



Introduction to Video Cloud

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brightcove
VIDEO CLOUD™



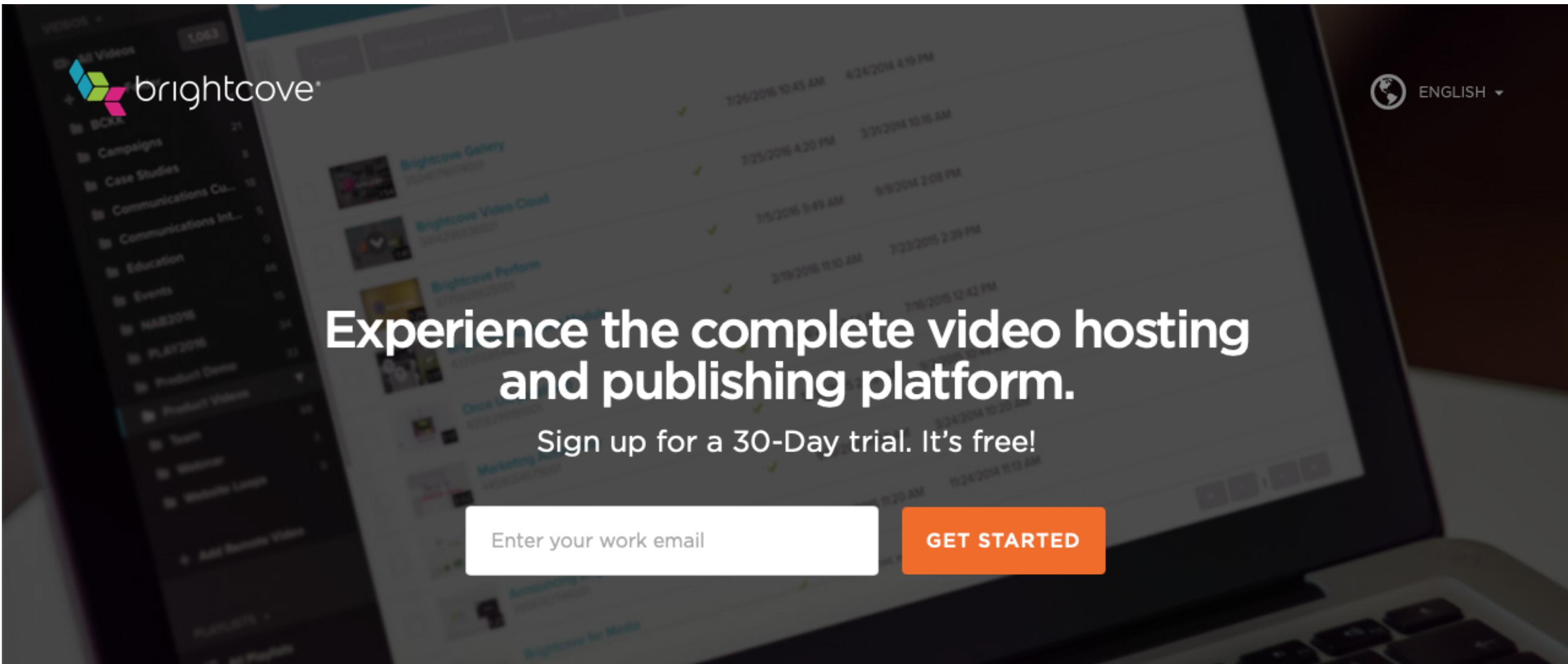
Course Outline

- 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.

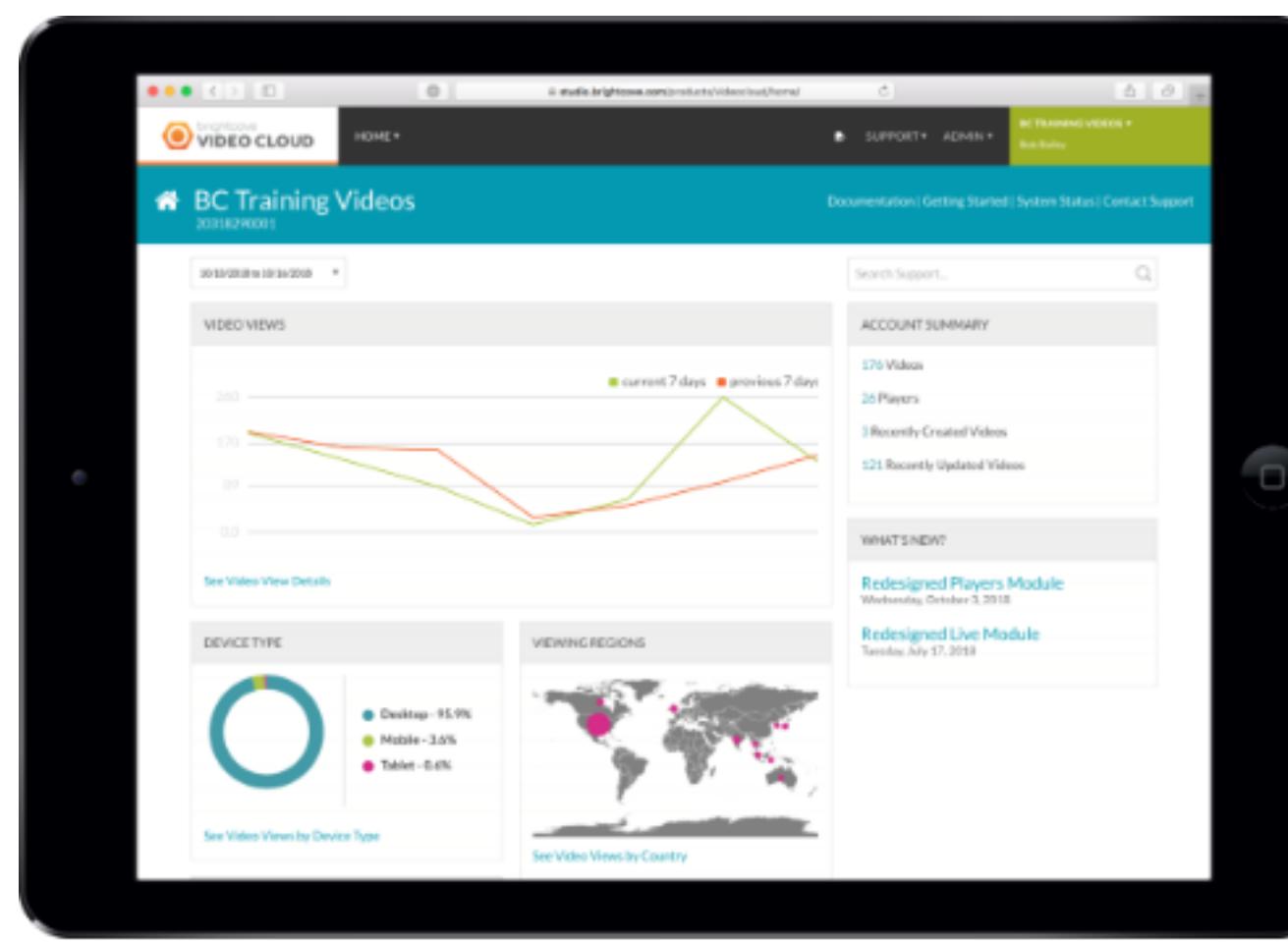
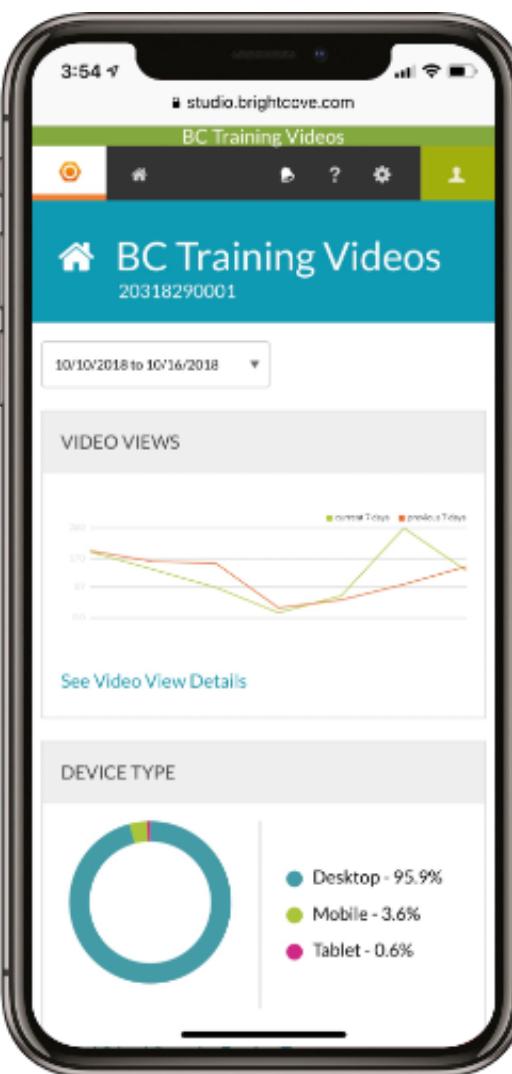
Prerequisites

