

BRIGHTCOVE

VIDEO CLOUD™

Introduction to Video Cloud

Bob Bailey

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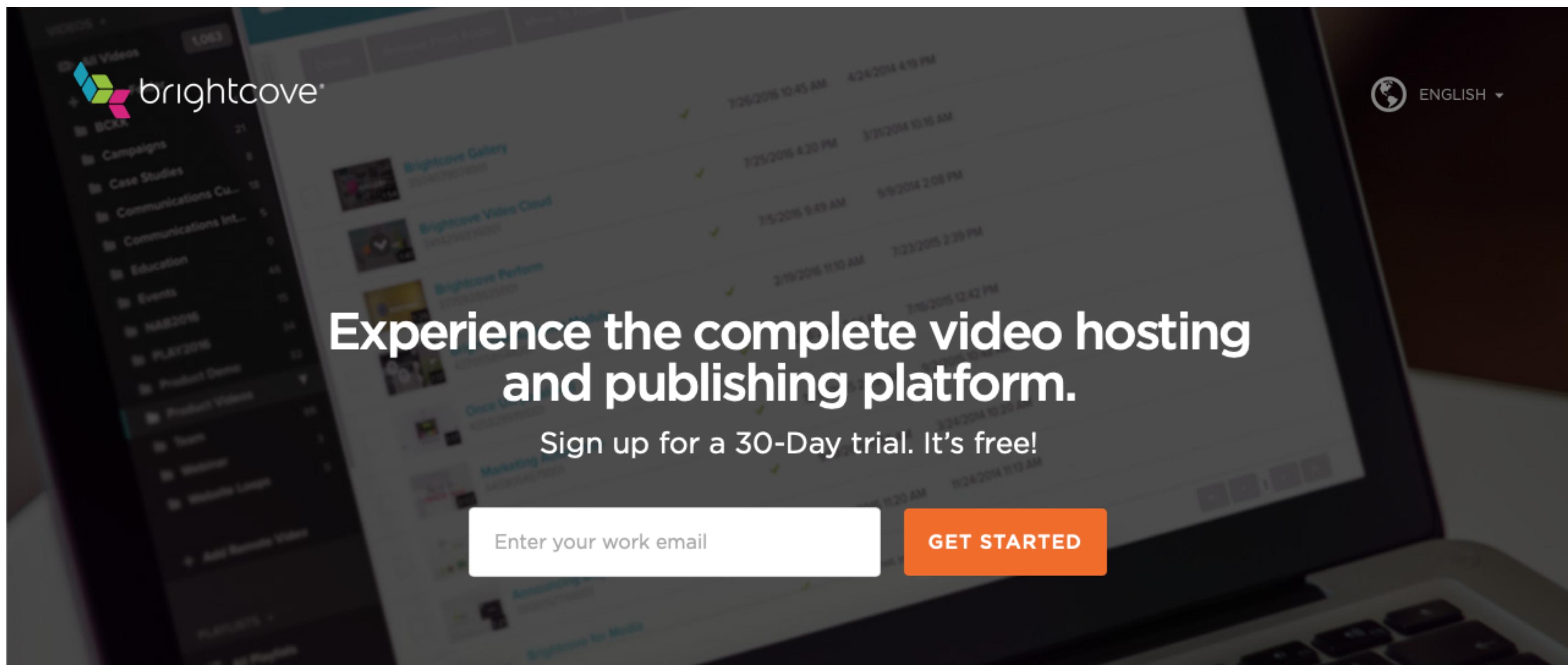
BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS

Course Outline

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

Video Cloud Trial Accounts

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



Video Cloud Studio Publishing Workflow

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

Step-by-Step: Video Cloud Studio Publishing Workflow

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

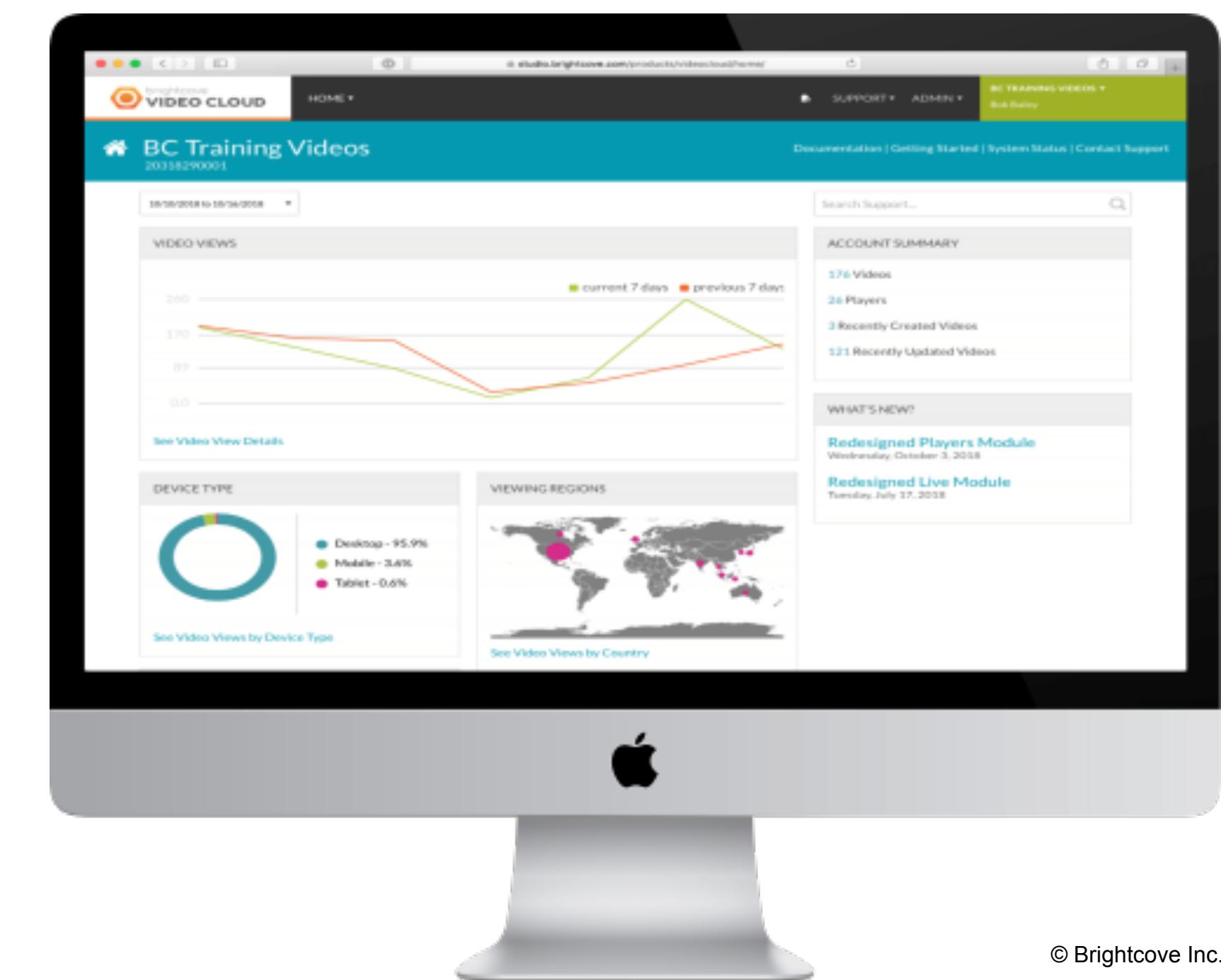
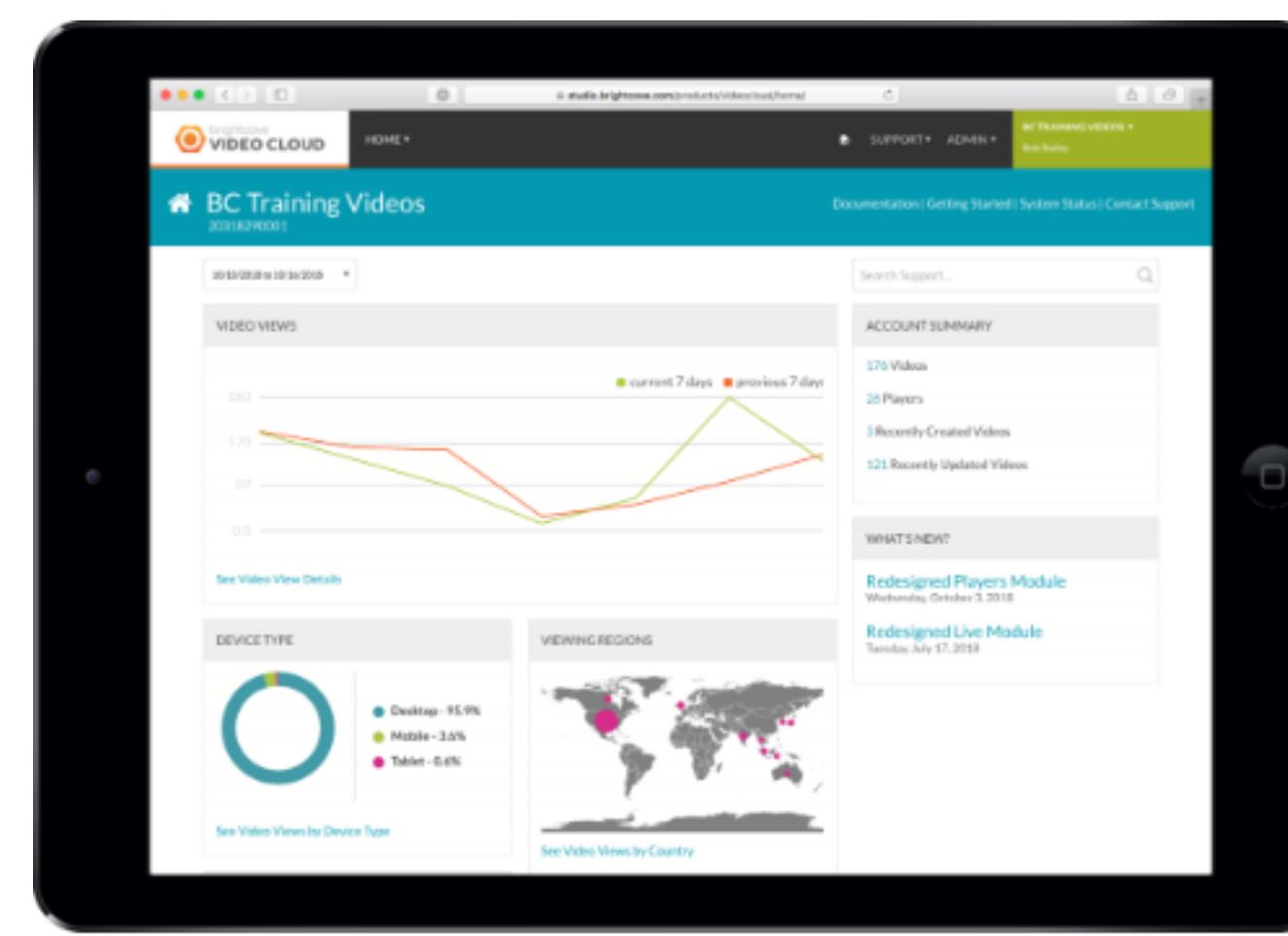
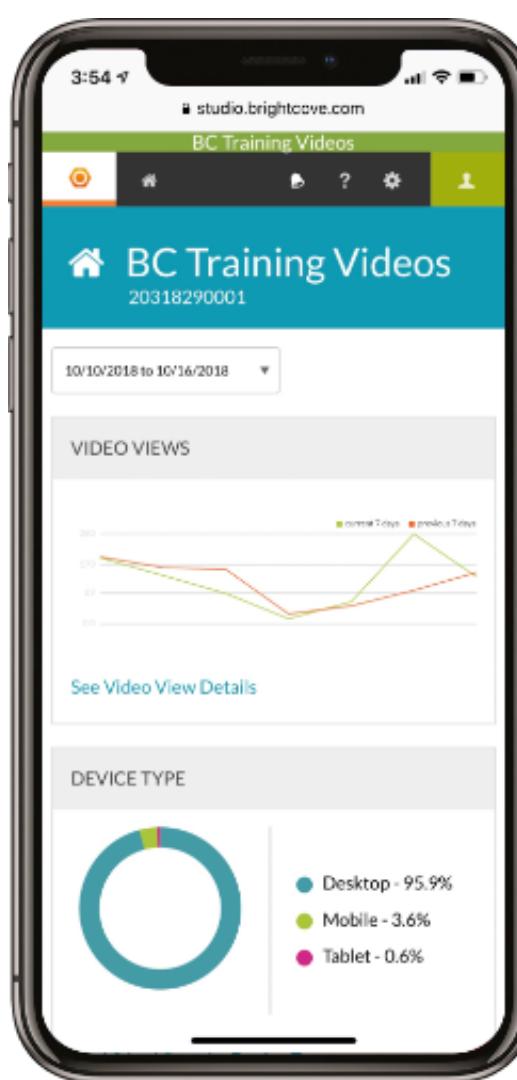
This topic is a companion to the [Introduction to Video Cloud on-demand training course](#). The hands-on exercises in that training are based upon the steps in this document. It is recommended to watch that training and then use this document so you can complete the hands-on steps on your own.

