

Introduction to Video Cloud

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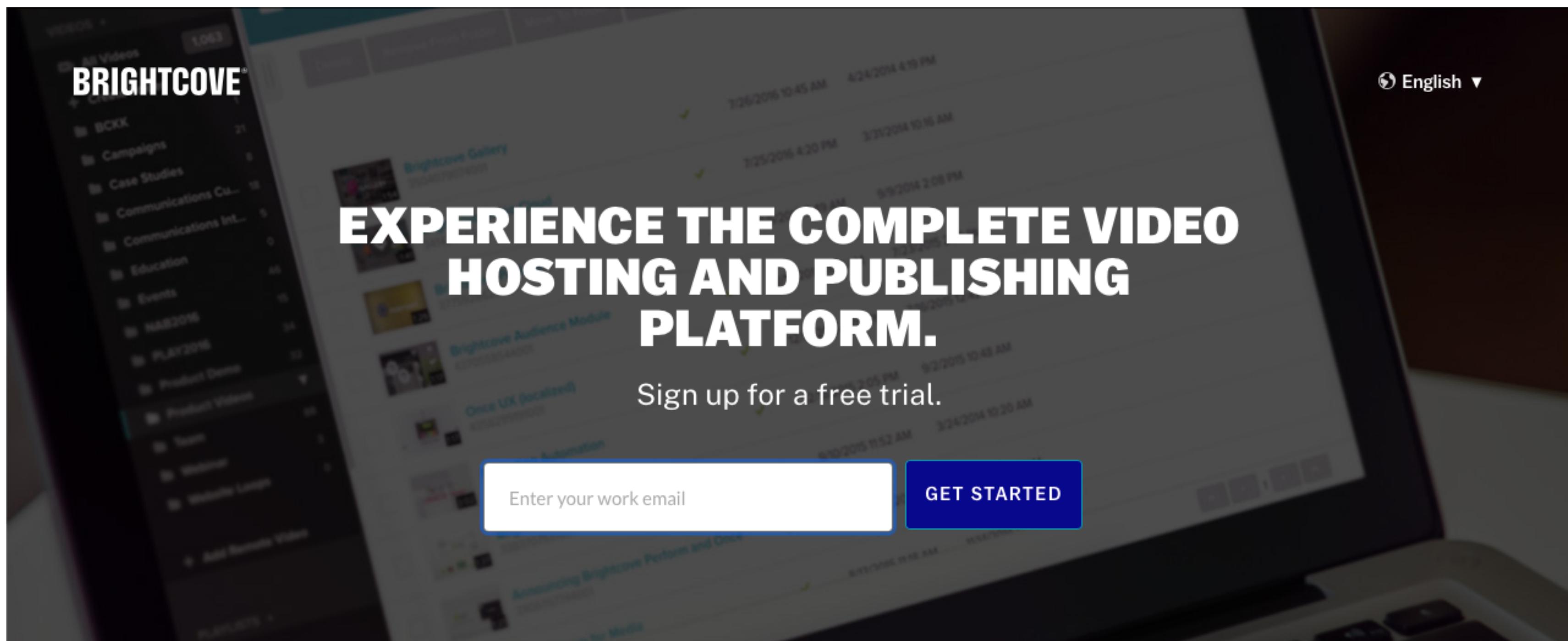
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Course Outline

- 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.

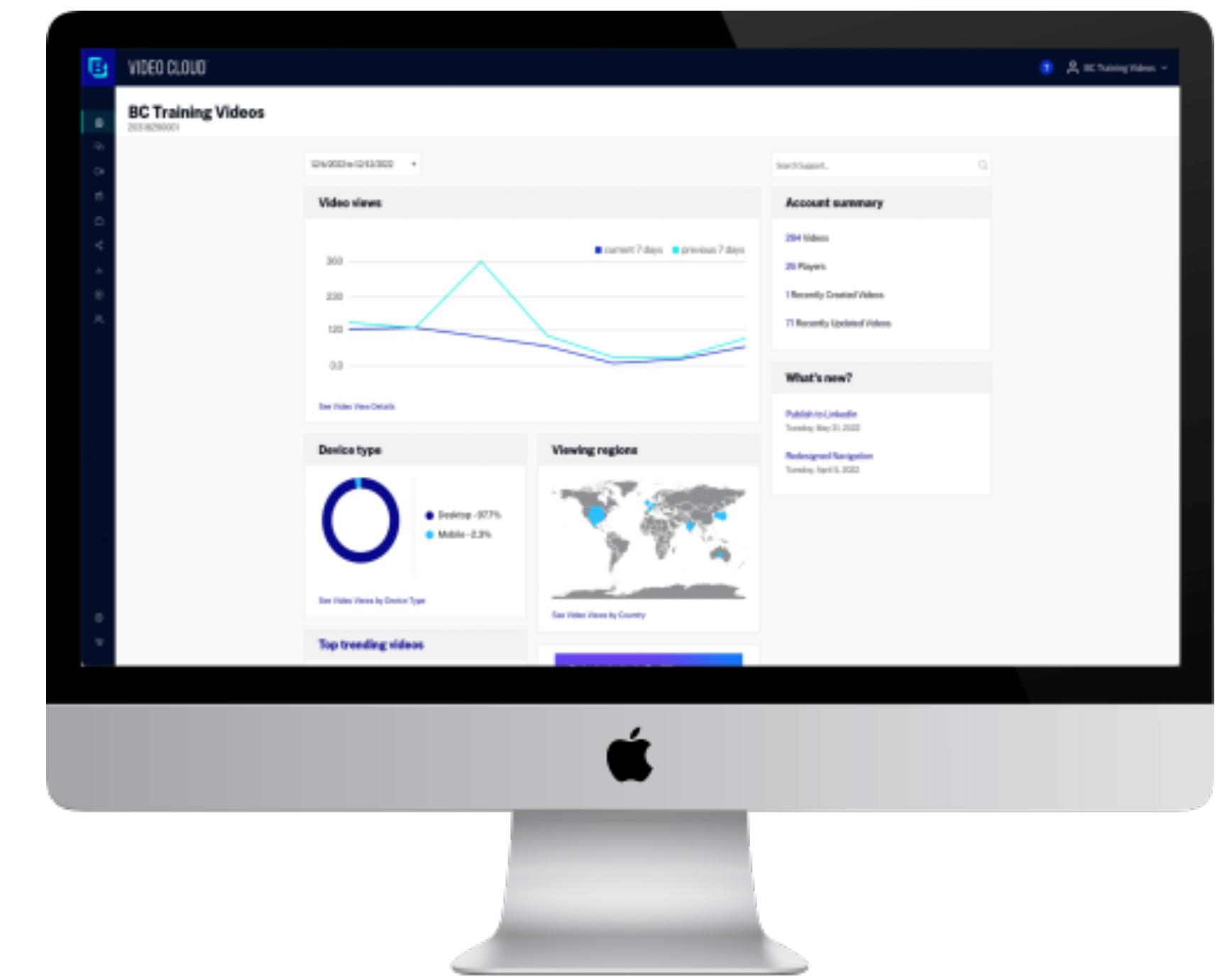
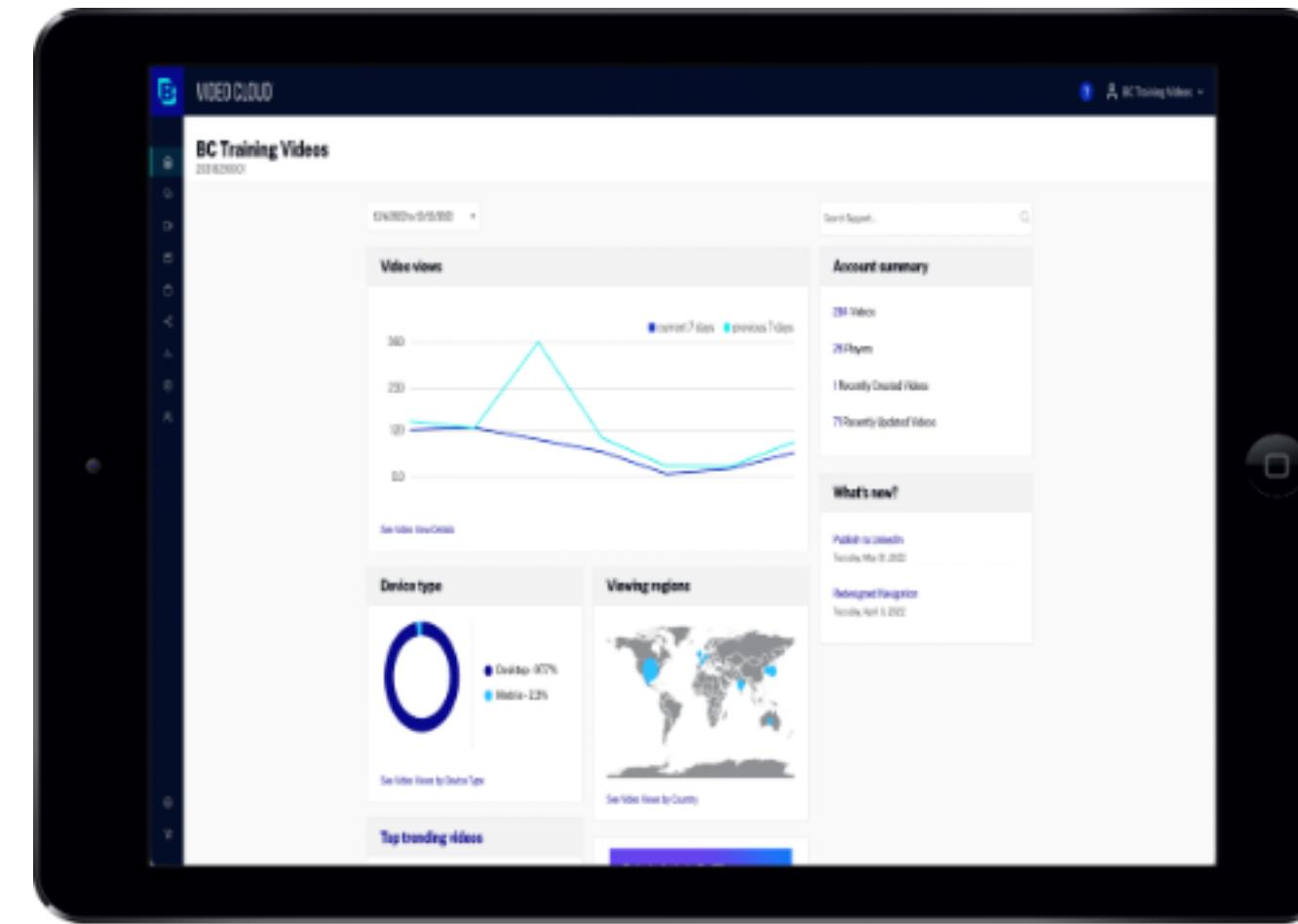
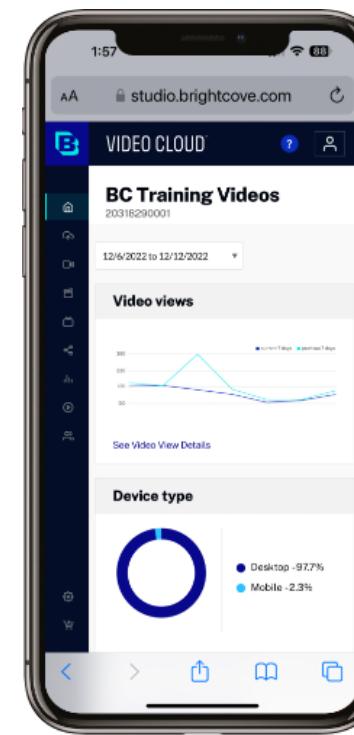
Prerequisites

- 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](#).