- A Video Cloud account - you can sign up for a trial account [here](#).

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. At the top, there's a navigation bar with the Brightcove logo, a 'MEDIA' dropdown menu, and links for 'SUPPORT', 'ADMIN', and 'BRIGHTCOVE TRAINING'. A red arrow points from the text 'Account Selector' to the 'BRIGHTCOVE TRAINING' dropdown, which is highlighted in green and contains the name 'Bob Bailey'. Below the navigation bar, the main content area has a left sidebar with account information ('Brightcove Training, Account ID 1486906377') and a list of modules: Home, Upload, Media, Analytics, Players, Live, Gallery, Social, and Audience. The 'Media' module is currently selected, indicated by a blue background.

Brightcove Training
Account ID 1486906377

MEDIA ▾

SUPPORT ▾ ADMIN ▾ BRIGHTCOVE TRAINING ▾

Bob Bailey

Account Selector

Media

- 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 Stream your live events
- Gallery Create beautiful, engaging video sites and experiences
- Social Distribute videos to social media
- Audience Track viewer activity with your marketing automation platform

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
- **Gallery** - Create video experiences
- **Social** - Publish videos to social media accounts
- **Audience** - Integrate with Oracle Eloqua, Marketo, Salesforce & HubSpot



Hands-on: Navigating Video Cloud Studio

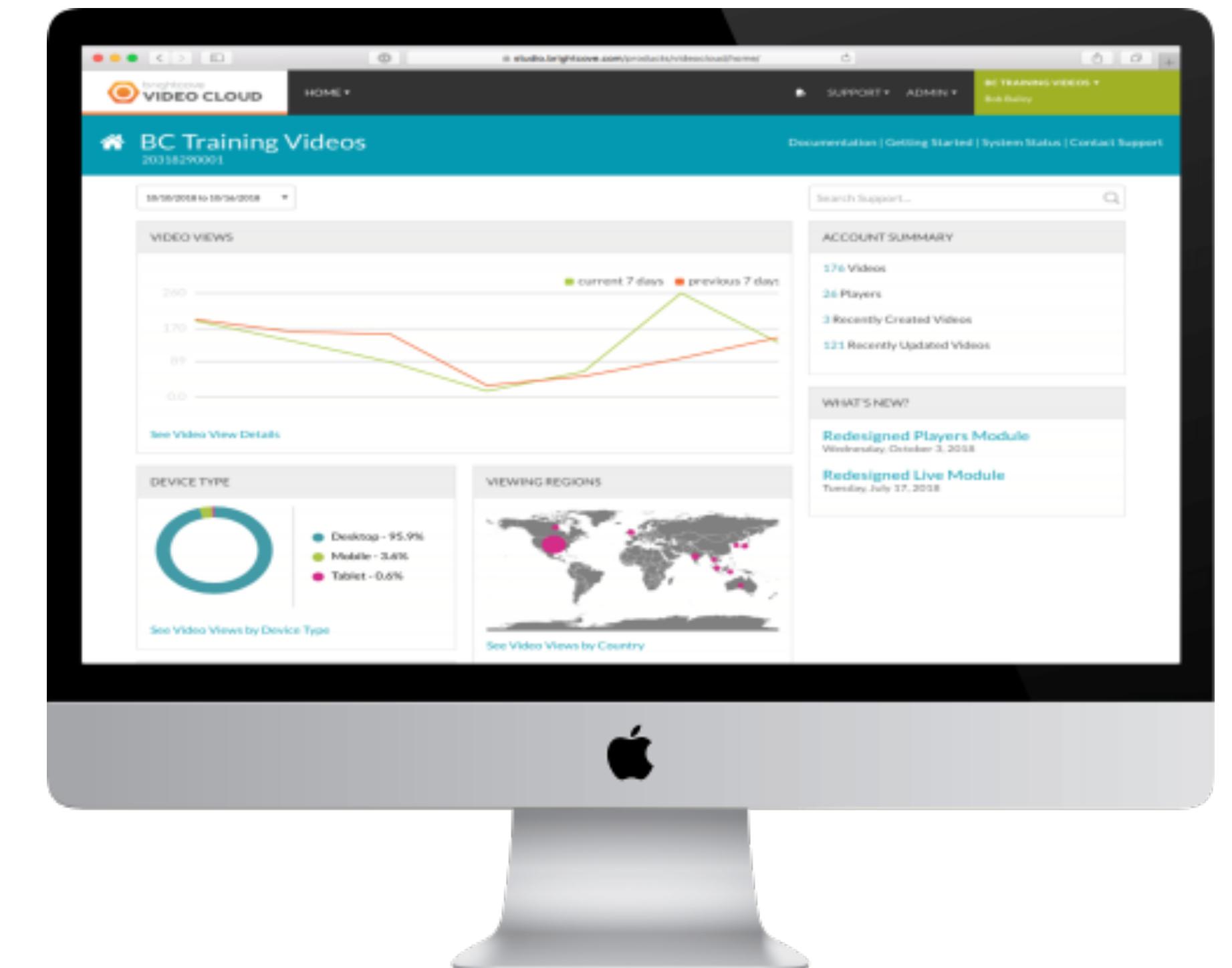
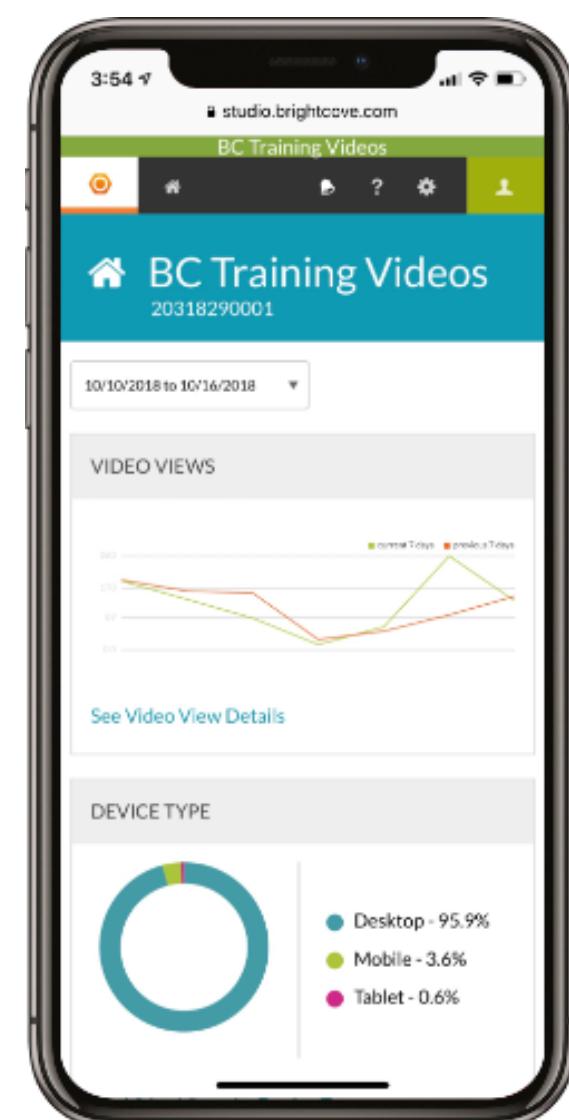