Prerequisites

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

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 currently open and displays 'Bob Bailey'. Below the navigation bar, the main content area has a sidebar on the left with account information ('Brightcove Training, Account ID 1486906377') and links for Home, Upload, Media, Analytics, and Players. The main content area lists modules: Home (Your account at a glance), Live (Stream your live events), Gallery (Create beautiful, engaging video sites and experiences), Social (Distribute videos to social media), and Audience (Track viewer activity with your marketing automation platform).

Account Selector

Brightcove Training
Account ID 1486906377

MEDIA ▾

SUPPORT ▾ ADMIN ▾ BRIGHTCOVE TRAINING ▾
Bob Bailey

Home
Your account at a glance

Live
Stream your live events

Upload
Add and process videos

Gallery
Create beautiful, engaging video sites and experiences

Media
Manage video content

Social
Distribute videos to social media

Analytics
Measure video performance

Audience
Track viewer activity with your marketing automation platform

Players
Create and manage players

Navigating Video Cloud Studio

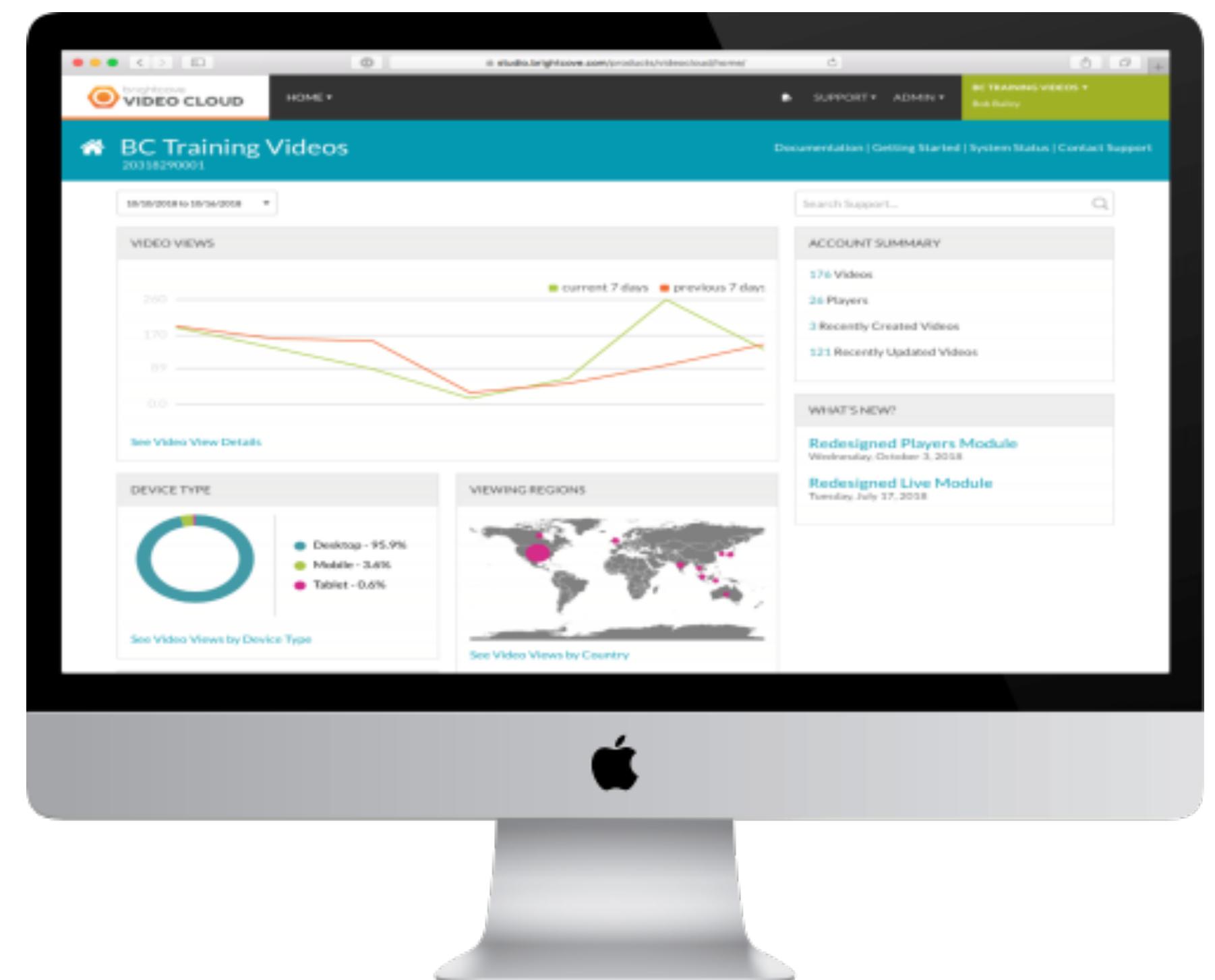
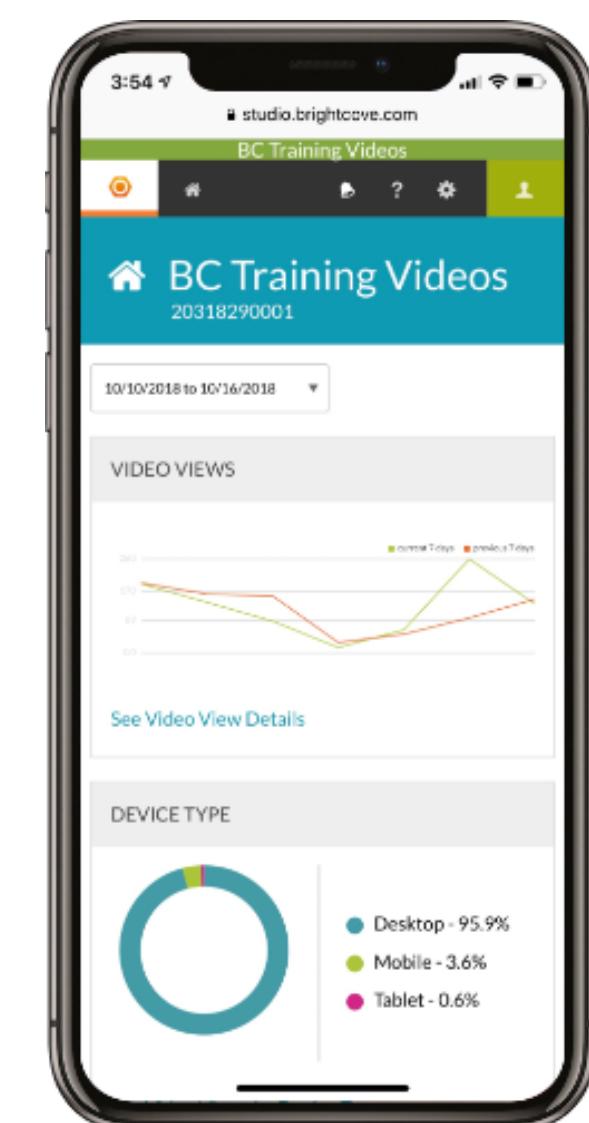
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Analytics** - Review video analytics
- **Players** - Create and style players
- **Live** - Broadcast live events
- **Gallery** - Create video experiences
- **Social** - Publish videos to social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

