

BRIGHTCOVE

VIDEO CLOUD™

Introduction to Video Cloud

Bob Bailey

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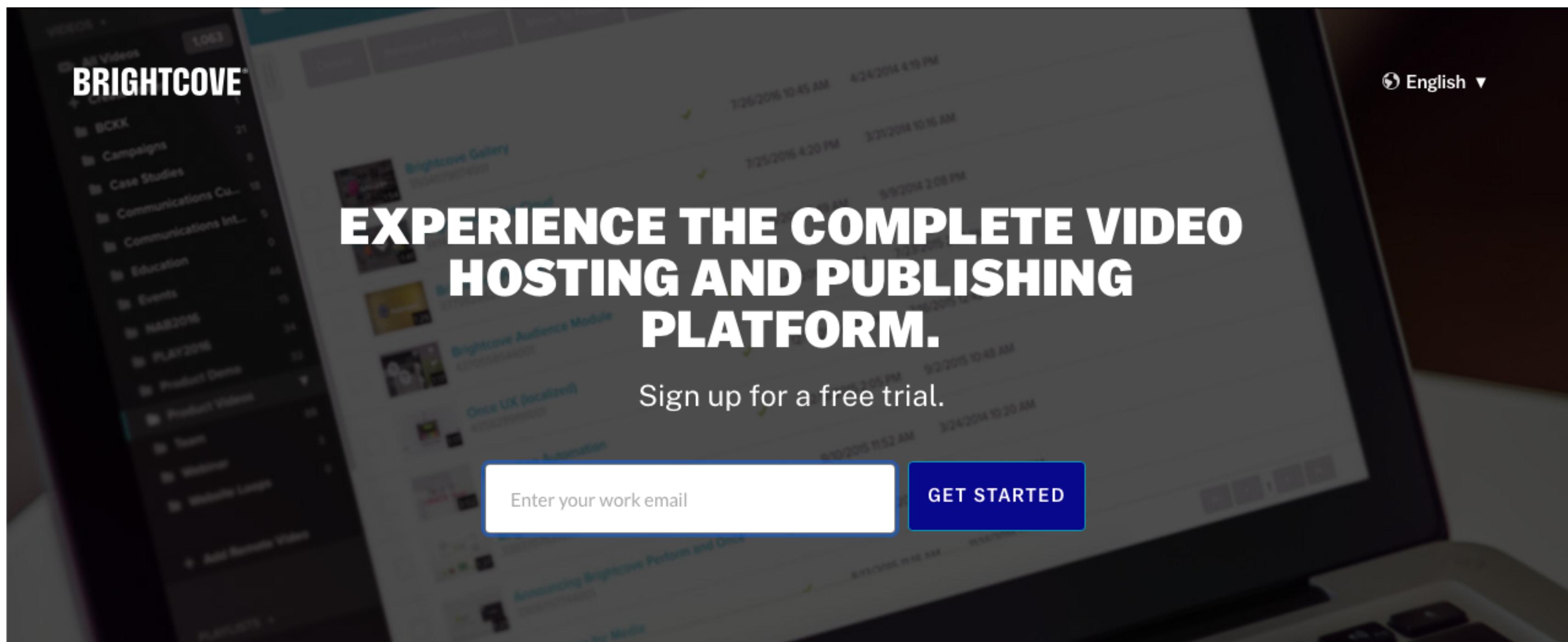
BRIGHTCOVE®
VIDEO THAT MEANS BUSINESS

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.

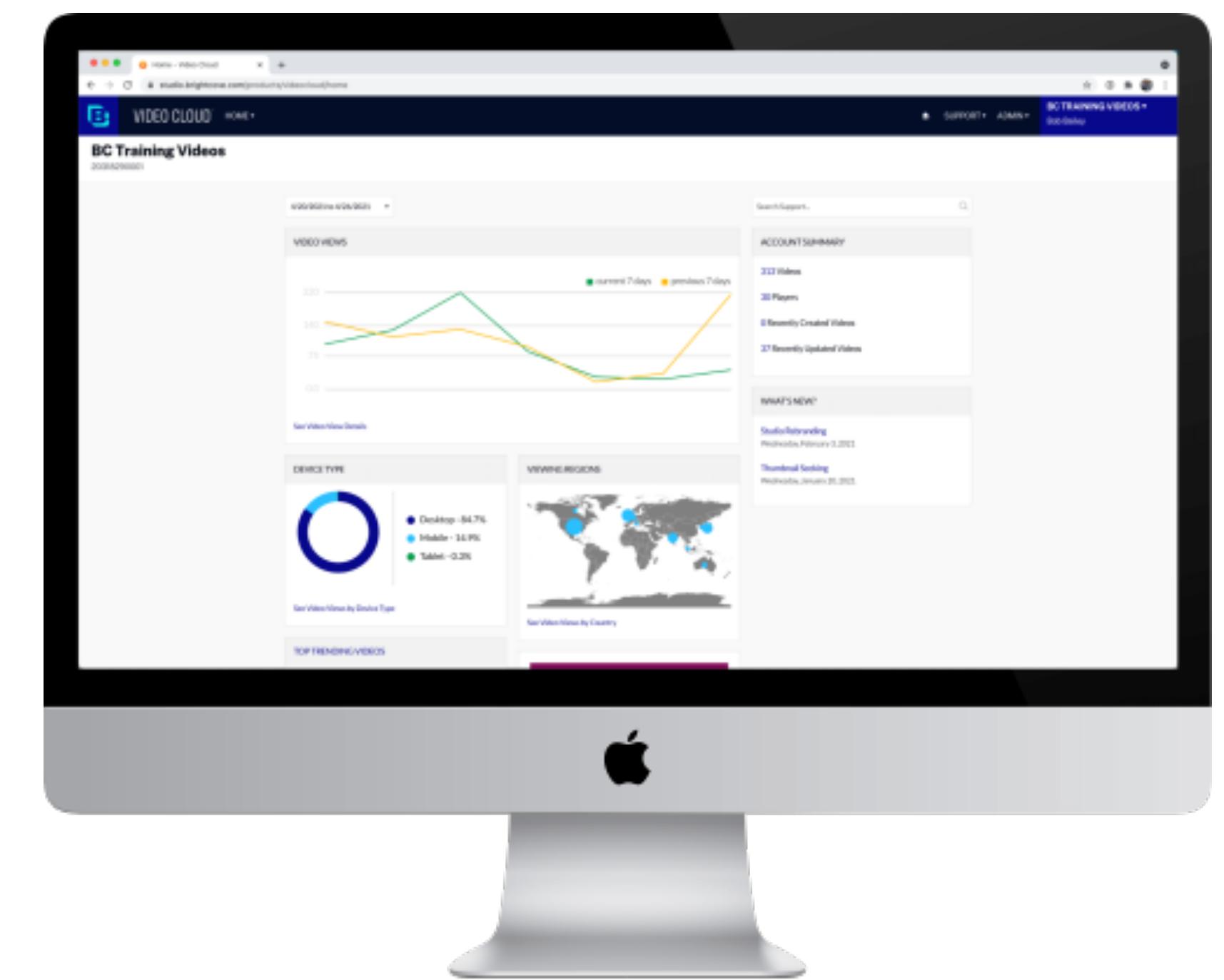
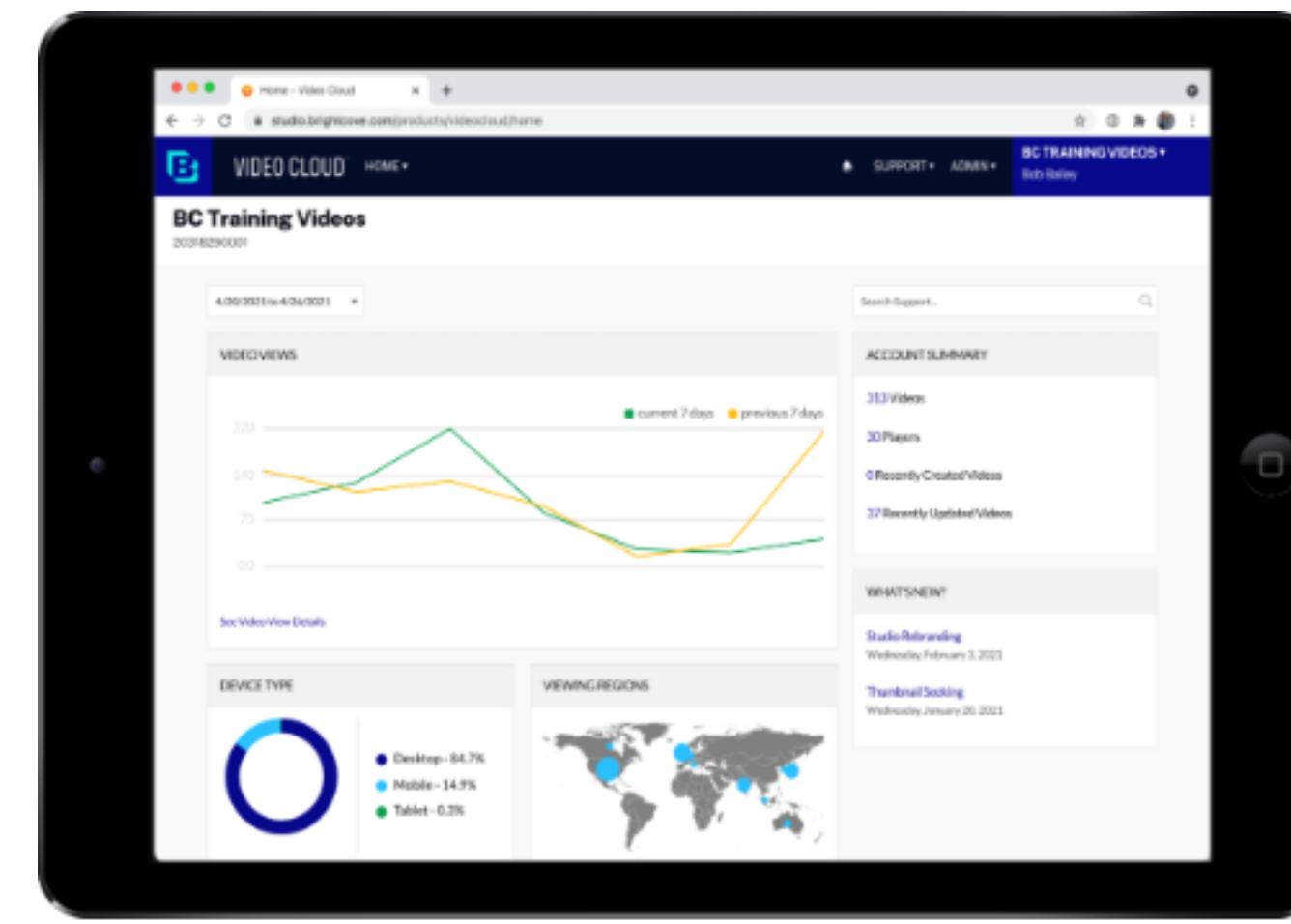
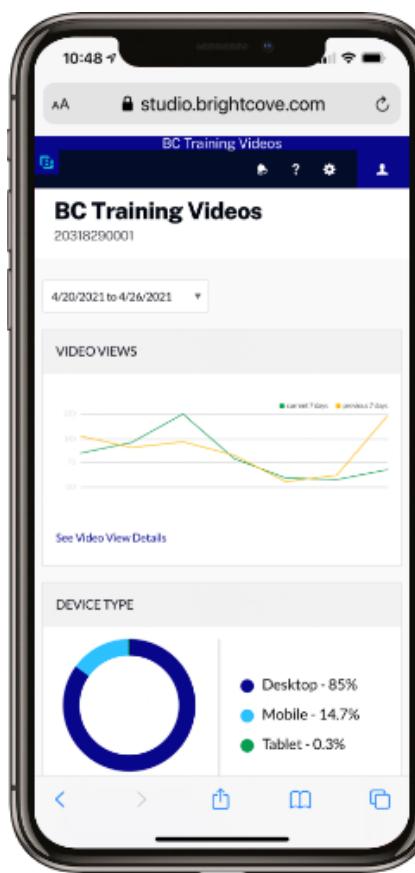
This topic is a companion to the [Introduction to Video Cloud](#) on-demand training course. The hands-on exercises in that training are based upon the steps in this document. It is recommended to watch that training and then use this document so you can complete the hands-on steps on your own.

Prerequisites

- A Video Cloud account -you can sign up for a trial account [here](#).
- You should have some sample videos to can use or you can [download](#) some sample

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 left is the Brightcove logo and "VIDEO CLOUD™". To its right are "HOME ▾", "SUPPORT ▾", and "ADMIN ▾". On the far right is a blue header bar with "BRIGHTCOVE TRAINING ▾" and "Bob Bailey". A red arrow points from the text "Account Selector" to the "BRIGHTCOVE TRAINING" bar. The main content area displays several modules: "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), "Cloud Playout" (Create Live Linear channels with your videos), "Gallery" (Create beautiful, engaging video sites and experiences), "Social" (Distribute videos to social media), and "Audience" (Track viewer activity with your marketing automation platform).

BRIGHTCOVE TRAINING ▾
Bob Bailey

Account Selector

- 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
- Cloud Playout
Create Live Linear channels with your videos
- 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

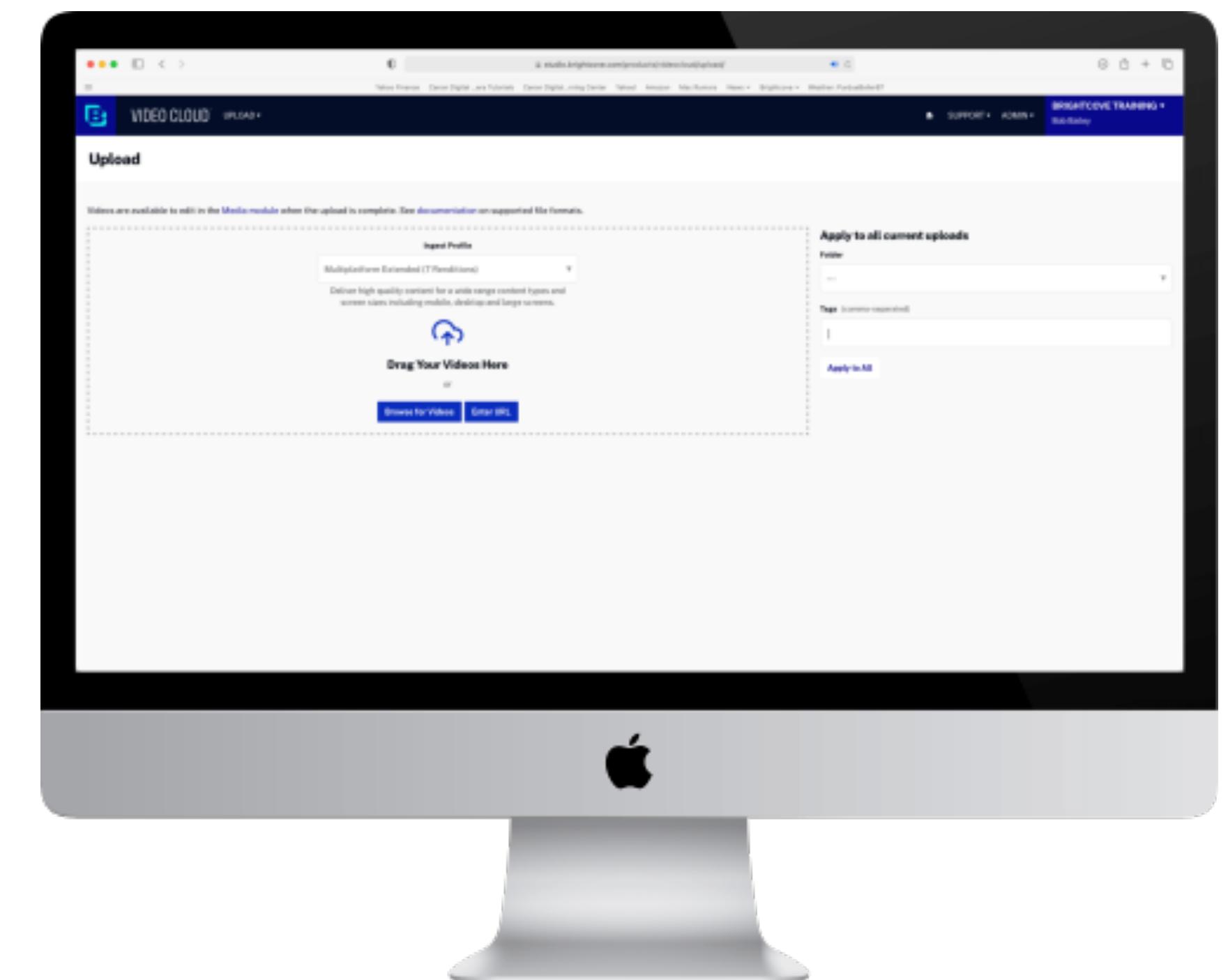
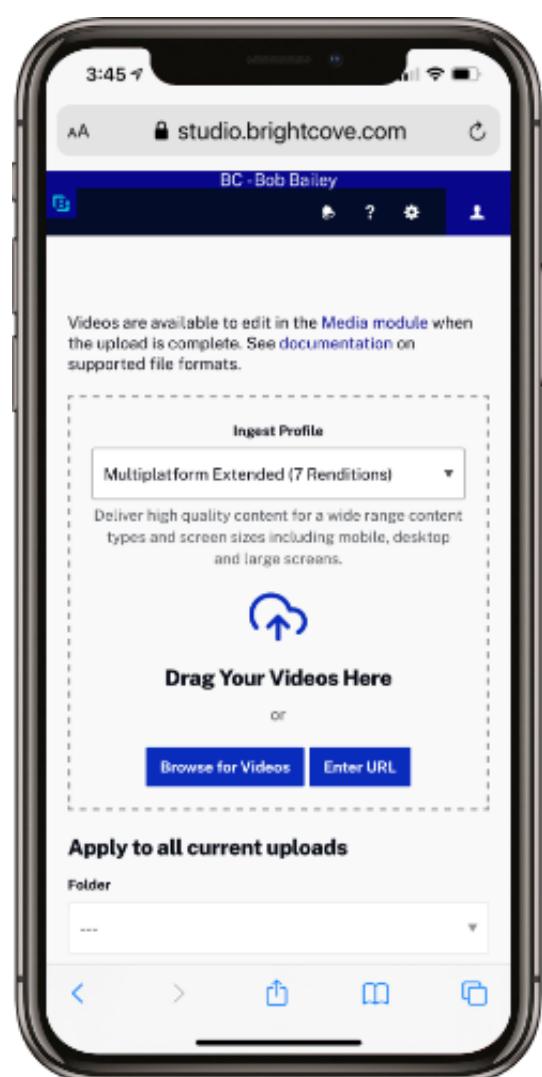
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Analytics** - Review video analytics
- **Players** - Create and style players
- **Live** - Broadcast live events
- **Gallery** - Create video experiences
- **Social** - Publish videos to social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

Hands-on: Navigating Video Cloud Studio

Uploading Videos

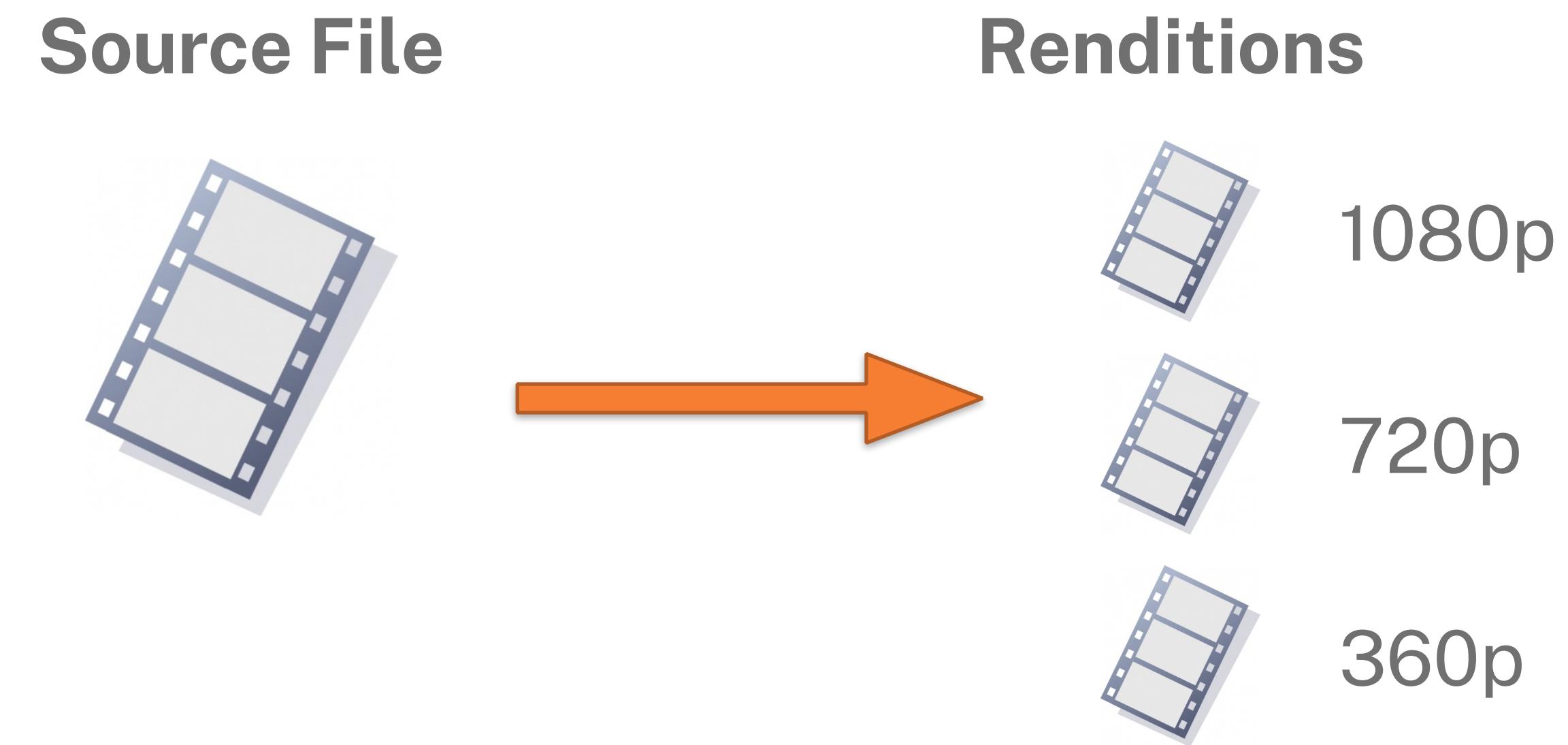
Uploading Videos

- 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



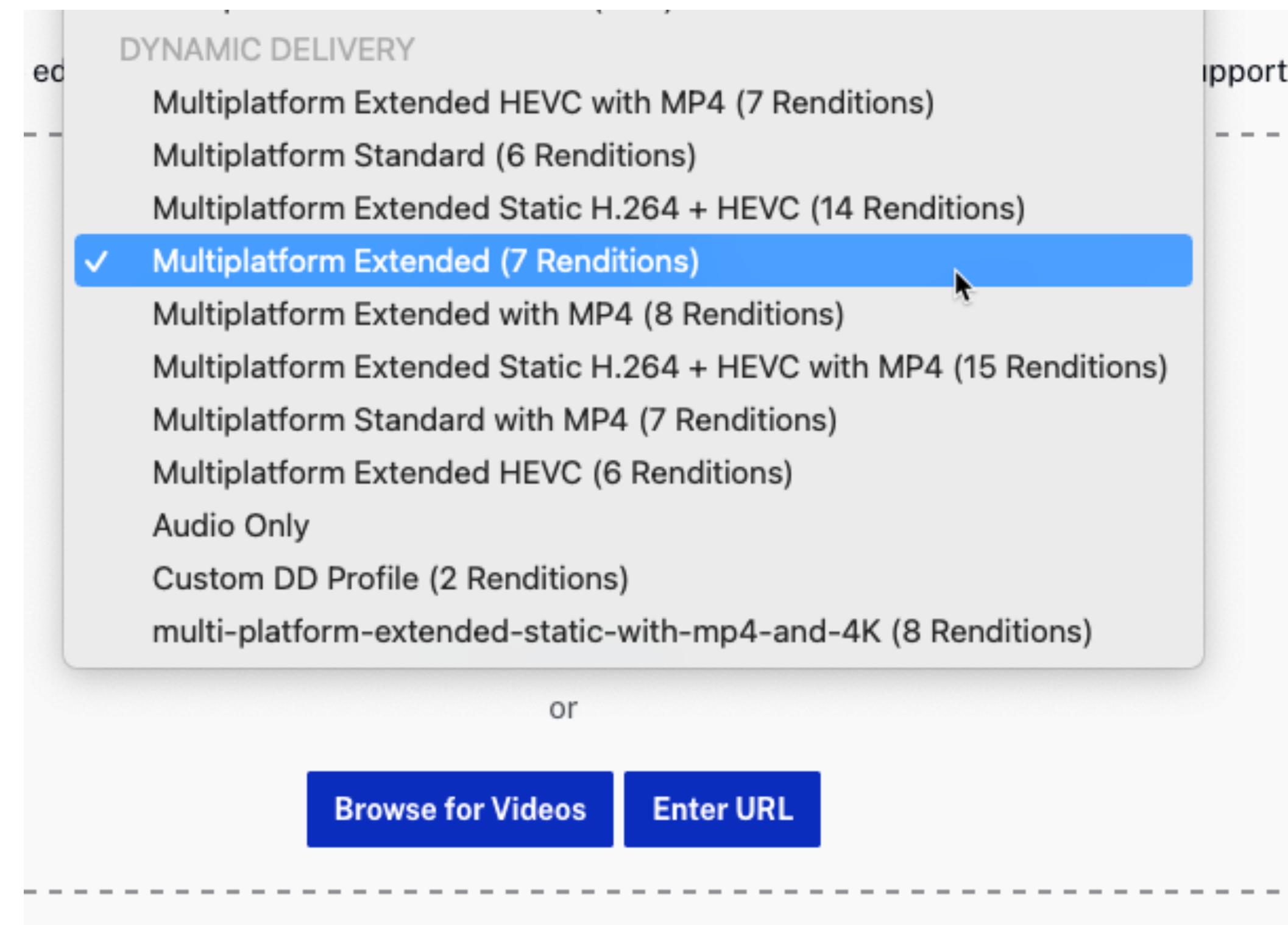
- Goal: Deliver the best rendition to a viewer based upon their device type and bandwidth capabilities

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
- Specify a folder and tags for videos

The screenshot shows the Brightcove Video Cloud interface for uploading videos. At the top, there's a dark header bar with the Brightcove logo, 'VIDEO CLOUD', an 'UPLOAD' button, and user navigation links for 'SUPPORT', 'ADMIN', and 'BRIGHTCOVE TRAINING' (with 'Bob Bailey' listed). Below the header, the word 'Upload' is prominently displayed. A central dashed-line area contains an 'Ingest Profile' dropdown set to 'Multiplatform Extended (7 Renditions)', which is described as delivering high-quality content for various devices. Below this is a large blue 'Drag Your Videos Here' box with a cloud-up arrow icon. Underneath are two buttons: 'Browse for Videos' and 'Enter URL'. To the right of this central area is a sidebar titled 'Apply to all current uploads' containing fields for 'Folder' (set to '---') and 'Tags (comma-separated)' (an empty input field), with an 'Apply to All' button at the bottom.

Uploading Videos

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

Moose Grazing

Dismiss Edit

Uploaded. Creating renditions. [View and edit video details](#)

Source File Name ID
Moose Grazing.mov 6255276057001

Bald Eagle

Dismiss Edit

Uploaded. Creating renditions. [View and edit video details](#)

Source File Name ID
Bald Eagle.mp4 6255274045001

Moose Grazing

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

Source File Name ID
Moose Grazing.mov 6255276057001

Ingest Profile

Multiplatform Standard ▾

Status

Active Inactive

Name *

Moose Grazing 13 / 255

Short Description

0 / 250

Tags (comma-separated)

0 / 150

Reference ID (must be unique)

0 / 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

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Bob Bailey

Videos (244)

	Name	Status	Reference ID	Created Date	Updated Date
1	Pileated Woodpecker Babies 6099428217001	○		10/31/2019 11:14 AM bbailey@brightcove.com	04/13/2021 9:03 AM
2	Brown Pelicans on the Rocks 1690594583496173542	○		02/02/2021 9:37 AM	04/08/2021 11:18 AM
3	Bull Moose 5193830191001	○		11/02/2016 9:47 AM	04/06/2021 8:24 PM
4	Bald Eagle Preening 1695844342583729453	✖		04/01/2021 9:19 AM bbailey@brightcove.com	04/01/2021 9:24 AM
5	Brown Pelican 1695844342638156178	✖		04/01/2021 9:19 AM bbailey@brightcove.com	04/01/2021 9:22 AM
6	Great Blue Herons 1693672893759561805	○		03/08/2021 9:05 AM	03/31/2021 1:58 PM
7	Grand Prix Racing 4328137474001	○		06/29/2015 10:16 AM bbailey@brightcove.com	03/05/2021 9:34 AM
8	Great Horned Owl 5161410659001	○		10/07/2016 4:07 PM bbailey@brightcove.com	02/26/2021 11:43 AM
9	Chimpanzee	○		05/03/2019 3:19 PM bbailey@brightcove.com	02/26/2021 11:43 AM

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 'VIDEO CLOUD' and 'MEDIA' dropdowns, 'SUPPORT' and 'ADMIN' links, and a 'BRIGHTCOVE TRAINING' section for 'Bob Bailey'. Below the navigation is the video title 'Brown Pelican'. To the right of the title is a preview player showing a brown pelican on a rock. Below the preview player is a timeline with markers at 00:00:00, 00:00:05, and 00:00:10. Underneath the preview player is a 'Language View' section with 'Full View: English'. The main content area is divided into several sections:

- Video Information:** Includes fields for Name (Brown Pelican), ID (6003975624001), Short Description (Brown Pelican on the rocks), Tags (birds, pelicans, florida), Reference ID (***), Video Projection Standard (Standard), Offline playback is disabled, Related Link URL (***), Related Link Text (***), Long Description (***), Advertising (Ad Supported), Ad Keys (***), and Sharing (***). There is an 'Edit' button at the top of this section.
- Images:** A section for posters and thumbnails, with a note about file formats and aspect ratios. It shows a large poster image of a pelican and a smaller thumbnail image.
- Video Views (30 Days):** A section showing activity levels over the last 30 days. It displays a chart with the message 'No activity in the last 30 days'.
- Categorization:** Sections for Manual Playlists and Folder, both currently empty.
- Custom Fields:** A section with an 'Edit' button.

Editing Video Properties

- Properties organized into sections:
 - Video Information
 - Categorization
 - Images
 - Video Files
 - Video Views (30 days)
 - Custom Fields
 - Availability
 - Text Tracks
 - Audio Tracks
 - Media Sharing
 - Audio Tracks

Video Information	Edit
Name	Brown Pelican
ID	6003975624001
Short Description	Brown Pelican on the rocks
Tags	birds, pelicans, florida
Reference ID	---
Video Projection	Standard
Offline playback is disabled	
Related Link 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

Name * 13 / 255
Brown Pelican

ID
6003975624001

Short Description 26 / 250
Brown Pelican on the rocks

Tags
birds x pelicans x florida x |

Reference ID 0 / 150

Cancel **Save**

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. At the top, there's a dark header bar with the Brightcove logo, 'VIDEO CLOUD', 'PLAYERS ▾', 'SUPPORT ▾', 'ADMIN ▾', and a user profile for 'Bob Bailey'. Below the header is a search bar labeled 'Search Players...'. The main area is titled 'Players' and contains a table with columns: 'Name', 'Updated', 'Version', and 'Status'. The table lists several player types and their details. To the right of the table, a sidebar is open for the 'Playlist Player' (GRm7004l3t). The sidebar includes sections for 'Player Preview', 'Embed Code & URL ▾', and detailed information like 'Player ID', 'Name', 'Description', 'Status' (set to 'Active'), and 'Published State' (with a note about unpublished changes).

Name	Updated	Version	Status
Playlist Player GRm7004l3t	3/3/2021 4:27 PM	6.48.5	⚠️
Sample Player Ctzra7vEL	3/3/2021 9:06 AM	6.48.5	✓
SSAI Player bXjrlD9CiR	3/1/2021 2:35 PM	6.48.5	⚠️
Single Video Player BUualoJvK	2/26/2021 9:46 AM	6.48.5	✓
Scrubber PjNYGS1E5	1/20/2021 1:42 PM	6.48.5	✓
Audio Player Zpr0PDufn	6/1/2020 1:22 PM	6.48.5	✓
Audience Player -2020-05-21 47n4zFFU6	5/21/2020 3:23 PM	6.48.5	✓
Styled Player ys6JZqeGA	4/28/2020 4:19 PM	6.48.5	✓
Sample Player DwvLAMM6C	4/28/2020 9:46 AM	6.48.5	⚠️

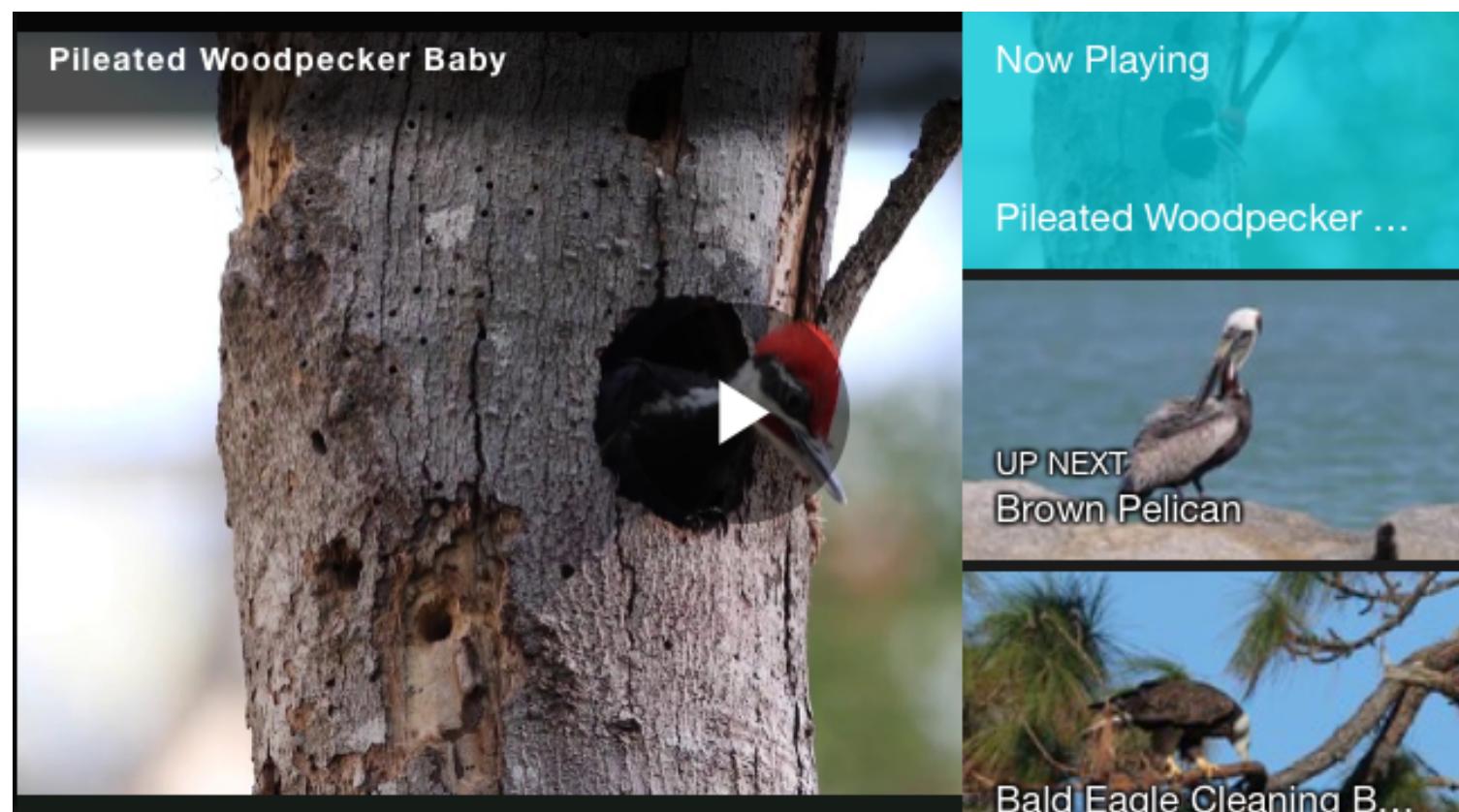
Player Types

- Single Video player

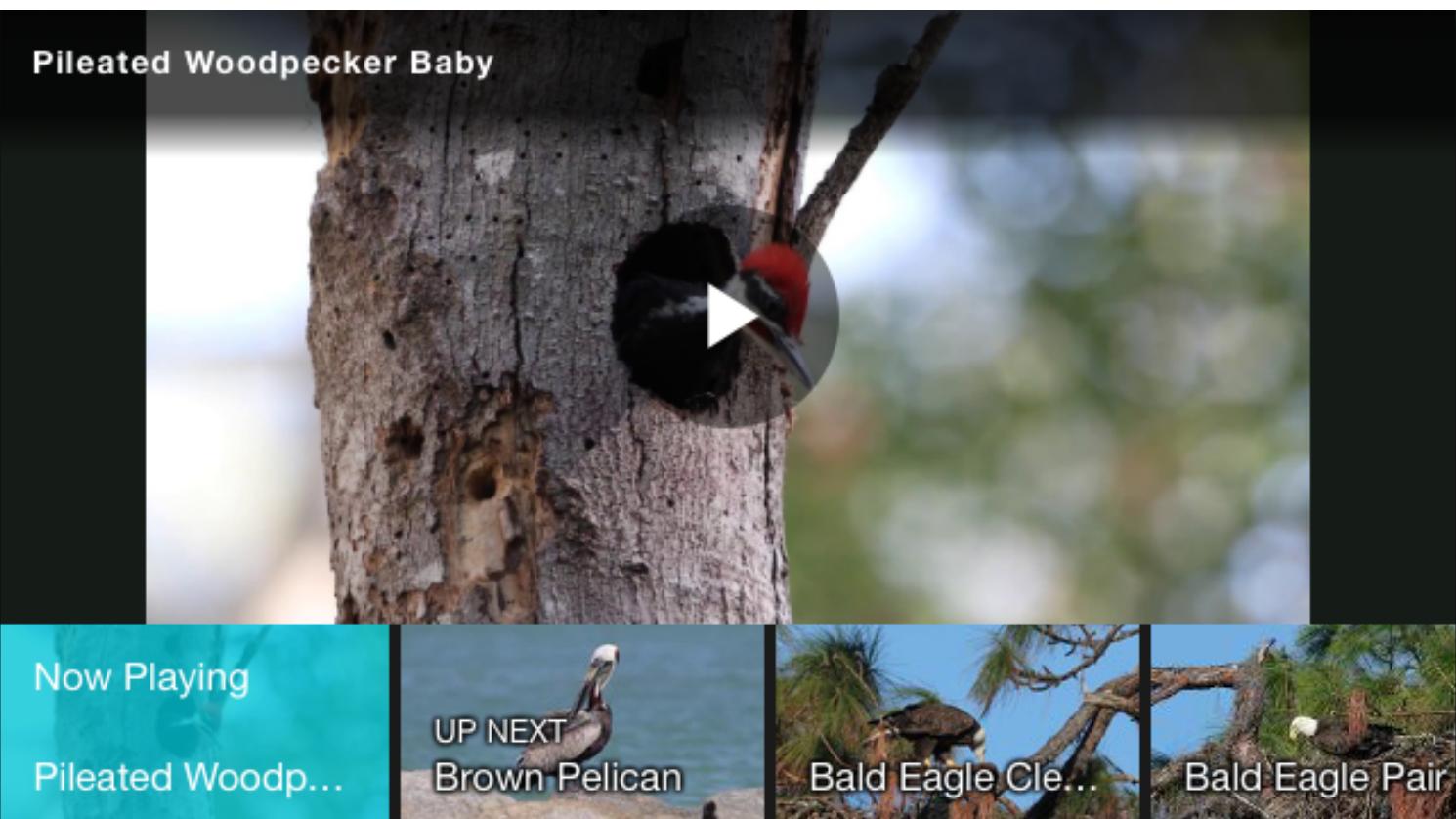


Player Types

- Playlist player



Vertical



Horizontal



Hidden

Creating a Player

- Click New Player
- Name the player
- Click Save

New Player X

Name *

Short Description

Cancel Save

Player Properties

- Player Information
- Styling
- Playback
- Controls
- Social
- Plugins
- End Screens
- Advertising
- Content Restriction
- Audience
- JSON Editor
- Third-Party Analytics

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
Sample Player

Player Type
 Single Video Playlist

Short Description (Internal Only) 250



This player is published. You can make changes and publish them when you are ready.

Third-Party Analytics

Google Analytics
Adobe Analytics

Sizing
 Responsive Fixed

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

Update Mode (What's this?)
 Automatic Manual

Player Version (Release Notes)
Always latest release

Published Player Version
6.48.5

Localization (Accepted Languages)

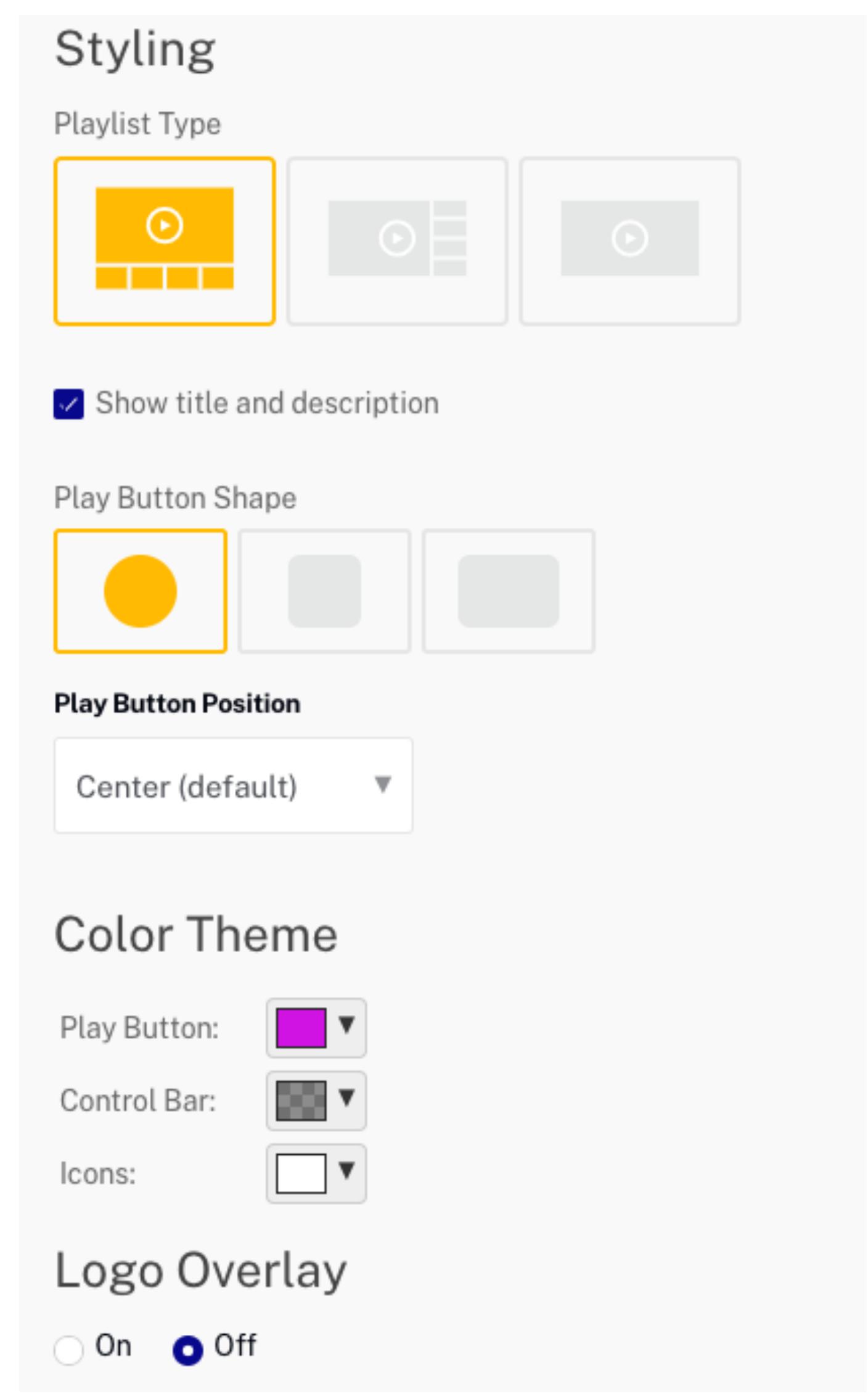
Include the language code(s) you wish to use for localization

Save

Styling a Player

- Click player name
- Click **Styling** in navigation menu
- Select:
 - Playlist Type
 - Play Button Shape
 - Play Button Position

Players can also be styled using
CSS and JavaScript



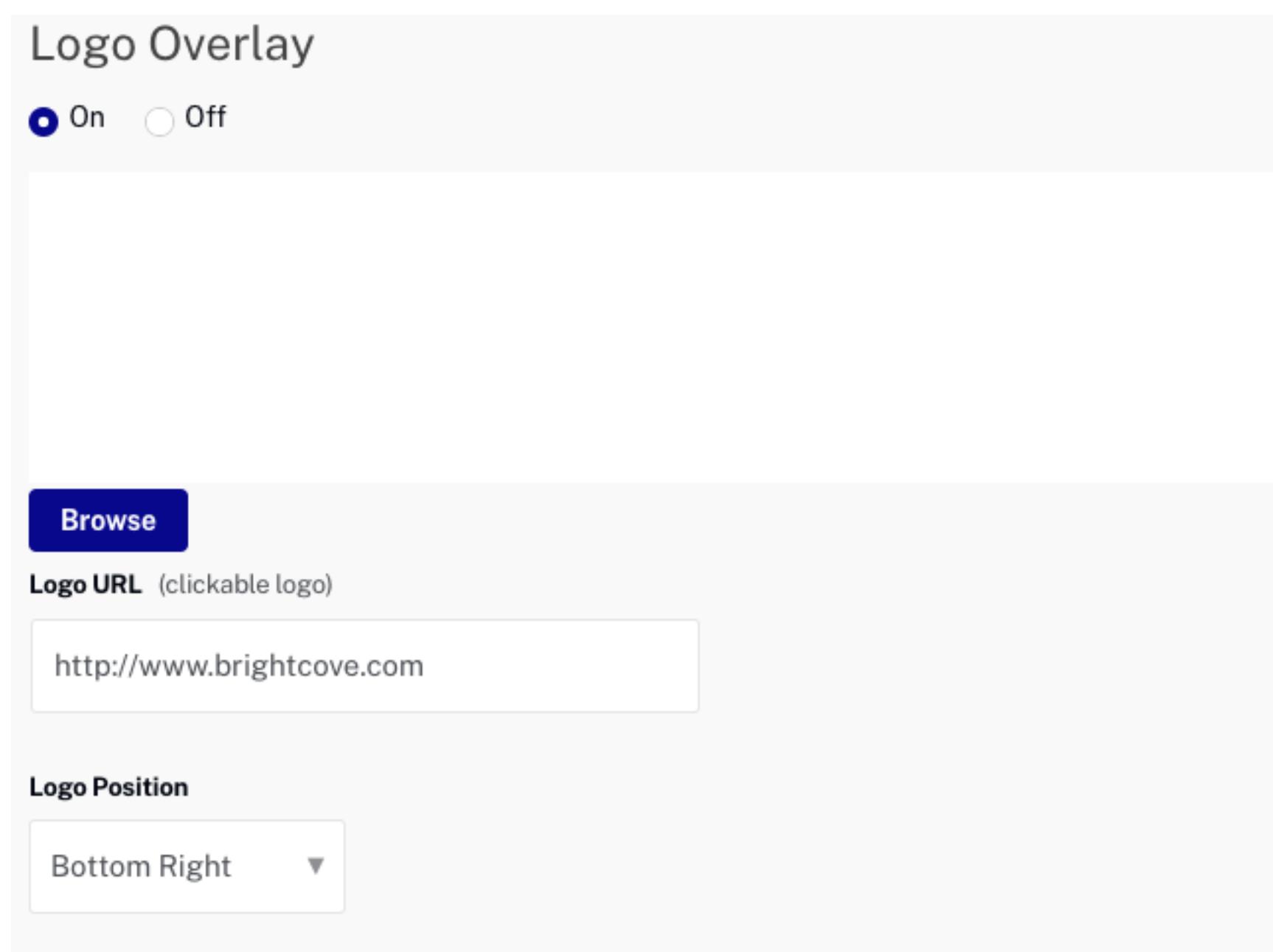
Styling a Player

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



Styling a Player

- Logo Overlay adds an image over the player
- Enter Logo URL to make overlay clickable
- Player changes must be published before they become available in published players



Types of Players

- Preview Player
 - Used to preview changes before publishing
 - Once the changes are acceptable, the player can be published
 - Displays a Brightcove logo overlay indicating that it should not be used in production
- Published Player
 - The player that will appear on your web pages
 - Contains all of the changes that have been made to the player settings and then published

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

Player Preview

Embed Code & URL ▾

Preview Player 
Published Player
Sample Player

Description

Status
Active

Published State
Published

Hands-on Task: Creating and Styling a Player

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

Publishing a Video

Publishing a Video

- Select the video
- Click Publish and Embed >

Web Player

- Select a Player
- Select embed code

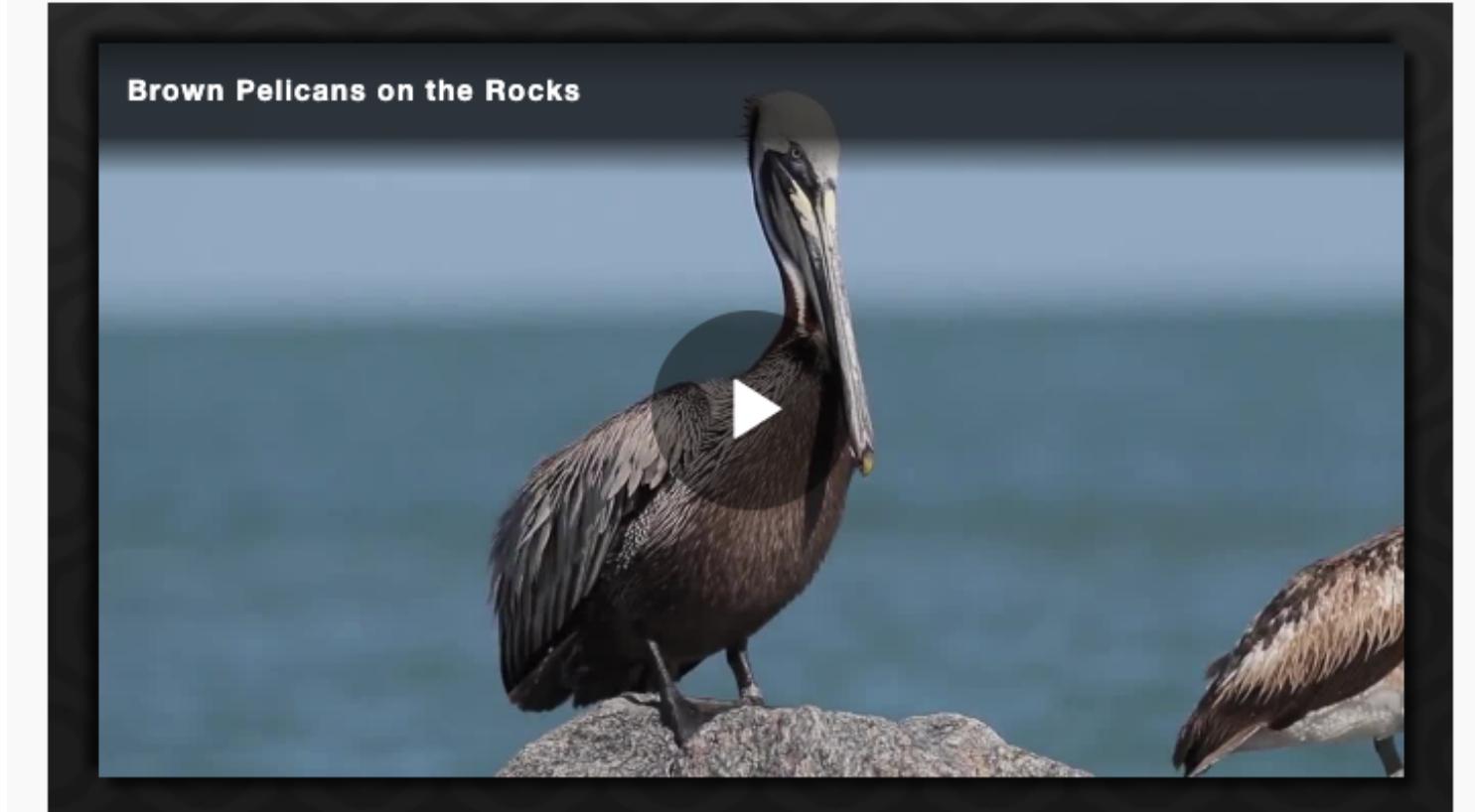
Publishing Brown Pelicans on the Rocks

Select Player

Brightcove Default Player

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

Brown Pelicans on the Rocks



Preview in browser
https://players.brightcove.net/1486906377/default_default/index.html?videoid=608543533001

Shorten

Copy Code

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

Standard **Advanced** **Change Player Size**

Sizing
 Responsive Fixed

Aspect Ratio
Custom

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

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

Close

Types of Embed Code

- iframe (Standard tab)
 - Recommended for most cases
 - Places the player inside an <iframe> tag
- In-Page (Advanced tab)
 - Allows the player to exist in the the HTML page directly, not in an iframe
 - Easier for developers to access the player and associated properties and events
- URL
 - Provides a URL to the published player
 - Useful for quickly viewing the player in a browser

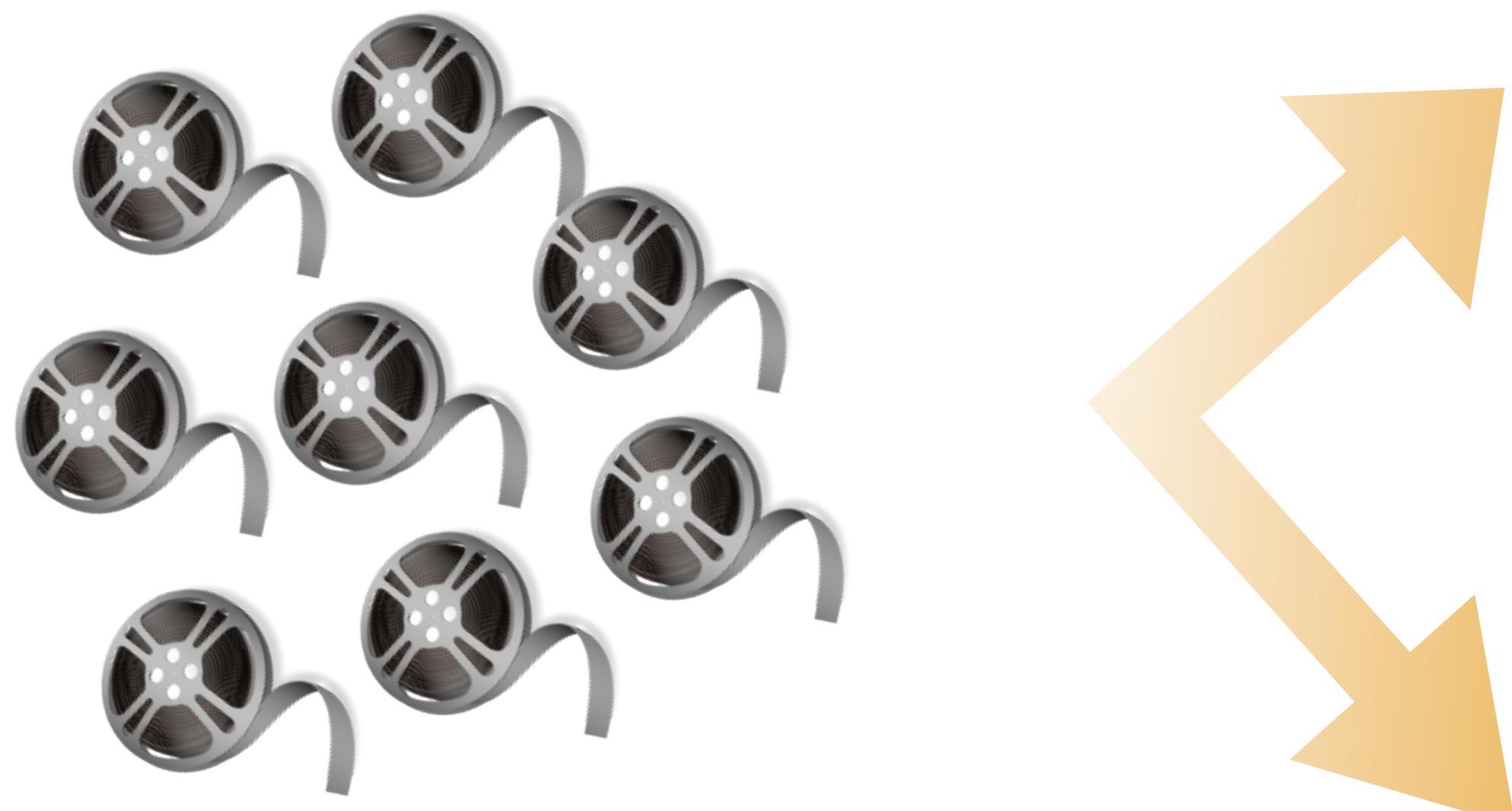
Hands-on Task: Publishing a Video

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

Creating a Playlist

Creating a Playlist

- A playlist is a collection of videos that are grouped together in a particular order for playback in a Brightcove Player



- **Manual Playlist** - List of videos is manually created
- **Smart Playlist** - List of videos created automatically based upon video tags

Creating a Playlist

- Created in the Media module
- Click **Create Playlist**
- Configure playlist properties

Playlist Settings: Create Playlist

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

Playlist type

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

Reference ID

Description

Playlist Name

Birds

Show Playlist in Sidebar

Smart Playlist Settings

Tags

contains one or more ▾ birds

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

100

Cancel Save

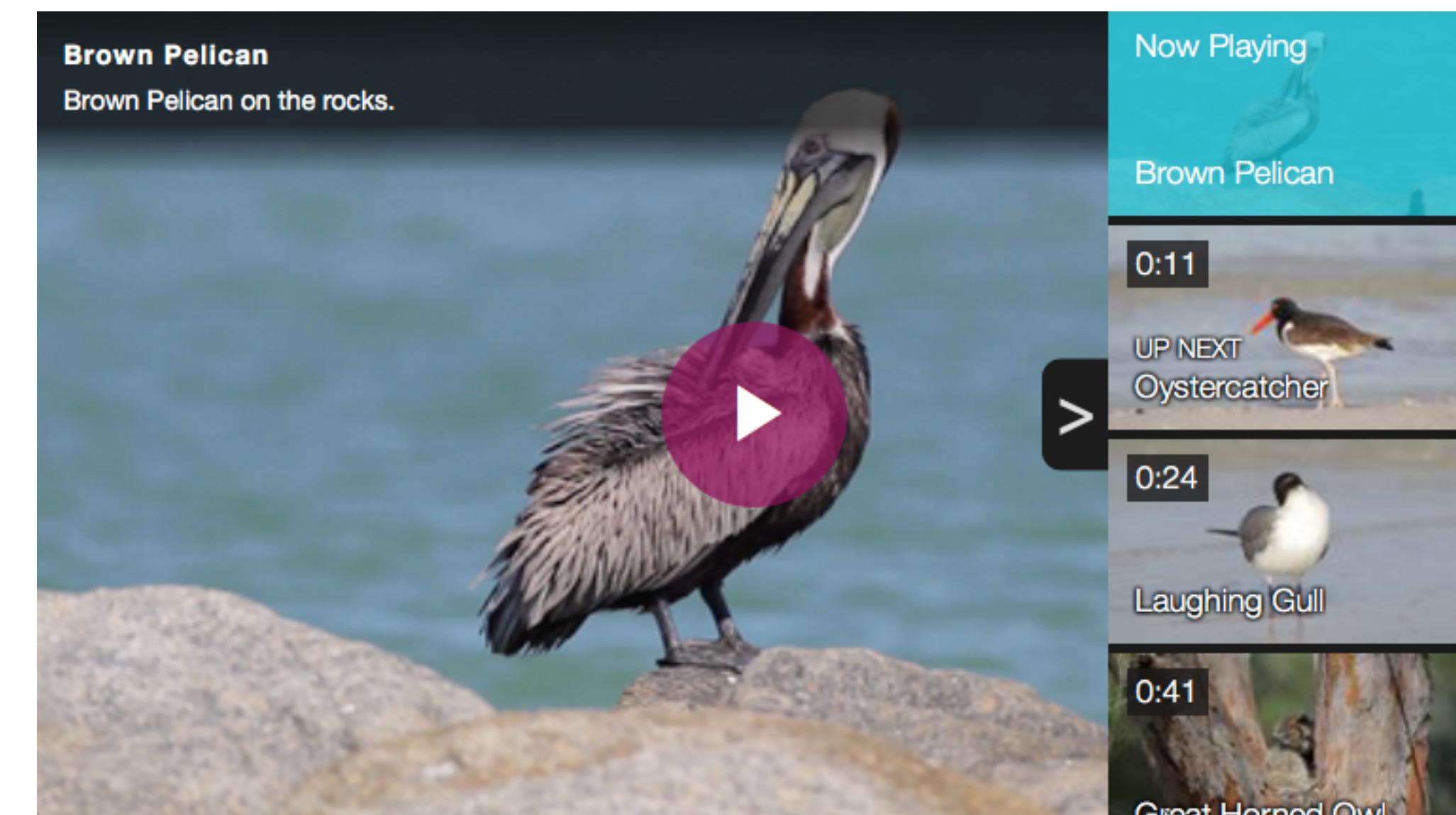
Hands-on Task: Creating Playlists

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

Publishing a Playlist

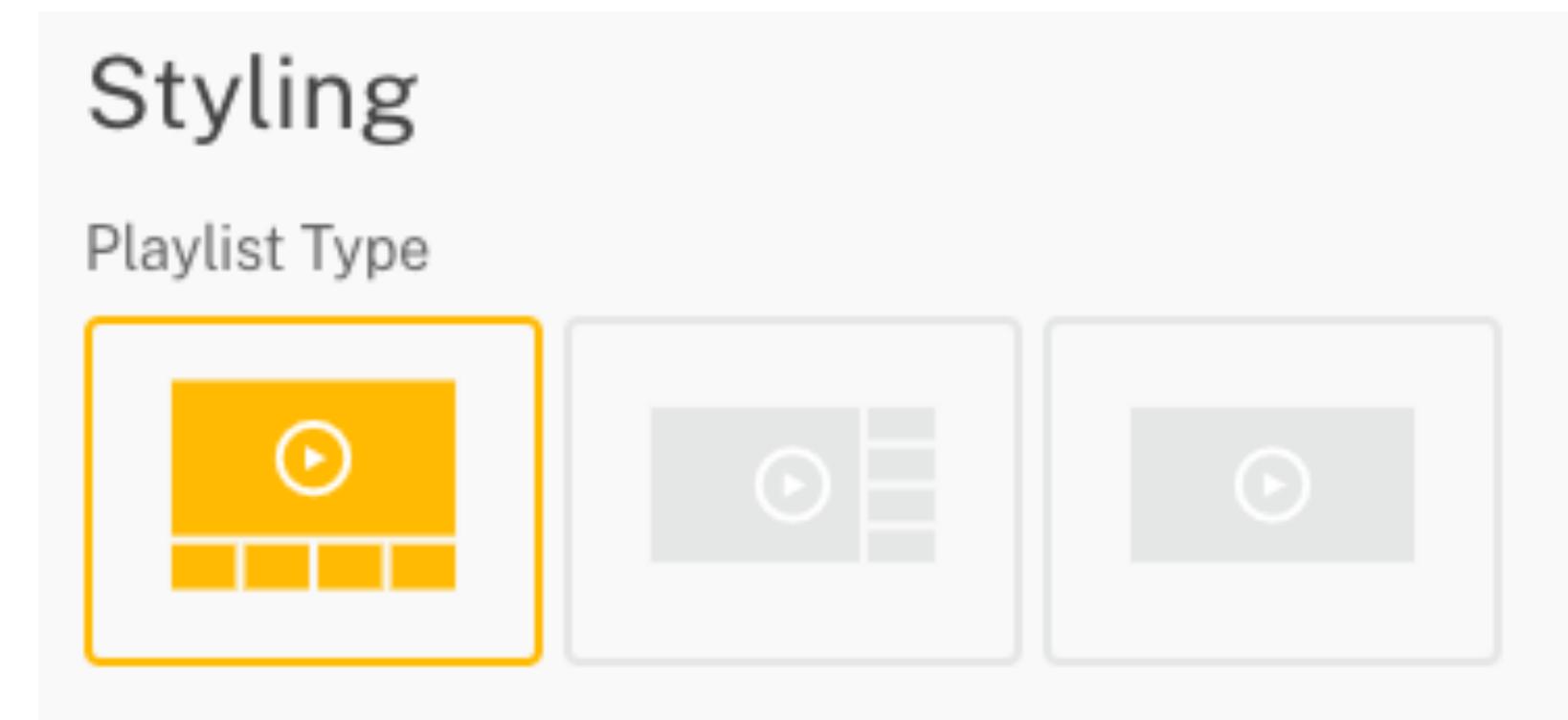
Publishing a Playlist

- Steps to publish a playlist are the same as publishing a video
- However....
- There are player settings that can be configured for a playlist



Player Playlist Settings

- In Players module, open player properties
- Select a **Player Type** of **Playlist**



- In Styling menu, select a **Playlist Type**

- Select Playback properties
 - Randomize play order
 - Play video when selected
 - Continuous play mode
 - Video countdown

- 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.

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

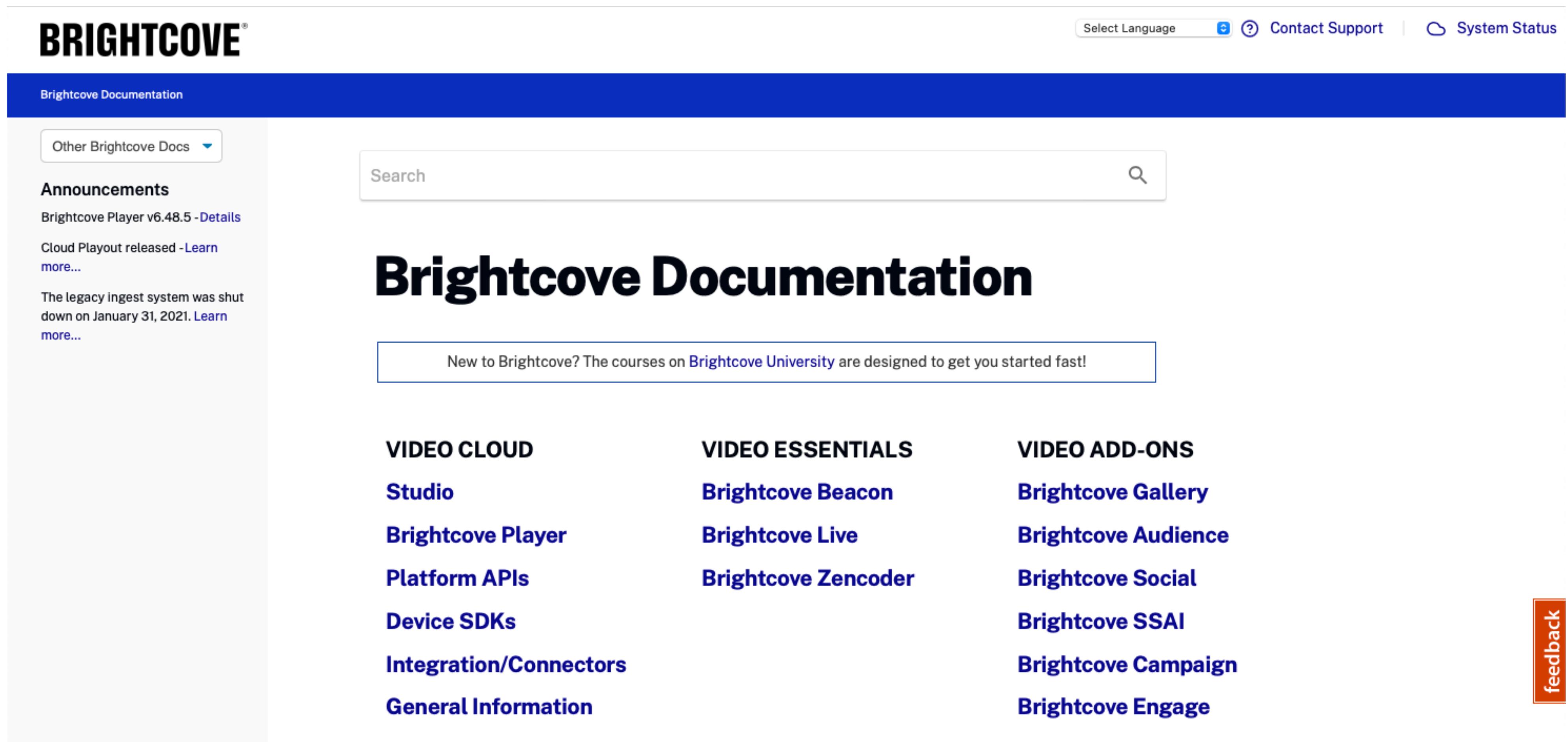
Log in

[Forgot your password?](#)

[Sign Up](#)

Documentation

- support.brightcove.com



The screenshot shows the Brightcove Documentation 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 blue navigation bar with 'Brightcove Documentation' and a dropdown menu for 'Other Brightcove Docs'. On the left, a sidebar lists 'Announcements' with links to Brightcove Player v6.48.5 details, Cloud Playout release, and legacy ingest shutdown information. A search bar is positioned above the main content area. The main title 'Brightcove Documentation' is prominently displayed in large, bold, black font. Below it is a callout box stating: 'New to Brightcove? The courses on Brightcove University are designed to get you started fast!'. The main content area 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 vertical 'feedback' button is located on the right side.

BRIGHTCOVE®

Brightcove Documentation

Select Language Contact Support System Status

Other Brightcove Docs ▾

Announcements

Brightcove Player v6.48.5 -[Details](#)

Cloud Playout released -[Learn more...](#)

The legacy ingest system was shut down on January 31, 2021. [Learn more...](#)

Search

Brightcove Documentation

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

VIDEO CLOUD

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

VIDEO ESSENTIALS

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

VIDEO ADD-ONS

- [Brightcove Gallery](#)
- [Brightcove Audience](#)
- [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 blue banner with the title 'Video Cloud Studio Documentation'. On the left, a sidebar lists various documentation categories like Home, Getting Started, Learn the Basics, General Information, Managing Videos, etc. The main content area features several sections: 'Getting Started' (with links to 'Just getting started with Video Cloud Studio?' and 'View All...'), 'Learn the Basics' (with links to 'Just getting started with Video Cloud Studio?', 'Uploading Videos', 'Editing Basic Video Properties', 'Creating a Player', 'Publishing a Single Video to the Web', and 'View All...'), 'General Information' (with a link to 'General information about Video Cloud Studio.'), 'Managing Videos' (with a link to 'Learn how to upload and manage videos.'), and 'Dynamic Delivery' (with a link to 'Getting Started with the Media Module'). A 'feedback' button is located in the bottom right corner.

BRIGHTCOVE VIDEO CLOUD

Select Language Contact Support System Status

Video Cloud Studio Documentation

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Video Cloud Studio Documentation

Getting Started

Just getting started with Video Cloud Studio?

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Learn the Basics

Just getting started with Video Cloud Studio?

[Uploading Videos](#)

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General Information

General information about Video Cloud Studio.

[Overview of Dynamic Delivery](#)

Managing Videos

Learn how to upload and manage videos.

[Getting Started with the Media Module](#)

feedback

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