 'PLAYERS', 'SUPPORT', 'ADMIN', and a 'BRIGHTCOVE TRAINING' dropdown for 'Bob Bailey'. Below the navigation is a toolbar with 'Delete', 'Deactivate', 'Revert Changes', 'Preview', and 'Publish & Embed' buttons.

The main content area is titled 'Sample Player' and includes a 'Player Information' section. It shows the 'Player ID' as 'Ctza7vEL' and the 'Name' as 'Sample Player' (with a character count of 13 / 200). The 'Player Type' is set to 'Playlist' (radio button selected). A 'Short Description' field contains placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, se...'. Below this is a 'Sizing' section with 'Responsive' selected (radio button selected) and 'Fixed' as an option. The 'Aspect Ratio' is set to '16:9' and the 'Player Dimensions' are '640 x 360 px'. Under 'Update Mode', 'Automatic' is selected (radio button selected). The 'Player Version' dropdown is set to 'Always latest release'. The 'Published Player Version' is listed as '6.57.2'. The 'Localization' section has a note: 'Include the language code(s) you wish to use for localization'. At the bottom right is a large preview window showing a video thumbnail with a play button and a 'Share' link. A message at the bottom left states: 'This player is published. You can make changes and publish them when you are ready.'

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



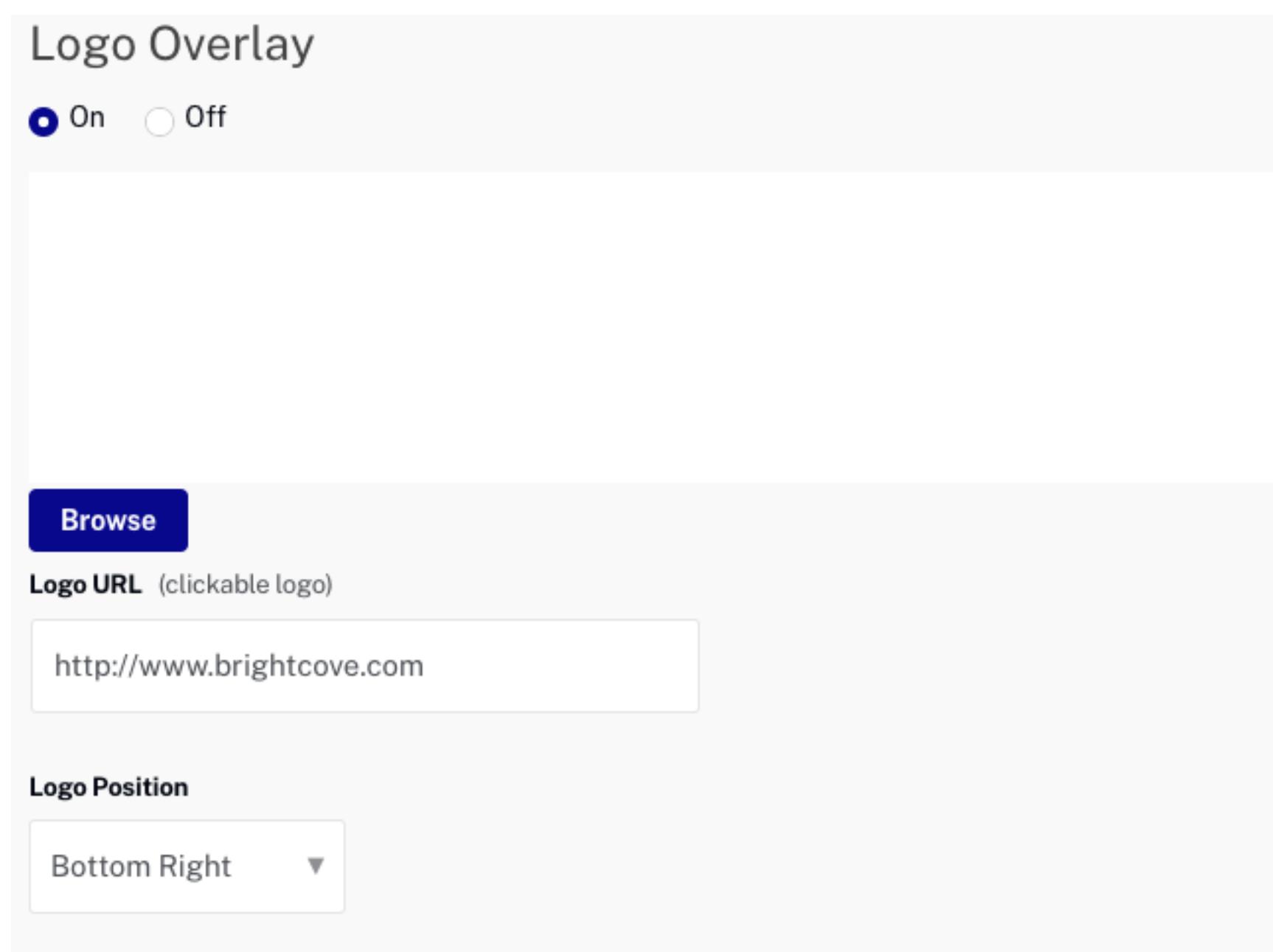
Styling a Player

- 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

Sample Player
Created 8/20/2018 2:26 PM

Player Preview

Embed Code & URL ▾

Preview Player 

Published Player

Sample Player

Description

Status

Active

Published State

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 >

Publish to Web

- 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**

Using the standard (iframe) embed code is recommended for most cases. [Help](#)