Uploading Videos



Uploading Videos

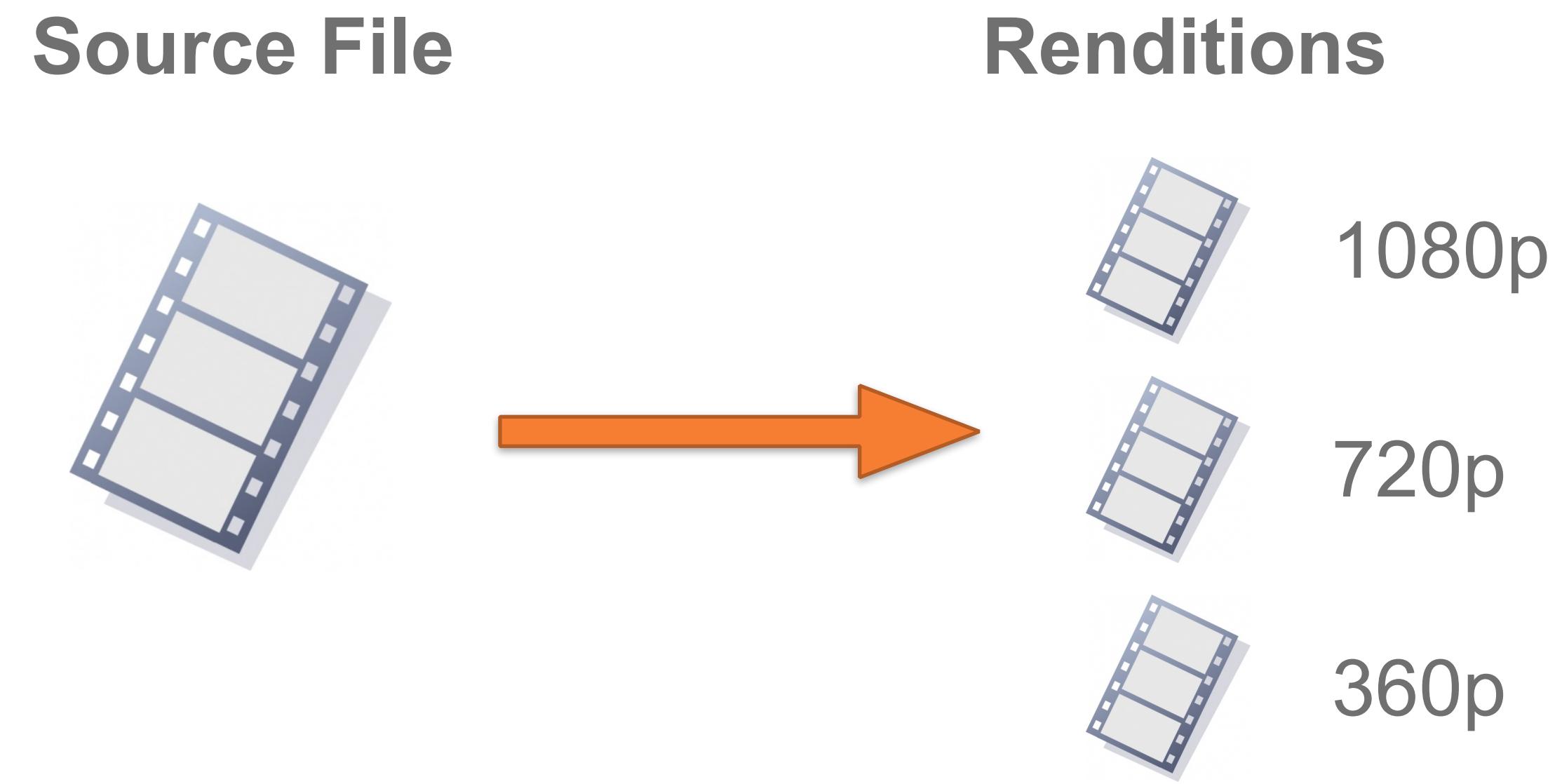
- Upload videos using the Upload module
- Source files can be:
 - On local machine
 - Located at a publicly addressable URL:
 - Amazon S3