Hands-on: Navigating Video Cloud Studio

Uploading Videos

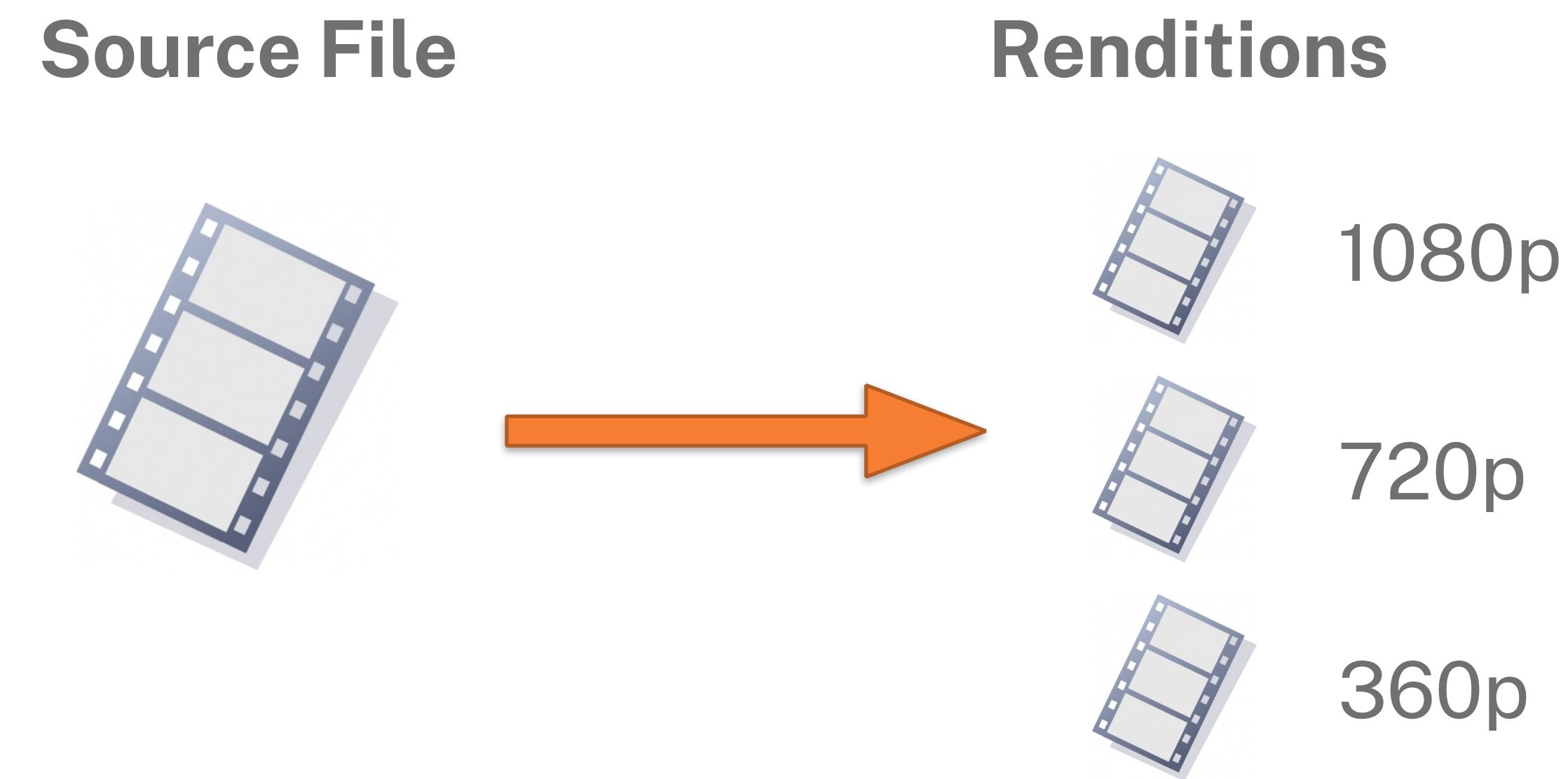
Uploading Videos

- 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



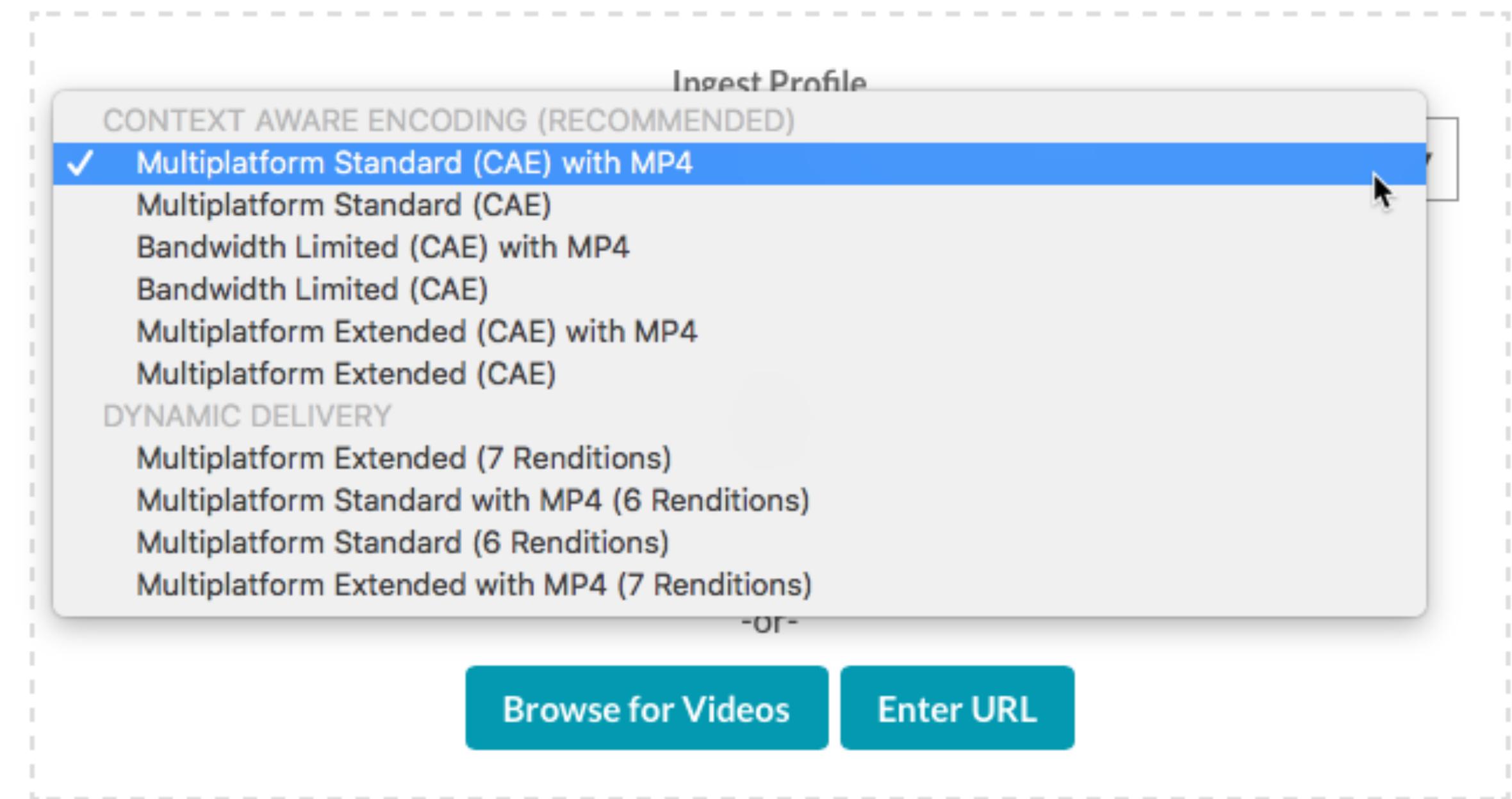
- Goal: Deliver the best rendition to a viewer based upon their

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. At the top, there's a navigation bar with the Brightcove logo, a support icon, and 'SUPPORT ▾ ADMIN ▾'. On the right, it says 'VIDEO CLOUD TRAINING ▾ Bob Bailey'. Below the navigation is a large teal header with a white 'Upload' button featuring a cloud icon. A message below the header says, 'Videos are available to edit in the [Media module](#) when the upload is complete. See [documentation](#) on supported file formats.' The main 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 to various platforms, and a central 'Drag Your Videos Here' section with a pink arrow 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 'Folder' and 'Tags (comma-separated)' fields, both currently empty. A 'Apply to All' button is at the bottom of this sidebar.

