



Video Cloud Essentials

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brightcove
VIDEO CLOUD



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

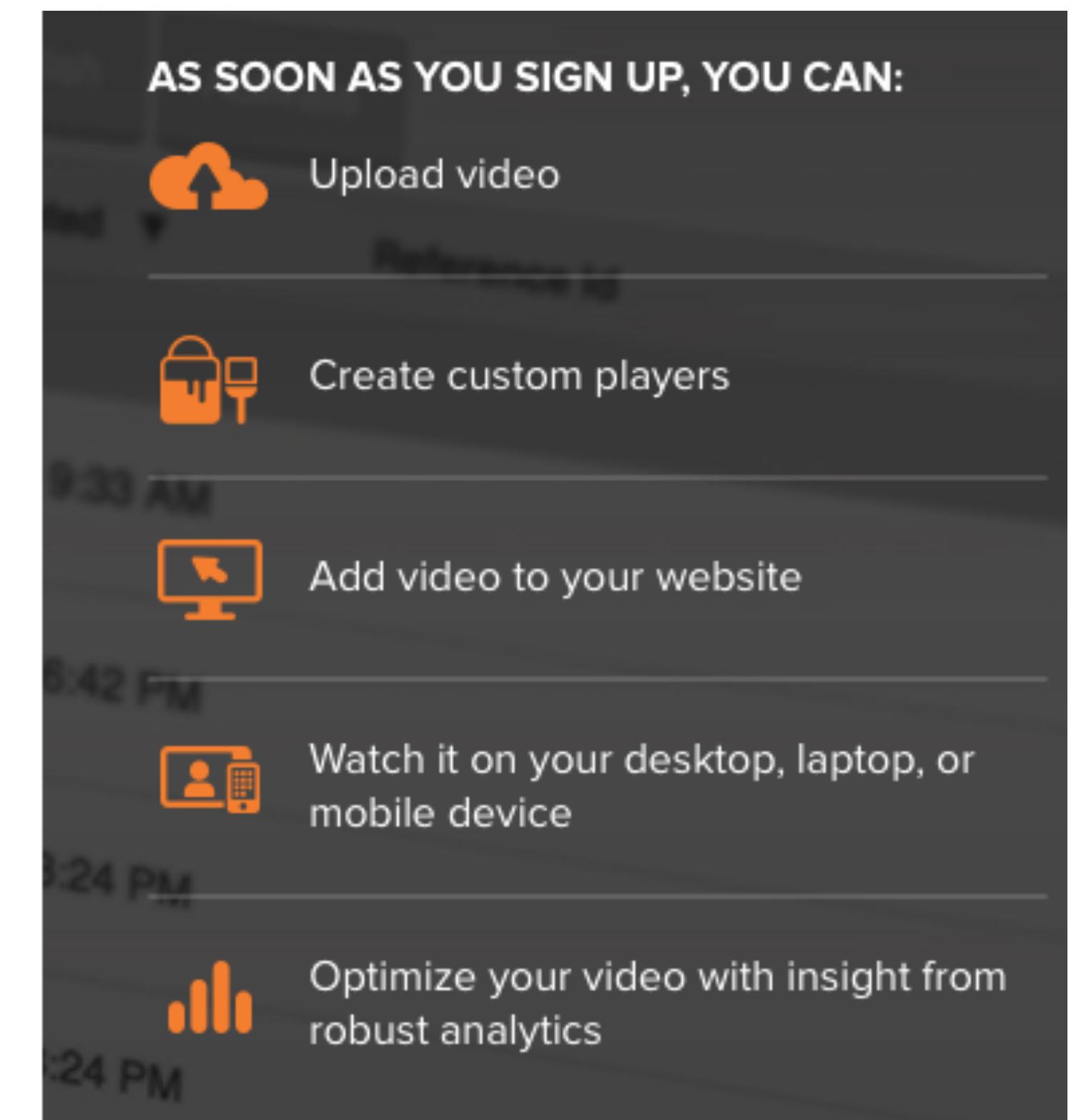
- You can sign up for a trial account:
 - <https://register.brightcove.com>

Start Your **Free 30-Day** Brightcove
Video Cloud Trial

No credit card required.

CONTINUE

We will use your email address to see if you are already registered with Brightcove.





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>

The screenshot shows the 'Quick Start to Video Cloud' page. On the left, there is a vertical navigation menu titled 'NEW STUDIO' with the following items:

- Getting Started (highlighted in orange)
- Adding Videos
- Managing Videos
- Creating & Customizing Players
- Publishing Videos
- Live Streaming
- Using Reports & Analytics
- Audience Engagement
- Integration
- Administering Accounts & Users
- Mobile SDKs
- General Information

The main content area has a title 'Quick Start to Video Cloud' and a table showing product information:

PRODUCT	VERSION	EDITION
VIDEO CLOUD	New Studio	Express I, Express II, Express III, Professional, Enterprise

The text in the main content area reads:

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.

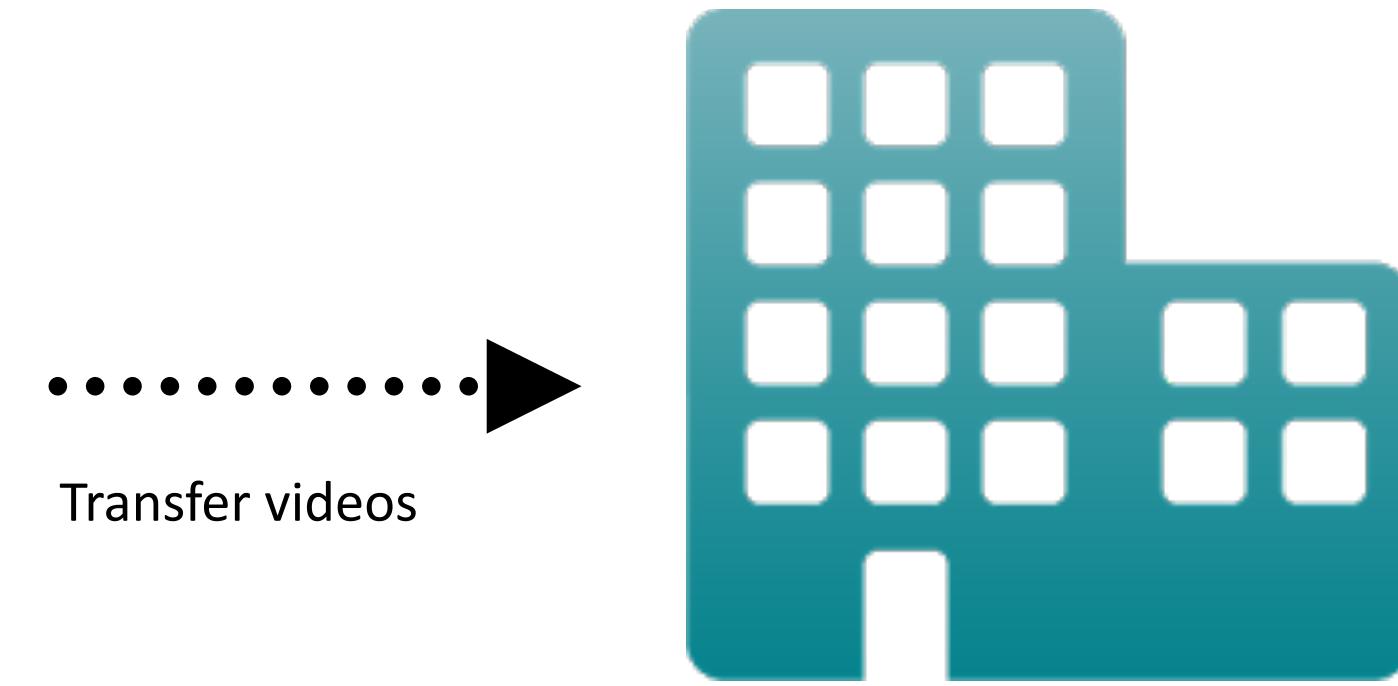
After completing this Quick Start you should be able to:

- Describe the Video Cloud architecture
- Navigate inside Video Cloud Studio
- Upload videos to Video Cloud
- Edit video properties
- Publish a video
- Create and style a player
- Create a playlist
- Publish a playlist
- Understand the types of analytics that are provided by Video Cloud