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



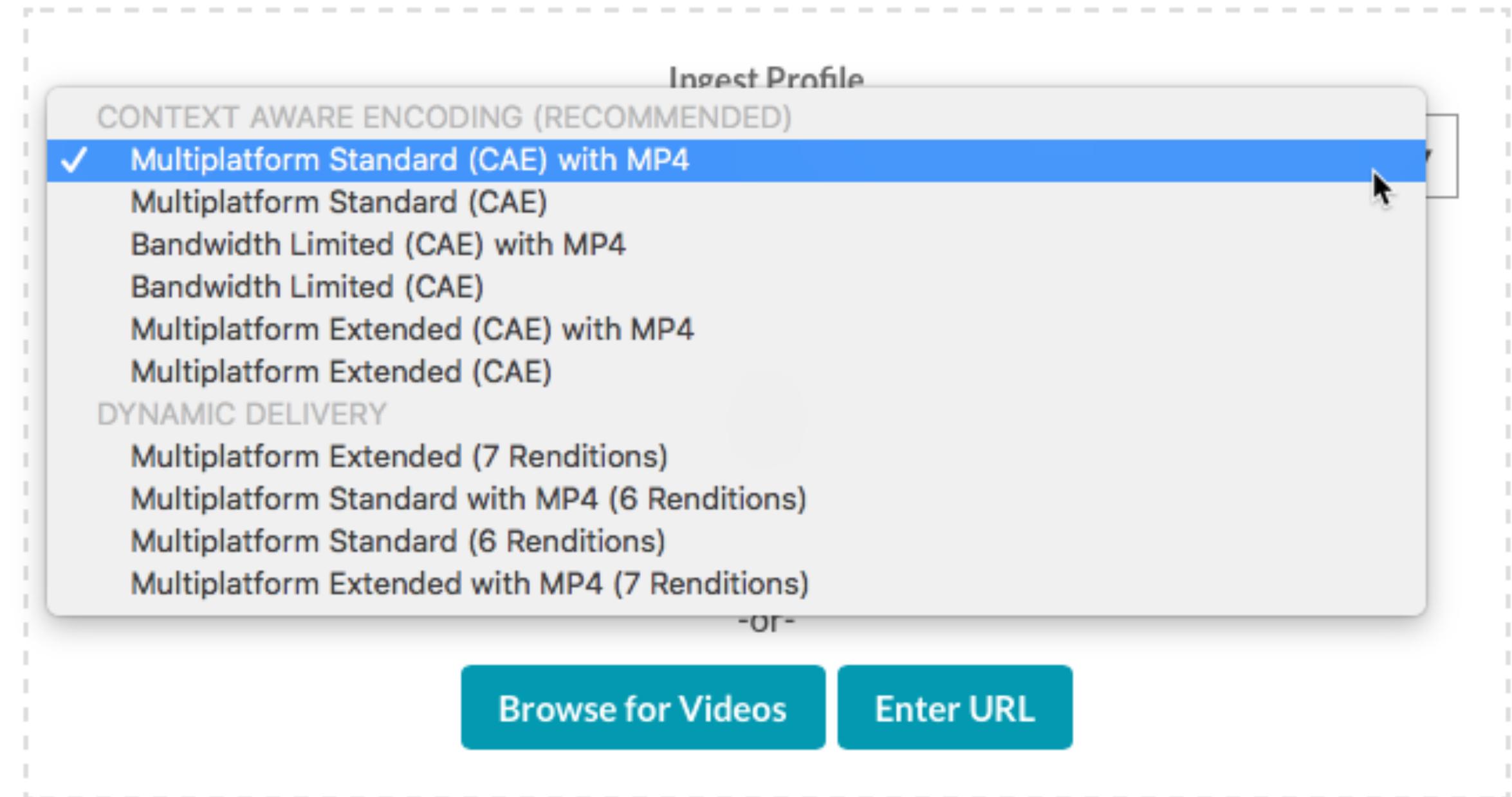
Do You Need MP4 Renditions?

- 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 Video Cloud Training interface for uploading videos. At the top, there's a navigation bar with the Brightcove logo, an 'UPLOAD' dropdown, and user account information ('SUPPORT ▾', 'ADMIN ▾', 'VIDEO CLOUD TRAINING ▾', 'Bob Bailey'). Below the navigation is a large teal header bar with a white 'Upload' button featuring a cloud icon. A message below the header states: 'Videos are available to edit in the [Media module](#) when the upload is complete. See [documentation](#) on supported file formats.' The main upload area has a dashed border and contains an 'Ingest Profile' dropdown set to 'Multiplatform Standard with MP4 (6 Renditions)', a descriptive text about delivering content across platforms, and a central area with a pink 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 'Folder' and 'Tags (comma-separated)' fields, both currently empty. At the bottom right of the sidebar is a 'Apply to All' button.

- Specify a folder and tags for videos

Uploading Videos



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

BULL MOOSE

Dismiss Edit

Uploaded. Creating renditions. [View and edit video details](#) for video ID 5850028117001 in the Media module.

Source File Name
Bull Moose.mp4

BROWN PELICAN

Cancel Upload Edit

Uploading... 100%, 00:00:00 remaining.

Source File Name
Brown Pelican.mpg

BALD EAGLE

Cancel Upload Edit

Uploading... 100%, 00:00:00 remaining.

Source File Name
Bald Eagle.mp4

BULL MOOSE

Dismiss Edit

✓ Processing Complete. [View and edit video details](#) for video ID 5850028117001 in the Media module.

Source File Name
Bull Moose.mp4

Ingest Profile
Multiplatform Standard with MP4

Status
 Active Inactive

Name *
Bull Moose

Short Description (250 characters max)
250

Tags (comma-separated)

Reference ID (must be unique)
150

Video Projection
 Standard 360 Degree

Move to Folder

Cancel Save

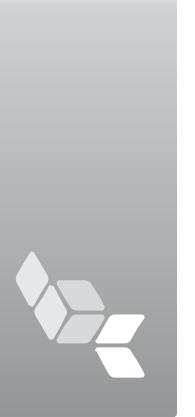


Hands-on Task: Uploading Videos to Video Cloud

<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. On the left, there's a sidebar with 'VIDEOS' and 'PLAYLISTS' sections. Under 'VIDEOS', there's a 'All Videos' section with 231 items, a 'Create Folder' button, and categories like 'Animals' (4 items), 'Birds' (6 items), 'Fish' (1 item), 'Sea Life' (3 items), 'Sports' (0 items), and an 'Add Remote Video' button. Under 'PLAYLISTS', there's a 'All Playlists' section with 20 items, a 'Create Playlist' button, and categories like 'Animals' and 'Big Playlist'. The main area is titled 'Videos' and shows '231 Videos'. It includes buttons for 'Publish and Embed...', 'Quick Edit', 'Quick View', 'More', and a trash can icon. A search bar at the top right says 'Search ...' and has links for 'Saved Searches | More Search Options'. The main table lists 8 video entries:

	Name	Status	Reference ID	Created Date	Updated Date
<input type="checkbox"/>	Red-Shouldered Hawk 00:21	0	6051626016001	06/24/2019 10:17 AM bbailey@brightcove.com	07/11/2019 2:23 PM bbailey@brightcove.com
<input type="checkbox"/>	Powered Parachute at the Beach 00:26	✓	6033777419001	05/07/2019 9:36 AM bbailey@brightcove.com	05/07/2019 9:46 AM
<input type="checkbox"/>	Pileated Woodpecker with Baby 00:26	✓	6033402539001	05/06/2019 11:18 AM bbailey@brightcove.com	05/06/2019 11:19 AM
<input type="checkbox"/>	Pileated Woodpecker Babies 00:41	✓	6033398612001	05/06/2019 11:11 AM bbailey@brightcove.com	05/06/2019 11:12 AM
<input type="checkbox"/>	Chimp 00:20	✓	6032704472001	05/03/2019 3:19 PM bbailey@brightcove.com	05/03/2019 3:20 PM
<input type="checkbox"/>	Ring-billed Gull 00:28	✓	6029479238001	04/24/2019 11:15 AM bbailey@brightcove.com	05/01/2019 1:58 PM
<input type="checkbox"/>	Short-billed Dowitchers on the Shore 00:32	✓	6031827122001	05/01/2019 9:04 AM bbailey@brightcove.com	05/01/2019 9:15 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, 'MEDIA', 'SUPPORT', 'ADMIN', and 'BRIGHTCOVE TRAINING' (Bob Bailey). Below the navigation is a video preview window showing a brown pelican on a rock. A large orange arrow points from the text 'Click on a video name to open video properties' to the video title 'Brown Pelican'. The main content area contains several sections:

- VIDEO INFORMATION:** Includes fields for Name (Brown Pelican), ID (6003975624001), Short Description (Brown Pelican on the rocks in Florida), Tags (birds), Reference ID (***), Video Projection (Standard), Offline playback is disabled, Related Link URL (***), Related Link Text (***), Long Description (***), Advertising (Ad Supported), Ad Keys (***), Folder, Manual Playlists (***), and Sharing (***).
- VIDEOS FILES:** Shows Source File Name (Brown Pelican.mpg), Enabled for Dynamic Delivery, Replace Source File, and Retranscode buttons. It also lists Format (DASH, HLS) and Dimensions (480 x 270 @ 452 kbps, 640 x 360 @ 694 kbps, 640 x 360 @ 895 kbps, 960 x 540 @ 1196 kbps, 960 x 540 @ 1675 kbps, 1280 x 720 @ 2001 kbps) along with their Upload Dates.
- IMAGES:** Displays a large 'Poster' image of the pelican and a smaller 'Thumbnail'.
- VIDEO VIEWS (30 DAYS):** Shows a chart with the message 'No activity in the last 30 days'.
- CUSTOM FIELDS:** Includes fields for Offer Type (***), Region (***), Subject (Birds), Year (2018), and YT Privacy Status (***).
- AVAILABILITY:** Shows Scheduling (Always Available) and Geo Filtering.

Editing Video Properties

- Properties organized into sections:

- Video Information
- Images
- Video Files
- Video Views (30 days)
- Custom Fields
- Availability
- Text Tracks
- Audio Tracks
- Media Sharing
- Audio Tracks

VIDEO INFORMATION	
Name	Edit
Brown Pelican	
ID	
6003975624001	
Short Description	
Brown Pelican on the rocks in Florida.	
Tags	
birds	
Reference ID	

Video Projection	
Standard	
Offline playback is disabled	
Related Link URL	

Related Link Text	

Long Description	

Advertising	
Ad Supported	
Ad Keys	

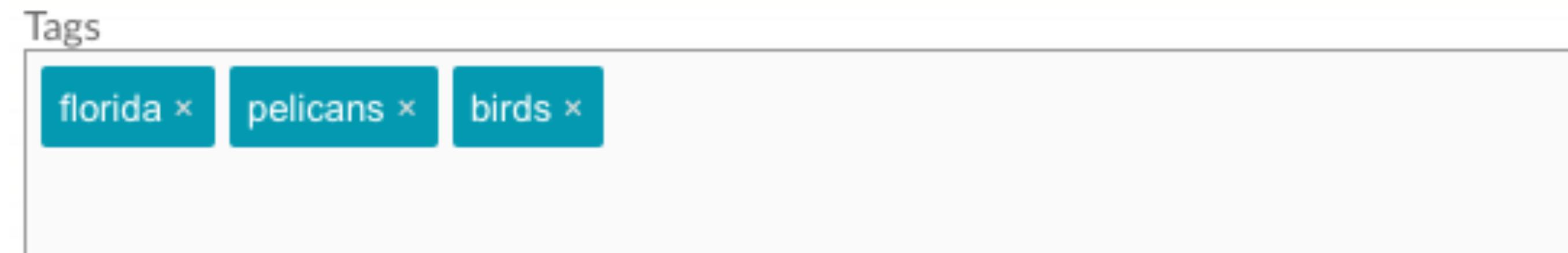
Folder	
Manual Playlists	

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

<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 links for SUPPORT, ADMIN, and BRIGHTCOVE TRAINING. A search bar is located at the top right. Below the header, there are three buttons: Delete, Duplicate, and New Player. The main area displays a table of player configurations:

Name	Updated	Status
Sample Player Ctzra7vEL	12/13/2018 8:55 AM	✓
SSAI Player bXjrlD9CiR	12/5/2018 5:04 PM	✓
Styled Player FIOyfiuvK	12/5/2018 1:35 PM	✓
Graphite Player n5H09zu0n	11/20/2018 1:08 PM	✓
Playlist Player hizeDbje7H	11/8/2018 11:08 AM	✓
Training Video Player V Playlist CINOUp3f	11/5/2018 11:52 AM	✓
Ad Cue Point Player ZFz20QCkww	11/2/2018 9:00 AM	✓
Ad Player IwP...r	10/30/2018 2:05 PM	✓

A detailed sidebar for the 'Sample Player' row is open, showing its configuration details:

- Player Preview (button)
- Embed Code & URL (button)
- Player ID: Ctzra7vEL
- Name: Sample Player
- Description: ---
- Status: Active
- Published State: Published