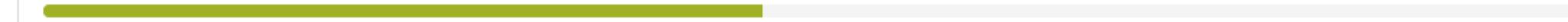
Uploading Videos

- 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

 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)
245

Tags (comma-separated)
250

Reference ID (must be unique)
150

Video Projection
 Standard 360 Degree

Move to Folder

Cancel Save

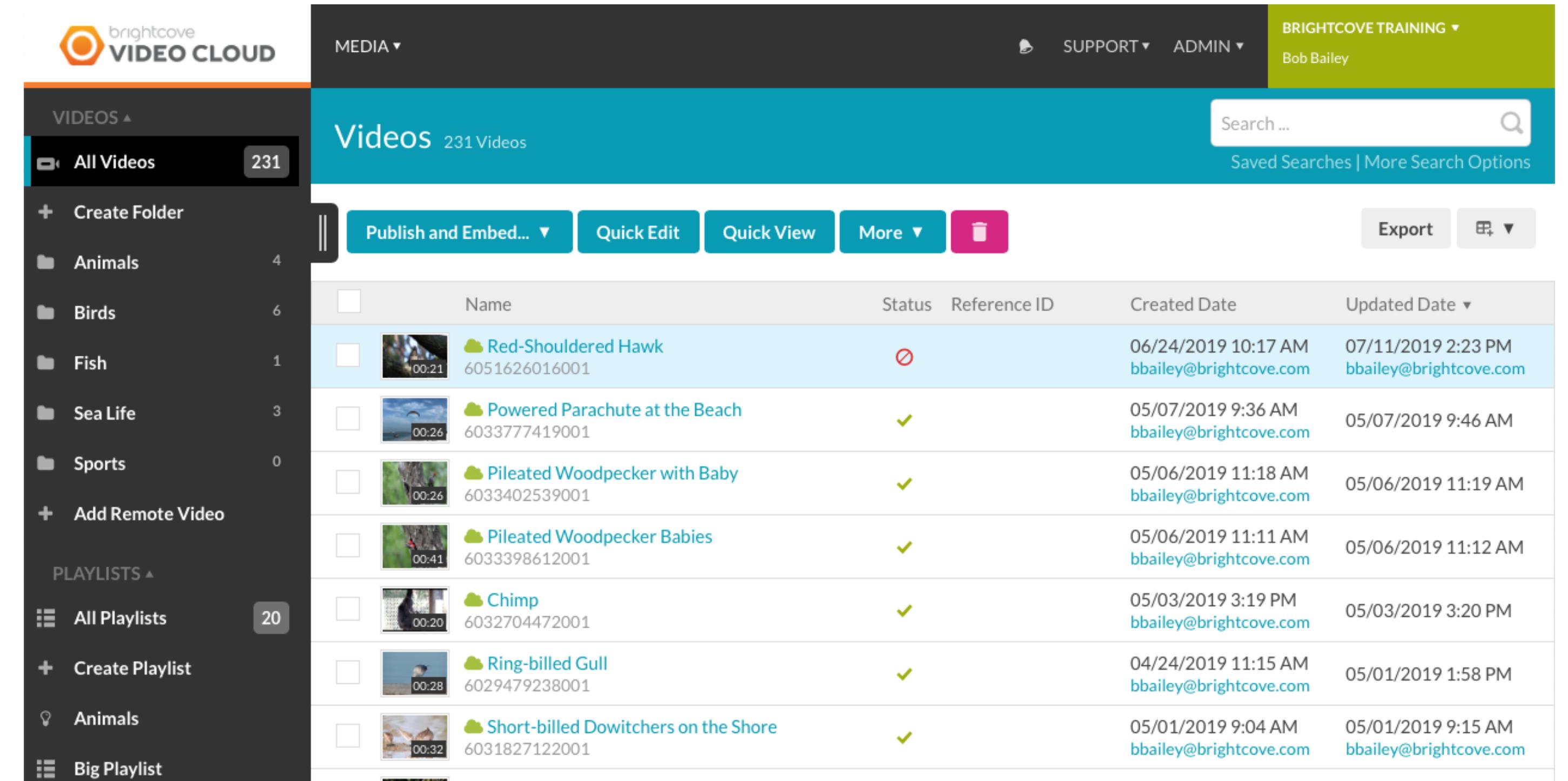
Hands-on Task: Uploading Videos to Video Cloud

<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 Media module. The left sidebar has sections for 'VIDEOS' (All Videos: 231, Create Folder, Animals, Birds, Fish, Sea Life, Sports, Add Remote Video) and 'PLAYLISTS' (All Playlists: 20, Create Playlist, Animals, Big Playlist). The main area is titled 'Videos 231 Videos' with 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 '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	✗	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	✓	6033777419001	05/07/2019 9:36 AM bbailey@brightcove.com	05/07/2019 9:46 AM
<input type="checkbox"/>	Pileated Woodpecker with Baby	✓	6033402539001	05/06/2019 11:18 AM bbailey@brightcove.com	05/06/2019 11:19 AM
<input type="checkbox"/>	Pileated Woodpecker Babies	✓	6033398612001	05/06/2019 11:11 AM bbailey@brightcove.com	05/06/2019 11:12 AM
<input type="checkbox"/>	Chimp	✓	6032704472001	05/03/2019 3:19 PM bbailey@brightcove.com	05/03/2019 3:20 PM
<input type="checkbox"/>	Ring-billed Gull	✓	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	✓	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, 'VIDEO CLOUD', 'MEDIA', 'SUPPORT', 'ADMIN', and a user profile for 'Bob Bailey'. Below the navigation is a thumbnail image of a brown pelican standing on rocks by the water. An orange arrow points from the text 'Click on a video name to open video properties' to the video title 'Brown Pelican'. Below the thumbnail is a preview player with a play button and a timeline from 00:00:00 to 00:00:10. To the left of the preview player is a section labeled 'VIDEO INFORMATION' containing fields for Name (Brown Pelican), ID (6003975624001), Short Description (Brown Pelican on the rocks), Reference ID (---), Video Projection (Standard), Offline playback is disabled, Related Link URL (---), Related Link Text (---), Long Description (---), Advertising (Ad Supported), Ad Keys (---), and Sharing (---). To the right of the preview player are sections for 'IMAGES' (with a poster and thumbnail image of the pelican) and 'VIDEO VIEWS (30 DAYS)' (which shows 'No activity in the last 30 days'). At the bottom, there's a 'CATEGORIZATION' section with a 'Tags' field containing 'birds'.

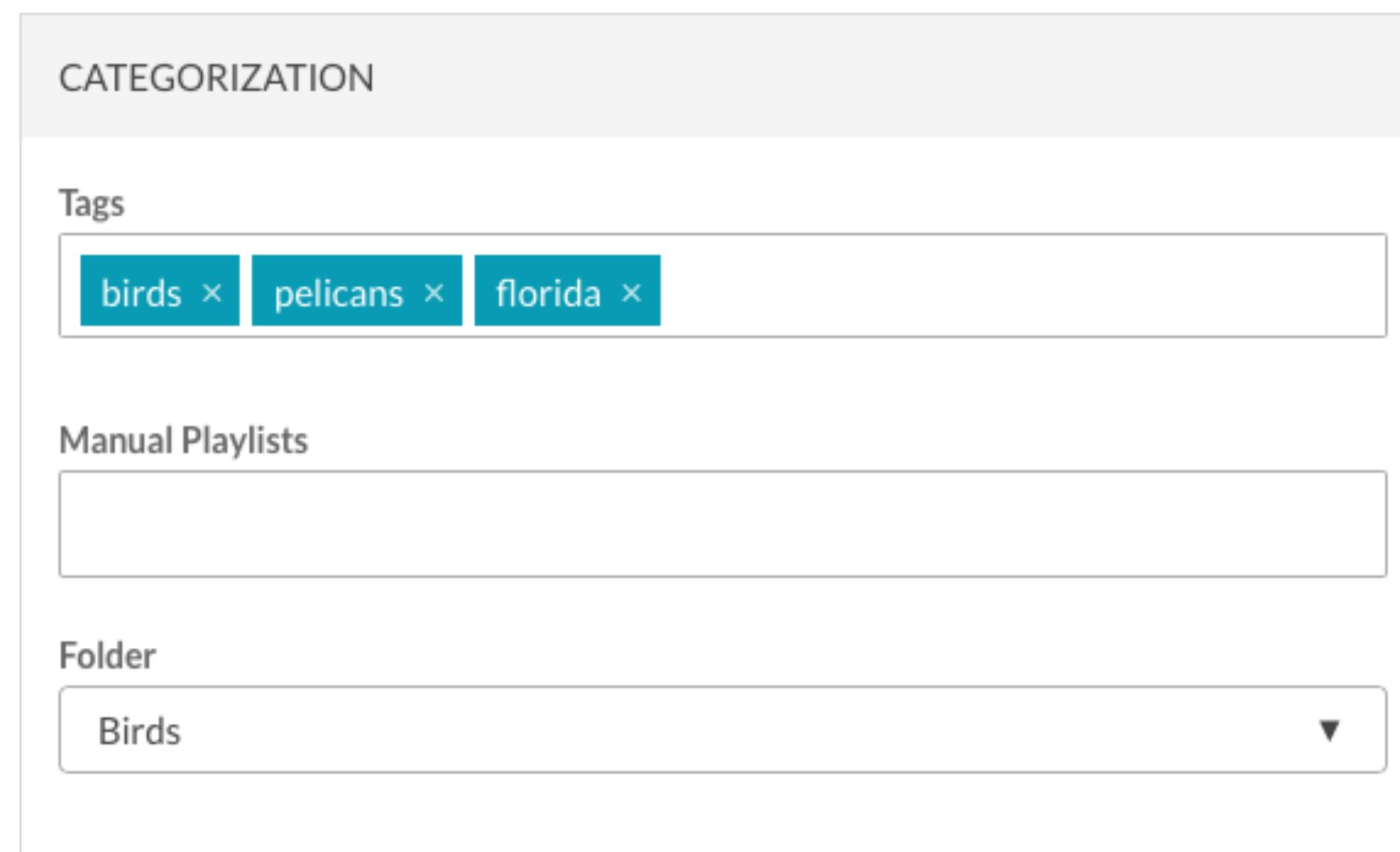
Editing Video Properties

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

Video Tags

- Tags are a set of keywords that can be assigned to a video or set of videos
- Multiple tags can be added to a video
- Tags facilitate searching through your media library
- Used when creating Smart playlists (covered later)