Reviewing the Video Cloud Architecture

The Video Cloud Platform Architecture



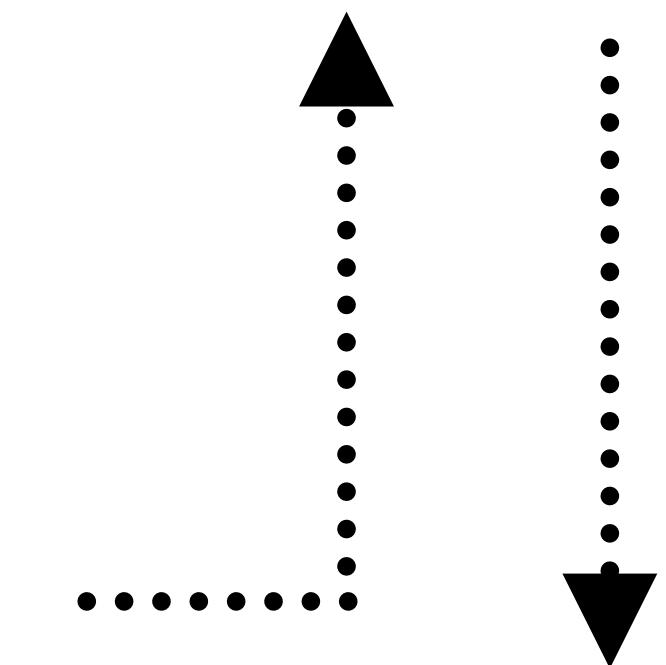
.....→

Transfer videos



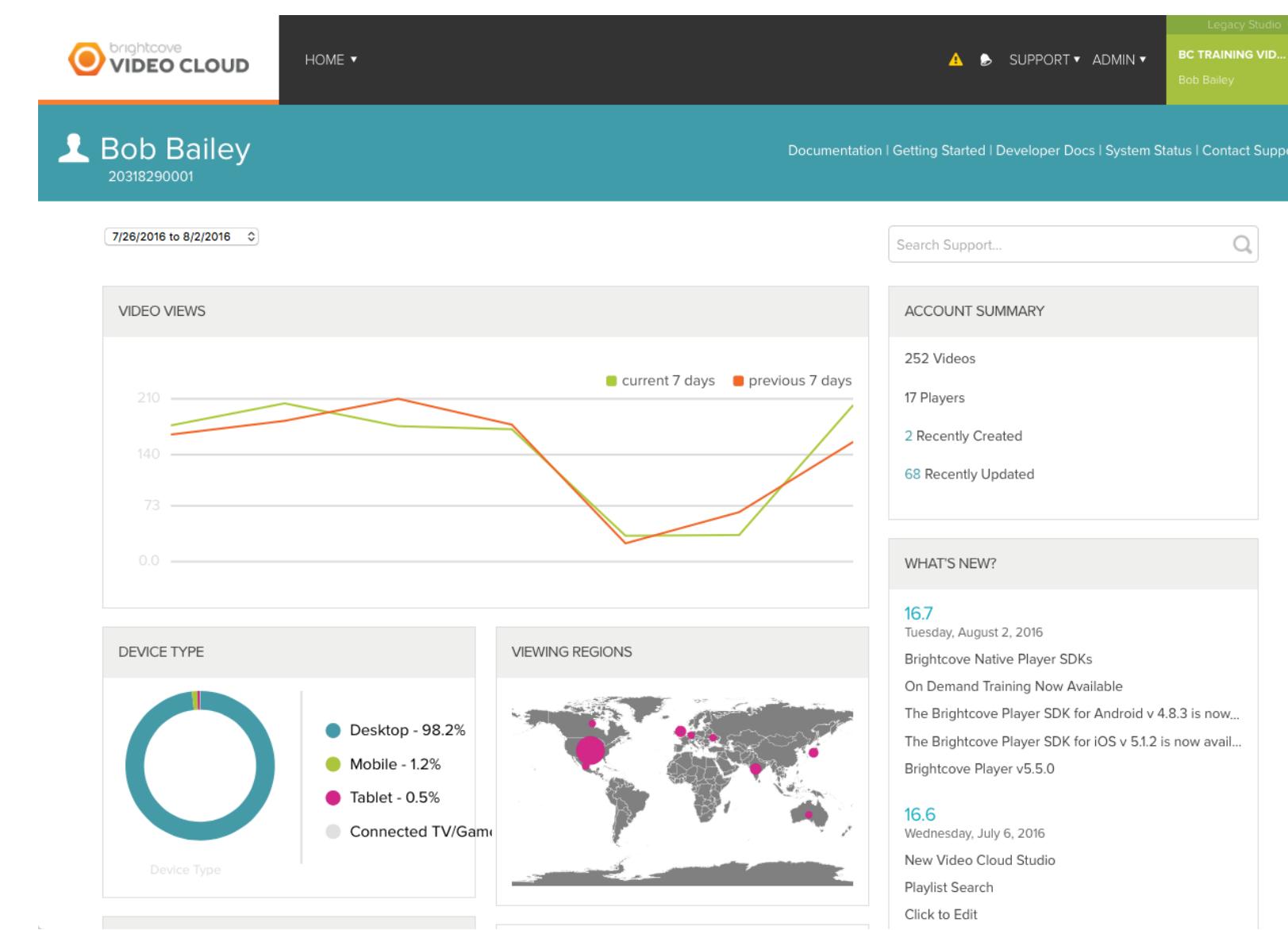
Publishing code
(Publisher, Player
Video IDs, Player
Dimensions)

Your Web Server



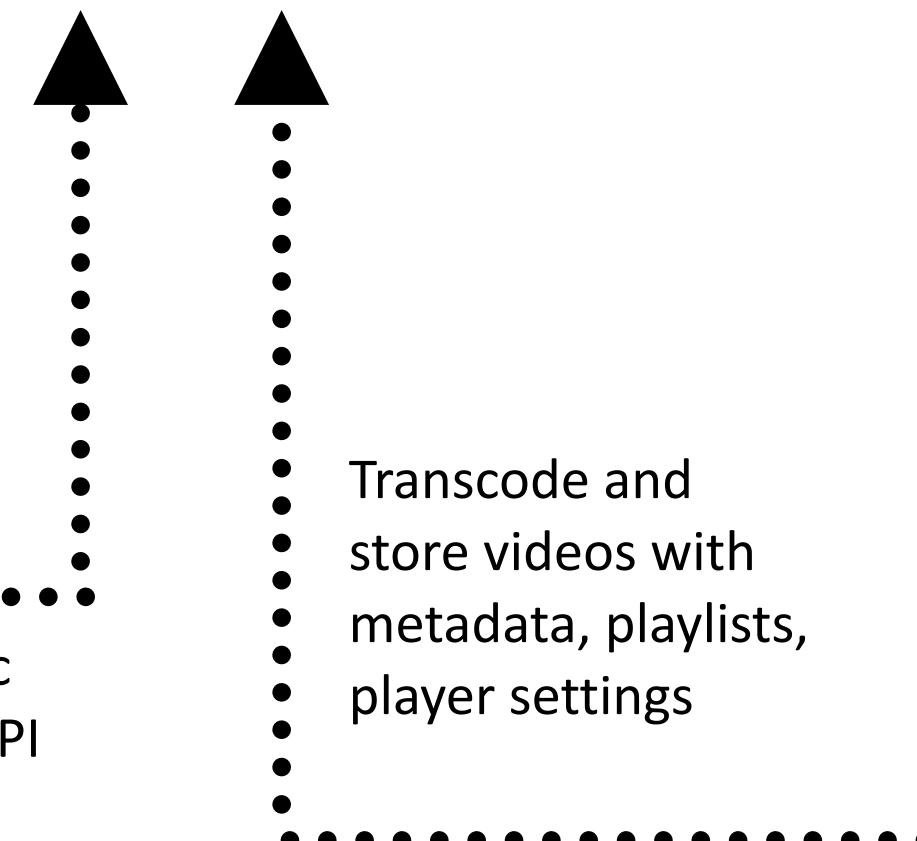
Requested page
with references
to player and
videos

Content Delivery Network (CDN)



Dropbox

.....
Dynamic
Ingest API



Transcode and
store videos with
metadata, playlists,
player settings



Desktop, Tablet, Mobile Device

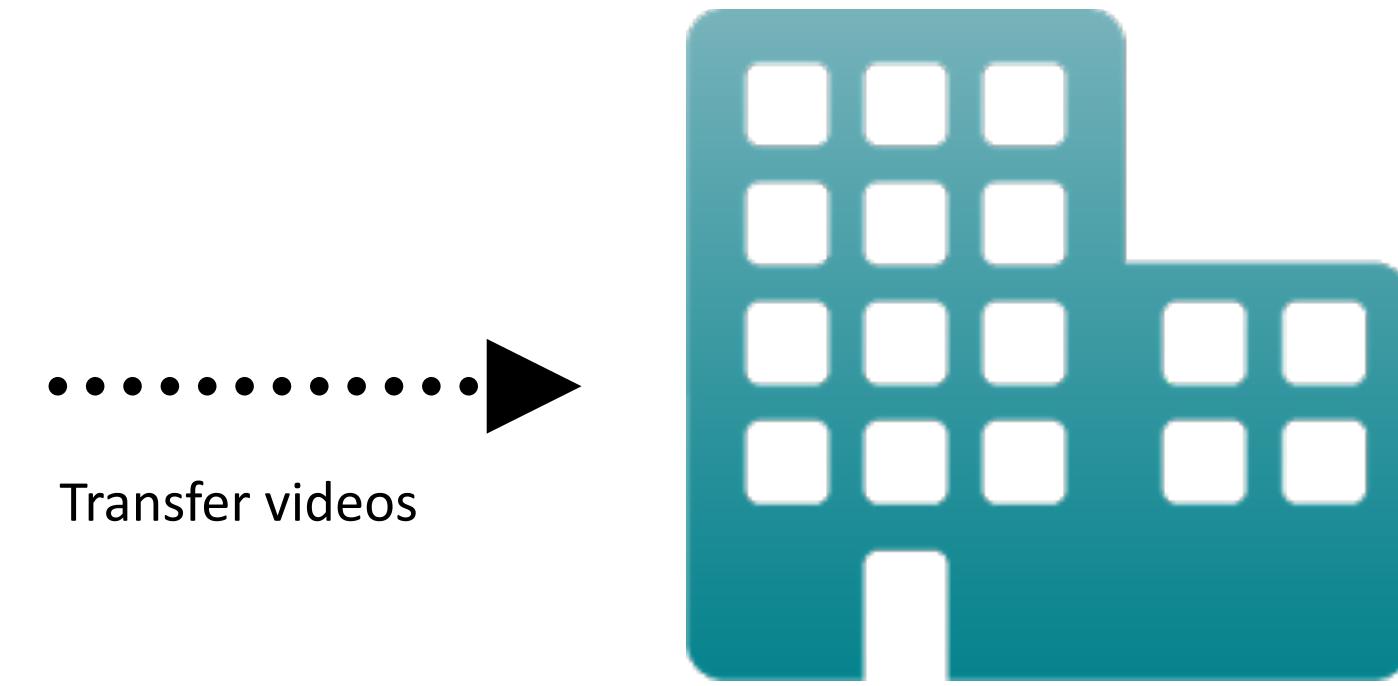
.....→

Upload video,
add settings, create
players



Viewer
© 2016 Brightcove Inc.