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

Sizing
 Responsive Fixed

Aspect Ratio
Custom

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

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

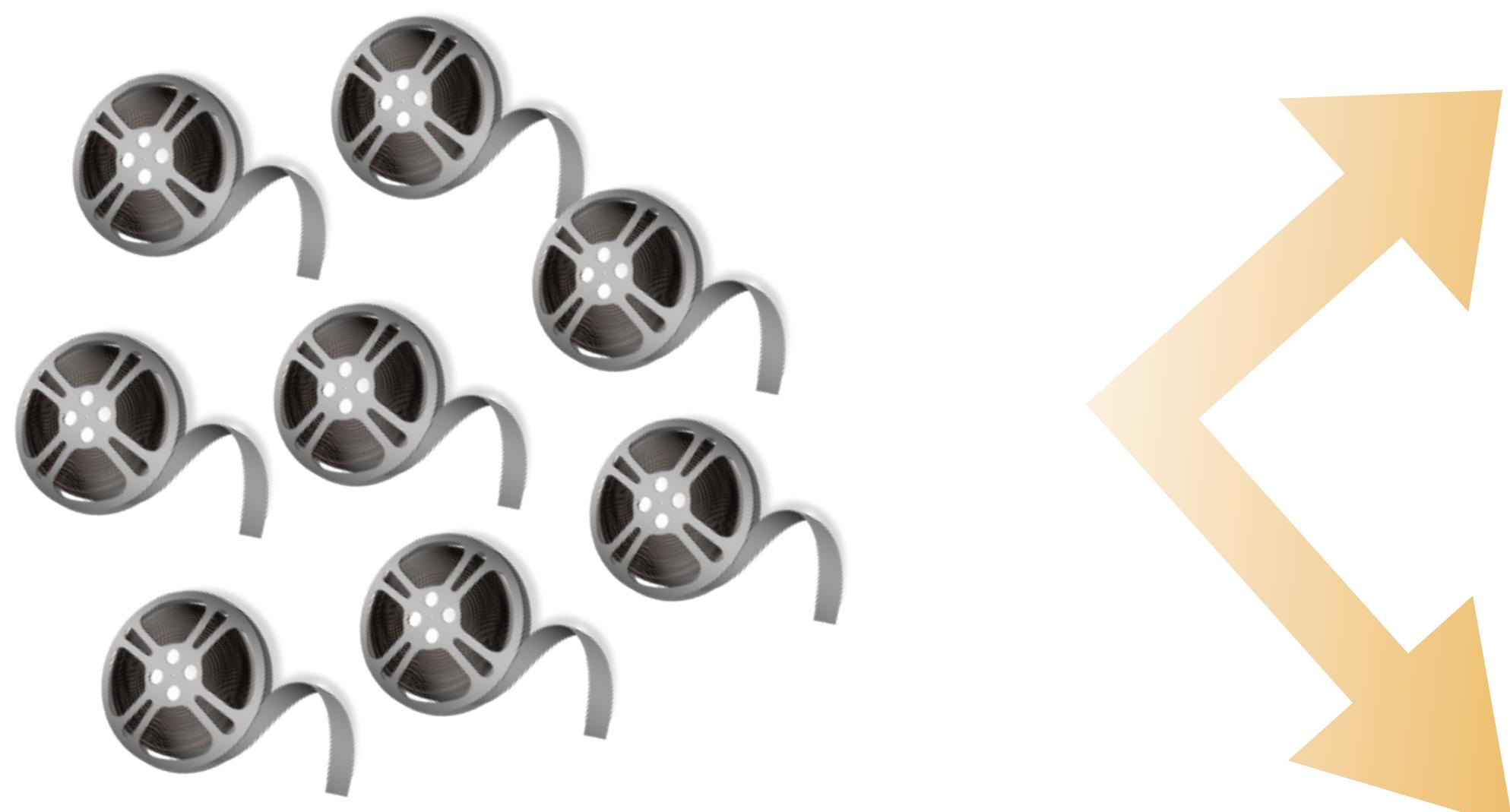
Hands-on Task: Publishing a Video

<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: Create Playlist

The screenshot shows the 'Playlist Settings: Create Playlist' dialog. It includes fields for Reference ID (empty), Description (empty), Playlist type (Smart selected), Playlist Name (Birds), Show Playlist in Sidebar (unchecked), Smart Playlist Settings (Tags dropdown set to 'contains one or more' with 'birds' entered), Play Order (Activated Date (Oldest First)), Limit Number of Videos (100), and Save/Cancel buttons.