Player Types

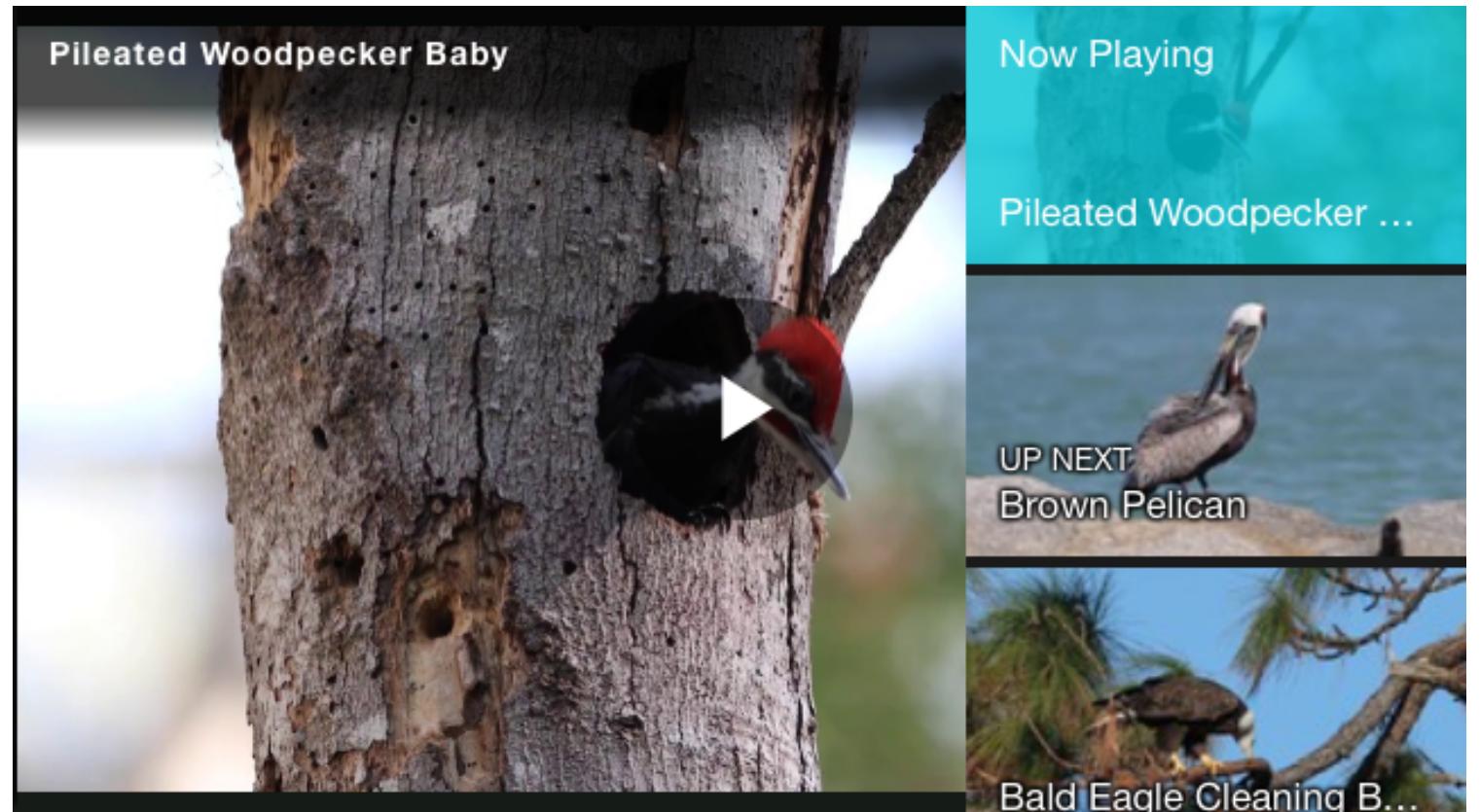
- Single Video player



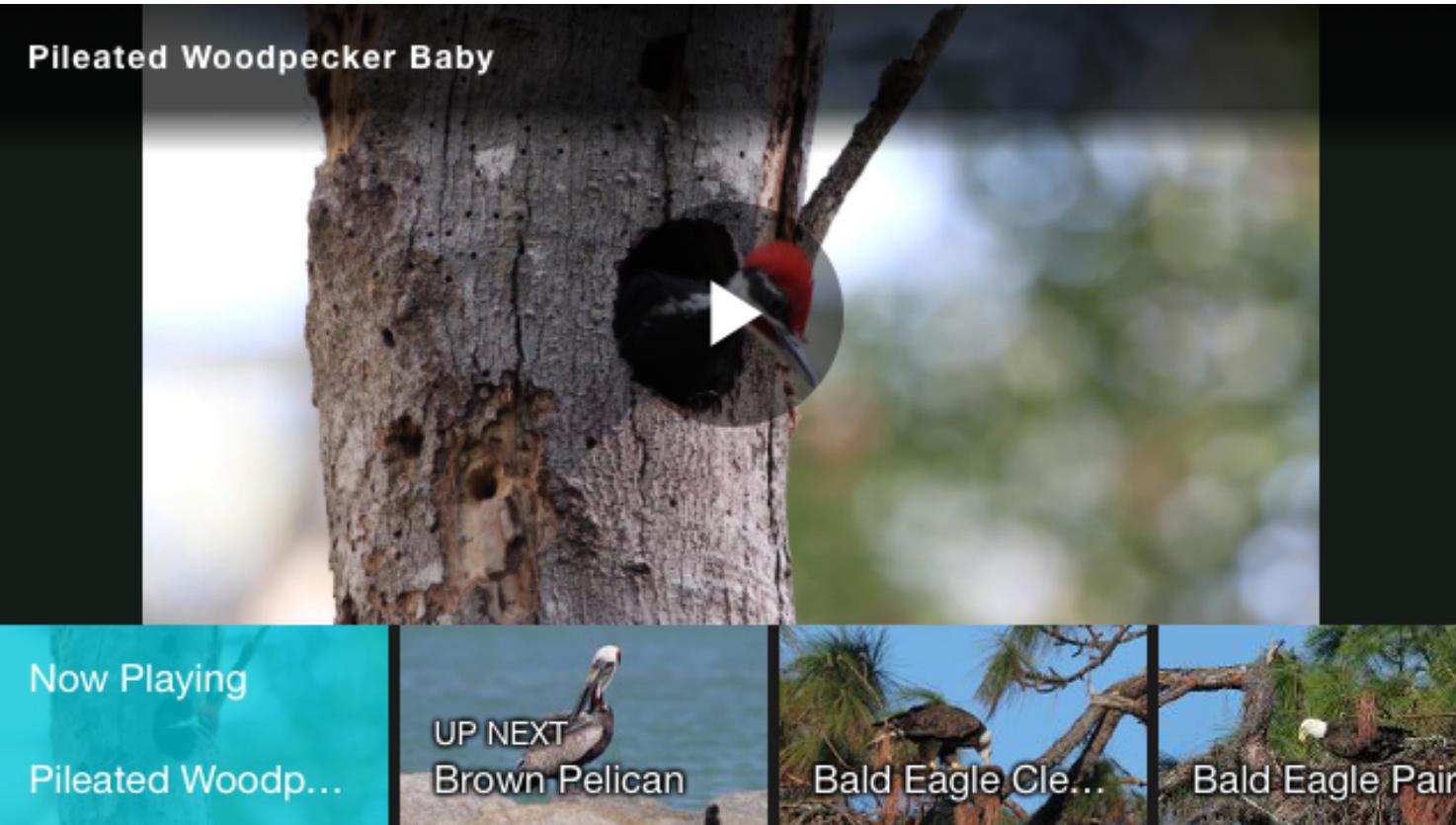


Player Types

- Playlist player



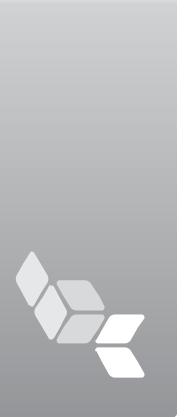
Vertical



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
- Third-Party Analytics
- Audience
- JSON Editor

brightcove 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) 187

Player Type
 Single Video Playlist

Short Description (Internal Only) 250

Third-Party Analytics ▾

Google Analytics

Adobe Analytics

Audience

JSON Editor

Sizing

Responsive Fixed

Aspect Ratio Player Dimensions * (Width, Height)
16:9 960 540

Update Mode ([What's this?](#))
 Automatic Manual

Player Version ([Release Notes](#))

Published Player Version
6.35.1

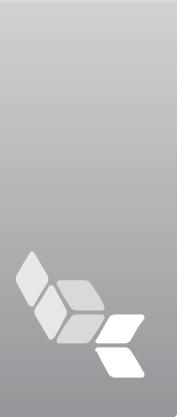
Localization ([Accepted Languages](#))

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

[Save](#)

Sample Cloud Video [Share](#)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, se...