The Video Cloud Platform Architecture

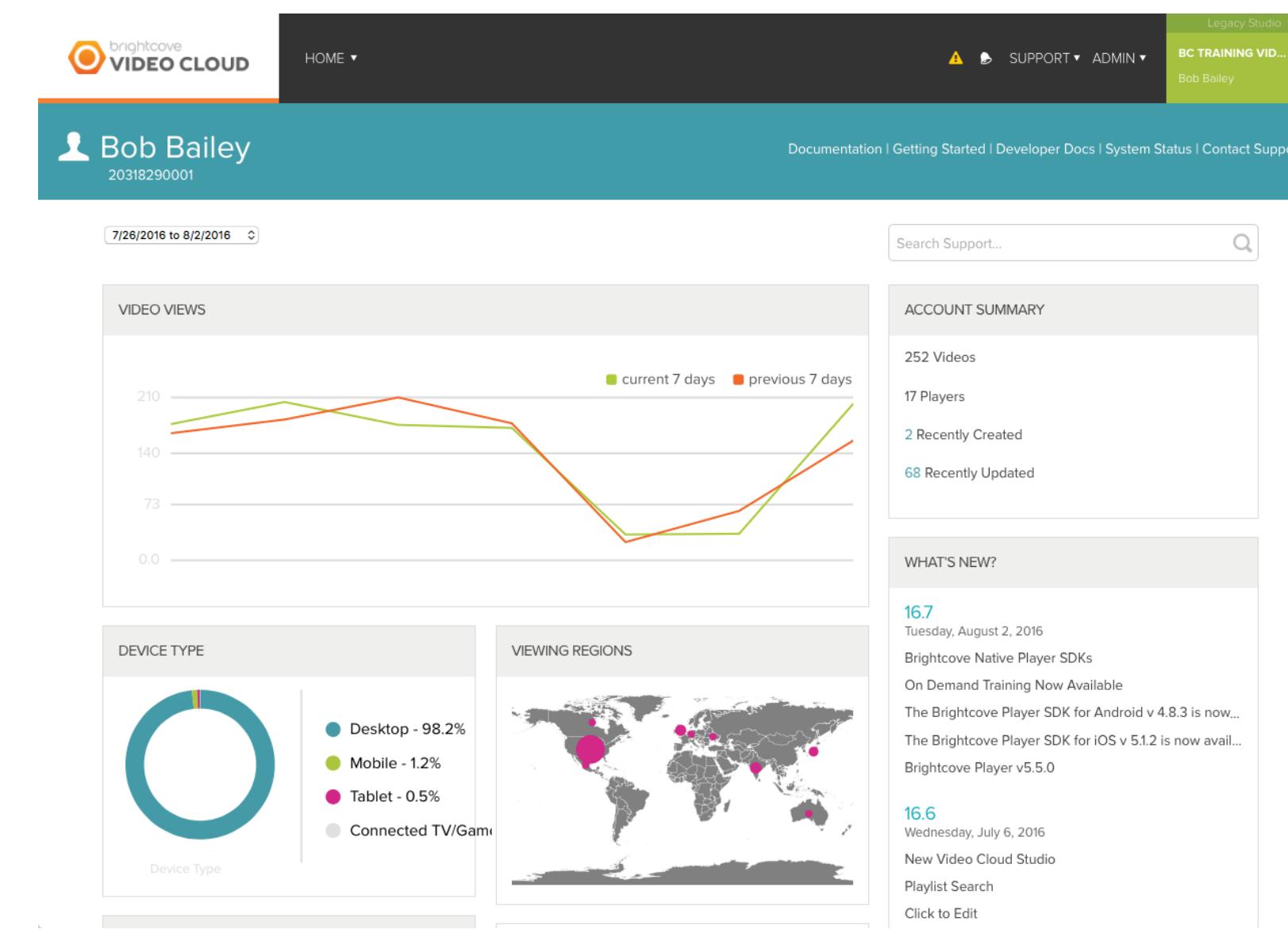


Transfer videos

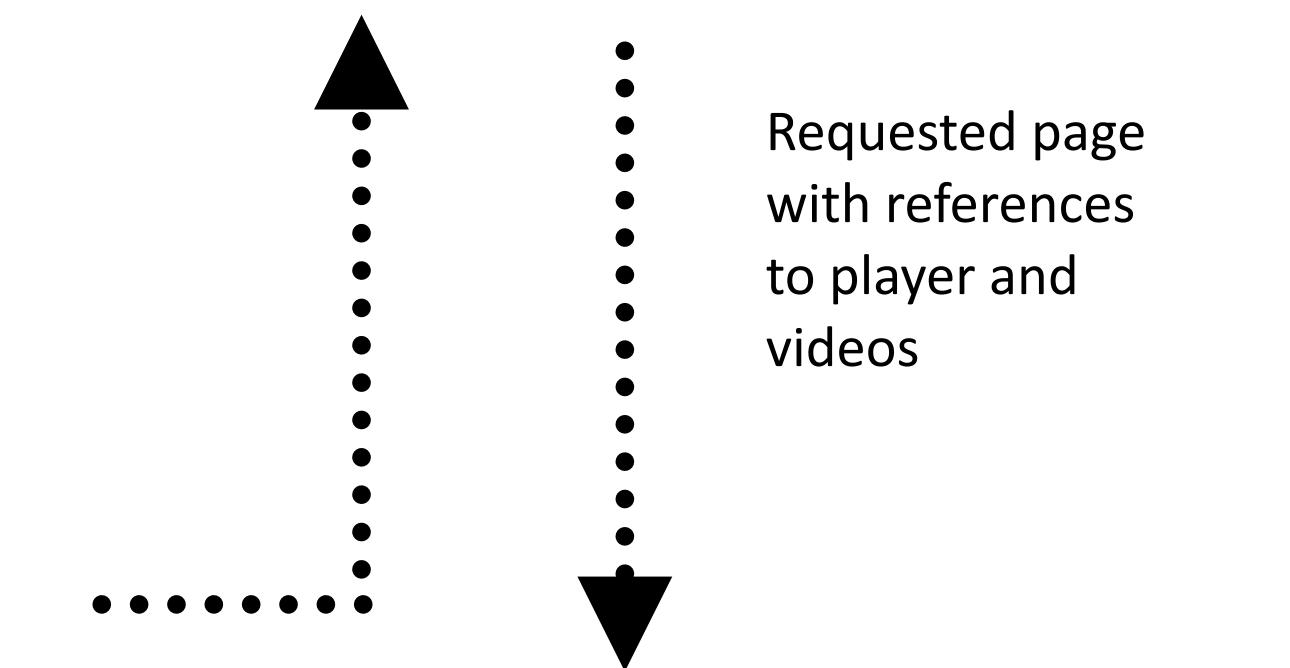


Publishing code
(Publisher, Player
Video IDs, Player
Dimensions)

Content Delivery Network (CDN)



Your Web Server

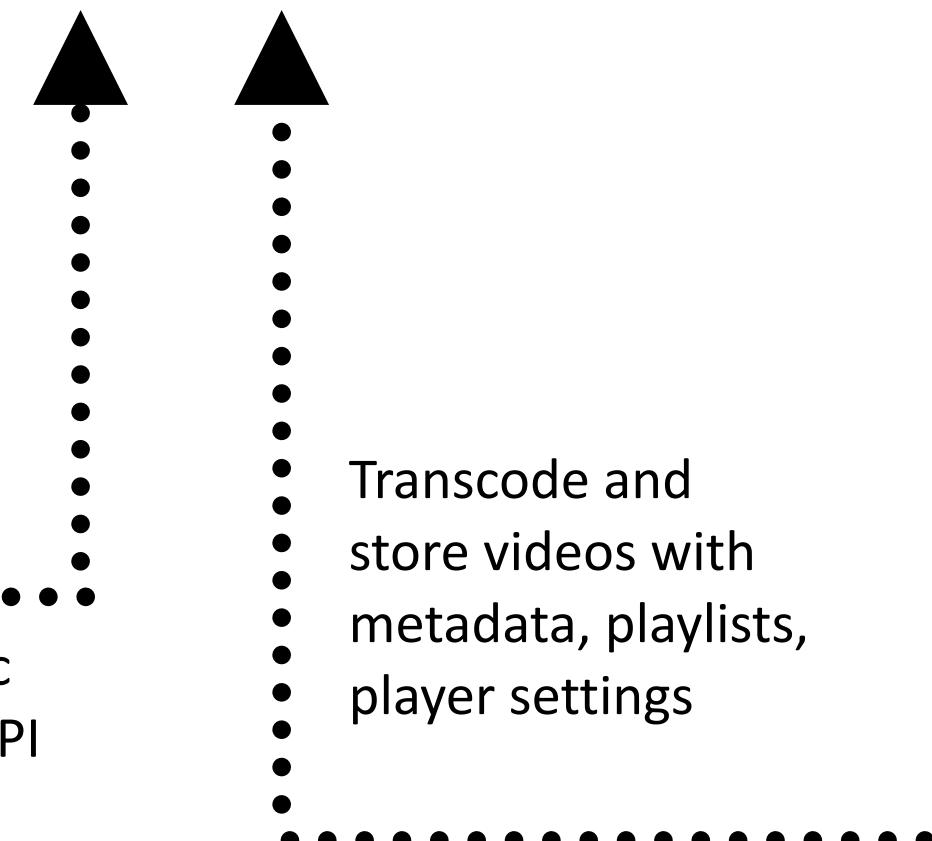


Requested page
with references
to player and
videos



Dropbox

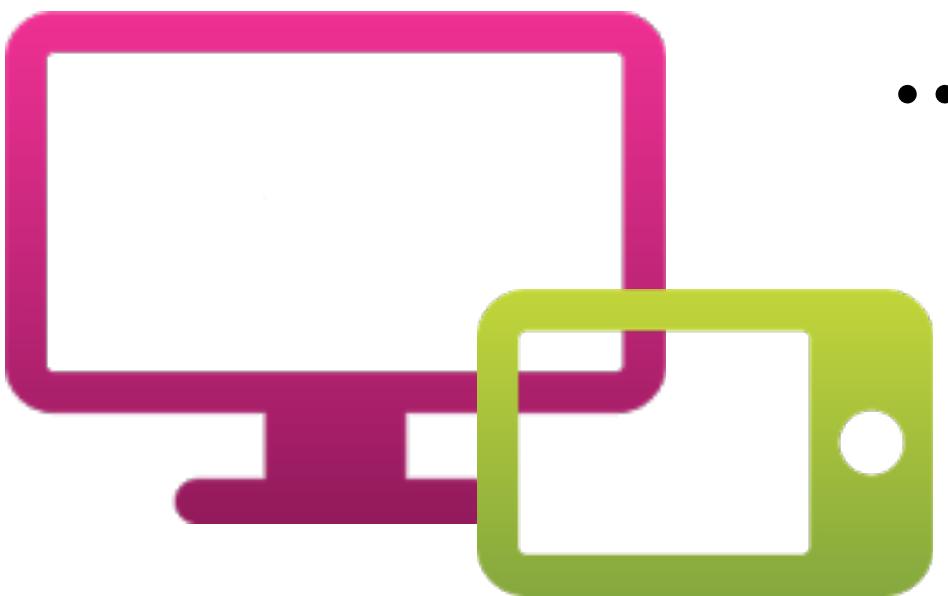
Dynamic
Ingest API



Upload video,
add settings, create
players



S3



Desktop, Tablet, Mobile Device

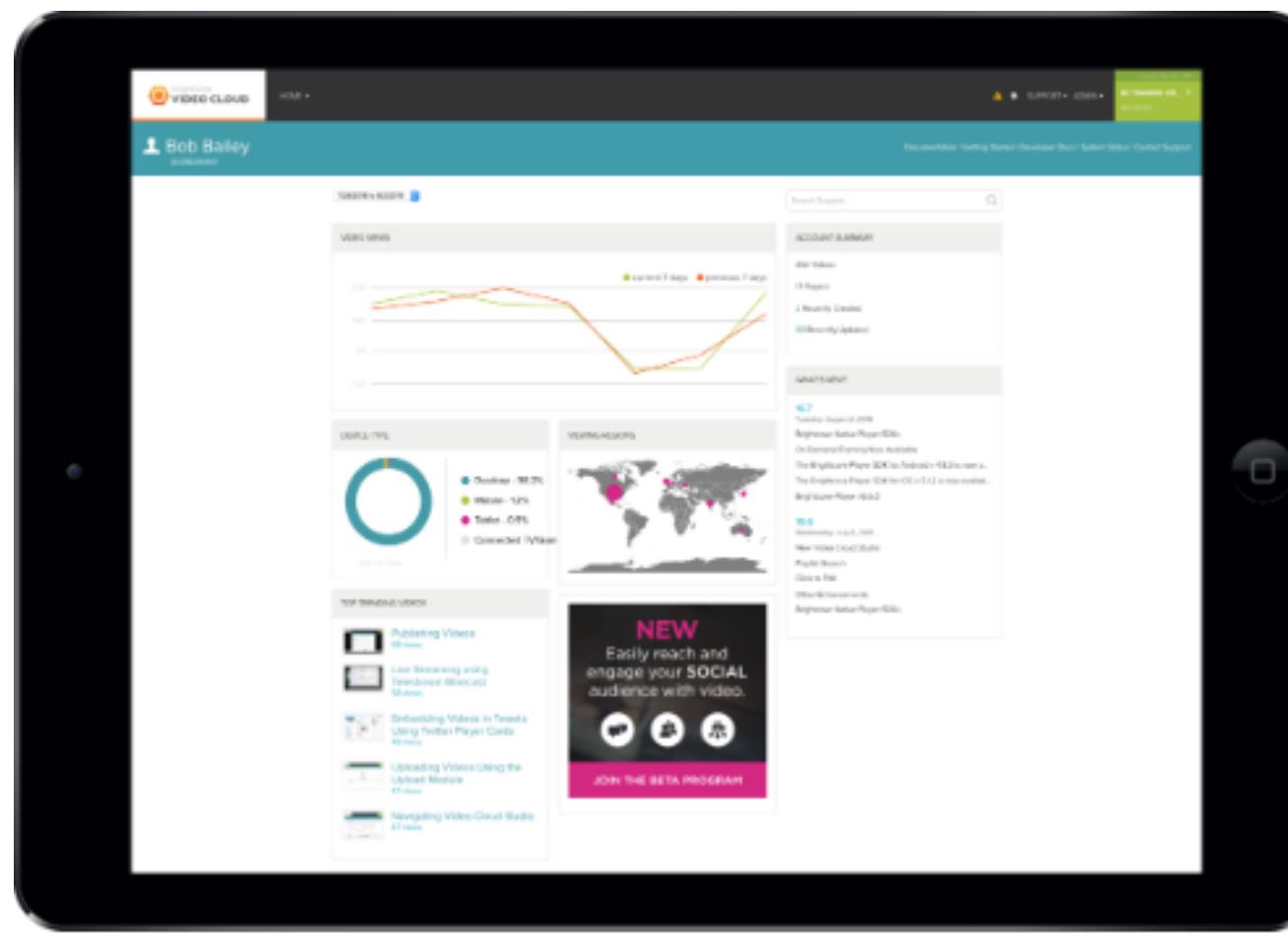
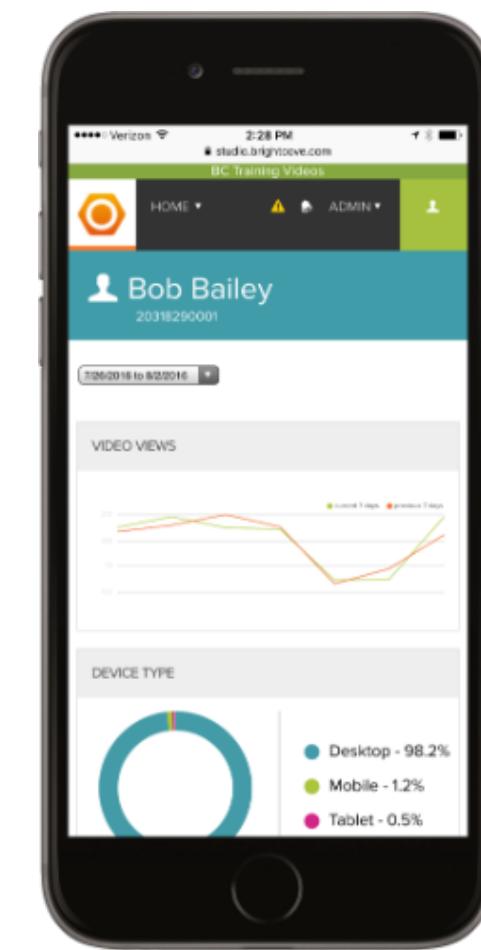
Video Cloud Studio

Viewer
Brightcove Inc.

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

The screenshot shows the Brightcove Video Cloud Studio interface. At the top, there's a navigation bar with the Brightcove logo, a 'HOME' button, and links for 'SUPPORT' and 'ADMIN'. On the far right of the top bar is a green 'Account Selector' box containing the text 'Legacy Studio →', 'BC TRAINING VID... ▾', and 'Bailey'. A red arrow points from the text 'Account Selector' below the interface to this green box.

BC Training Videos
Account ID 20318290001

Home
Your account at a glance

Upload
Add and process videos

Media
Manage video content

Analytics
Measure video performance

Players
Create and manage players

Live
Broadcast your live events

Gallery
Create beautiful, engaging video sites and experiences

Audience
Track viewer activity with your marketing automation platform

Legacy Studio
The older version of Video Cloud

Account Selector

Navigating Video Cloud Studio



- 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 Oracle Eloqua, Marketo and Salesforce

Brightcove Player

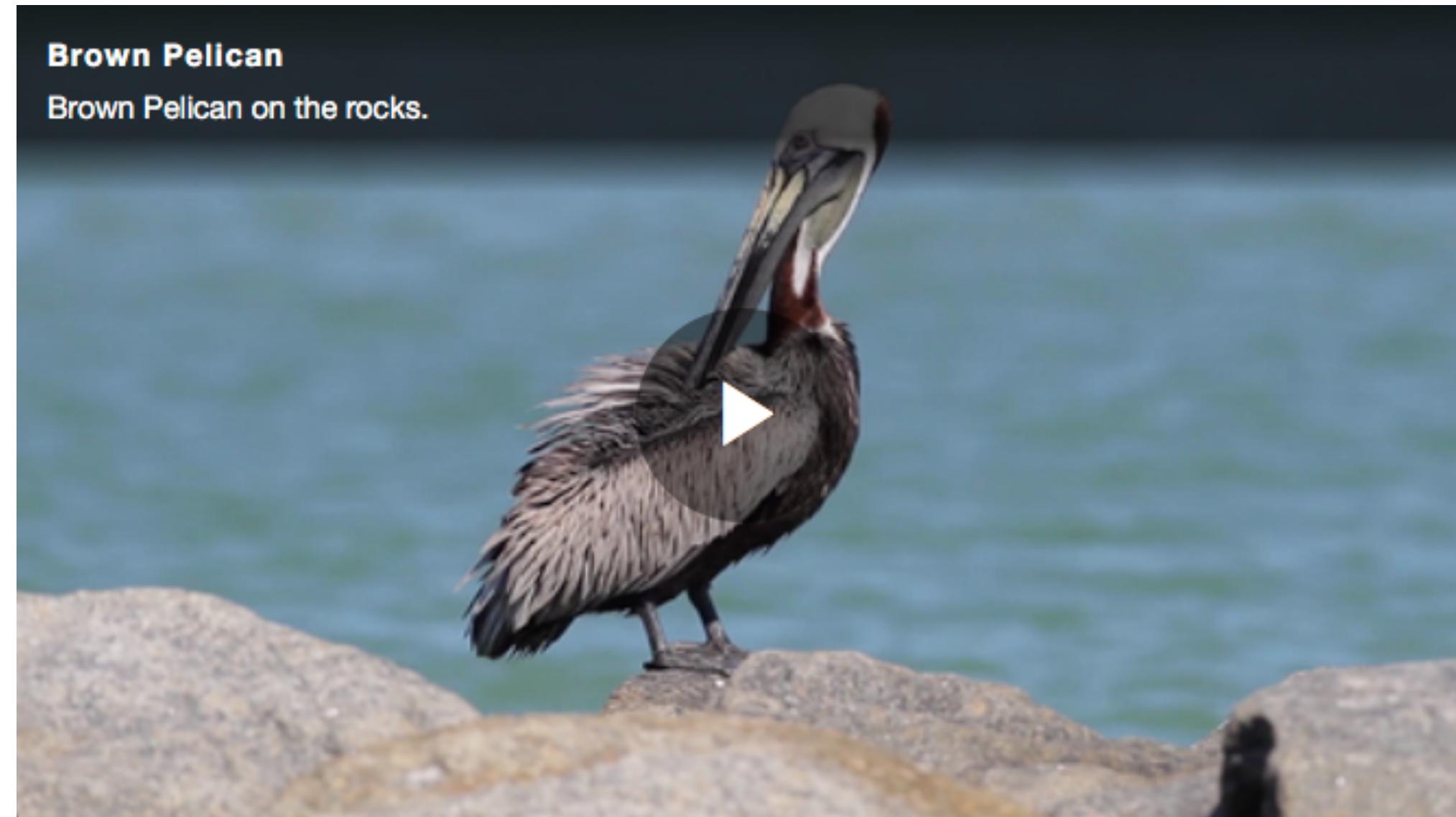


- All videos are viewed inside of a player
- Brightcove Player is based on the open source, Video.js player
- The UI is written entirely in HTML5 and relies on Flash only on older browsers
- Customized using standard web technologies (CSS and JavaScript)
- Created using Players module in Studio



Player Variations

- Single video player
- Playlist player



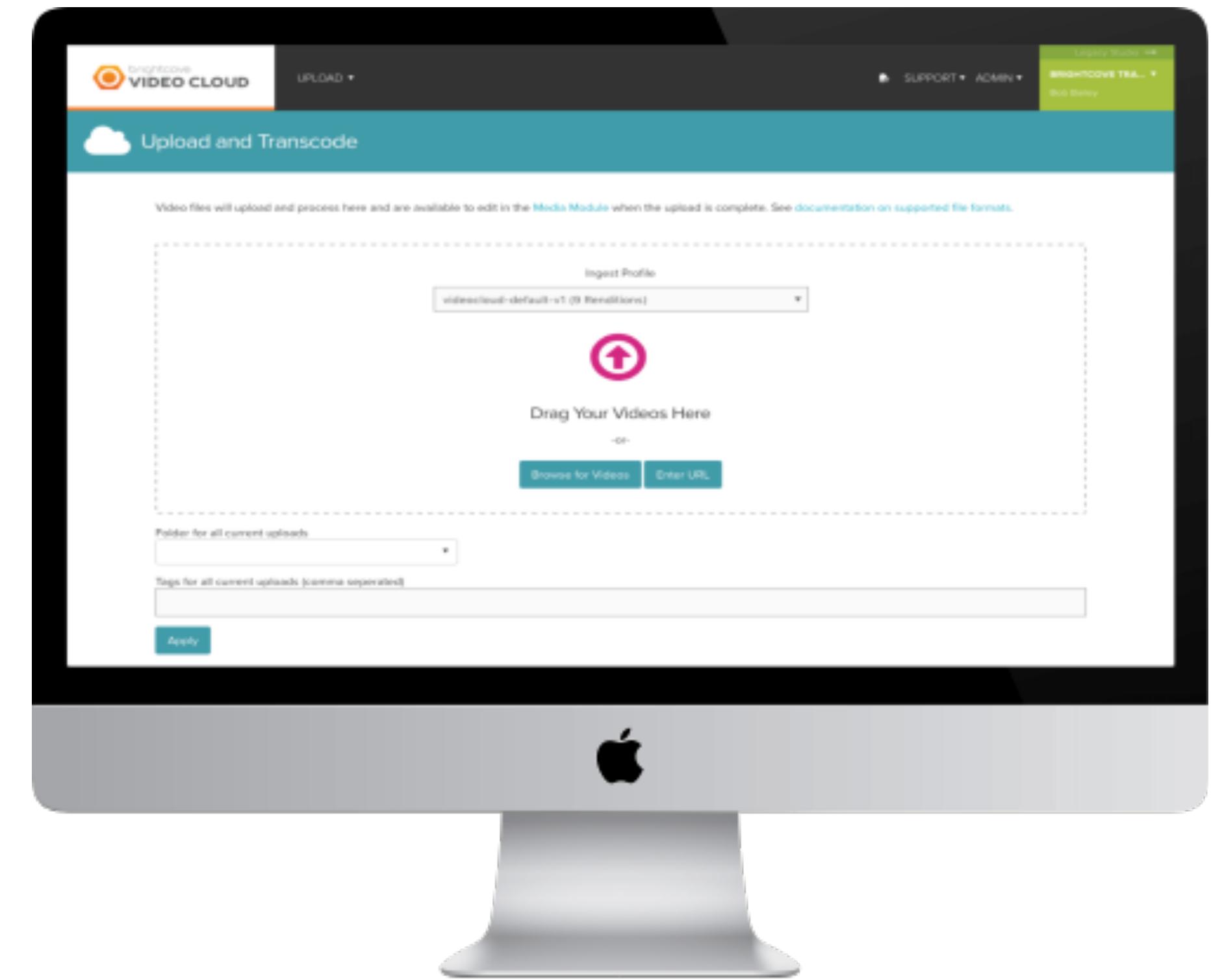
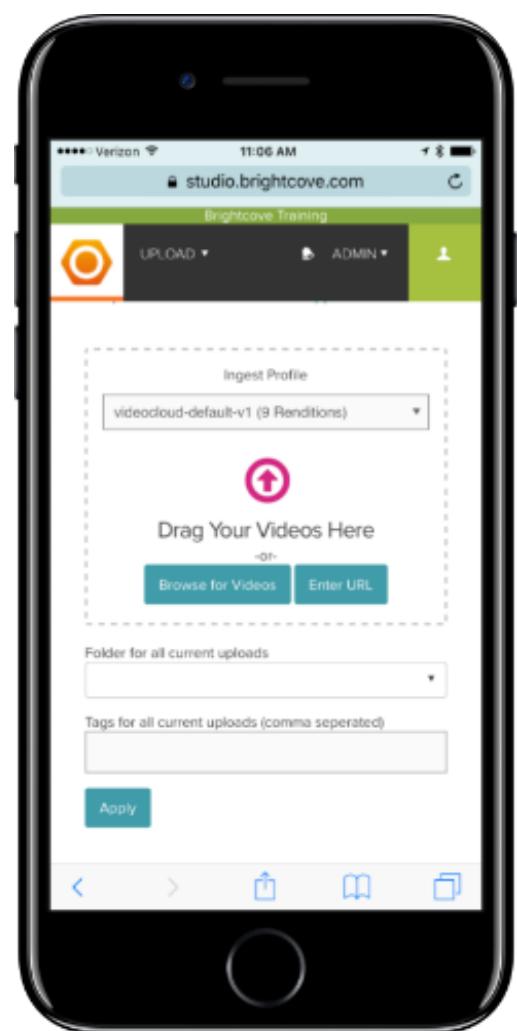