Playlist type

Manual: Add videos manually
 Smart: Add videos automatically based on tags

Reference ID

Description

Playlist Name

Birds

Show Playlist in Sidebar

Smart Playlist Settings

Tags

contains one or more ▾ birds

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

100

Cancel Save

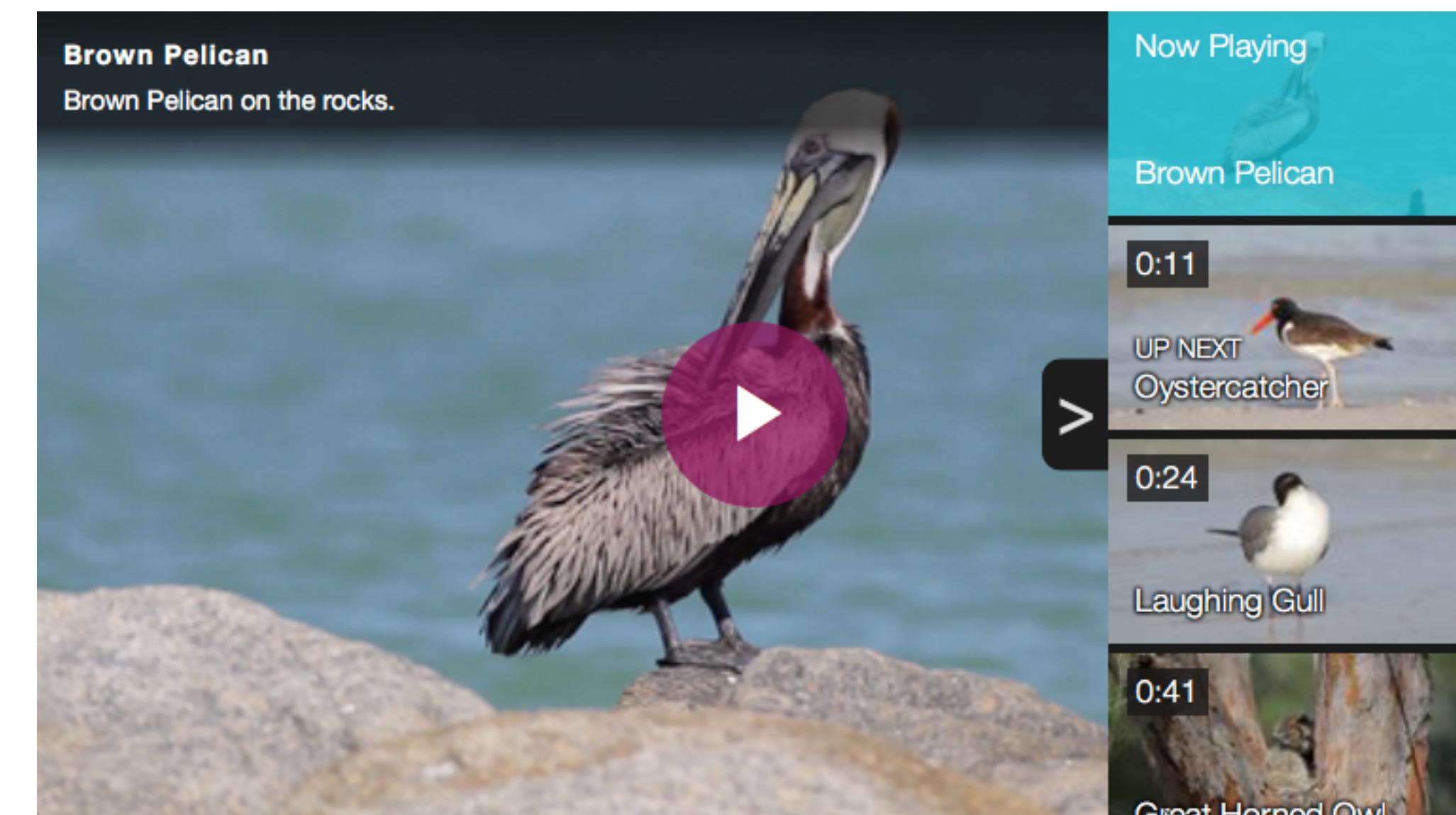
Hands-on Task: Creating Playlists

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

Publishing a Playlist

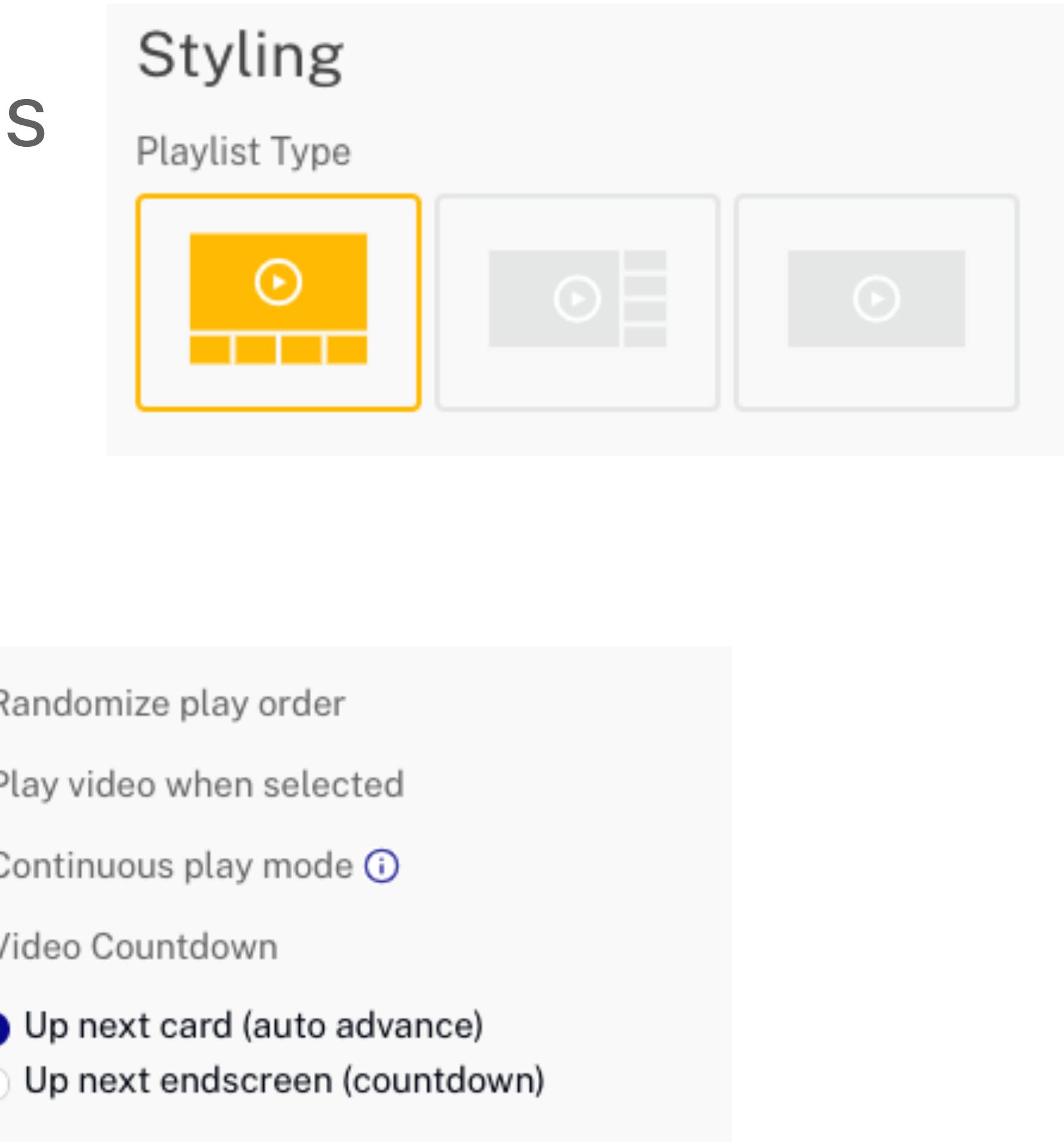
Publishing a Playlist

- 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



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 be created

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, Aug 9, 2021 10:00 AM - 11:00 AM 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 for you.

Thu, Aug 19, 2021 2:00 PM - 3:00 PM EDT ▾

REGISTER

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





Log in

[Forgot your password?](#)

[Sign Up](#)

Trouble resetting your password?
[review the process here](#)

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). The main title "Brightcove Documentation" is centered at the top. Below it, a callout box says "New to Brightcove? The courses on Brightcove University are designed to get you started fast!" On the left sidebar, there's a "Home" button