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

Styling

Playlist Type



Show title and description

Play Button Shape



Play Button Position



Color Theme

Main:

Background:

Icons:

Logo Overlay

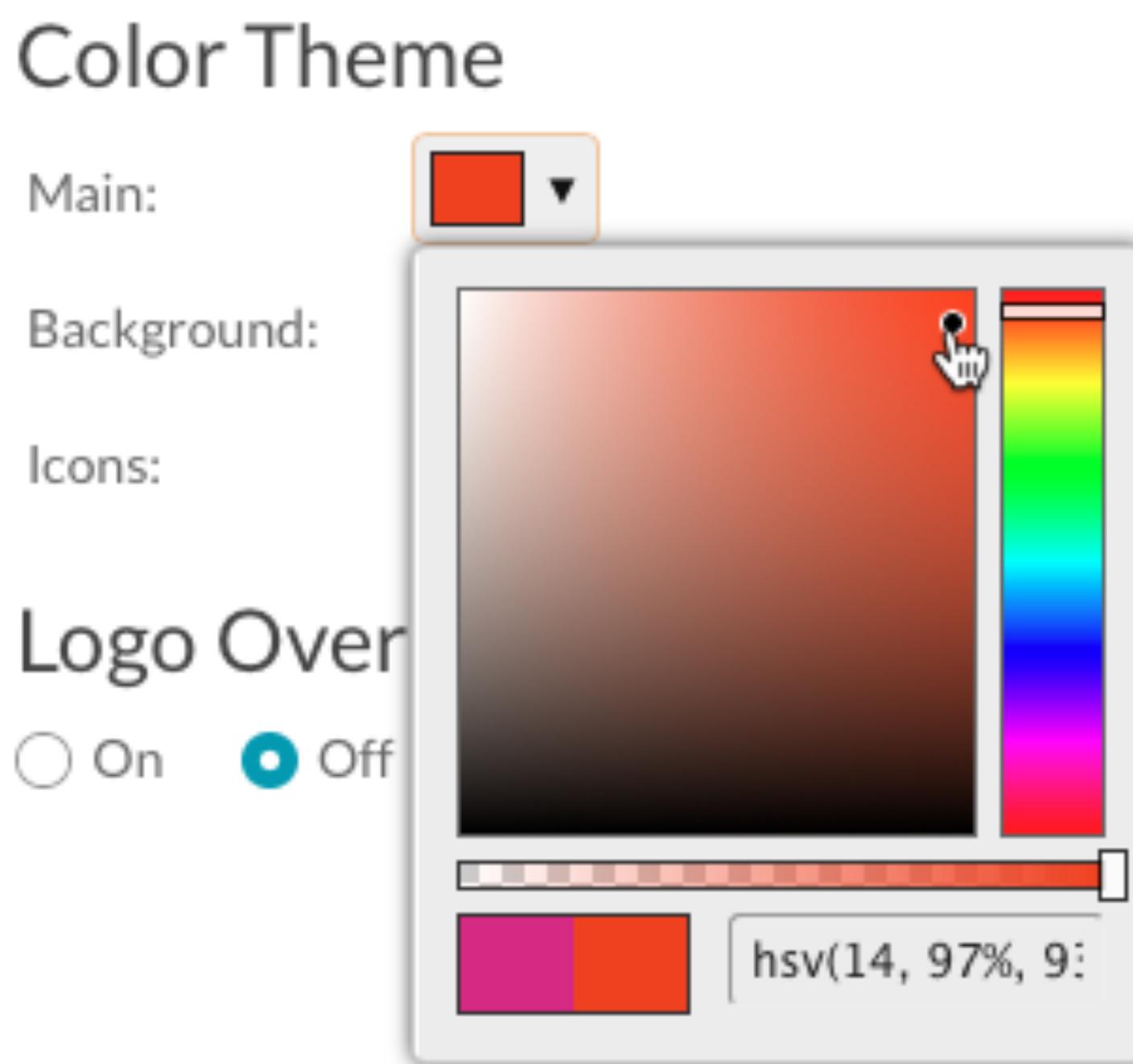
On Off

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

Logo Overlay

On Off



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[Browse](#)

Logo URL (clickable logo)

Logo Position

Bottom Right ▾





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

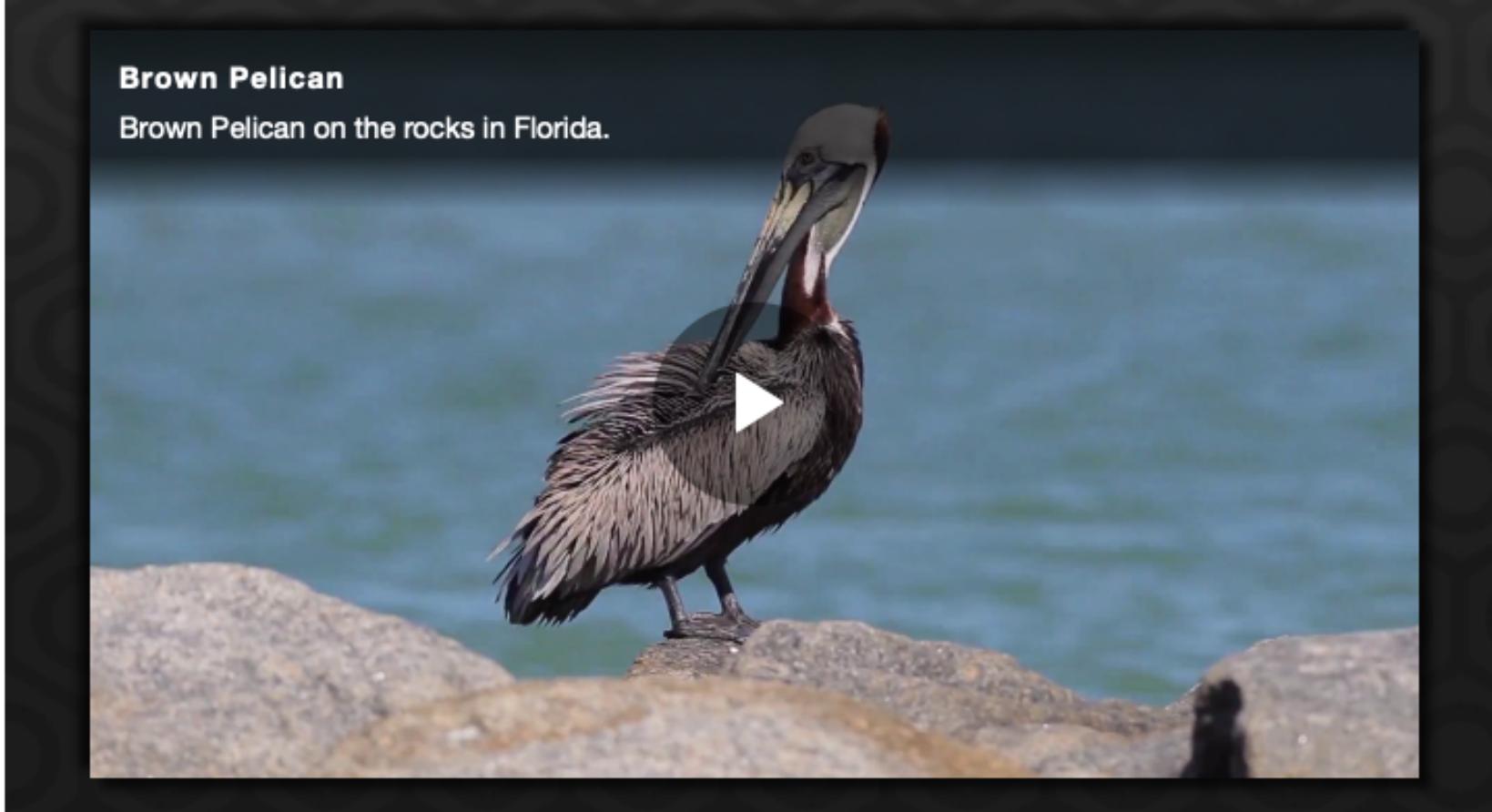
- Select the video
- Click Publish and Embed >
Web Player
- Select a Player
- Select embed code

Publishing Brown Pelican 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.