Uploading Videos



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
- See the [Standard Ingest Profiles](#) document for specifics on the profiles
- Profiles can be added and edited using the Admin UI

Ingest Profile

A screenshot of the Brightcove Admin UI. A dropdown menu titled "Ingest Profile" is open, listing several profile names with their respective renditions. The profiles listed are: screencast-1280 (3 Renditions), smart-player-transition (9 Renditions), single-bitrate-high (2 Renditions), videocloud-default-v1 (9 Renditions) (which is highlighted with a blue selection bar and has a cursor arrow pointing to its right), single-bitrate-standard (2 Renditions), high-resolution (11 Renditions), Training Custom Profile (8 Renditions), and videocloud-default-v1 Does NOT Keep Master (9 Renditions). Below the dropdown menu, there is a large white area with a dark grey border containing the text "Drag Your Videos Here".

- ✓ screencast-1280 (3 Renditions)
- smart-player-transition (9 Renditions)
- single-bitrate-high (2 Renditions)
- videocloud-default-v1 (9 Renditions)** 
- single-bitrate-standard (2 Renditions)
- high-resolution (11 Renditions)
- Training Custom Profile (8 Renditions)
- videocloud-default-v1 Does NOT Keep Master (9 Renditions)

Drag Your Videos Here

-or-

Browse for Videos

Enter URL



Uploading Videos

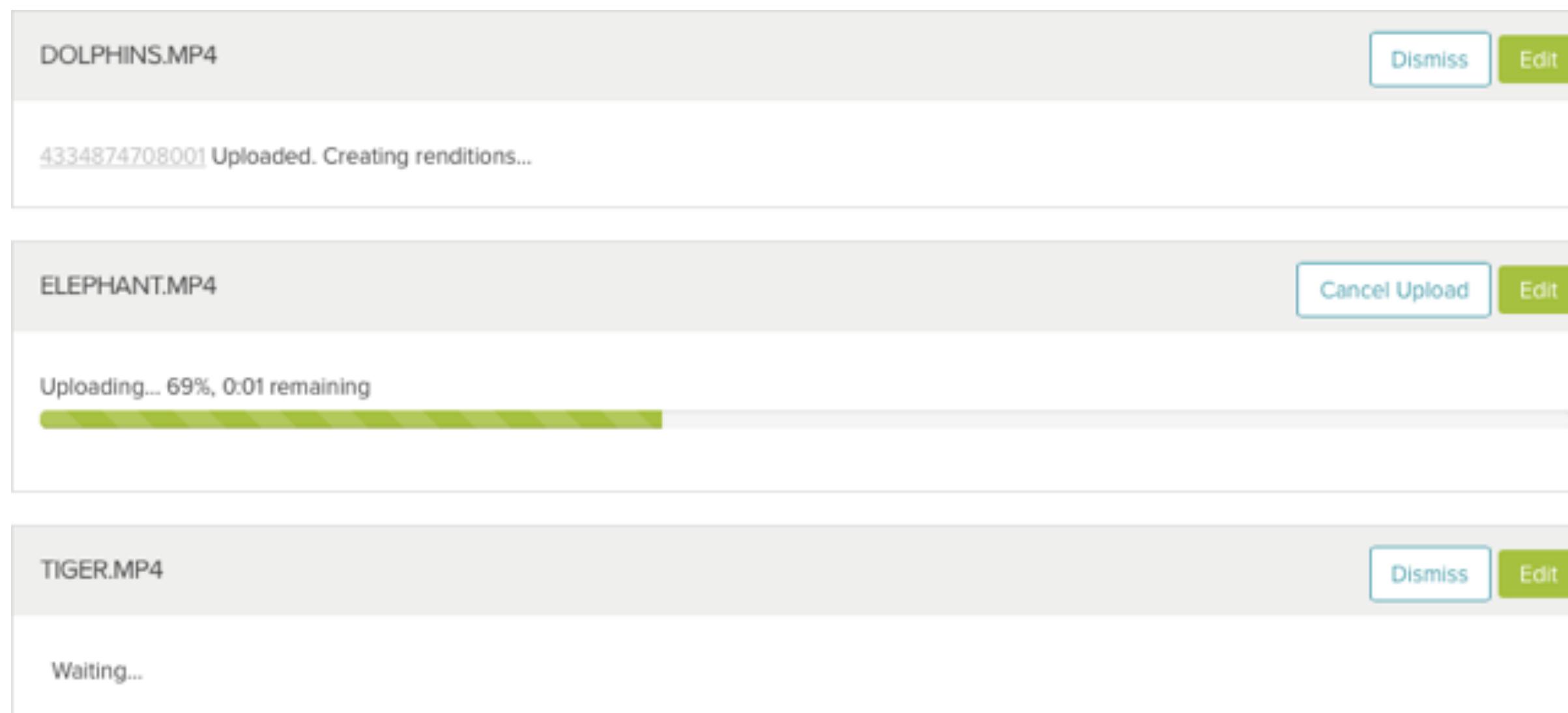
- Three ways to select videos for upload:
 - Drag and drop
 - Browse for videos
 - Specify a remote URL

Video files will upload and process here and are available to edit in the [Media Module](#) when the upload is complete. See [documentation on supported file formats](#).

A large dashed rectangular area serves as a drop zone for uploaded files. In the center of this area is a pink circle containing a white upward-pointing arrow icon. Below this icon is the text "Drag Your Videos Here". Underneath the drop zone, the word "-or-" is centered. At the bottom of the interface are two teal-colored buttons: "Browse for Videos" on the left and "Enter URL" on the right.

Uploading Videos

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



DOLPHINS.MP4 Dismiss Edit

4334874708001 Uploaded. Creating renditions...

ELEPHANT.MP4 Cancel Upload Edit

Uploading... 69%, 0:01 remaining

TIGER.MP4 Dismiss Edit

Waiting...

BROWN PELICAN.MPG Dismiss Edit

4616299474001 Uploaded. Creating renditions...

Ingest Profile videotrak-default-v1 (9 Renditions)

Status
 Active Inactive

Required information is missing, video cannot be activated

Video Title*
Brown Pelican.mpg

Short Description (250 characters max)

Tags
comma separated

Reference ID (must be unique)

Move To Folder

Subject*

Year*

Cancel Save



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

The screenshot shows the Brightcove Video Cloud interface. On the left, there's a sidebar with navigation for 'VIDEOS' (All Videos, 145), 'Create Folder', 'Folders' (Animals, Birds, Fish, Sea Life, Sports, Vacation), 'Add Remote Video', and 'PLAYLISTS' (All Playlists, Create Playlist, Folders (Animals, Birds, Favorites, Fish), Manual Playlist). The main area is titled 'Videos' and shows 145 Videos. It includes buttons for Delete, Move, Activate, Share, Publish, Quick Edit, and Quick View. A search bar at the top right allows for more search options. The video list table has columns for Name, Status, Ref ID, Created, and Updated. The table lists various video titles like 'Bull Moose', 'Snowy Egret', 'Zebra', etc., with their respective status (e.g., red circle with a slash for deactivate, green checkmark for activate), reference ID, creation date, and last update date.

Name	Status	Ref ID	Created	Updated
Bull Moose	✗	5193830191001	11/02/2016 9:47 AM	11/02/2016 9:48 AM
Snowy Egret	✓	4874680360001	05/02/2016 1:42 PM	11/01/2016 4:54 PM
Zebra	✓	3925699480001	12/05/2014 10:32 AM	11/01/2016 4:34 PM
Leafy Seadragon	✓	5165371640001	10/11/2016 10:40 AM	10/13/2016 1:52 PM
Bird Collection	✓	5161410659001	10/07/2016 4:07 PM	10/12/2016 3:21 PM
Bull Moose	✓	4758173526001	02/16/2016 10:51 AM	10/07/2016 9:03 AM
Heading to the Finish Line After the Race	✓	4862106965001	04/25/2016 2:52 PM	10/06/2016 4:45 PM
Moose in the Grass	✓	4559552891001	10/15/2015 8:44 AM	10/06/2016 4:26 PM
Bison	✓	4758173525001	02/16/2016 10:51 AM	10/06/2016 2:05 PM
Zebras	✗		02/21/2016 6:10 AM	10/05/2016 9:40 AM

Editing Video Properties

- Click on 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 'brightcove VIDEO CLOUD', 'MEDIA', 'SUPPORT', 'ADMIN', and a user profile for 'Bob Bailey'. Below the navigation is a video thumbnail for 'Stingray and Puffer Fish'. An orange arrow points from the text 'Click on video name to open video properties' to the video title. The main content area contains several sections: 'INFORMATION' (with fields like Name, ID, Short Description, Tags, etc.), 'VIDEO FILES' (listing source file details), 'IMAGES' (showing a large video still and a thumbnail), 'CUSTOM FIELDS' (with fields like Producer, Subject, and Year), 'AVAILABILITY' (set to Always Available), and 'TEXT TRACKS' (empty). A preview player at the bottom shows a frame from the video.