Navigating Video Cloud Studio

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

The screenshot shows the Brightcove Video Cloud Studio interface. A vertical sidebar on the left contains icons for Home, Upload, Record, Preview, Share, and User. The main content area displays 'BC Training Videos' (ID: 20318290001) and a date range selector from 12/6/2022 to 12/12/2022. Below this is a 'Video views' chart comparing current and previous 7-day periods. A red box highlights the sidebar, and a red arrow points to the 'Account Selector' in the top right, which shows 'BC Training Videos'. Other visible elements include a search bar, an 'Account summary' section with 284 Videos, 26 Players, and recent activity, and a 'What's new?' section.

VIDEO CLOUD™

BC Training Videos
20318290001

12/6/2022 to 12/12/2022

Video views

current 7 days previous 7 days

360
230
120
0.0

See Video View Details

?

BC Training Videos

Account Selector

Search Support...

Account summary

284 Videos
26 Players
1 Recently Created Videos
71 Recently Updated Videos

What's new?

Publish to LinkedIn

Navigating Video Cloud Studio

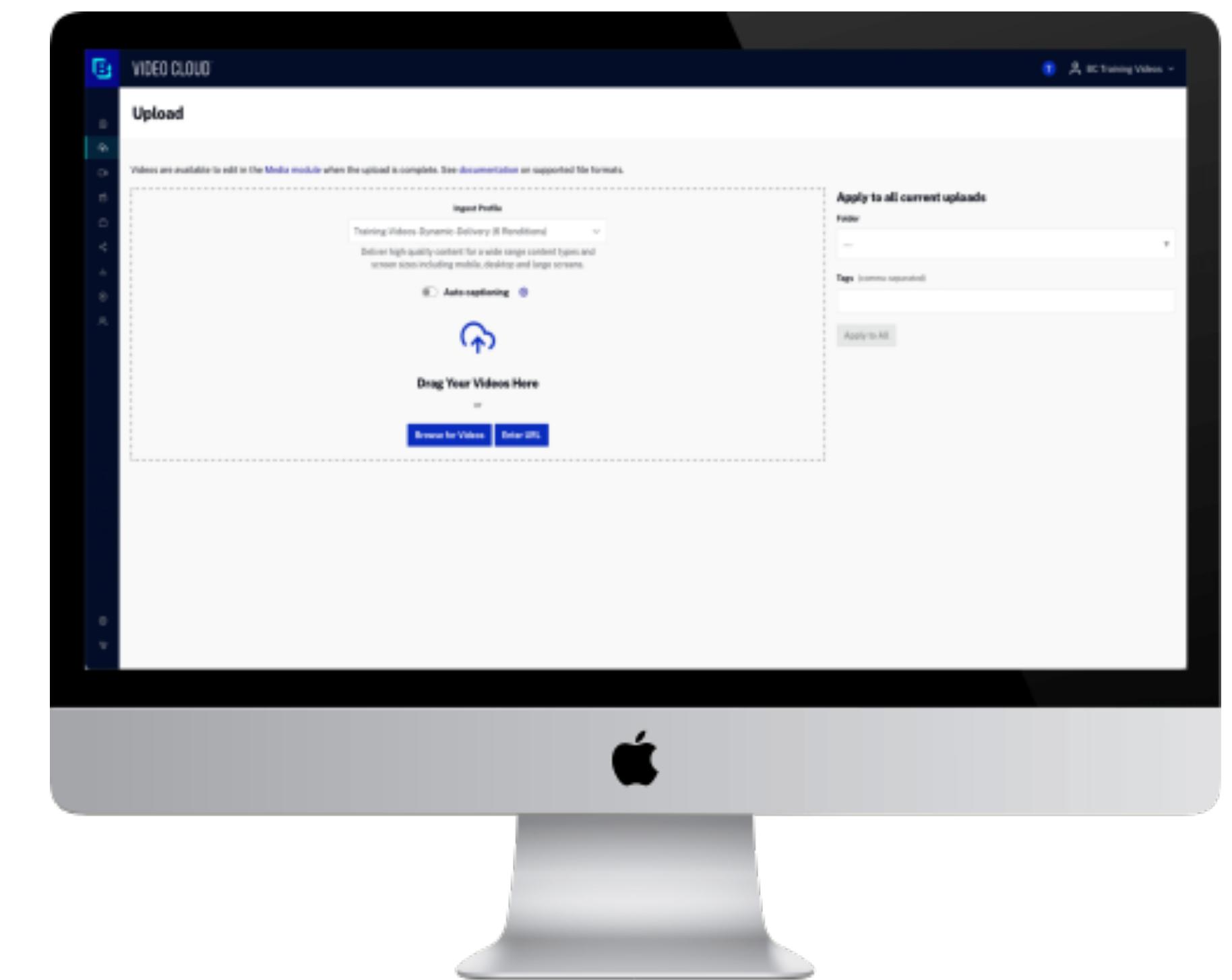
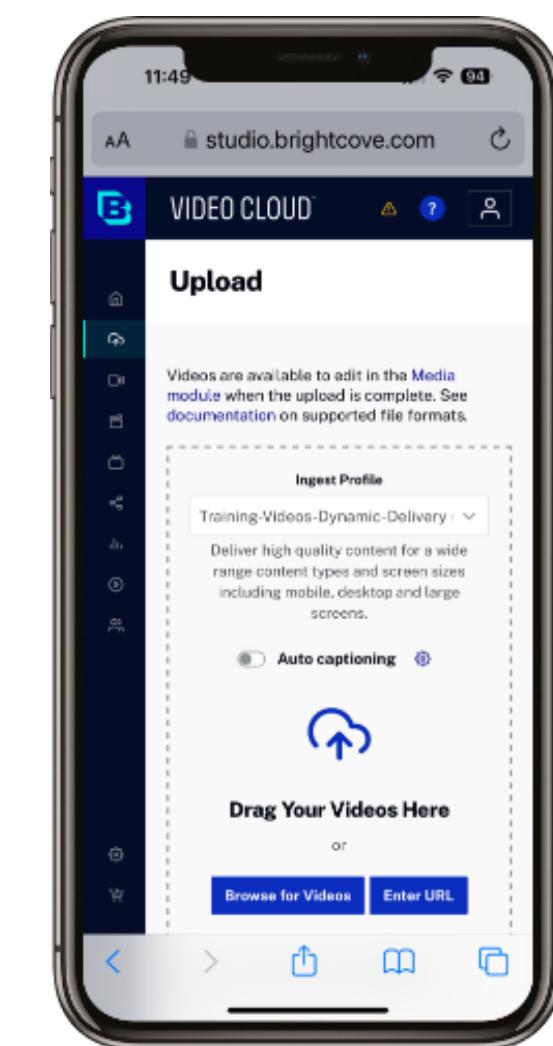
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Analytics** - Review video analytics
- **Players** - Create and style players
- **Live** - Broadcast live events
- **Cloud Playout** - Create live linear channels for videos
- **Gallery** - Create 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

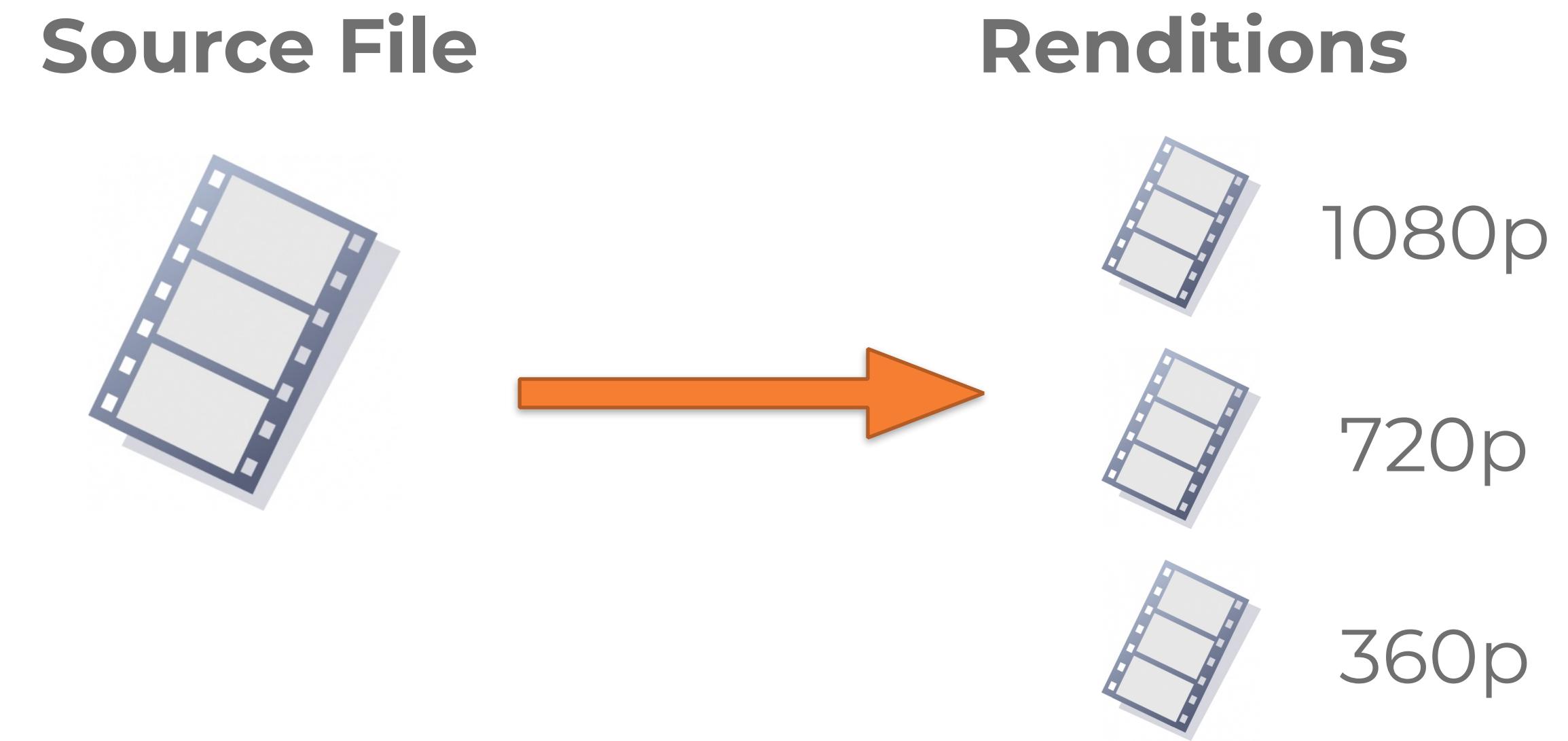
Uploading Videos

- 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



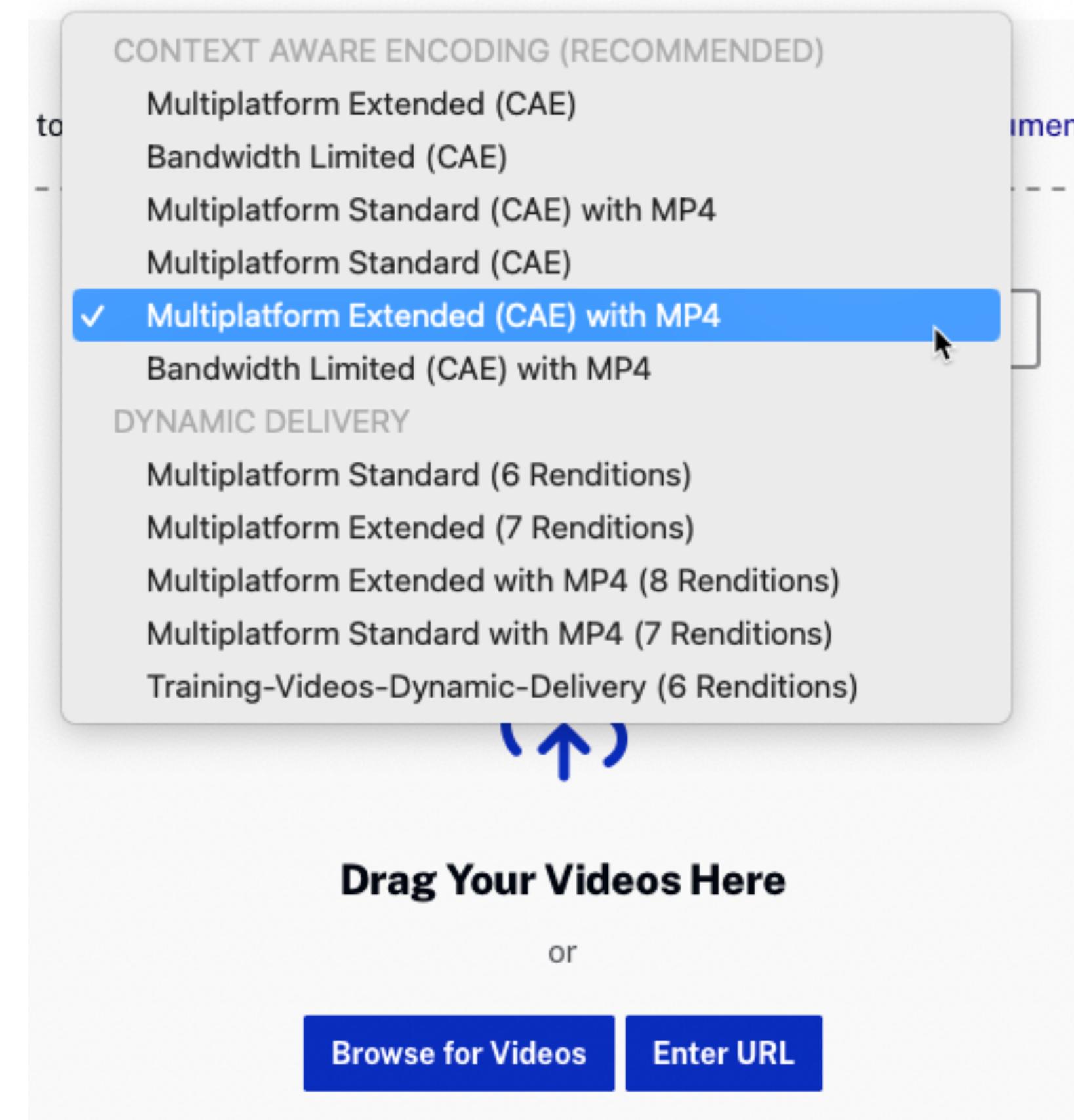
- Goal: Deliver the best rendition to a viewer based upon their device type and bandwidth capabilities

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

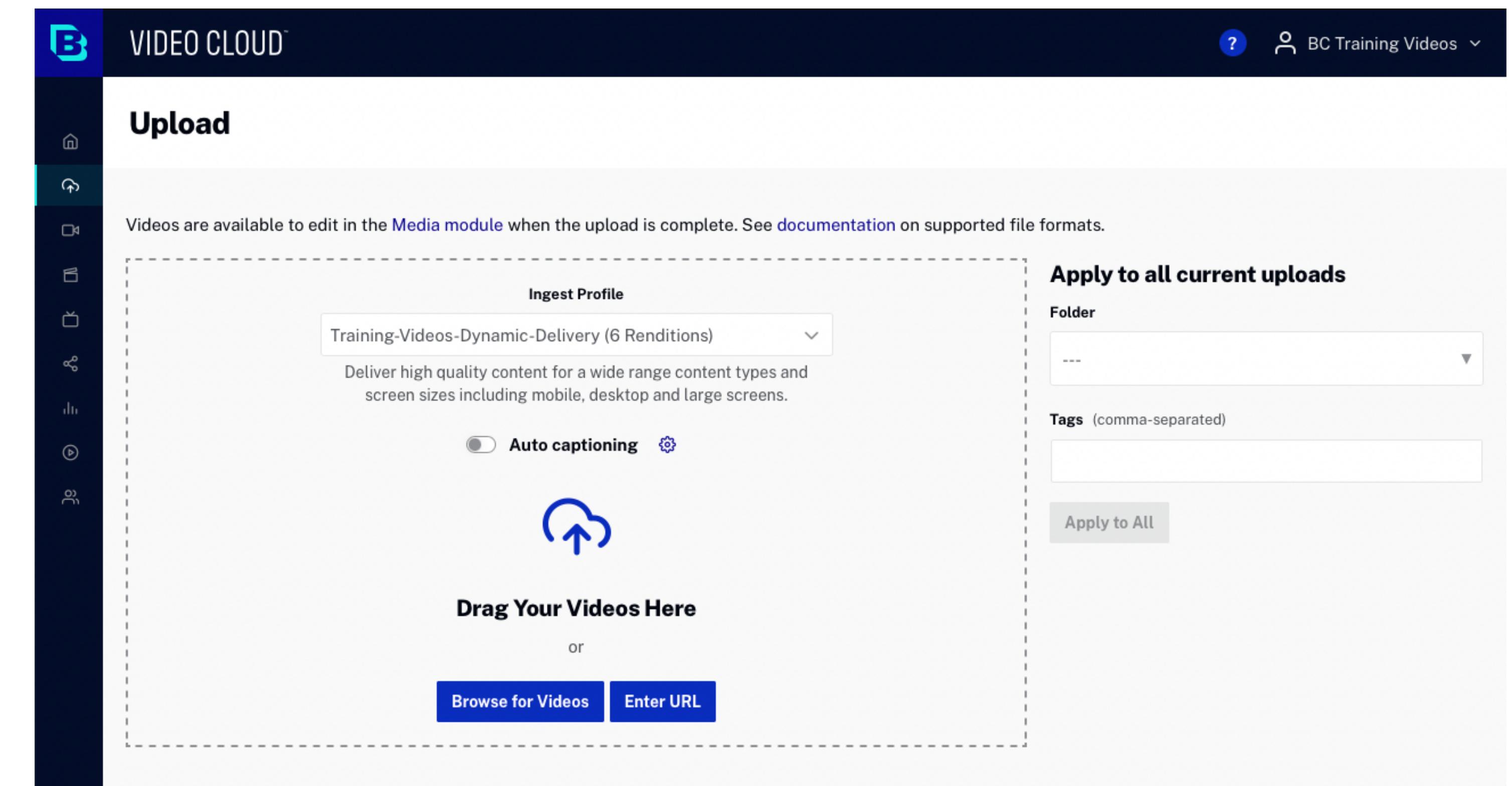
Ingest Profile

- 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
- Specify a folder and tags for videos



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.

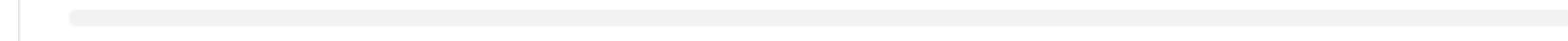


Source File Name ID
Bald Eagle.mp4 6285511830001

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

✓ 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 Video Cloud interface. The left sidebar has a dark theme with white icons for Home, Upload, Create folder, Internal Training, and Add remote video. Under 'Videos', it shows 'All videos' (20), 'Create folder', 'Internal Training', and 'Add remote video'. Under 'Playlists', it shows 'All playlists', 'Create playlist', 'Birds', 'Favorites', and 'Sample Playlist'. The main area is titled 'Videos (20)' and lists 20 entries. Each entry includes a checkbox, a thumbnail, the name, duration, status (green circle with eye icon), reference ID, created date, and updated date. The names listed are Bald Eagle, Bison, Brown Pelican, Bull Moose, Chickadee, Clown Fish, Dolphins, and Elephant.

Name	Status	Reference ID	Created date	Updated date
Bald Eagle	Active	6303811451001	03/04/2021 11:32 AM bbailey@brightcove.com	03/04/2021 11:33 AM
Bison	Active	5985703318001	01/03/2019 1:33 PM bbailey@brightcove.com	07/23/2019 10:18 AM bbailey@brightcove.com
Brown Pelican	Active	6304504498001	04/20/2022 8:44 AM bbailey@brightcove.com	04/20/2022 1:49 PM bbailey@brightcove.com
Bull Moose	Active	5985700740001	01/03/2019 1:33 PM bbailey@brightcove.com	10/28/2020 8:58 AM bbailey@brightcove.com
Chickadee	Active	6250676063001	04/27/2021 9:23 AM bbailey@brightcove.com	04/28/2021 8:38 AM bbailey@brightcove.com
Clown Fish	Active	6250677528001	04/27/2021 9:23 AM bbailey@brightcove.com	04/27/2021 9:23 AM
Dolphins	Active	6250677529001	04/27/2021 9:23 AM bbailey@brightcove.com	04/27/2021 9:23 AM
Elephant	Active	62506775276001	04/27/2021 9:23 AM bbailey@brightcove.com	04/28/2021 8:38 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 a logo, 'VIDEO CLOUD', and user account information. Below the navigation bar, the video title 'Brown Pelican' is displayed, with an orange arrow pointing from the left towards it. To the right of the title is a preview player showing a pelican standing on rocks by the water. Below the preview player is a timeline with markers at 00:00:00, 00:00:05, and 00:00:10. On the left side of the main content area, there's a sidebar with various icons. The main content area is divided into two sections: 'Video Information' and 'Images'. The 'Video Information' section contains fields for Name (Brown Pelican), ID (6304504498001), Short Description (Brown Pelican on the rocks), Tags (birds, florida), Reference ID (---), Video Projection (Standard), Related Link URL (---), and Related Link Text (---). The 'Images' section includes a note about poster and thumbnail formats, a 'Read More' link, and two image thumbnails: a larger 'Poster' image of the pelican and a smaller 'Thumbnail' image.

Video Information	
Name	Brown Pelican
ID	6304504498001
Short Description	Brown Pelican on the rocks
Tags	birds, florida
Reference ID	---
Video Projection	Standard
Related Link URL	---
Related Link Text	---

Images	
For best results, use JPG or PNG format with a minimum width of 640px for posters and 160px for thumbnails. Aspect ratios should match the video, generally 16:9 or 4:3.	
Read More	
Poster	
Thumbnail	

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

Video Information

[Edit](#)

Name	Brown Pelican
ID	6304504498001
Short Description	Brown Pelican on the rocks
Tags	birds, florida
Reference ID	---
Video Projection	Standard
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 Cancel Save

Name * 13 / 255
Brown Pelican

ID
6304504498001

Short Description 26 / 250
Brown Pelican on the rocks

Tags
birds X florida X

Reference ID 0 / 150

Video Projection
260 Degree

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 left sidebar has icons for Home, Upload, Record, Share, and Embed. The main area has a search bar, a 'Duplicate' button, and a trash icon. A table lists players with columns for Name, Updated, Version, and Status. The first player, 'Brightcove Player 7', is selected. On the right, a detailed view panel shows the player's creation date, preview and embed options, and its configuration details: Player ID U50VSFVGpp, Name Brightcove Player 7, Description ---, Status Active, and Published State Published.

<input type="checkbox"/>	Name	Updated	Version	Status	
<input type="checkbox"/>	Brightcove Player 7 U50VSFVGpp	12/1/2022 12:20 PM	7.0.0	✓	Preview player Embed Code & URL Player ID U50VSFVGpp Name Brightcove Player 7 Description --- Status Active Published State Published
<input type="checkbox"/>	Ad Player WqahzgGkO	8/23/2022 11:37 AM	6.66.7	✓	
<input type="checkbox"/>	DRM Player YHLVQc75h	6/29/2022 10:11 AM	6.66.7	⚠	
<input type="checkbox"/>	Sample Player Ctzra7vEL	6/9/2022 1:38 PM	6.66.7	⚠	
<input type="checkbox"/>	Lee Player aJOS0jsvY4	5/31/2022 3:05 PM	6.66.7	✓	
<input type="checkbox"/>	Audio Player fDj00Lhrw	5/9/2022 12:55 PM	6.66.7	⚠	

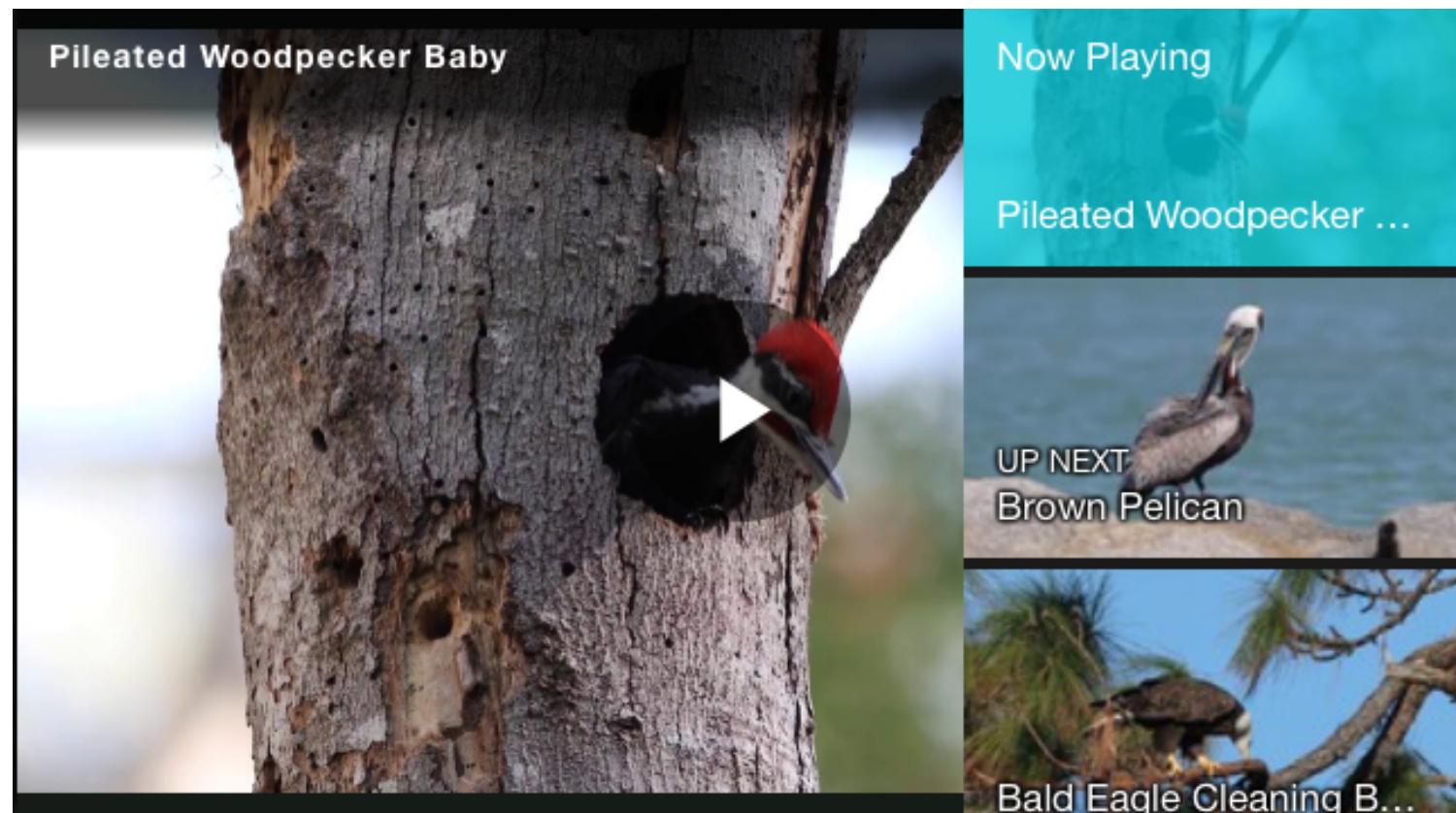
Player Types

- Single video player

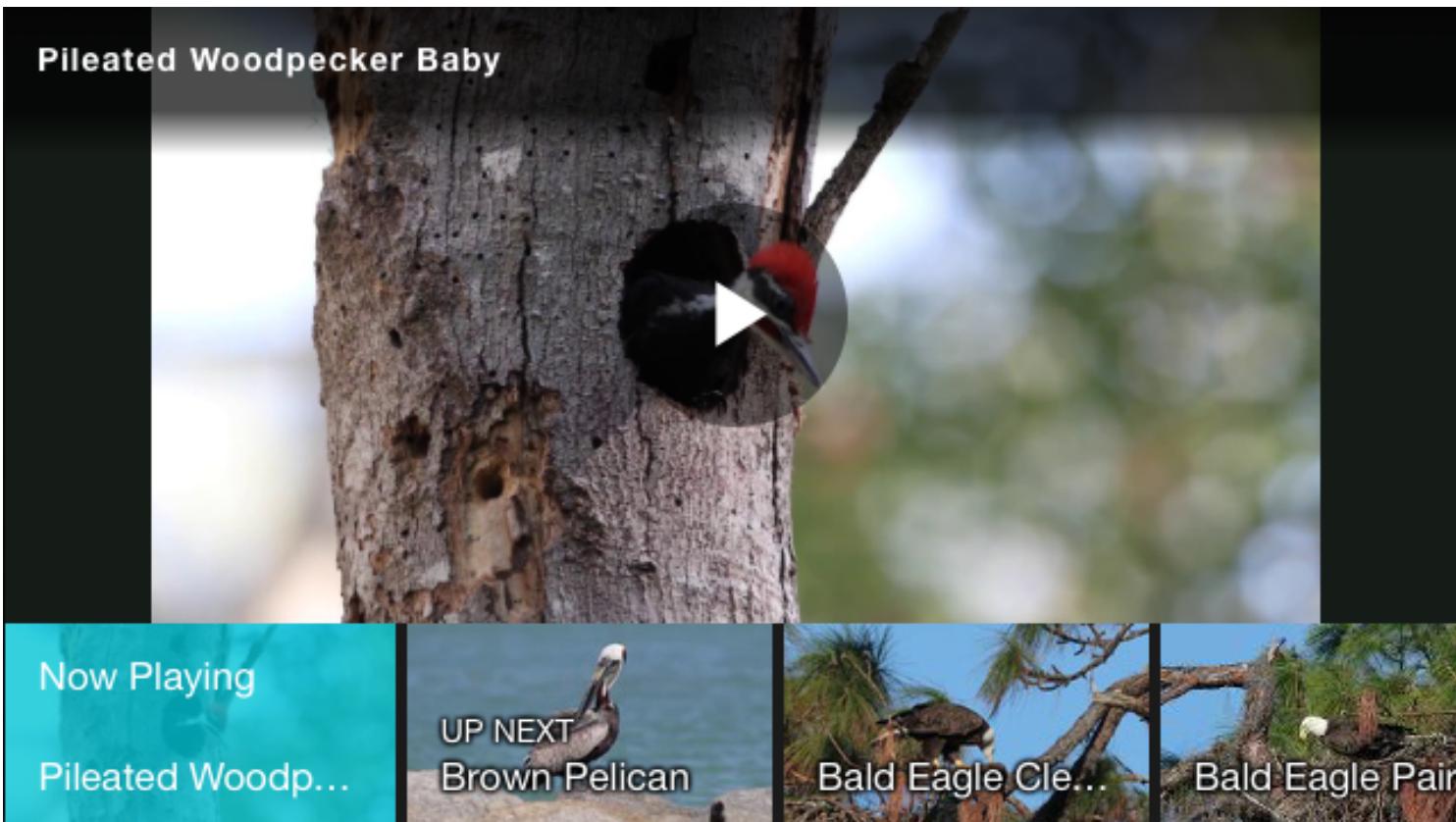


Player Types

- Playlist player



Vertical



Horizontal



Hidden

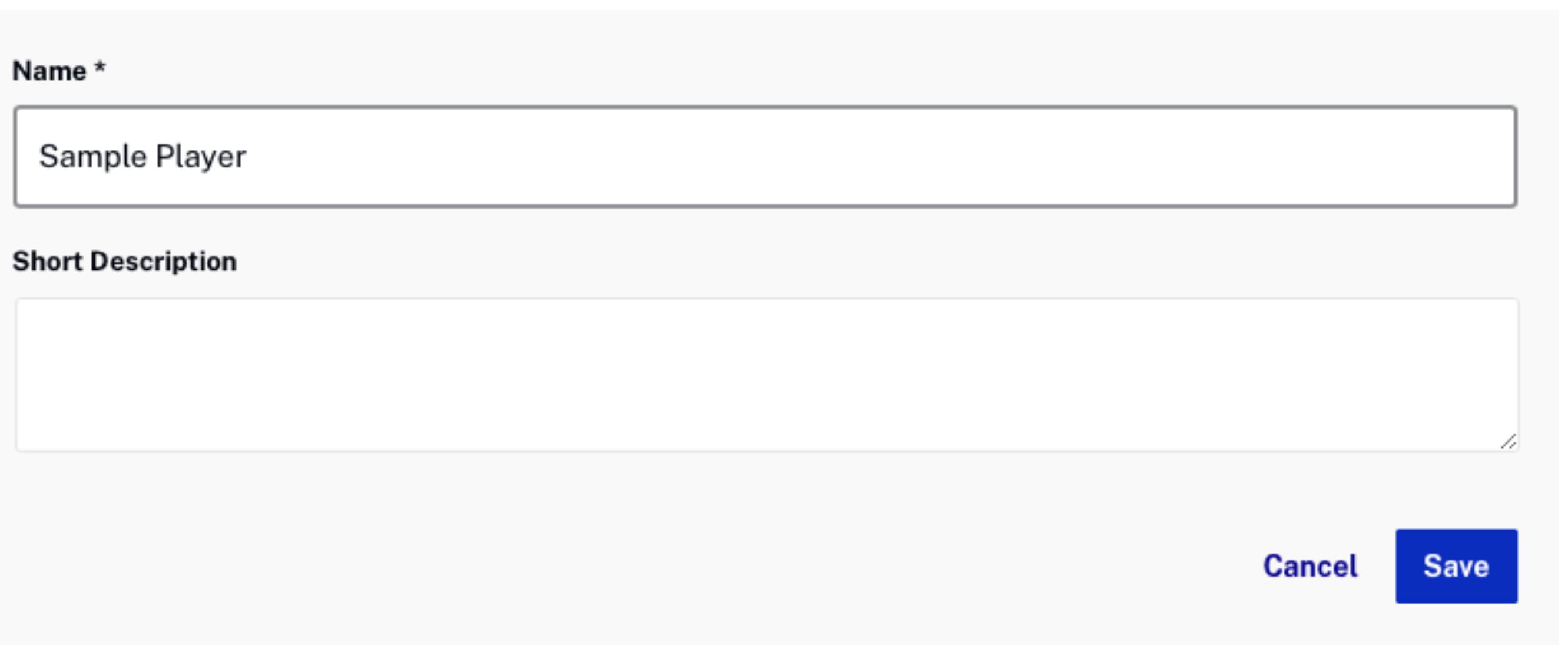
Creating a Player

- Click + Add Player
- Name the player
- Click Save

Add player

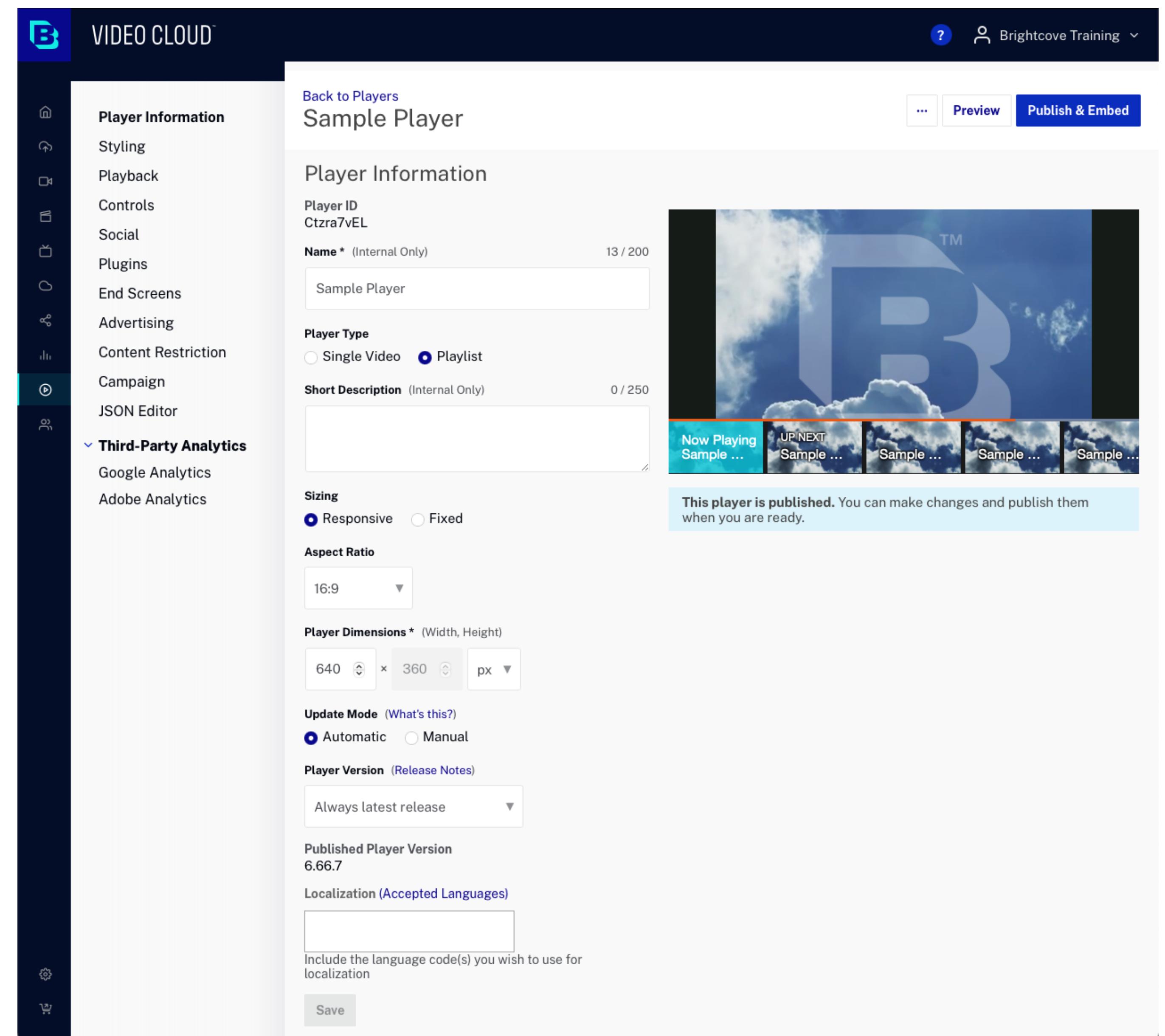
Name *

Short Description



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. The left sidebar has a navigation menu with icons for Home, Back, Forward, Refresh, Stop, Play/Pause, Volume, Mute, and a gear icon for settings. The main content area is titled "VIDEO CLOUD" and "Sample Player".

Player Information

Player ID: Ctzra7vEL

Name * (Internal Only): Sample Player (13 / 200)

Player Type: Playlist Single Video

Short Description (Internal Only): (0 / 250)

Sizing: Responsive Fixed

Aspect Ratio: 16:9

Player Dimensions * (Width, Height): 640 px x 360 px

Update Mode (What's this?): Automatic Manual

Player Version (Release Notes): Always latest release

Published Player Version: 6.66.7

Localization (Accepted Languages): (Empty input field)

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

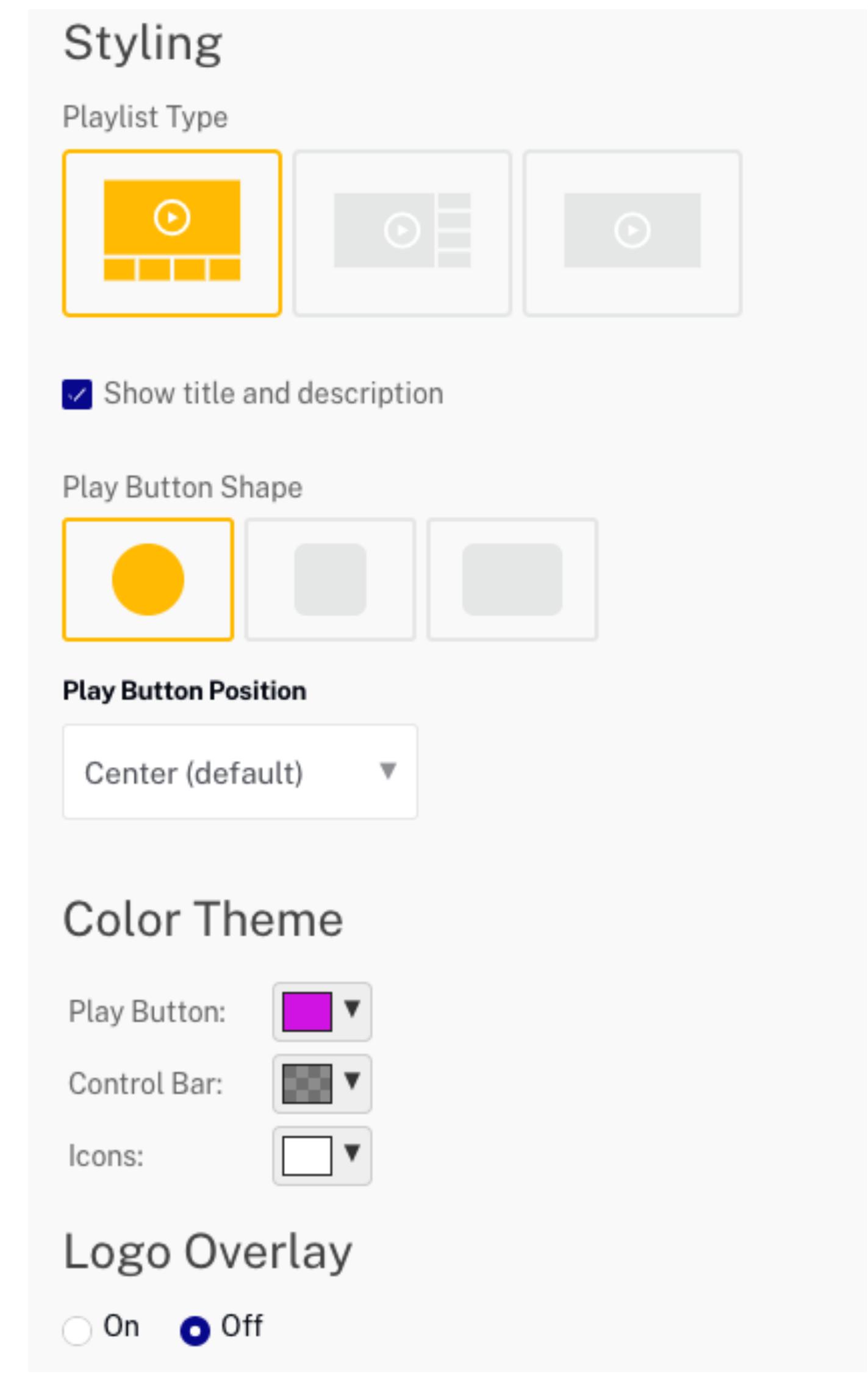
Save

At the top right, there are buttons for "Preview" and "Publish & Embed". Below the preview area, there is a large thumbnail image of the player with a blue "B" logo and a "TM" symbol, surrounded by clouds. Below the thumbnail, there are five sample video cards labeled "Now Playing Sample ...", "UP NEXT Sample ...", "Sample ...", "Sample ...", and "Sample ...". A message at the bottom right says: "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



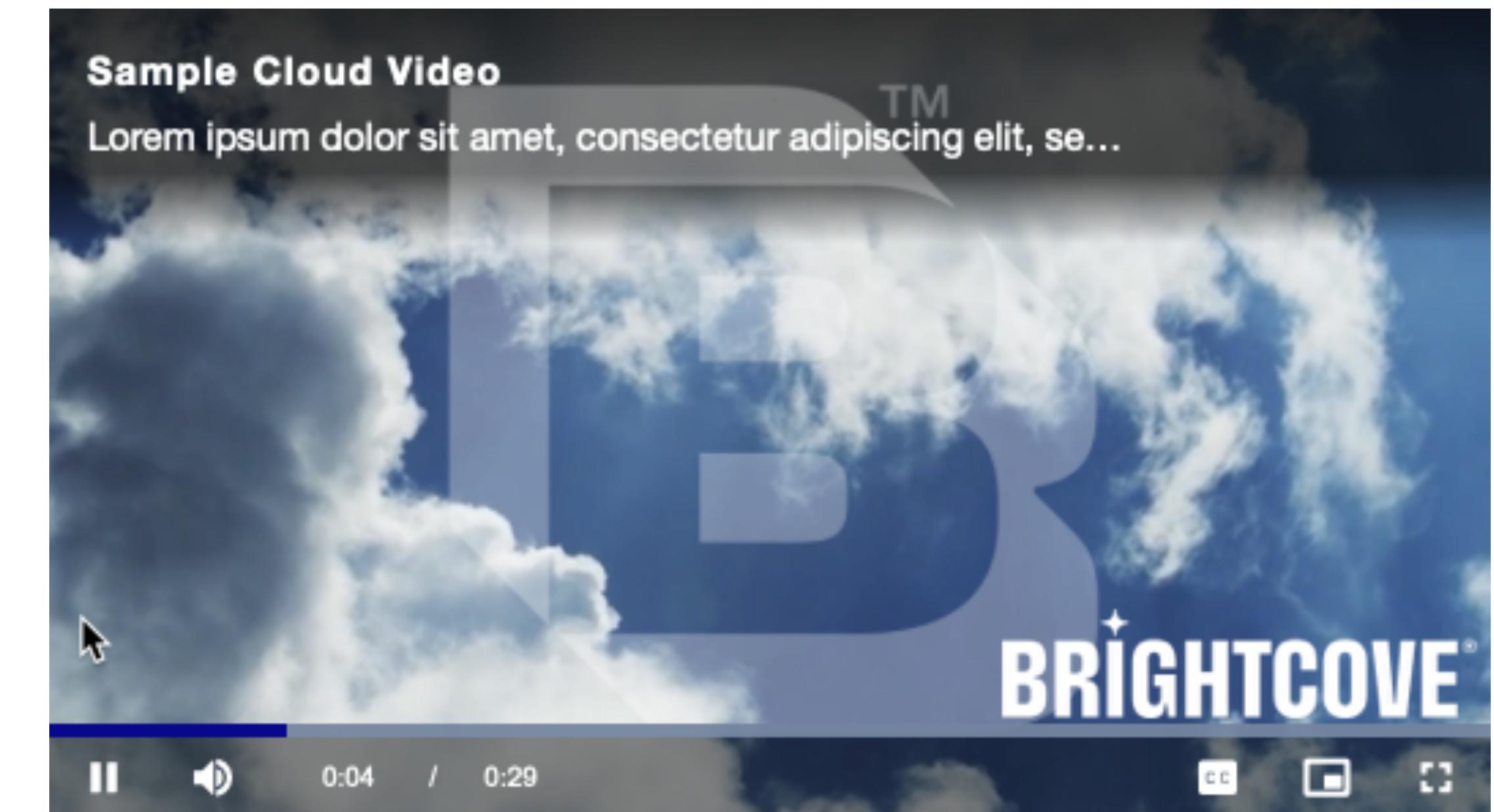
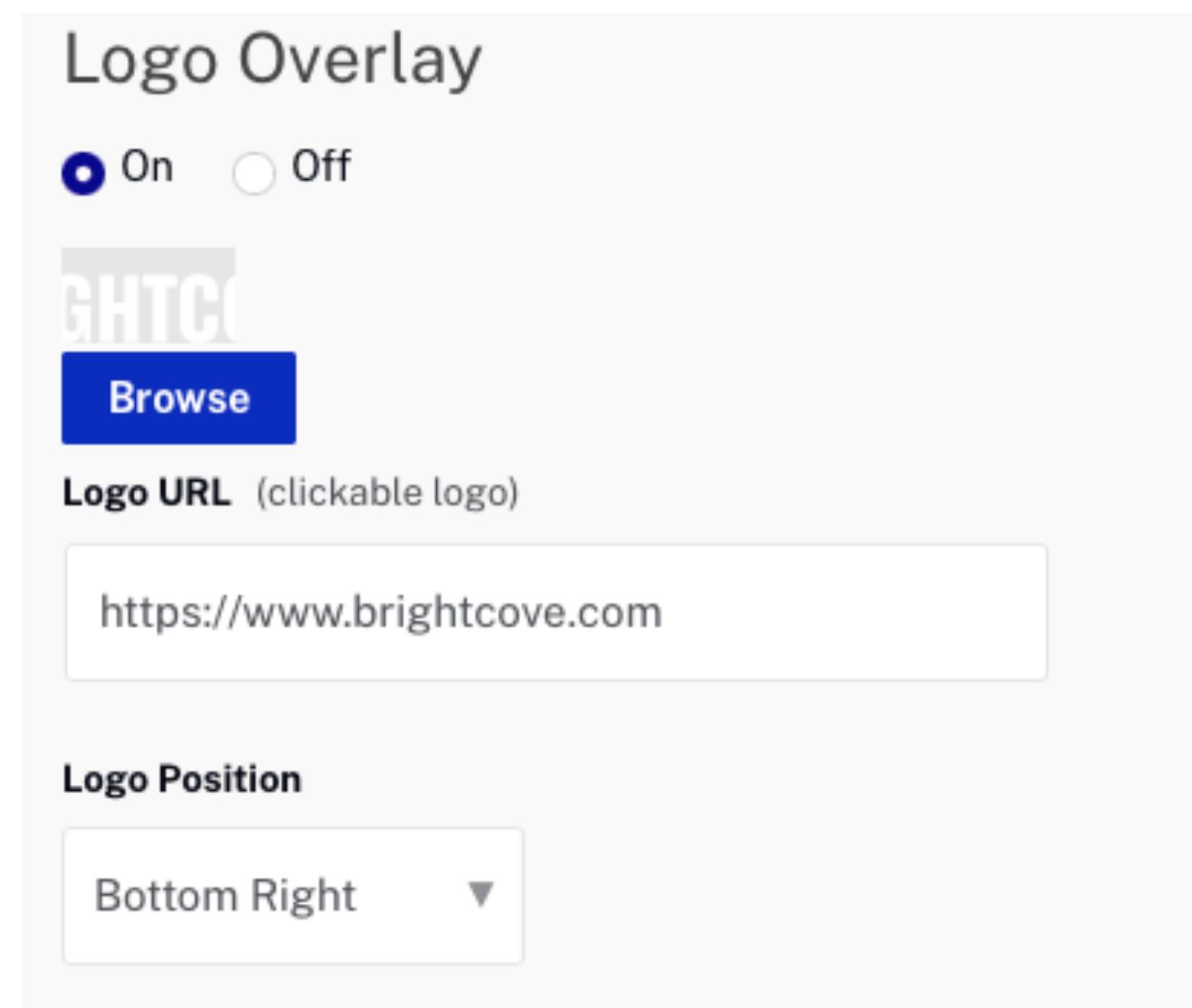
Styling a Player

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



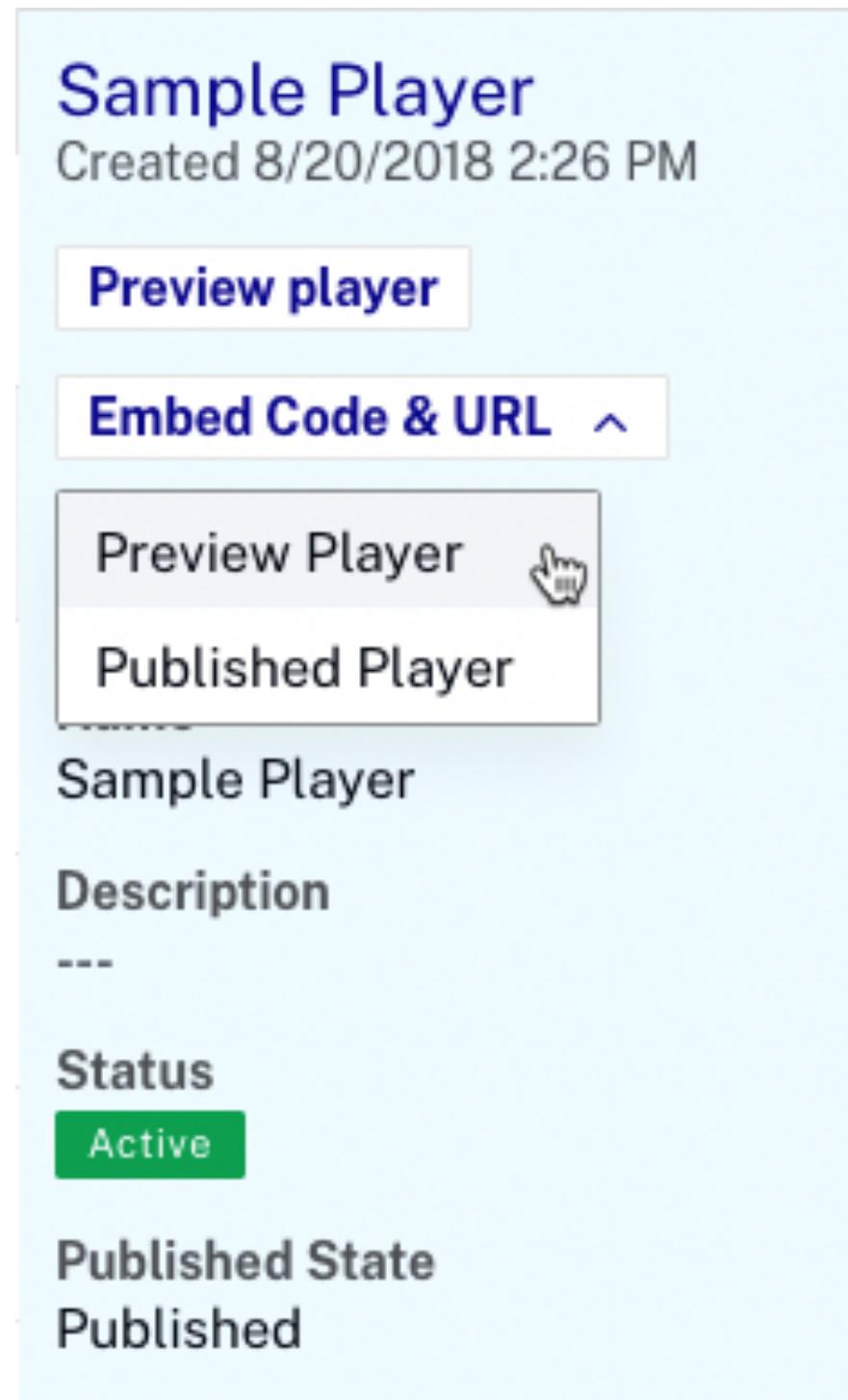
Styling a Player

- 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



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

- Open the **Media** module
- Select the video
- Click **Publish and Embed >**

Publish to web

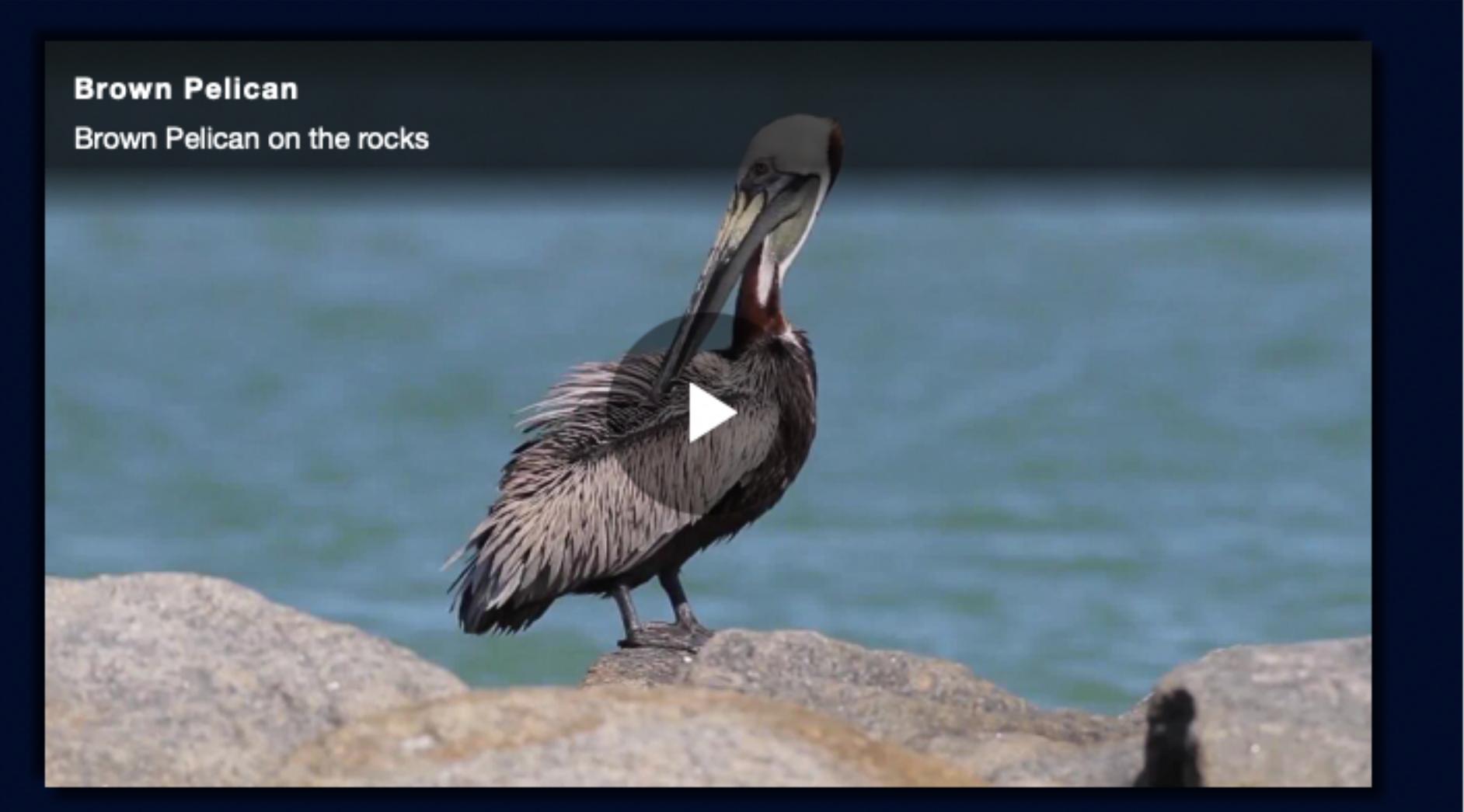
- Select a Player
- Select embed code

Publishing Brown Pelican

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

https://players.brightcove.net/1486906377/default_default/index.html?videoid=6003975624001 [Shorten](#)

Copy Code

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

[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**
- Select playlist type
- Configure playlist properties

Playlist settings

The screenshot shows the 'Smart' tab selected in the 'Playlist settings' interface. The interface includes sections for 'Play Order' (set to 'Activated Date (Oldest First)') and 'Limit Number of Videos*' (set to 100). Below these, there's a 'Parameters' section with a 'Tags' dropdown set to 'Match any' and a list containing 'birds'. A blue button labeled '+ Add a parameter' is visible. At the bottom right are 'Cancel' and 'Apply' buttons.

Smart Overview

Play Order Limit Number of Videos *

Activated Date (Oldest First) 100

Parameters 1+1

Parameter

Tags Match any

birds X

+ Add a parameter

Cancel Apply

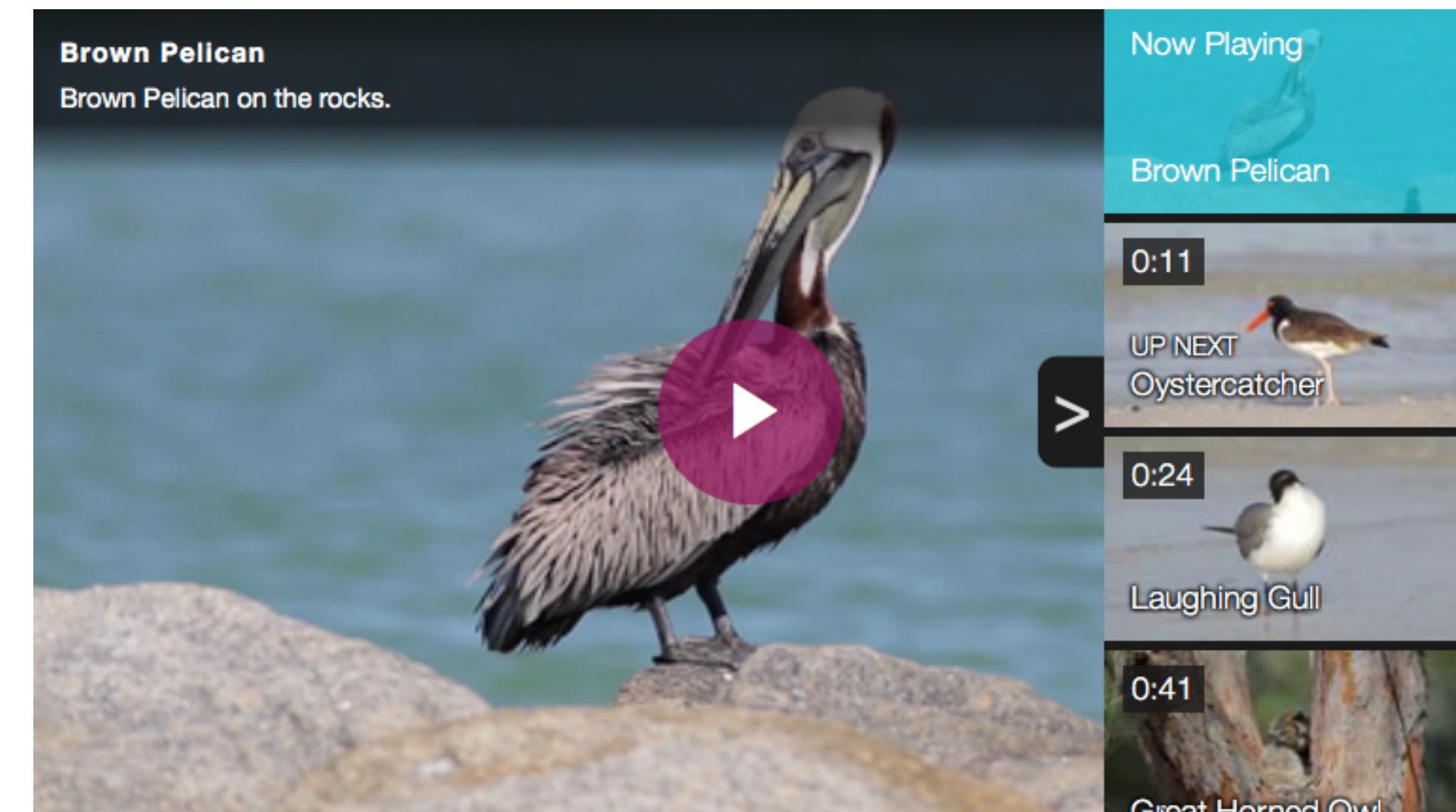
Hands-on Task: Creating Playlists

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

Publishing a Playlist

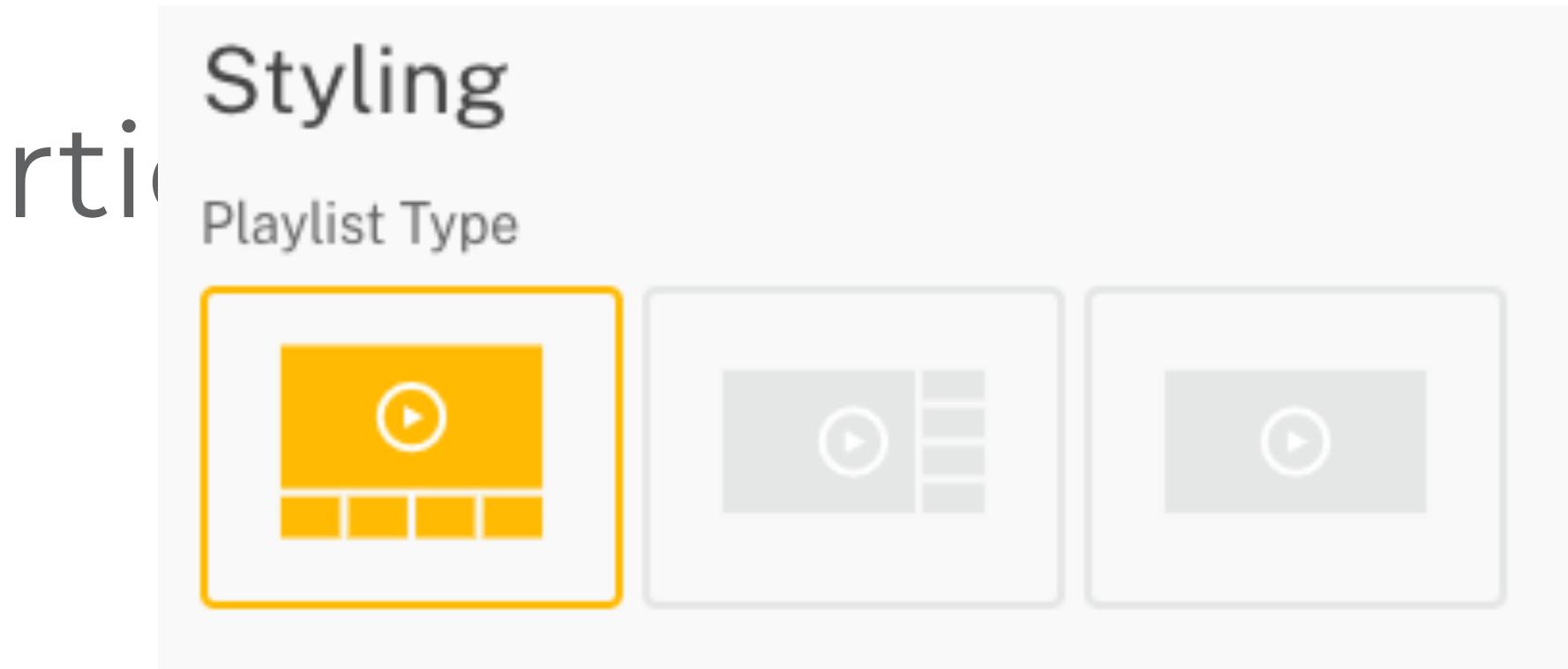
Publishing a Playlist

- 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** or **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 ⓘ
- 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

 Username

 Password

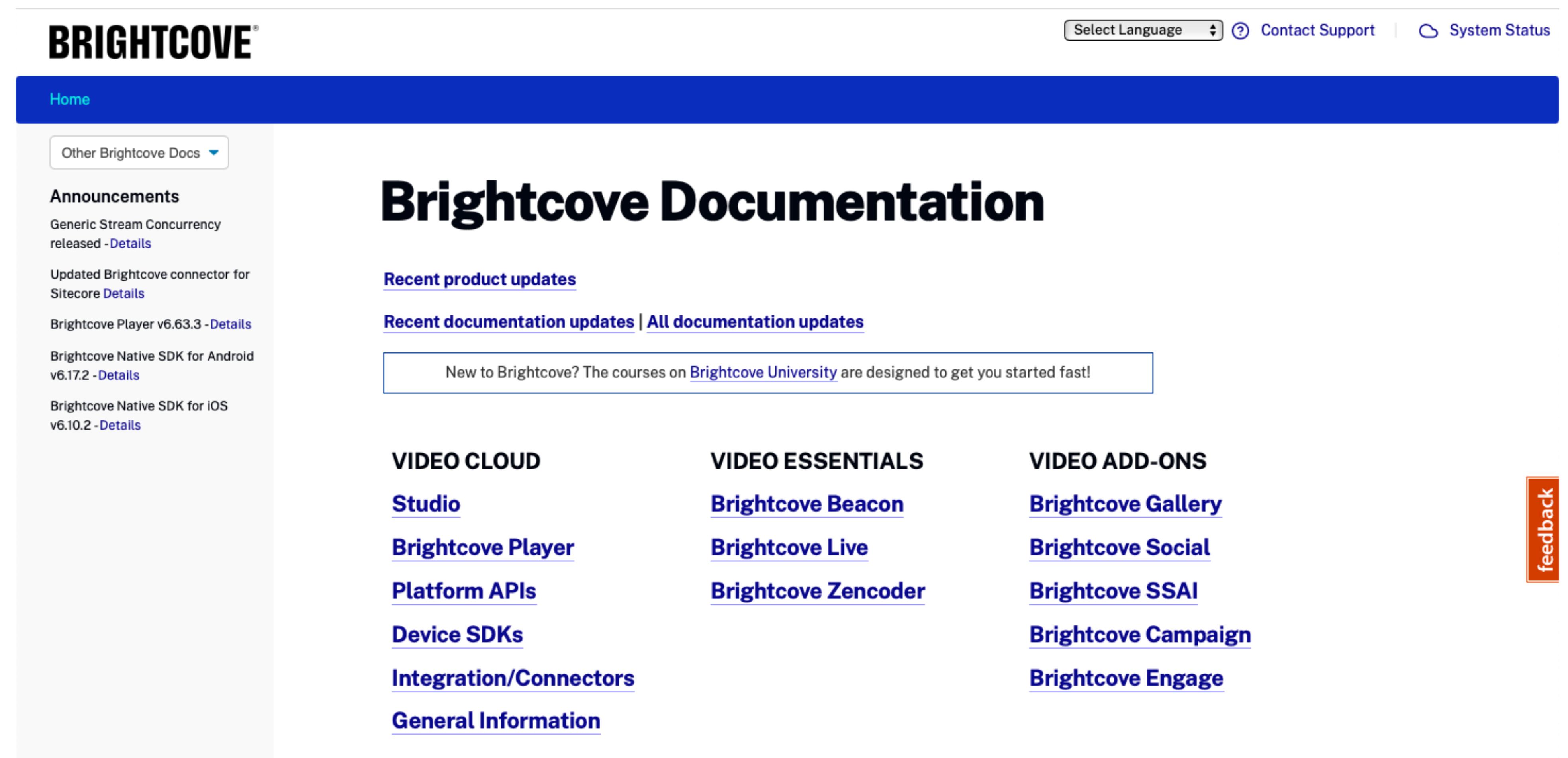
Log in

[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). The main title "Brightcove Documentation" is centered above a section titled "Recent product updates". Below that is another section titled "Recent documentation updates | All documentation updates". A callout box in the center says "New to Brightcove? The courses on [Brightcove University](#) are designed to get you started fast!". The left sidebar contains a "Home" button and a "Other Brightcove Docs" dropdown menu. Under "Announcements", there are links for "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](#)", and "Brightcove Native SDK for iOS v6.10.2 - [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 side contains the word "feedback".

BRIGHTCOVE®

Home

Other Brightcove Docs ▾

Announcements

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](#)

Brightcove Documentation

[Recent product updates](#)

[Recent documentation updates](#) | [All documentation updates](#)

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, 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

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