Brown Pelican
Brown Pelican on the rocks in Florida.

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.

Standard Advanced

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

```
<iframe  
src="https://players.brightcove.net/1486906377/default_def  
ault/index.html?videoid=6003975624001"  
allowfullscreen="" allow="encrypted-media" width="300"  
height="150"></iframe>
```

Change Player Size

Sizing Responsive Fixed

Aspect Ratio

Player Width Player Height Units

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

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 ×

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

Cancel Save



Hands-on Task: Creating Playlists

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

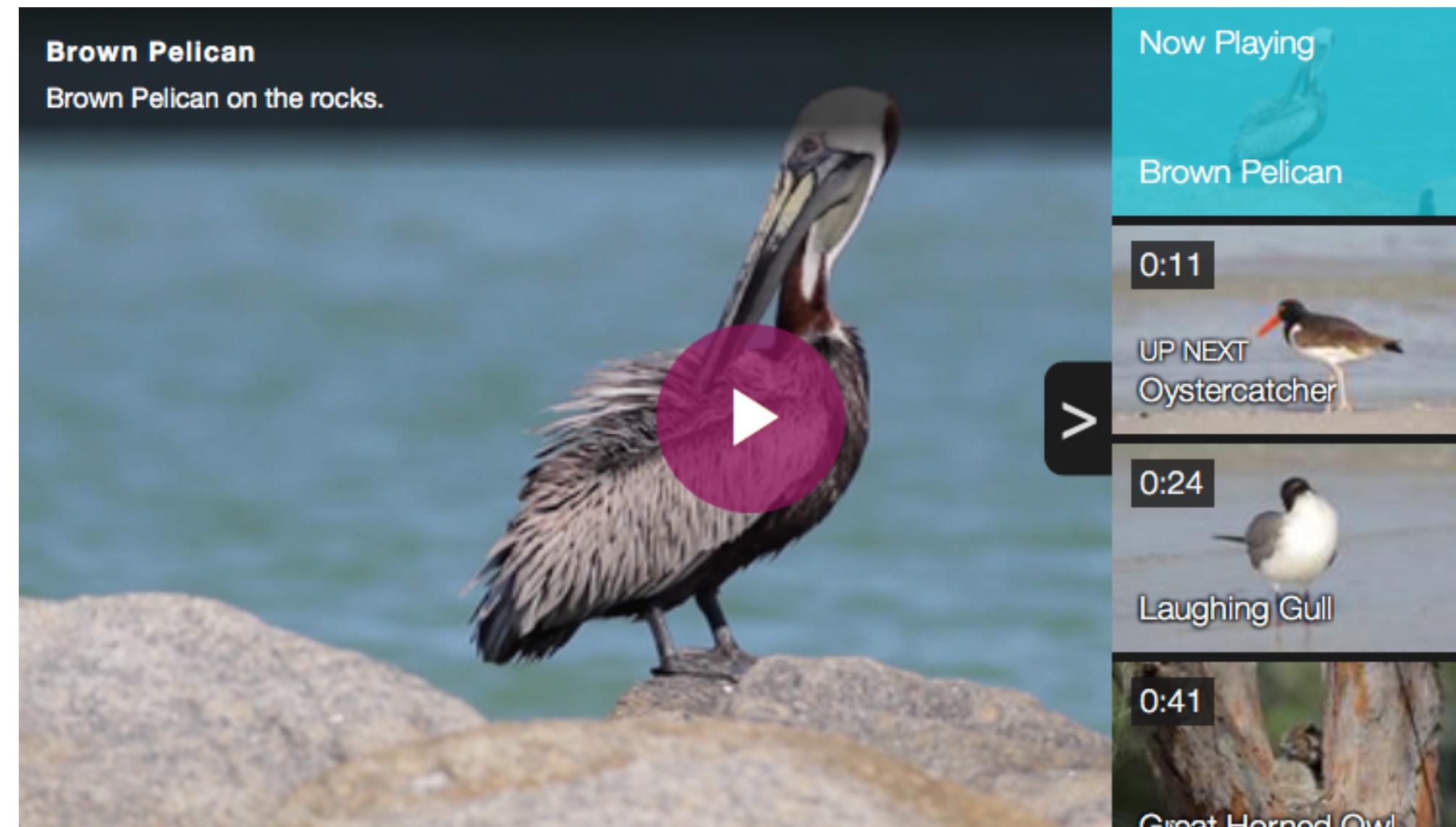


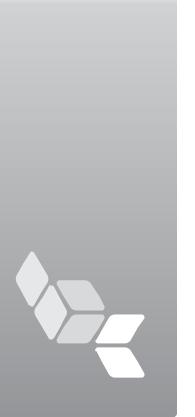
Publishing a Playlist

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

Styling

Playlist Type



- 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 be

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, Mar 16, 2020 10:00 AM - 11:00 AM EDT

REGISTER

[Building Portal Experiences using Gallery](#)

Support Request



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

The screenshot shows the Brightcove Support Portal login interface. At the top left is the Brightcove logo. To its right is a teal "Log in" button. Below the logo is a teal navigation bar with the word "HOME" in white. The main content area has a heading "Please Log in to Contact Support" and a sub-instruction "Support Portal credentials not associated with Studio credentials*". It features two input fields: one for "Email Address" with a person icon and another for "Password" with a lock icon. A large teal "Sign In" button is centered below the fields. At the bottom, there are links for "Forgot your password?" and "Sign Up".

HOME

Please Log in to Contact Support
Support Portal credentials not associated with Studio credentials

Email Address

Password

Sign In

[Forgot your password?](#)

[Sign Up](#)

Documentation



- support.brightcove.com

Select Language TRANSLATIONS PROVIDED BY GOOGLE TRANSLATE

SUPPORT REQUEST | SYSTEM STATUS | ONLINE COURSES

HOME PRODUCTS ▾ QUICK LINKS ▾ TRAINING ▾

Welcome to Brightcove Documentation

Search

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

Select a Product

[Product Release Notes](#)

brightcove VIDEO CLOUD™	brightcove GALLERY™	brightcove LIVE™
brightcove PLAYER™	brightcove SOCIAL™	brightcove AUDIENCE™
brightcove SSAI™	brightcove ZENCODER™	brightcove OTT FLOW™ <small>powered by Accedo</small>
OOYALA®		

Documentation

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

The screenshot shows the homepage of the Video Cloud Studio Documentation. At the top, there's a navigation bar with the Brightcove Video Cloud logo, language selection, other documentation links, contact support, and system status. Below the header, a sidebar on the left lists various documentation categories like Home, Getting Started, Learn the Basics, General Information, Managing Videos, Managing Players, Publishing Videos & Players, Reviewing Analytics, Administering Accounts, Training, Release Notes, and Support. The main content area features two large sections: 'Getting Started' and 'Learn the Basics', each with a brief description and a 'View All...' link. A search bar is located at the top center. On the right side, there's a vertical 'feedback' button.

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...](#)



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