Editing Video Properties

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

VIDEO INFORMATION Edit

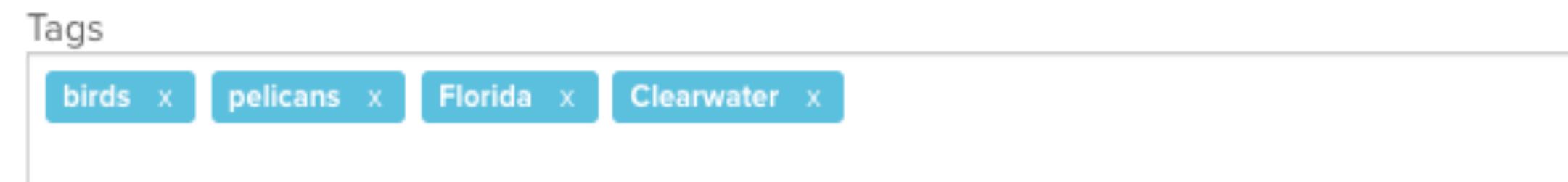


Name	Brown Pelican
ID	4726694417001
Short Description	Brown Pelican on the rocks
Tags	florida, pelicans, birds
Ref ID	--
Related Link URL	--
Related Link Text	--
Long Description	--
Advertising	Ad Supported
Ad Keys	--
Folder	--
Manual Playlists	Favorites
Sharing	--



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)





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.

Publishing Brown Pelicans on the Rocks X

Select Player

Brightcove Default Player

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



Preview in browser
http://players.brightcove.net/1486906377/default_default/index.html?videoid=4215373348001

Copy Code

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

Standard **Advanced**

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

Change Player Size

Sizing Responsive Fixed

Aspect Ratio

<iframe>

Cancel Done



Types of Publishing 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

<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

Name	Updated	Status
Overlay Player Bkw5dF8d	7/27/2016 3:46 PM	⚠️
Custom Audience Player ByKWakEI	7/1/2016 9:16 AM	✓
Audience Player - 2016-07-01 HJVui1EU	7/1/2016 9:09 AM	✓
test r1aAdLtS	6/23/2016 8:40 AM	✓
Test Player Bk3Tvs6N	6/14/2016 12:01 PM	⚠️
360 Player S1XoJEsz	5/19/2016 10:04 AM	✓
Bob Ad Player Ad Keys rJPTHwiW	5/3/2016 2:10 PM	✓

Overlay Player
Created 7/27/2016 3:16 PM

Player Preview

Embed Code & URL

Player ID: Bkw5dF8d
Name: Overlay Player
Description: ---
Status: Active
Published State: You have unpublished changes



Creating a Player

- Click **New Player**
- Name the player
- Click **Save**

New Player X

Name

Short Description

Cancel Save

Player Properties



- Organized into sections:
 - Player Information
 - Styling
 - Social Sharing
 - Endscreen
 - Advertising
 - Settings
 - Plugins
 - Availability

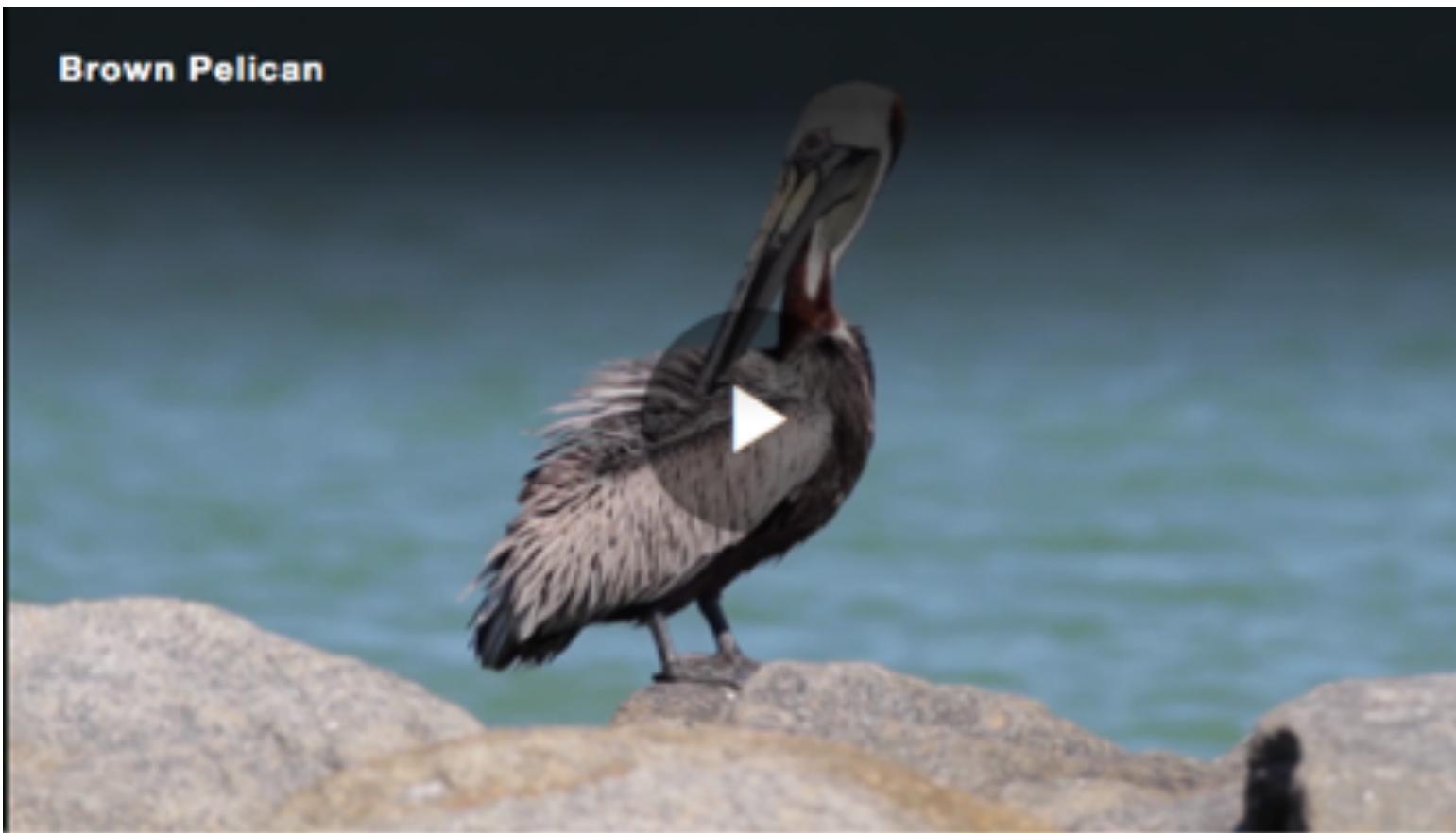
Screenshot of the Brightcove Player Properties interface showing various configuration sections:

- PLAYER INFORMATION**: Last Modified (3/8/2016 2:39 PM), Player ID (V1zuijO35I), Published Player Version (5.6.2), Name (Sample Player), Short Description (***).
- SETTINGS**: Set the player functionality and playback behavior. Update Mode (Automatic), Player Version (5.6.2), Activate Player (Yes), Preload Video Before User Initiated Playback (Yes), Auto-Start Video on Player Load (No), Allow Fullscreen (Yes), Display Playlist (Disabled), Sizing (Fixed), Aspect Ratio (16x9), Player Dimensions (Width, Height) (640 x 360 px).
- STYLING**: Skin (Luna), Enable Title and Description Dock (Enabled). Icons, Progress Bar, Background, Overlay (None).
- SOCIAL SHARING**: Allow Sharing (Yes). Sharing Controls: Facebook, Google+, Twitter, Tumblr, Pinterest, LinkedIn.
- ENDSCREEN**: Endscreen (Disabled).
- ADVERTISING**: Enable IMA Ads (No).
- PLUGINS**: JavaScript (1 configured (1 hidden)), CSS (1 configured (1 hidden)), Name, Options (JSON) (1 configured (1 hidden)).
- AVAILABILITY**: Domain restriction applies to in-page embeds only. Allowed Domains (All Domains Allowed).

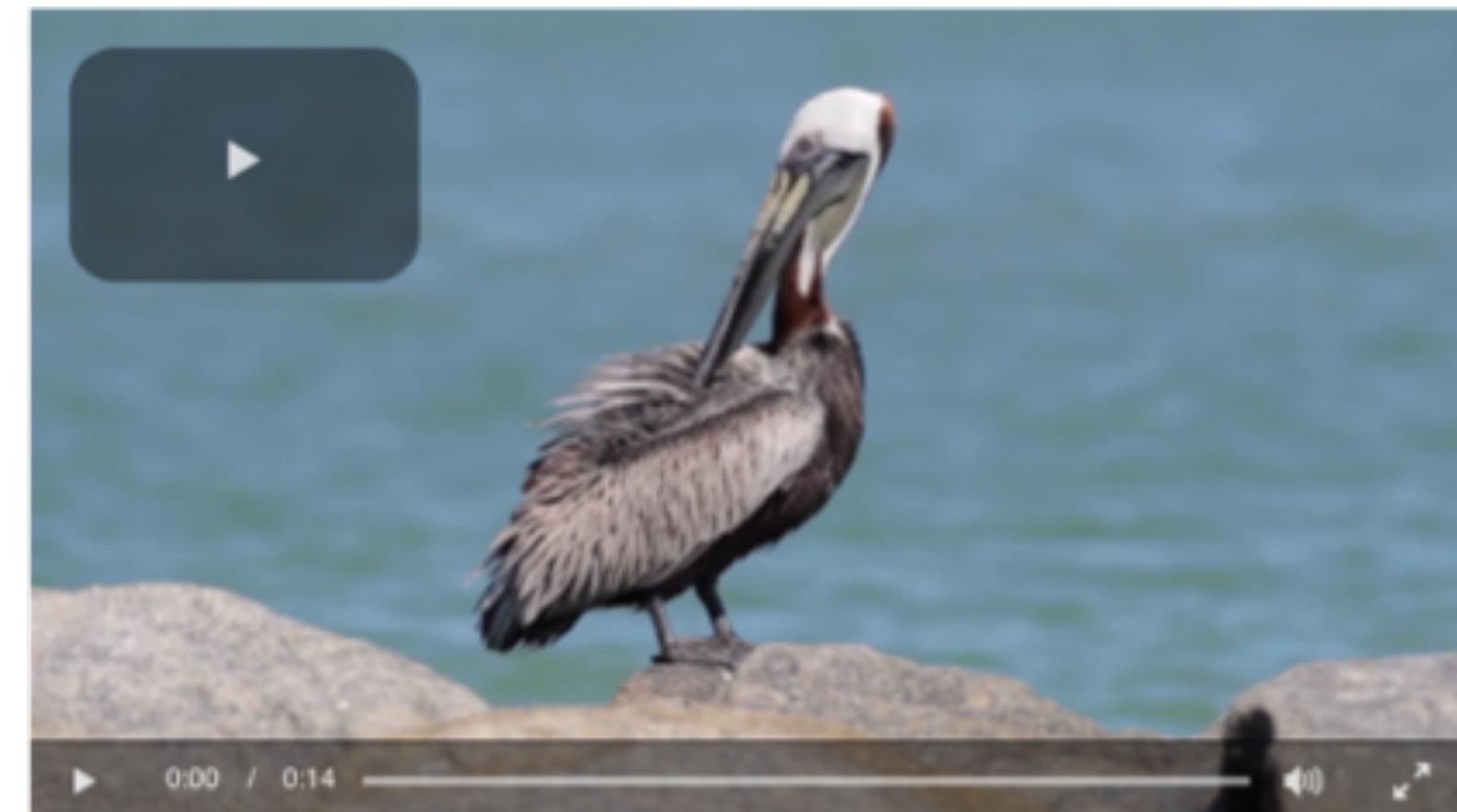


Styling a Player

- Click player name
- Locate **Styling** section and click **Edit**
- Select a **Skin**