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

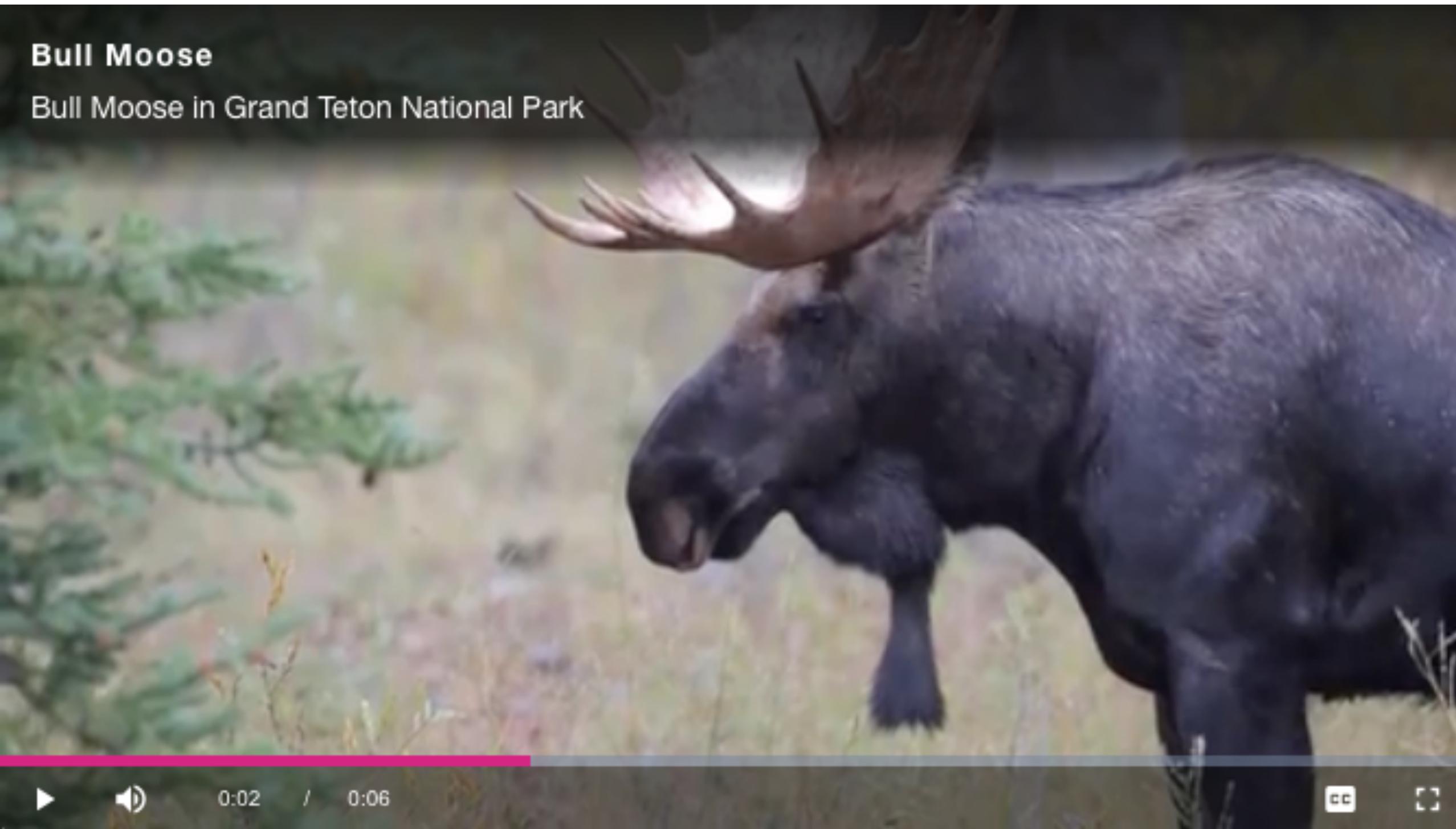
- All videos are viewed inside of a player
- Players are created and styled in the Players module
- CSS can also be used to style players

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 (Bob Bailey). Below the header is a search bar. The main area displays a list of players with columns for Name, Updated, and Status. A 'Sample Player' entry is highlighted. To the right of the list is a detailed sidebar for the selected player, showing its creation date, preview button, embed code options, and various configuration details like Player ID, Name, and Status.

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 IwJLqP	10/30/2018 2:05 PM	✓

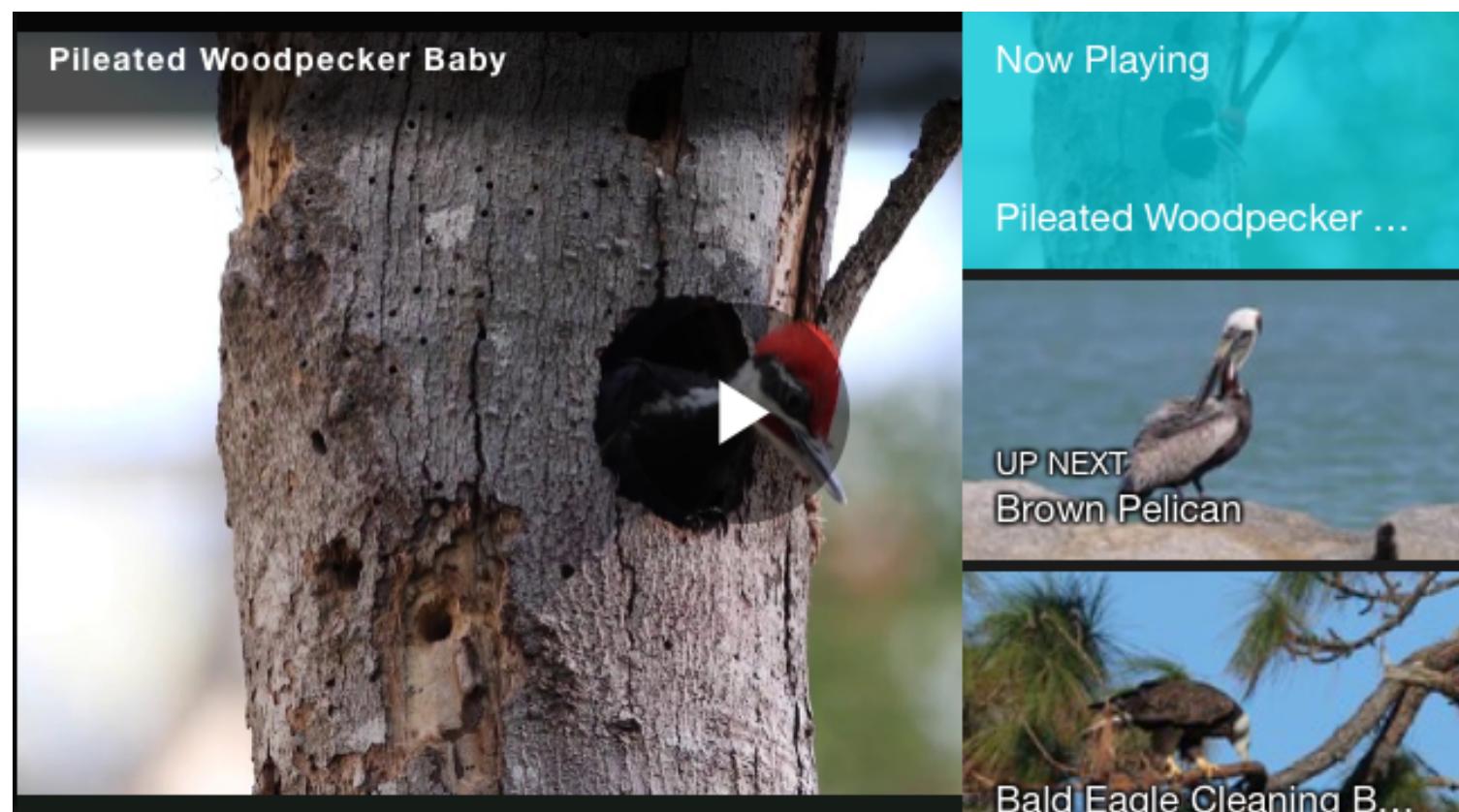
Player Types

- Single Video player

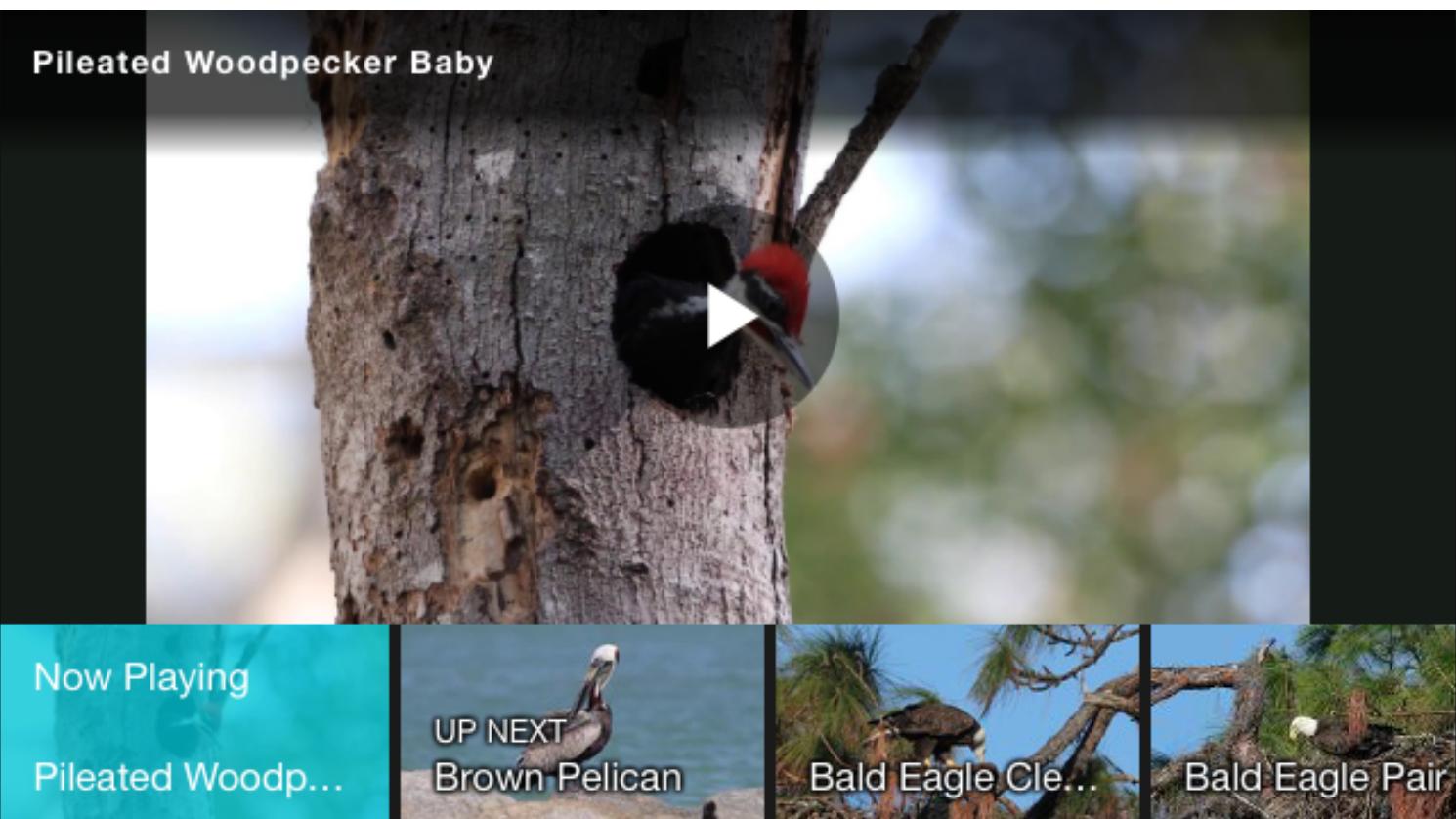


Player Types

- 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

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

Sizing
 Responsive Fixed

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

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

Player Version ([Release Notes](#))
 Always latest release

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

Center (default) ▾

Color Theme

Main:

Background:

Icons:

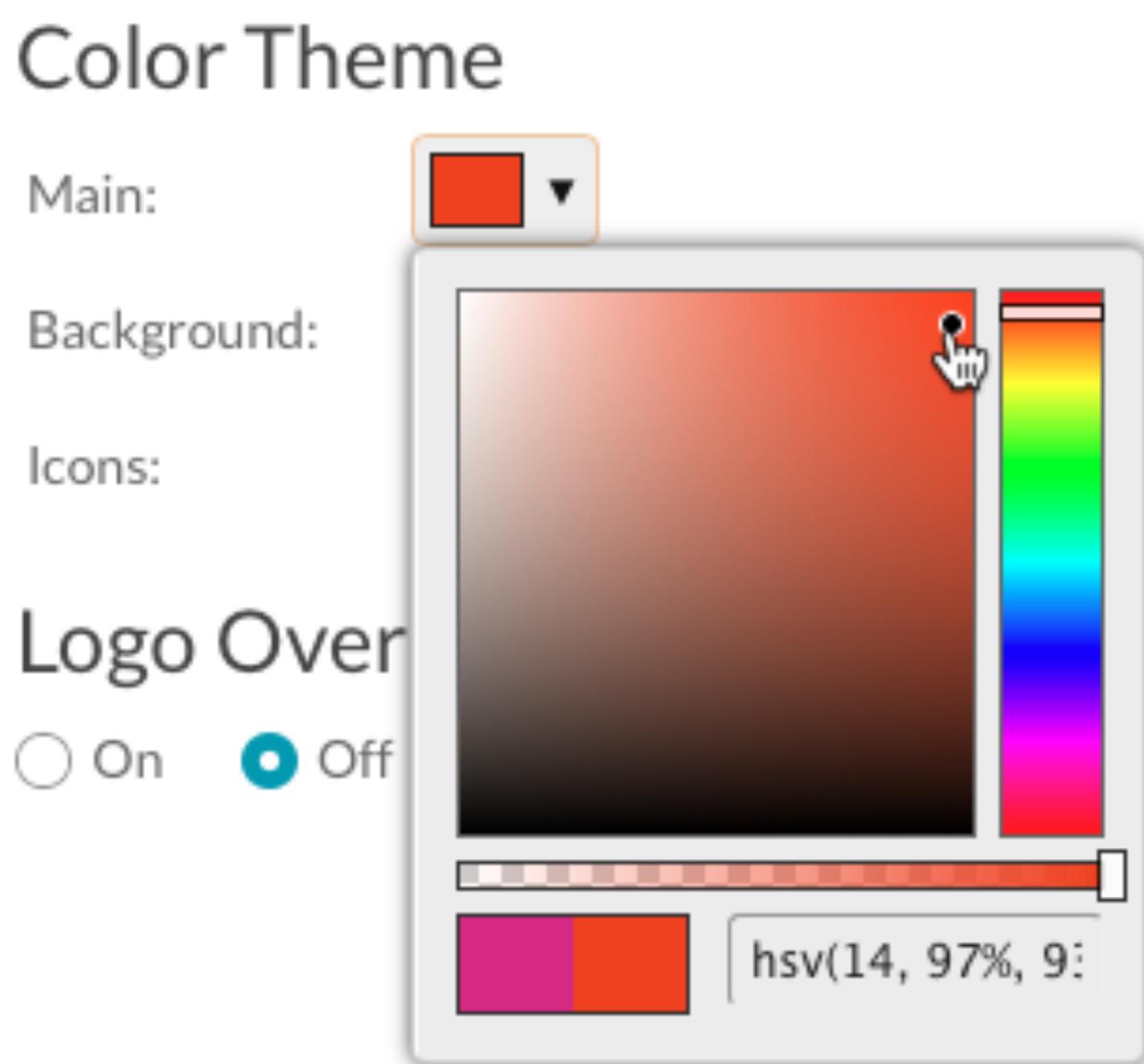
Logo Overlay

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



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

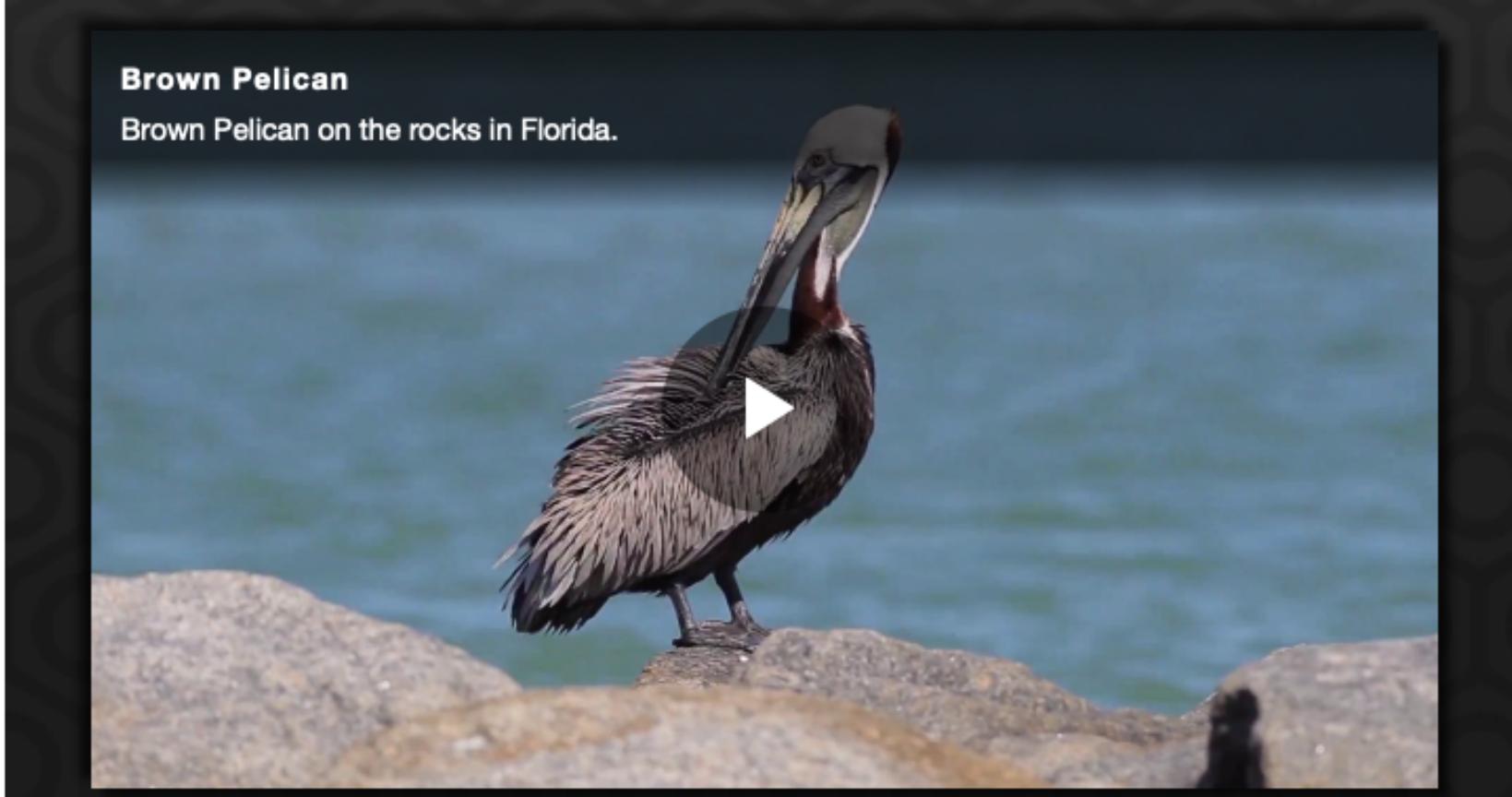
- Select the video
- Click Publish and Embed > Web Player
- Select a Player
- Select embed code