in a blue bar, a "Other Brightcove Docs" dropdown menu, and sections for "Announcements", "Forensic Watermarking Released", "Details", "New Cloud Playout features: 1) Static Image Overlays; 2) full-featured Channels API for creating and managing Cloud Playout channels", and "Brightcove Player v6.57.2 - Details". The main content area is divided into three columns: "VIDEO CLOUD" (Studio, Brightcove Player, Platform APIs, Device SDKs, Integration/Connectors, General Information), "VIDEO ESSENTIALS" (Brightcove Beacon, Brightcove Live, Brightcove Zencoder), and "VIDEO ADD-ONS" (Brightcove Gallery, Brightcove Social, Brightcove SSAI, Brightcove Campaign, Brightcove Engage). A red vertical bar on the right contains the word "feedback".

Brightcove Documentation

New to Brightcove? The courses on [Brightcove University](#) are designed to get you started fast!

VIDEO CLOUD

- [Studio](#)
- [Brightcove Player](#)
- [Platform APIs](#)
- [Device SDKs](#)
- [Integration/Connectors](#)
- [General Information](#)

VIDEO ESSENTIALS

- [Brightcove Beacon](#)
- [Brightcove Live](#)
- [Brightcove Zencoder](#)

VIDEO ADD-ONS

- [Brightcove Gallery](#)
- [Brightcove Social](#)
- [Brightcove SSAI](#)
- [Brightcove Campaign](#)
- [Brightcove Engage](#)

[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, a 'Select Language' dropdown, a 'Contact Support' link, and a 'System Status' link. Below the header is a blue banner with the text 'Video Cloud Studio Documentation'. On the left, a sidebar menu lists various documentation categories: 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, and Support. A search bar is located at the top right of the main content area. The main content area features several sections: 'Getting Started' (with links to 'Getting Started with Video Cloud Studio', 'Step-by-Step: Video Cloud Studio Publishing Workflow', and 'View All...'), 'Learn the Basics' (with links to 'Uploading Videos', 'Editing Basic Video Properties', 'Creating a Player', 'Publishing a Single Video to the Web', and 'View All...'), 'General Information' (with a general info paragraph and links to 'Overview of Dynamic Delivery', 'Overview of Context Aware Encoding', 'Video Cloud Architecture Overview', and 'Video Source File Recommendations'), and 'Managing Videos' (with a paragraph about managing videos and links to 'Getting Started with the Media Module', 'Editing Video Properties', 'Organizing Videos Using Folders', and 'Uploading Poster and Thumbnail Images'). A red vertical bar on the right side contains the word 'feedback'.

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