Luna Skin

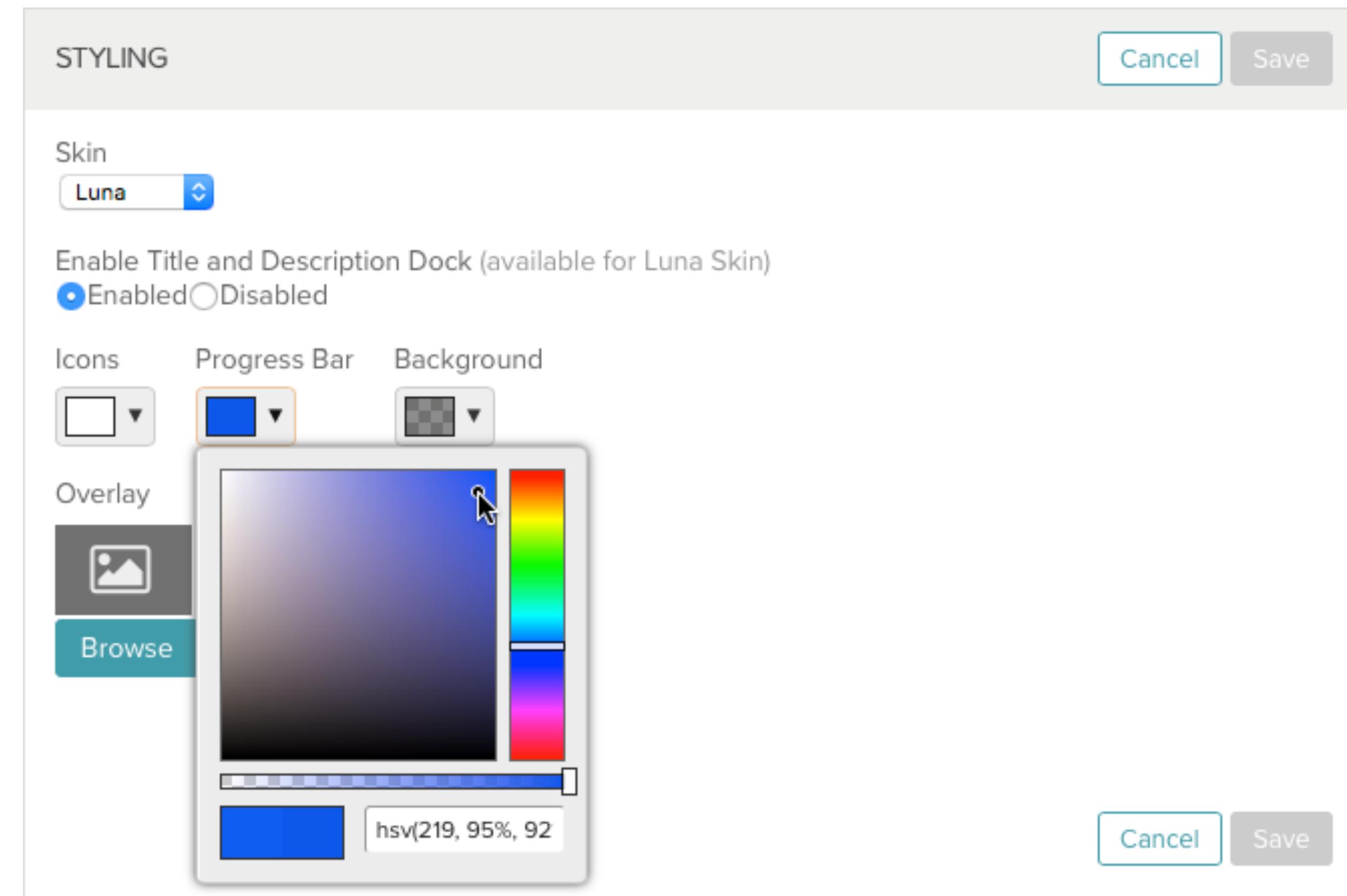


Graphite Skin



Styling a Player

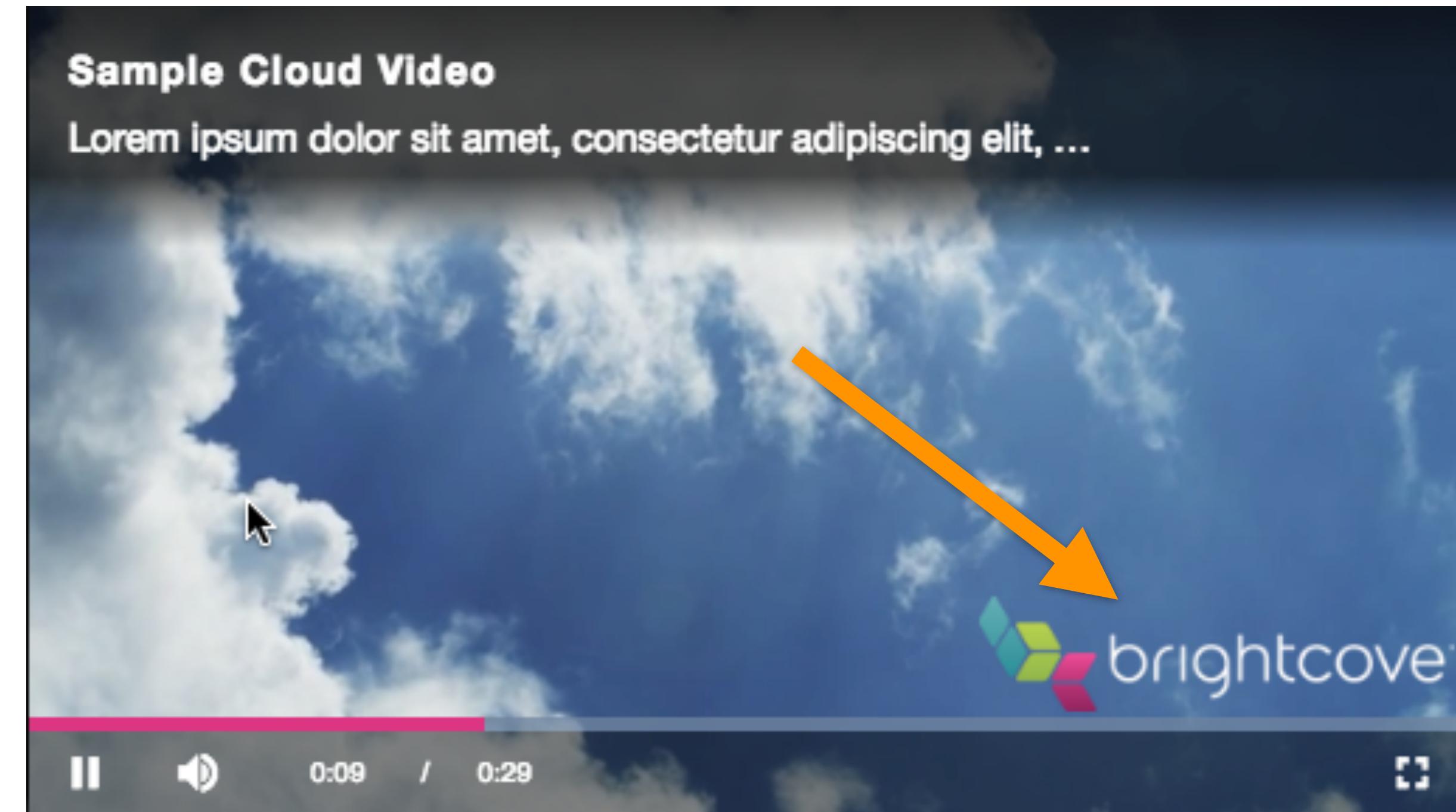
- Select player colors
- Click color thumbnail and select a color





Styling a Player

- Select a player overlay image
- 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

The screenshot shows the Brightcove Player Management interface. At the top, there's a navigation bar with 'SUPPORT ▾ ADMIN ▾' and user information 'Legacy Studio → BRIGHTCOVE TRA... ▾ Bob Bailey'. Below the navigation is a search bar labeled 'Search Players...' with a magnifying glass icon. A dropdown menu 'Sort By Date Modified' is visible. The main area displays a list of players. One player, 'Endscreen Player', is highlighted. Its details are shown on the right: 'Status' (green checkmark), 'Created 4/7/2015 1:43 PM', 'Player Preview' (button), 'Embed Code & URL' (button), and a context menu with options 'Preview Player' and 'Published Player'. The 'Published Player' option is selected, indicated by a dark background and white text. The 'Name' field contains 'Endscreen Player' and the 'Description' field is empty.



Hands-on Task: Creating and styling a player

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

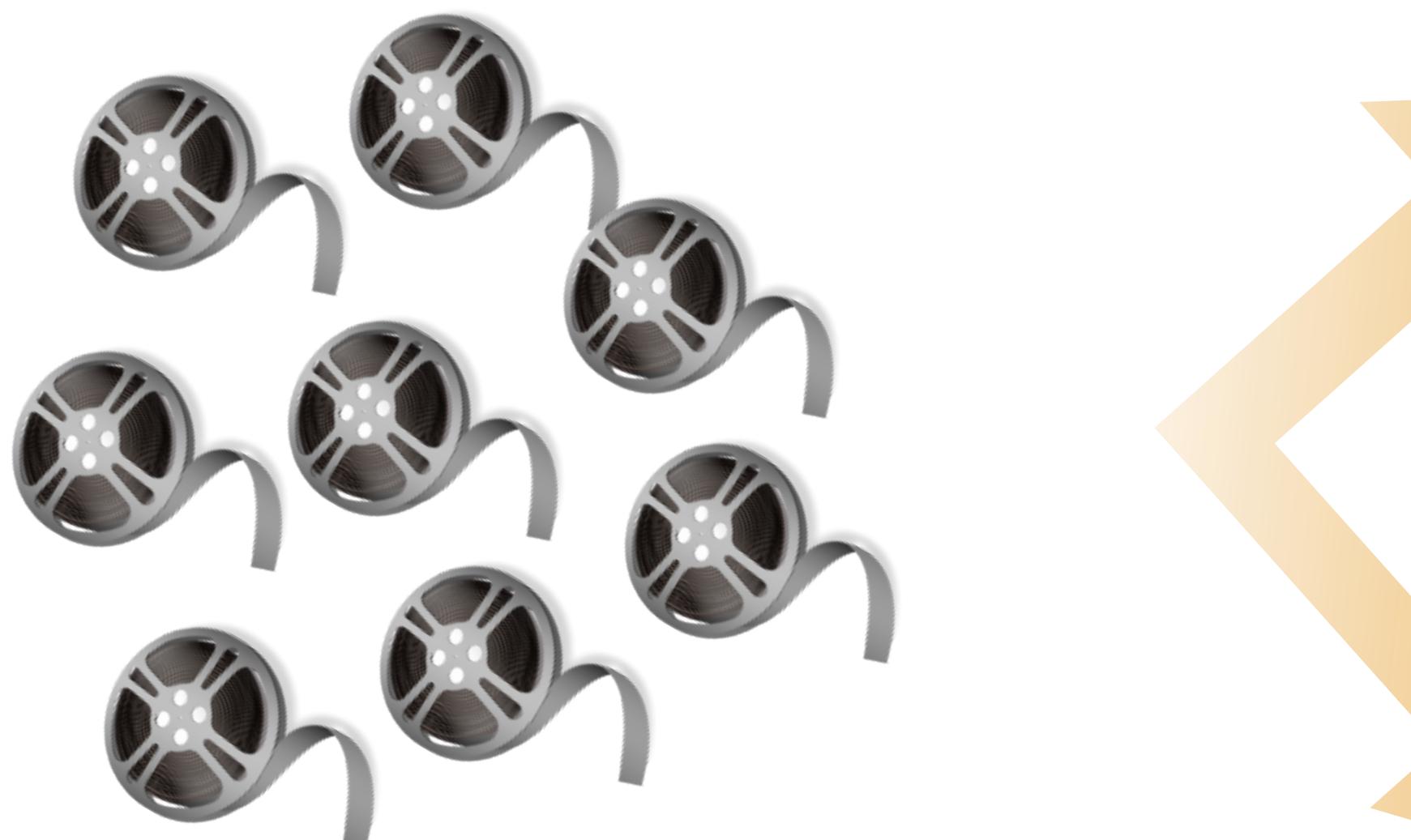


Creating a Playlist

Creating a Playlist



- 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 X

Playlist type

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

Reference ID

Playlist Name

Birds

Description

Show Playlist in Sidebar

Smart Playlist Settings

Tags

contains one or more ▾ birds x |

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

Cancel Save



Hands-on Task: Creating playlists

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



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

The screenshot shows the 'SETTINGS' dialog for a player. Several options are highlighted with red arrows:

- Display Playlist:** Set to **Enabled**.
- Auto Advance to Next Video:** Set to **Yes**.
- Adjust Player Dimensions for Playlist:** This checkbox is checked.

At the bottom right are 'Cancel' and 'Save' buttons.



Hands-on Task: Publishing a playlist

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

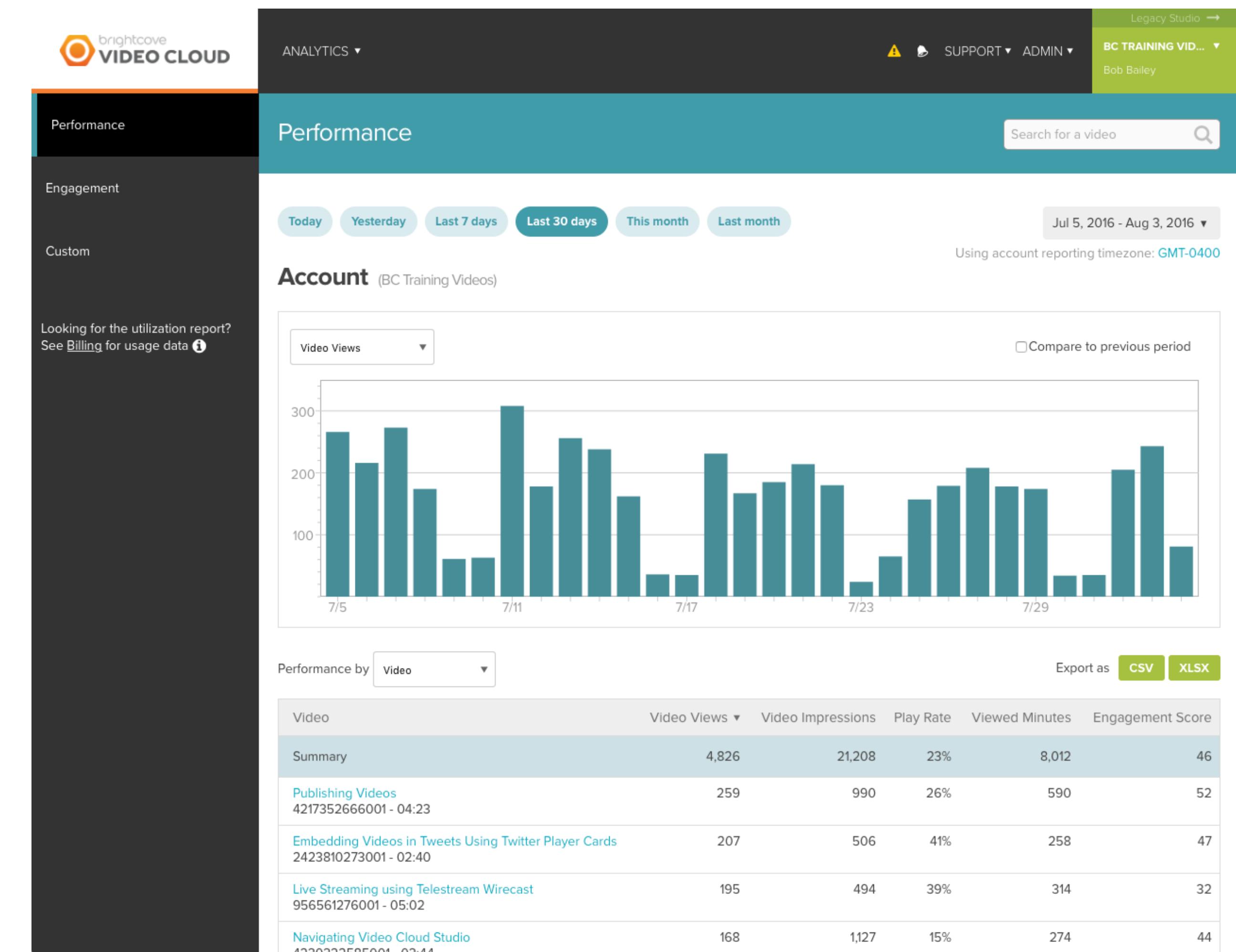


Reviewing Video Analytics

Reviewing Video Analytics



- Available reports
 - Performance
 - Engagement
 - Custom reports
- View data in close to real-time
- Report data can be downloaded
- Reports are ‘printer friendly’
- Analytics API available





Additional Resources

Online Training and Quick Start Guide



- Video Cloud Training On-Demand Courses
 - <http://ondemand.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-video-cloud>



Additional Training Courses

- Brightcove.com > Training Services



Instructor Led Training ▾

Our instructor-led training courses are listed below. Select the class and date you would like to attend and then click Register. If you have any specific questions regarding training, feel free to [contact us](#). Note that all training courses are delivered in English.

[Video Cloud Essentials](#)

Video Cloud Essentials 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.

Tue, Aug 30, 2016 10:00 AM - 11:00 AM EDT ▾

REGISTER

[Developing with the Brightcove Player](#)

In this two hour session, you will learn to use JavaScript, CSS and HTML to customize the behavior and [read more...](#)

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

Wed, Sep 14, 2016 1:00 PM - 3:00 PM EDT ▾

REGISTER

[Gallery Essentials](#)

Gallery Essentials walks you through the process of creating, customizing and publishing a Brightcove [read more...](#)

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

Thu, Sep 15, 2016 2:00 PM - 3:00 PM EDT ▾

REGISTER

User Documentation



- support.brightcove.com

The screenshot shows the Video Cloud Support website interface. At the top, there is a navigation bar with links for Support, VIDEOCLOUD, Documentation, Training Videos, Product Updates, and a search bar labeled "Have a question?". A red arrow points from the text "New Product Update: 15.10" in the top banner to the "NEW STUDIO" section of the left sidebar. The sidebar lists various documentation topics under "NEW STUDIO" and "LEGACY STUDIO". The main content area features a "Video Cloud Support" header and two sections: "FEATURED" and "RECENT".

New Product Update: 15.10 [learn more](#)

NEW STUDIO

- Getting Started
- Adding Videos
- Managing Videos
- Creating & Customizing Players
- Publishing Videos
- Live Streaming
- Using Reports & Analytics
- Audience Engagement
- Integration
- Administering Accounts & Users
- Mobile SDKs
- General Information

LEGACY STUDIO

- Getting Started

Video Cloud Support

FEATURED

- Getting Started with the New Video Cloud Studio
- Quick Start to Video Cloud
- Migrating to the New Video Cloud Studio FAQ
- Brightcove Player FAQ
- Training on Demand: Video Cloud Essentials

RECENT

- Known Issues
- Scheduling Custom Reports
- YouTube Distribution - Working with the Synchronization Flag...
- YouTube Distribution - Setting the Video Privacy Status
- Managing Users

Developer Documentation



- docs.brightcove.com

The screenshot shows the top navigation bar of the Brightcove Developer Docs website. It includes the Brightcove VideoCloud logo, a search bar with a magnifying glass icon, and dropdown menus for "Latest Dev Tools", "Supported Dev Tools", "Utilities / Concepts", and "Video Cloud Studio". Below the navigation bar, the page title "DEVELOPER DOCS / VIDEO CLOUD" is displayed.

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
	Overview of the APIs	
General	Integrating Video Cloud with a CMS API Testing Tools	
Media Management	Media Management (includes the Ingest Profiles API, Dynamic Ingest API, and CMS API)	Batch Provisioning Media API
Players	Brightcove Player Brightcove Player API Playback API	Smart Player API Flash-only Player API Advertising API
Manage Players	Player Management API	BEML Templates
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 | **VIDEOCLOUD**

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The Video Cloud Platform Architecture

Learn about the Video Cloud architecture.

What is the New Brightcove Player?

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CATEGORIES

- New Video Cloud Studio
- Getting Started
- Uploading Videos
- Managing Videos
- Publishing Videos
- Managing Players
- Analytics
- Audience Engagement
- Integration
- Administration
- Gallery
- Legacy Video Cloud Studio

GETTING STARTED

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- Video Cloud Architecture Overview**
- Navigating Video Cloud Studio**
- Uploading Videos Using the Upload Module**
- Navigating the Media Module**
- Navigating the Players Module**
- Navigating the Analytics Module**
- Navigating the Audience Module**

Search

Support Request



- <http://support.brightcove.com/en/contact>

Submit a Support Request

We're here to help. Please fill out the form and we'll get back to you asap.

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PASSWORD

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If you're having trouble signing in or don't have an account, you can create a [basic case](#). You'll still have the chance to enter your account number if you know it.



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