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_default/index.html?videoid=6003975624001" allowfullscreen="" allow="encrypted-media" width="300" height="150"></iframe>
```

Change Player Size

Sizing
 Responsive Fixed

Aspect Ratio
 Custom ▼

Player Width	Player Height	Units
300	150	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

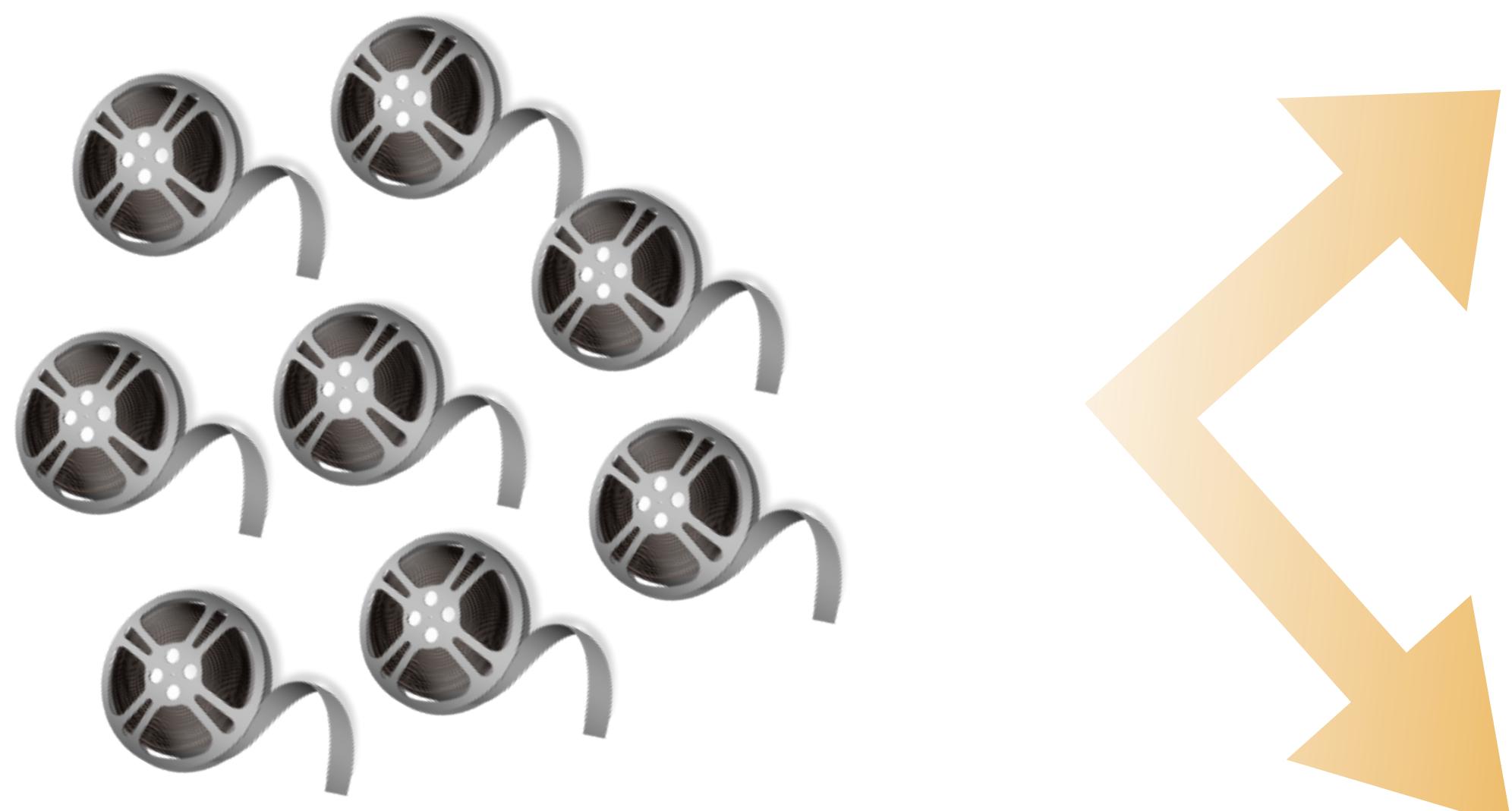
Hands-on Task: Publishing a Video

<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 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

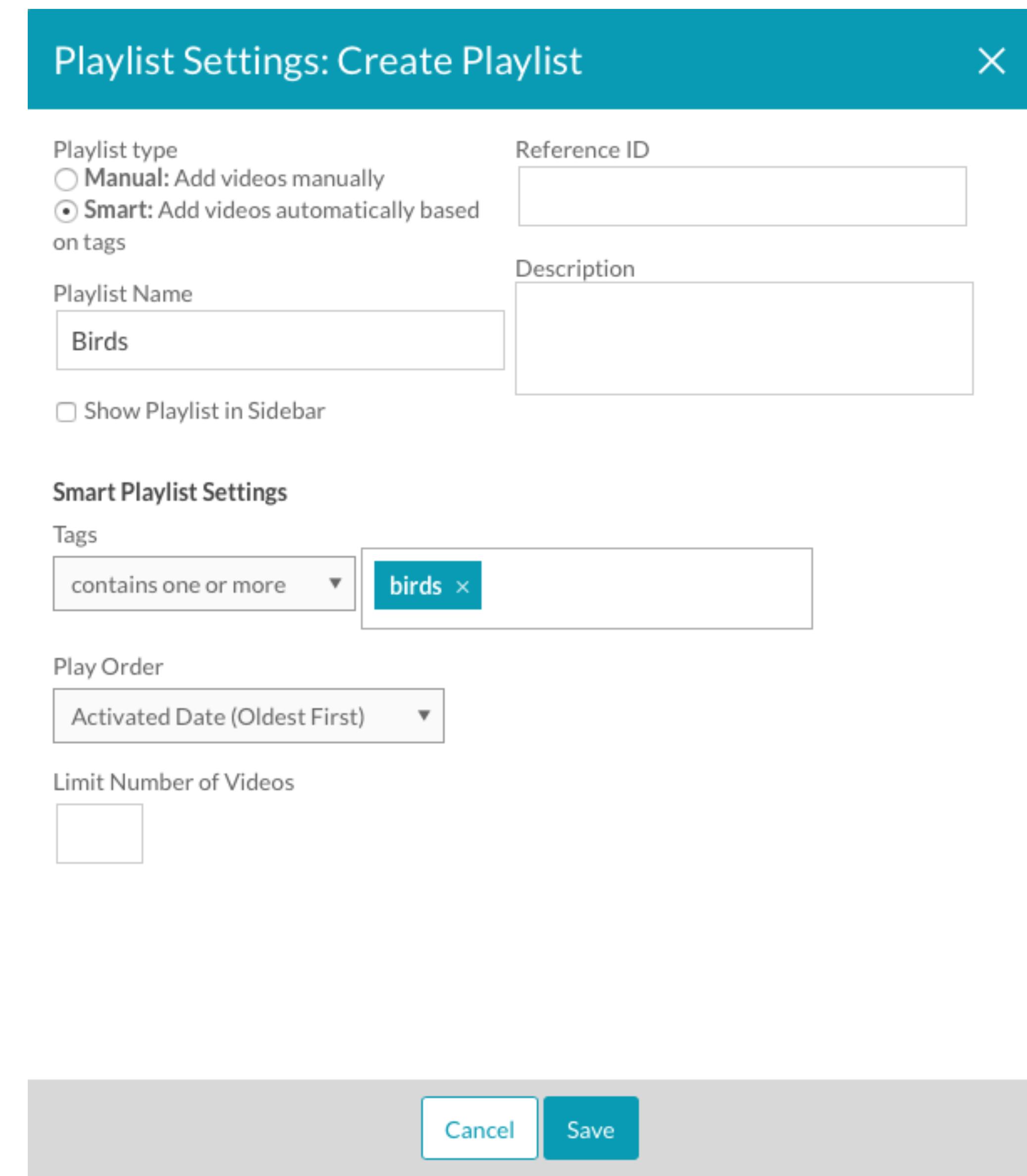
contains one or more ▾ birds ×

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

Cancel Save



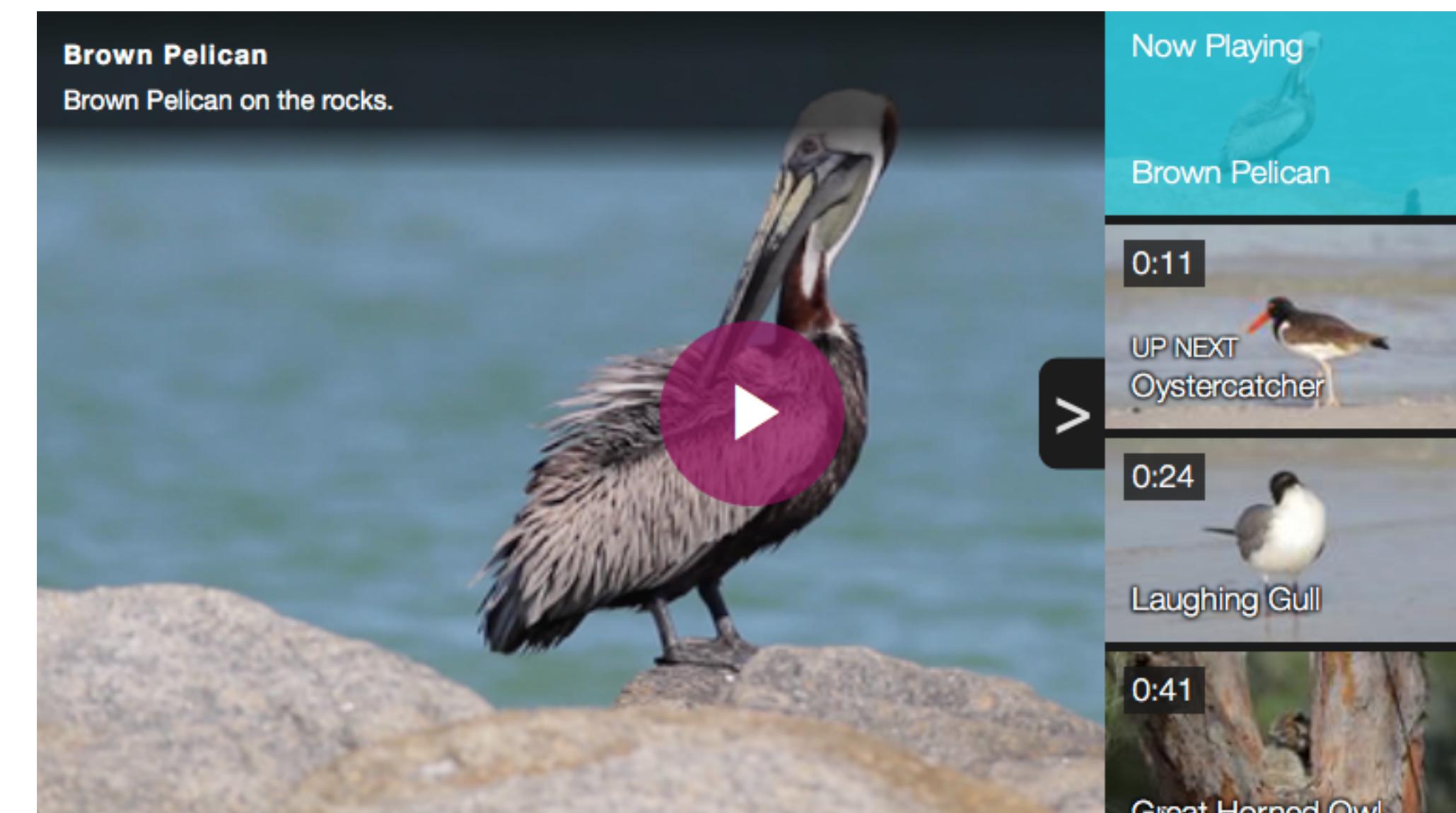
Hands-on Task: Creating Playlists

<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

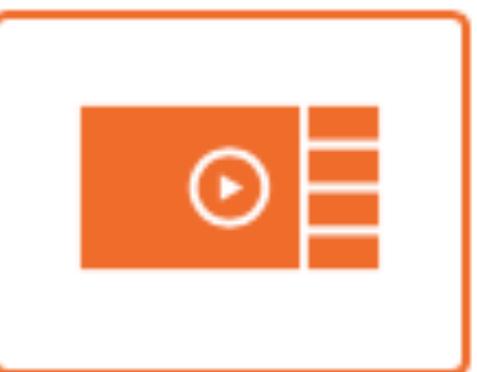


Player Playlist Settings

- 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

Instructor-led Training

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

Register for Instructor-led Training

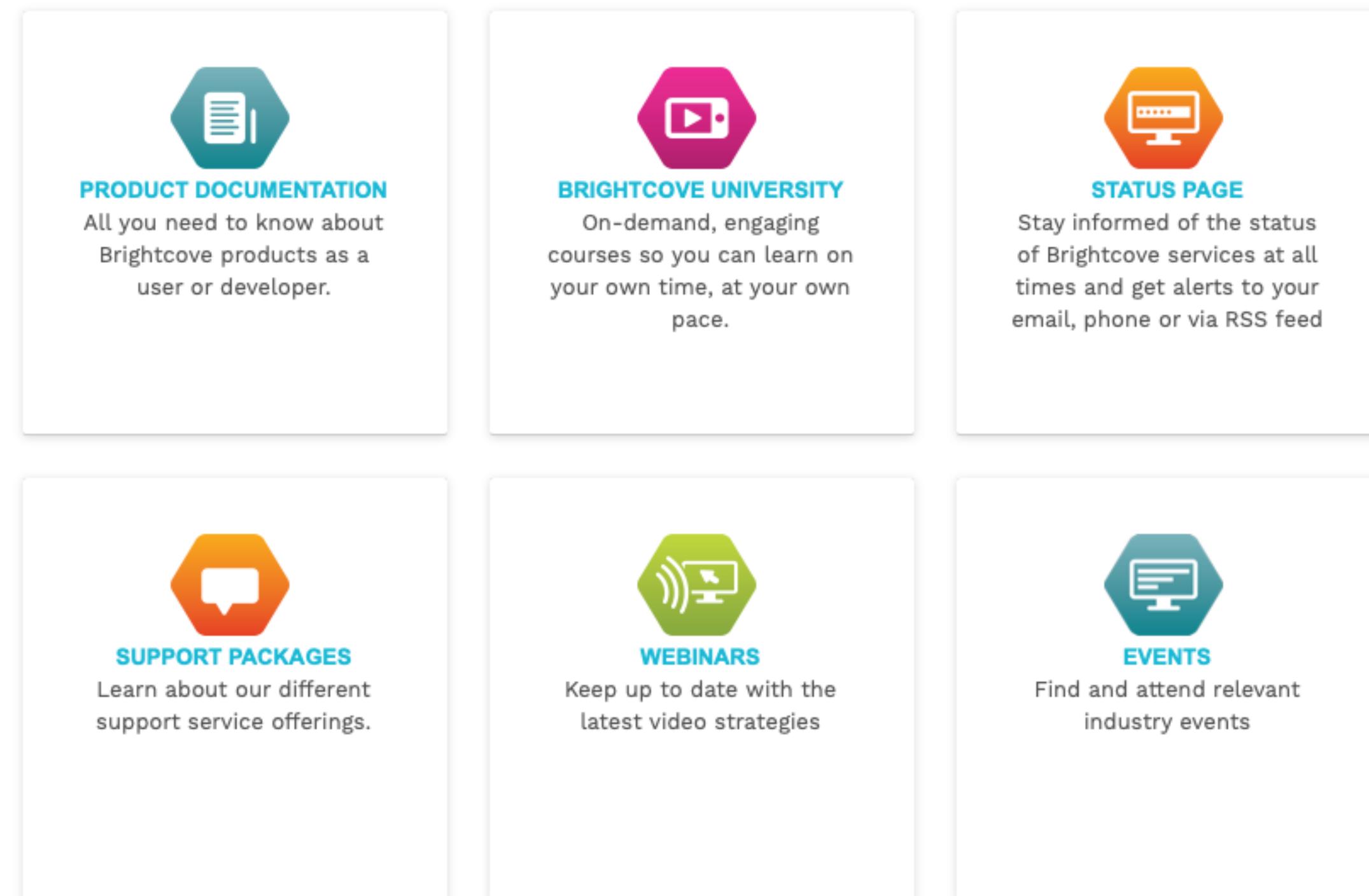
As part of Brightcove's commitment to helping you succeed with online video, we provide no-cost, instructor-led, online training.

The screenshot shows a web page with two course offerings:

- Introduction to Video Cloud**: Described as an absolute must for those responsible for uploading, configuring, and managing video. It offers several timeslots, with one currently selected: "Mon, Nov 16, 2020 10:00 AM - 11:00 AM EST". A red "REGISTER" button is present.
- Building Portal Experiences using Gallery**: Described as a course that walks you through creating, customizing, and publishing a Gallery. It also offers several timeslots, with one currently selected: "Mon, Nov 16, 2020 10:00 AM - 11:00 AM EST". A red "REGISTER" button is present.

Support Request

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



Brightcove Support Portal Login
Support Portal credentials are not associated with Studio credentials

Username

Password

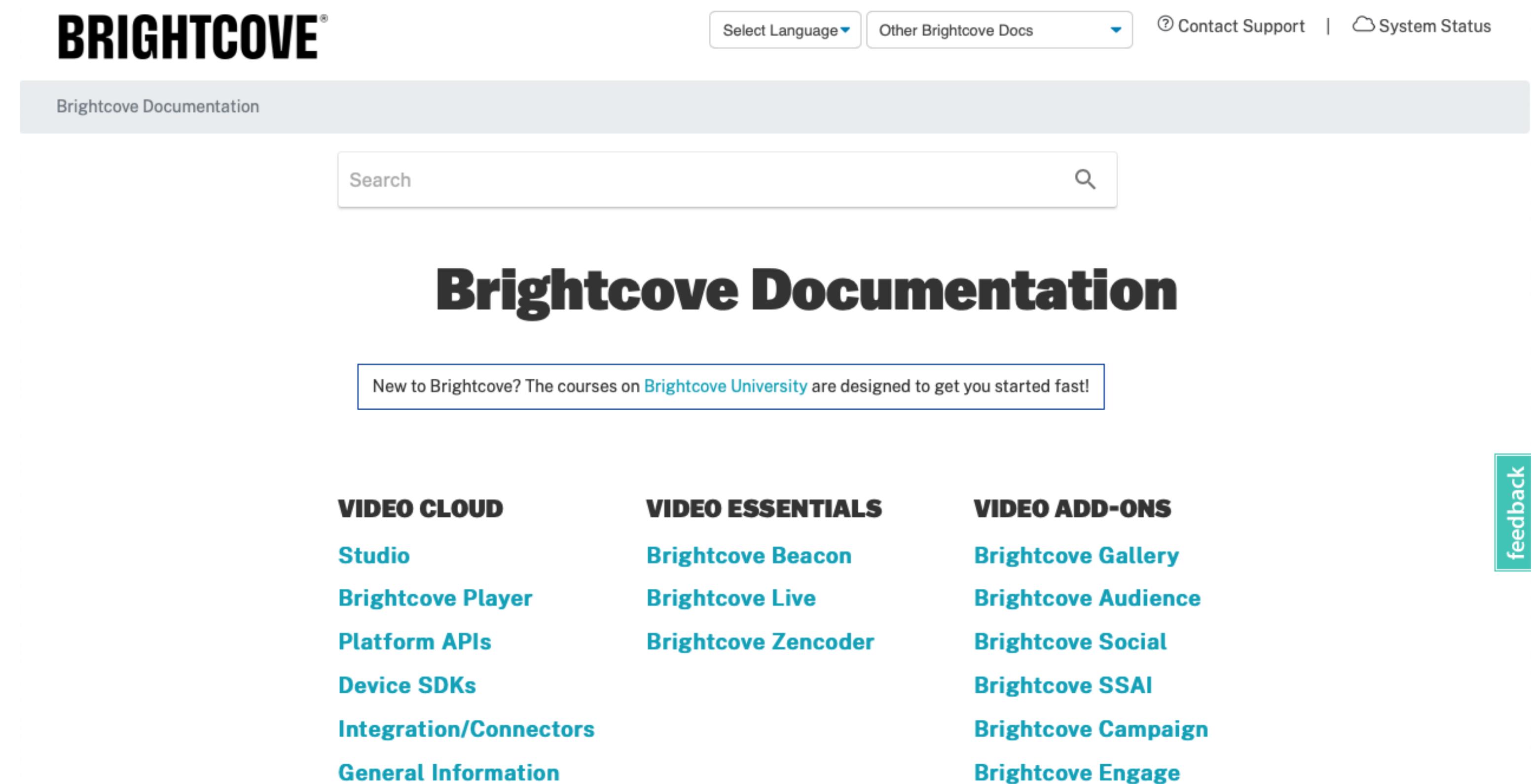
Log in

[Forgot your password?](#)

[Sign Up](#)

Documentation

- support.brightcove.com



The screenshot shows the Brightcove Documentation homepage. 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. The main title "Brightcove Documentation" is prominently displayed. A callout box says "New to Brightcove? The courses on Brightcove University are designed to get you started fast!". The page is organized 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 Audience, Brightcove Social, Brightcove SSAI, Brightcove Campaign, Brightcove Engage). A "feedback" button is located on the right side.

Brightcove Documentation

New to Brightcove? The courses on Brightcove University are designed to get you started fast!

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

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, contact support, and system status links. Below the header, a search bar is positioned above the main title. The main title, "Video Cloud Studio Documentation", is prominently displayed in large, bold, dark font. To the left, a sidebar contains a navigation menu with links 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 central content area features two main sections: "Getting Started" and "Learn the Basics", each with a brief description and a "View All..." link. At the bottom, there are links for "General Information" and "Managing Videos". A "feedback" button is located on the right side of the page.

Video Cloud Studio Documentation

Home
Getting Started +
Learn the Basics +
General Information +
Managing Videos +
Managing Players +
Publishing Videos & Players +
Reviewing Analytics +
Administering Accounts +
Training +
Release Notes +
Support +

Search

feedback

Video Cloud Studio Documentation

Getting Started
Just getting started with Video Cloud Studio?

Learn the Basics
Just getting started with Video Cloud Studio?

[View All...](#)

General Information

Managing Videos

Have a question?

BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS