

**BRIGHTCOVE**

VIDEO CLOUD™

# Introduction to Video Cloud

Bob Bailey

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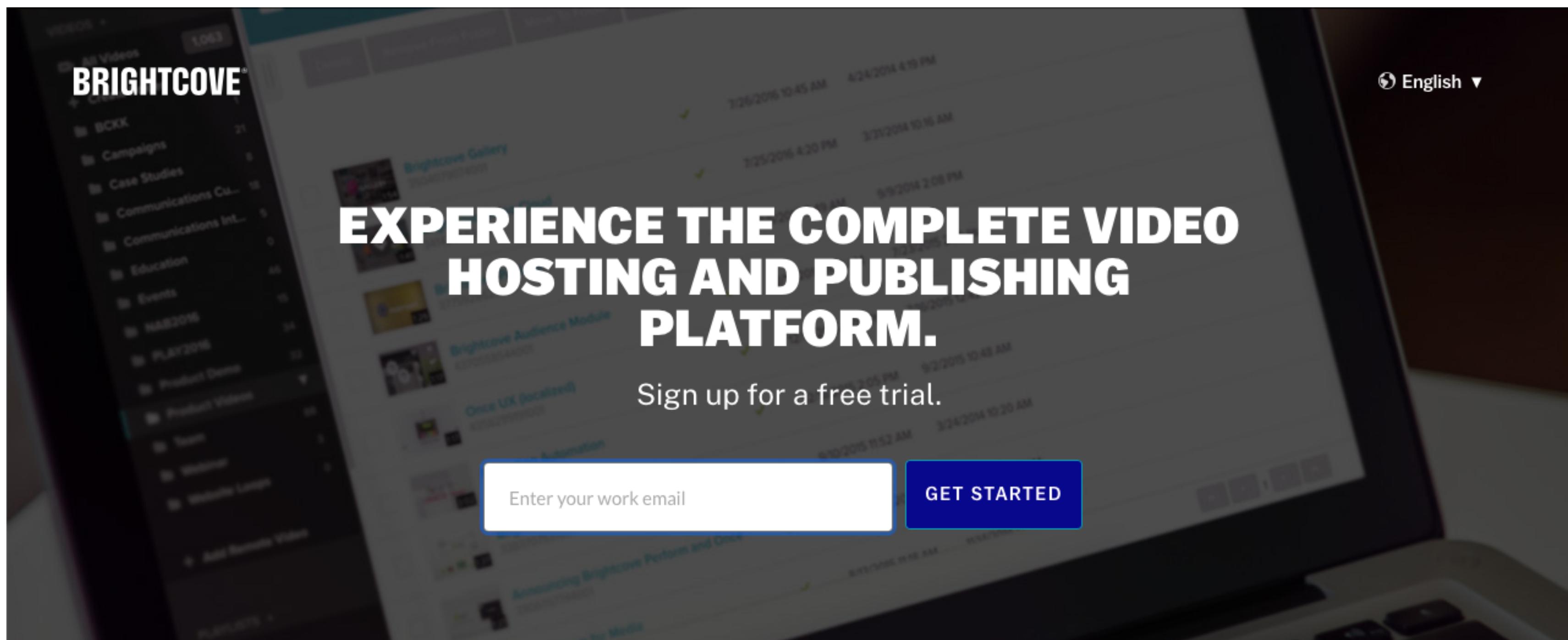
**BRIGHTCOVE®**  
VIDEO THAT MEANS BUSINESS

# 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.

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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.

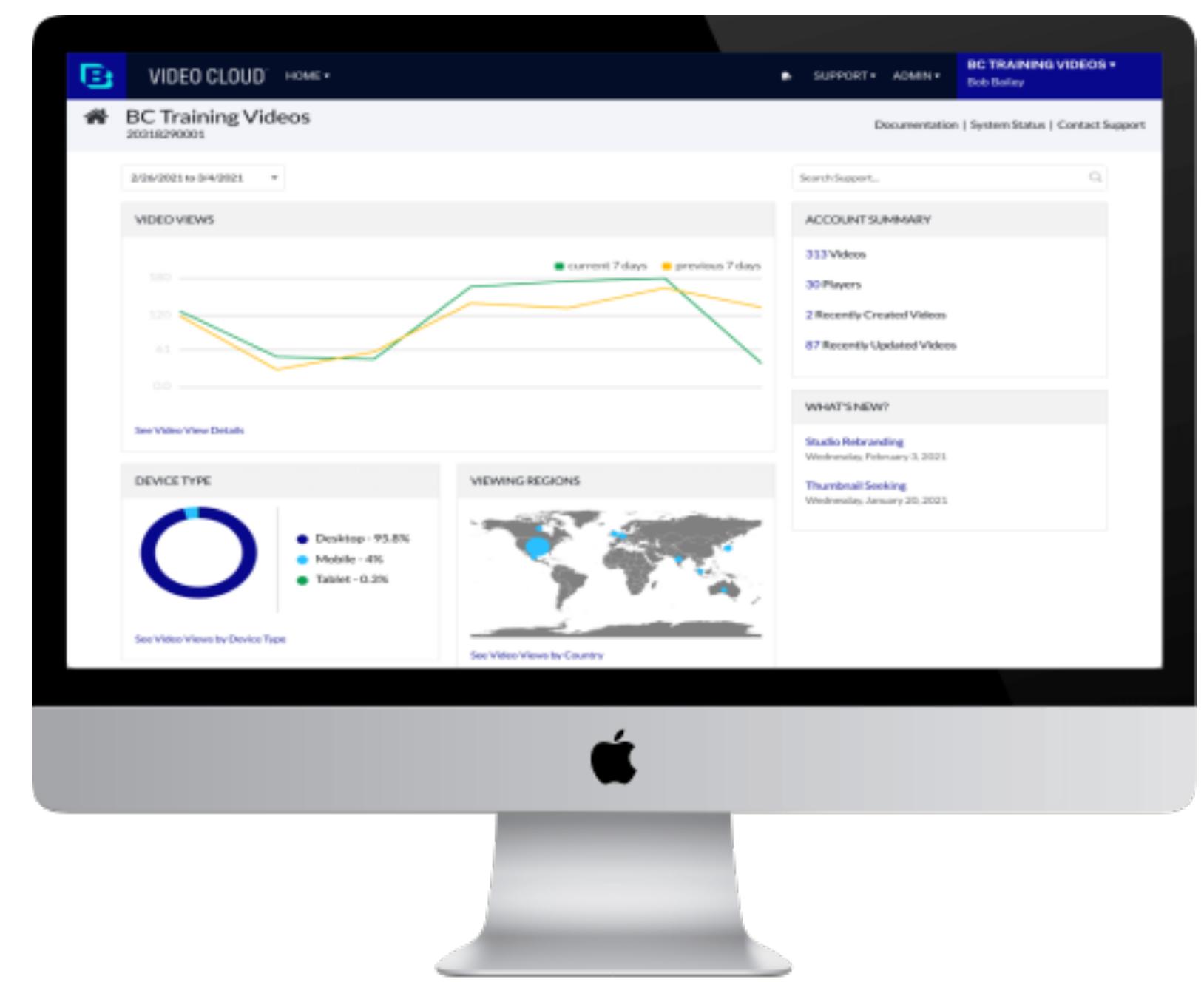
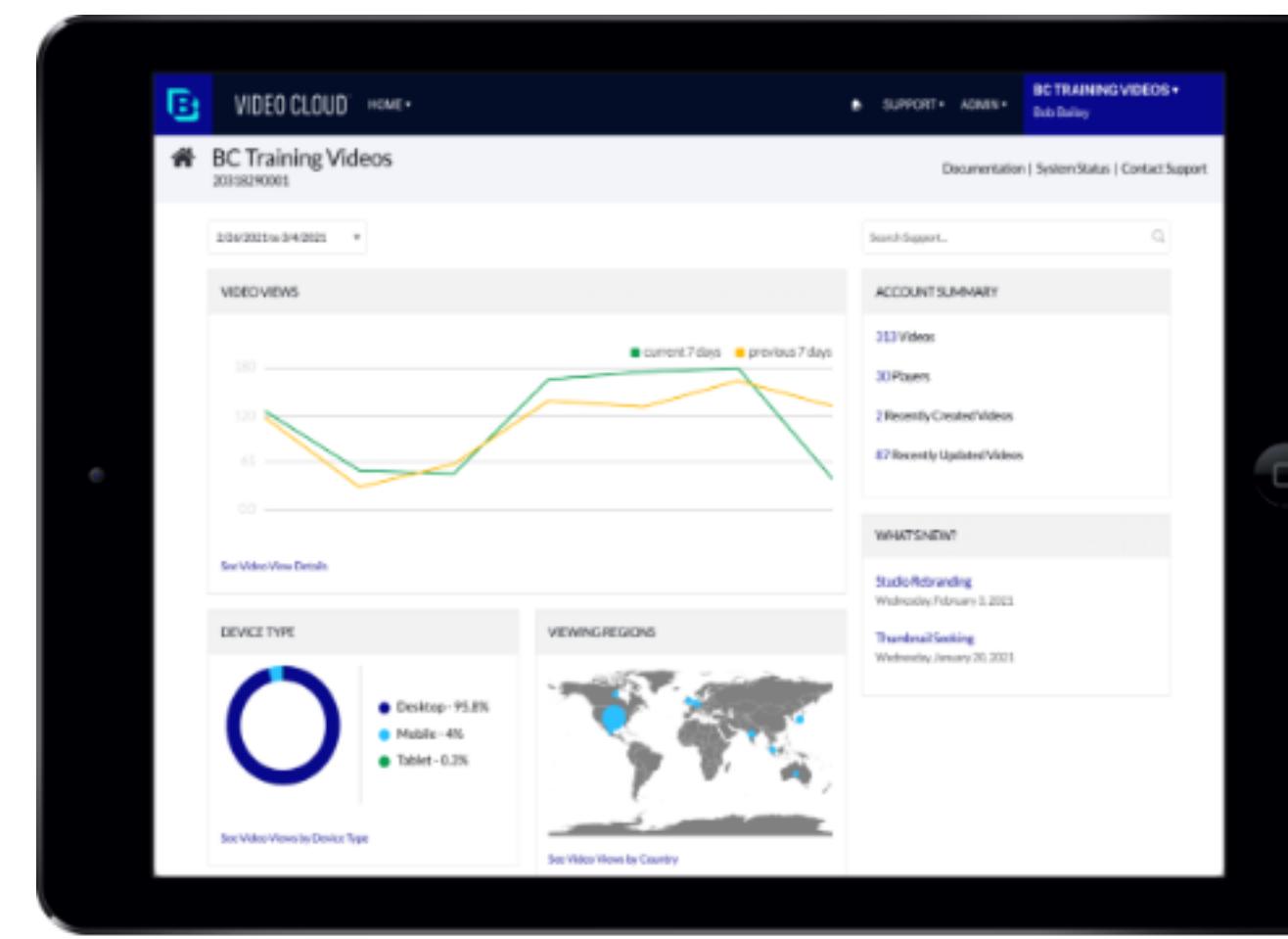
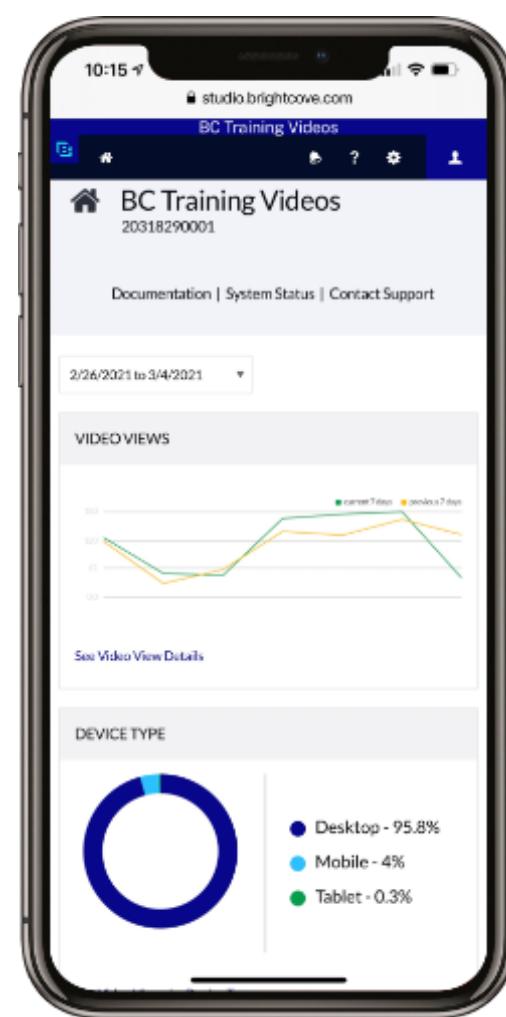
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## Prerequisites

- 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" dropdown menu. 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

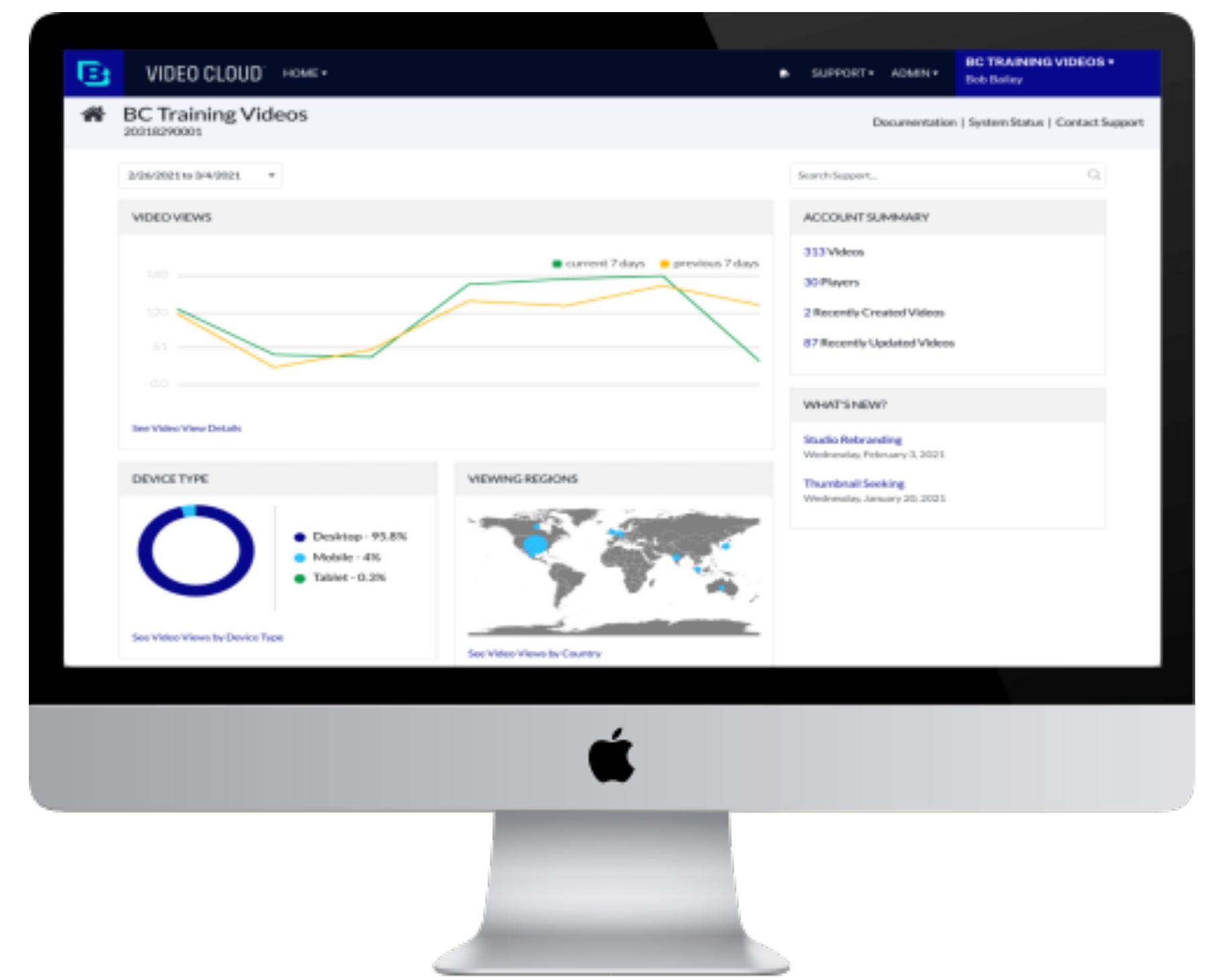
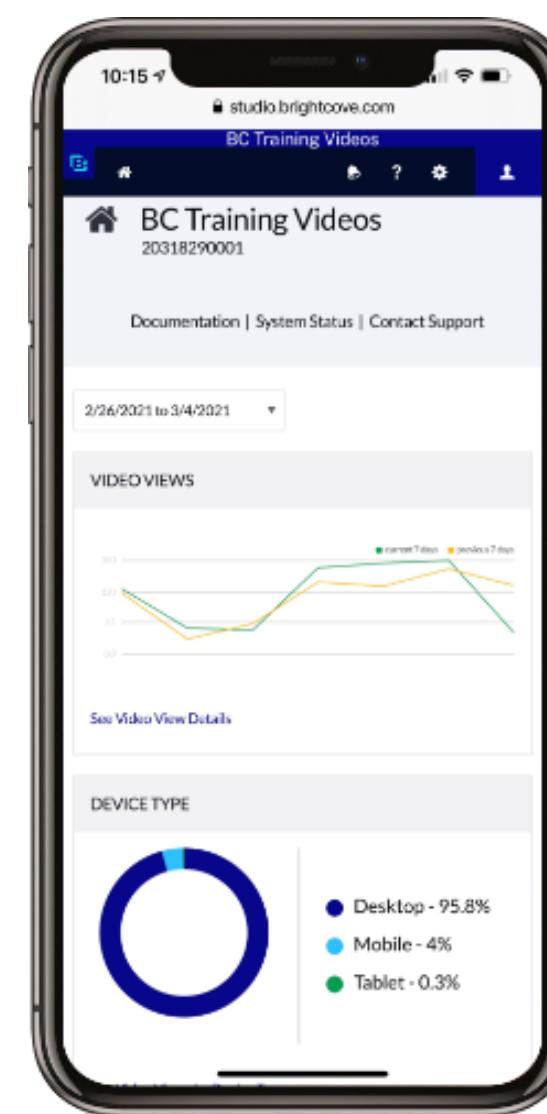
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Analytics** - Review video analytics
- **Players** - Create and style players
- **Live** - Broadcast live events
- **Cloud Playout** - Create live linear channels
- **Gallery** - Create video experiences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

# **Hands-on: Navigating Video Cloud Studio**

# Uploading Videos

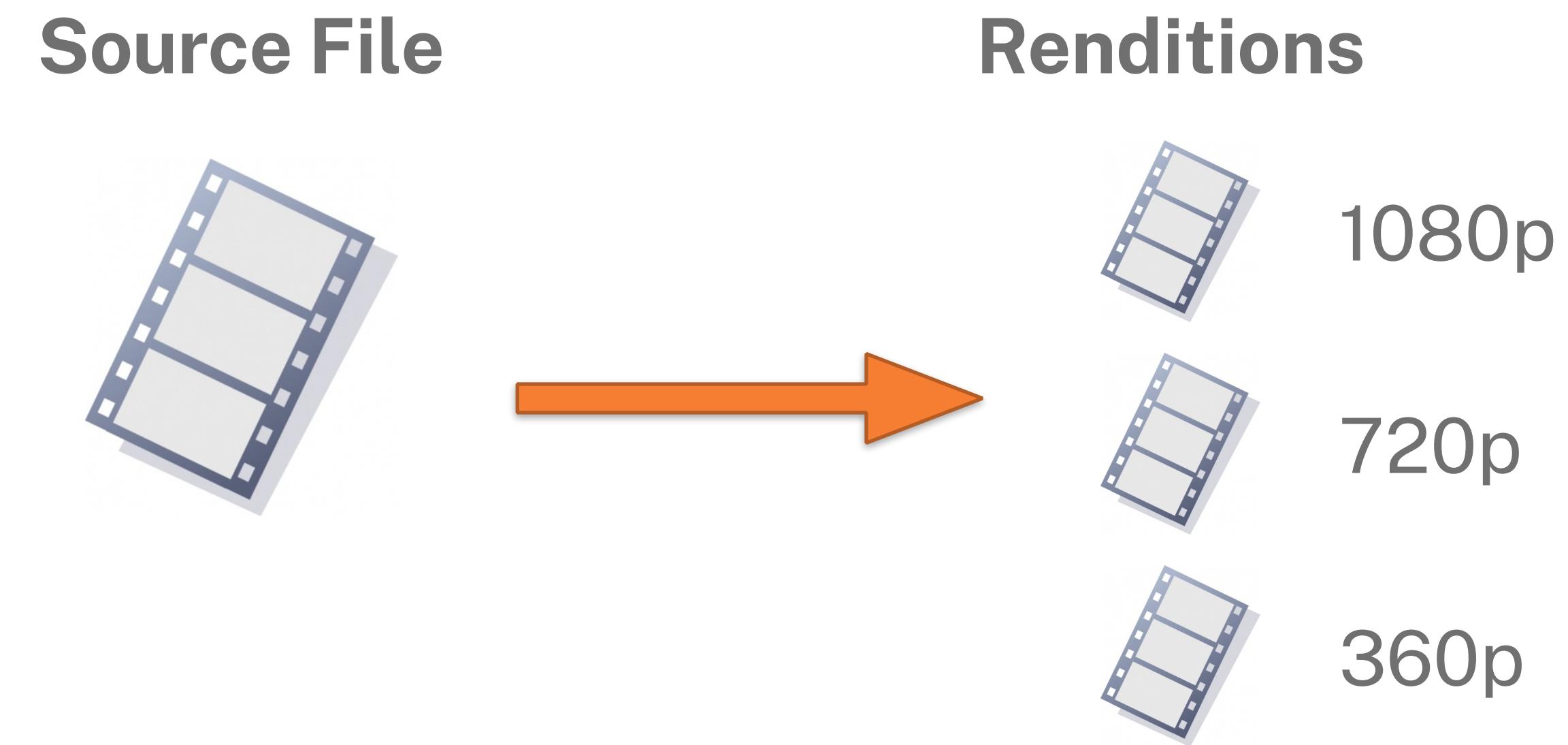
# Uploading Videos

- 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



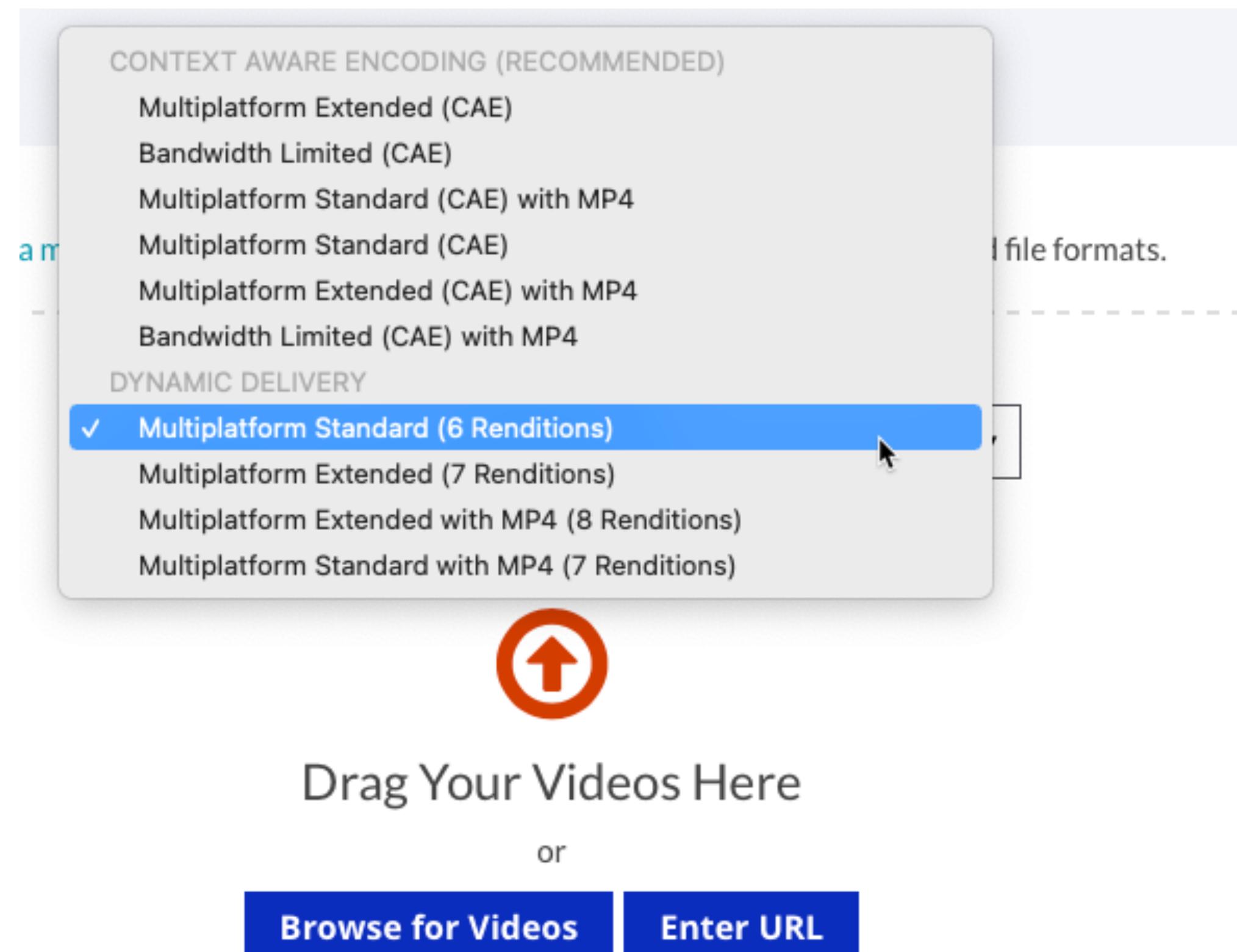
- Goal: Deliver the best rendition to a viewer based upon their device type and bandwidth capabilities

# 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

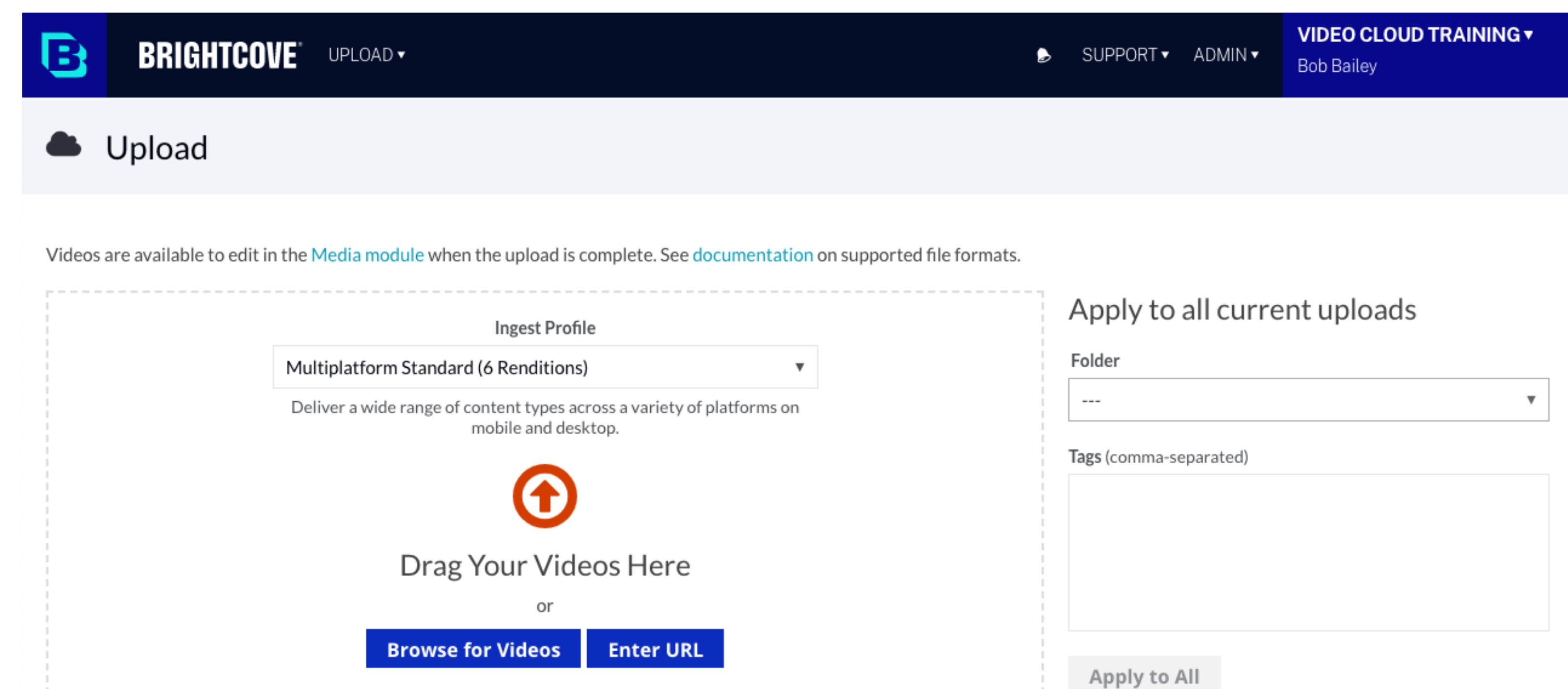
# Ingest Profile

- 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



# Uploading Videos

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

The image shows three separate upload progress modules. Each module has a title at the top, a progress bar, and a source file information section below it.

- MOOSE GRAZING:** Uploading... 58%, 00:00:05 remaining. Source File Name ID: Moose Grazing.mov 6237199854001.
- BROWN PELICAN:** Uploading... 25%, 00:00:32 remaining. Source File Name ID: Brown Pelican.mpg 6237195453001.
- BALD EAGLE:** Uploading... 64%, 00:00:03 remaining. Source File Name ID: Bald Eagle.mp4 6237195452001.

**MOOSE GRAZING**

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

Source File Name ID  
Moose Grazing.mov 6237199854001

Ingest Profile  
Multiplatform Standard

Status  
 Active  Inactive

Name \*  
Moose Grazing

Short Description

Tags (comma-separated)

Reference ID (must be unique)

Video Projection  
 Standard  360 Degree

Move to Folder  
---

**Dismiss** **Edit**

**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

**BRIGHTCOVE TRAINING ▾**  
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, the navigation bar includes '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 left of the video preview is a dark sidebar with a circular pattern. The video preview itself shows a brown pelican standing on a rock by the water. Below the preview is a timeline with markers at 00:00:00, 00:00:05, and 00:00:10. A play button icon is visible in the center of the preview area. On the right side of the interface, there are several sections: 'Video Information' (containing fields for Name, ID, Short Description, Tags, Reference ID, Video Projection Standard, Offline playback is disabled, Related Link URL, Related Link Text, Long Description, Advertising, Ad Supported, Ad Keys, and Sharing), 'Images' (with a poster image and a thumbnail image of the pelican), 'Video Views (30 Days)' (showing a chart with the message 'No activity in the last 30 days'), and 'Custom Fields'.

# 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:

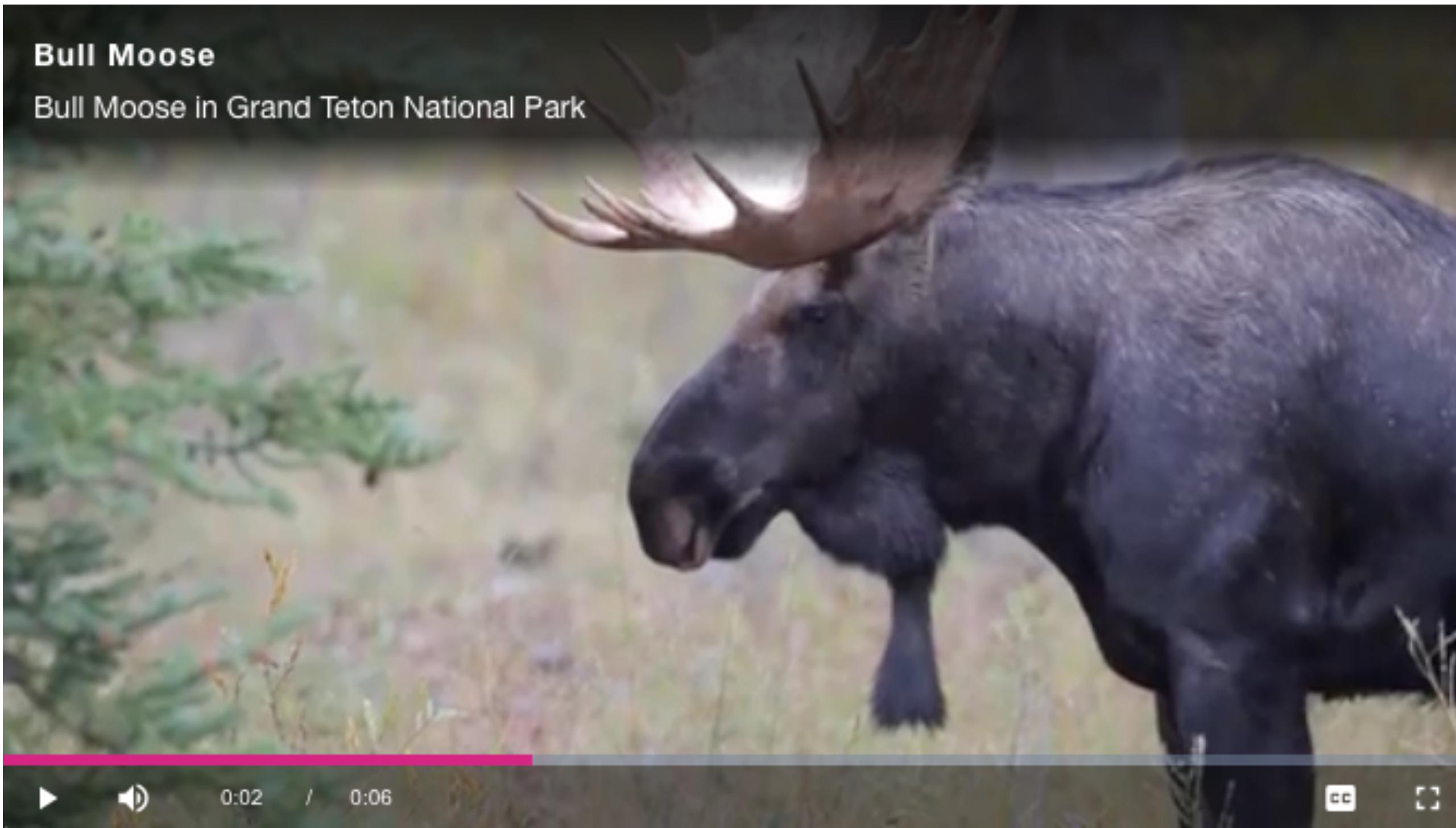
Name	Updated	Version	Status
Playlist Player GRm7004l3t	3/3/2021 4:27 PM	6.48.5	⚠️
Sample Player Ctzra7vEL	3/3/2021 9:06 AM	6.48.5	✓
SSAI Player bXjrlD9CiR	3/1/2021 2:35 PM	6.48.5	⚠️
Single Video Player BUualoJvK	2/26/2021 9:46 AM	6.48.5	✓
Scrubber PjNYGS1E5	1/20/2021 1:42 PM	6.48.5	✓
Audio Player Zpr0PDufn	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	⚠️

To the right of the table, a sidebar displays detailed information for the 'Playlist Player' row:

- Playlist Player** (Created 3/1/2019 10:19 AM)
- Player Preview**
- Embed Code & URL ▾**
- Player ID**: GRm7004l3t
- Name**: Playlist Player
- Description**: ---
- Status**: Active
- Published State**: You have unpublished changes

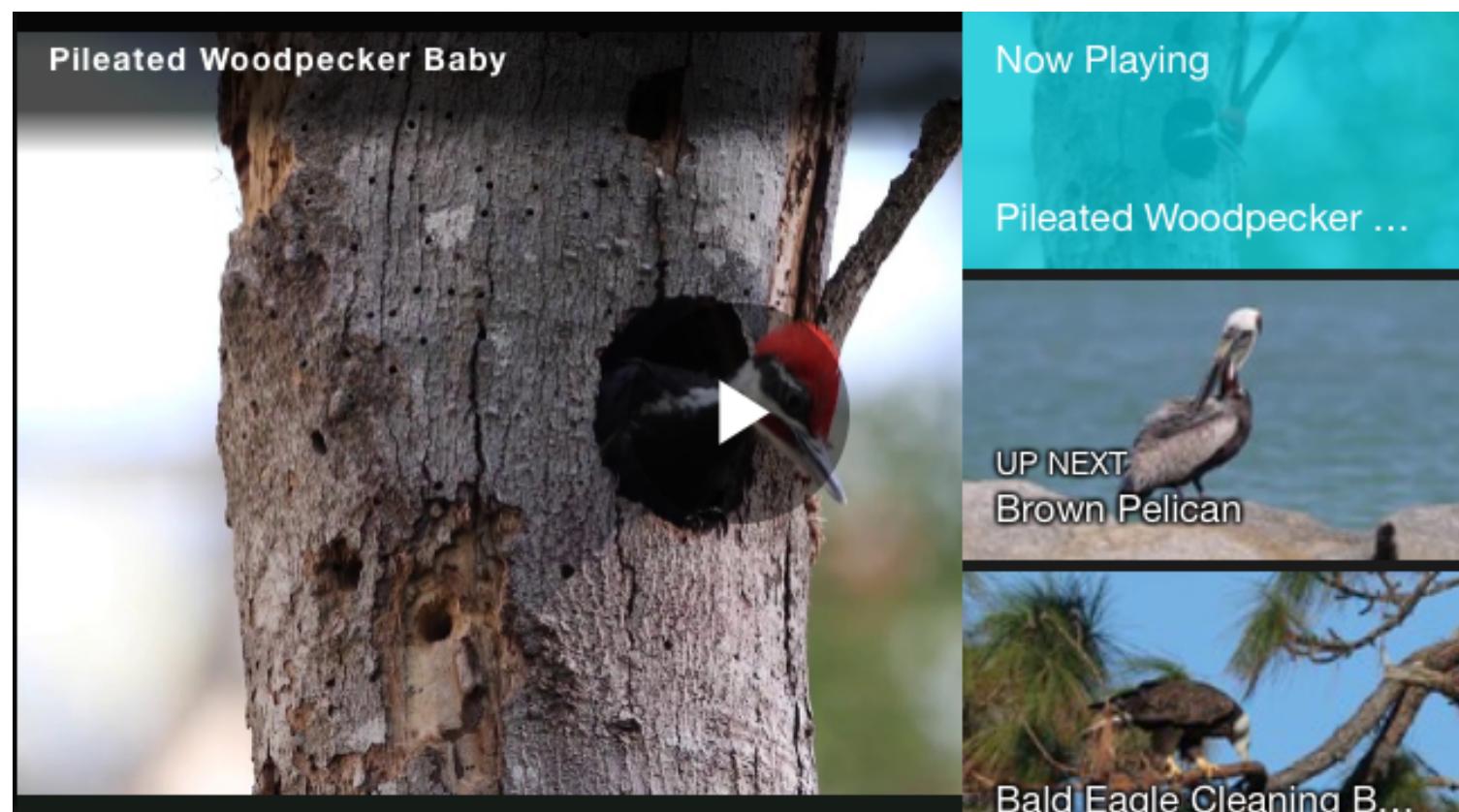
# Player Types

- Single Video player

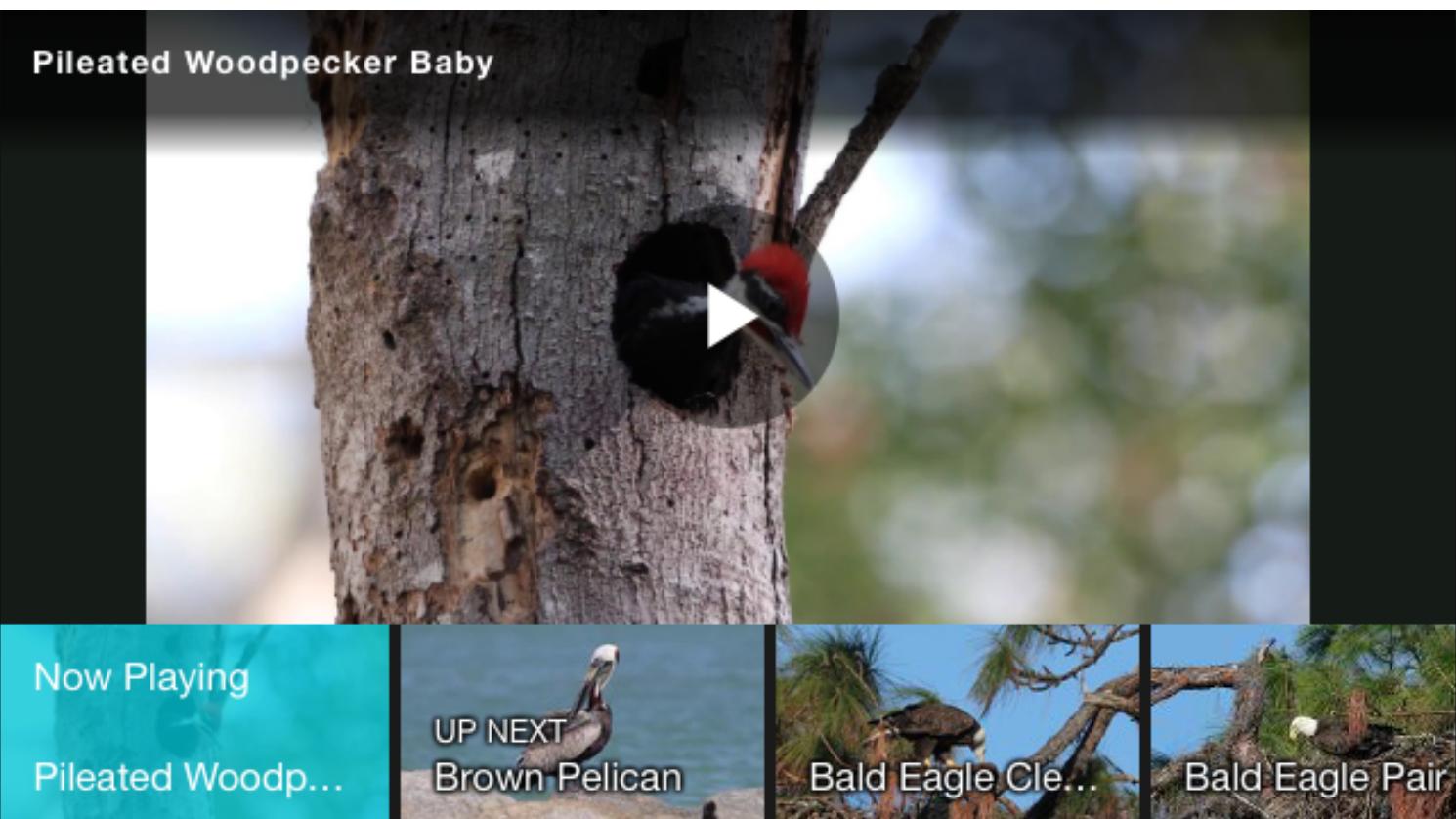


# Player Types

- 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)

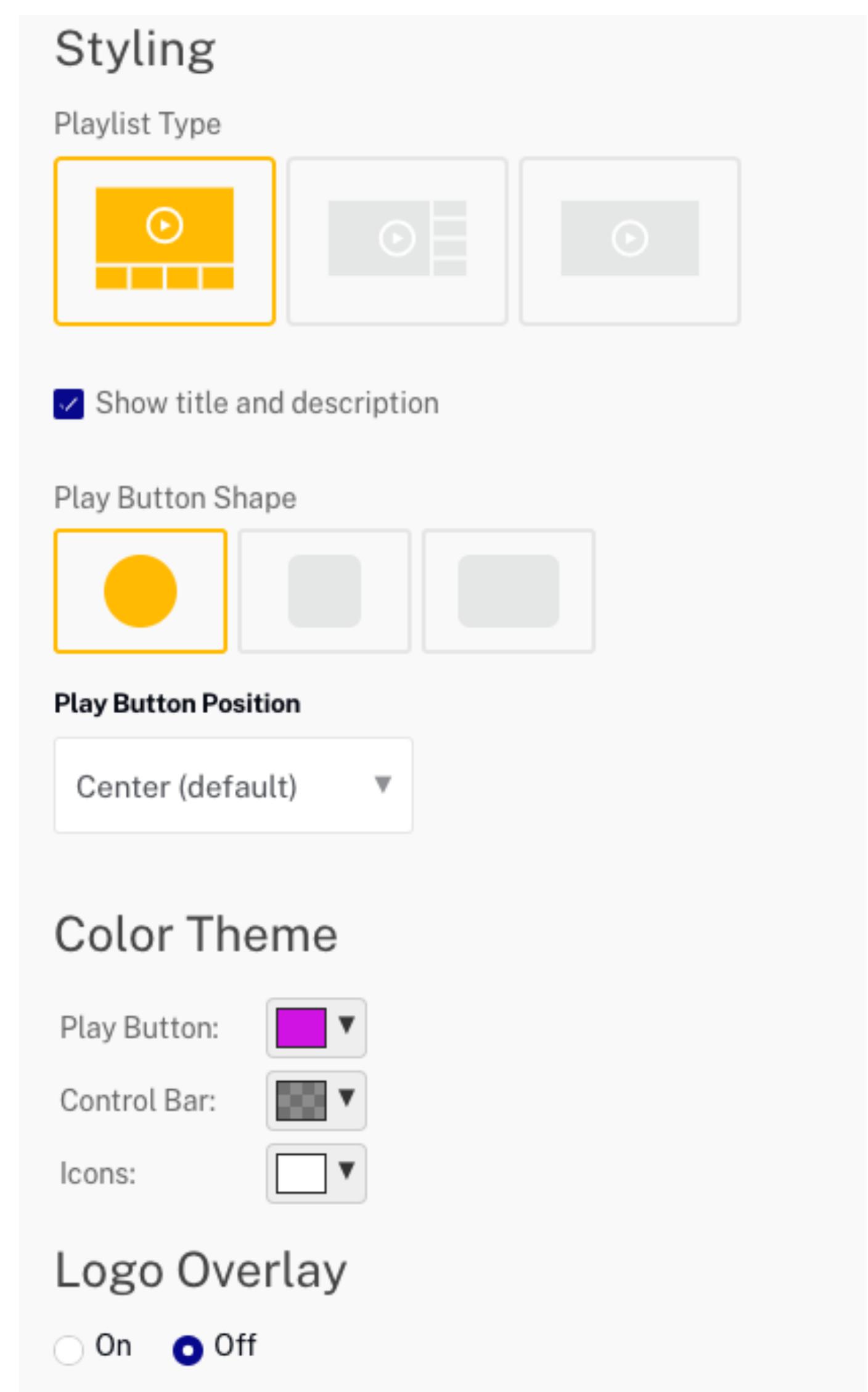
Include the language code(s) you wish to use for localization

**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



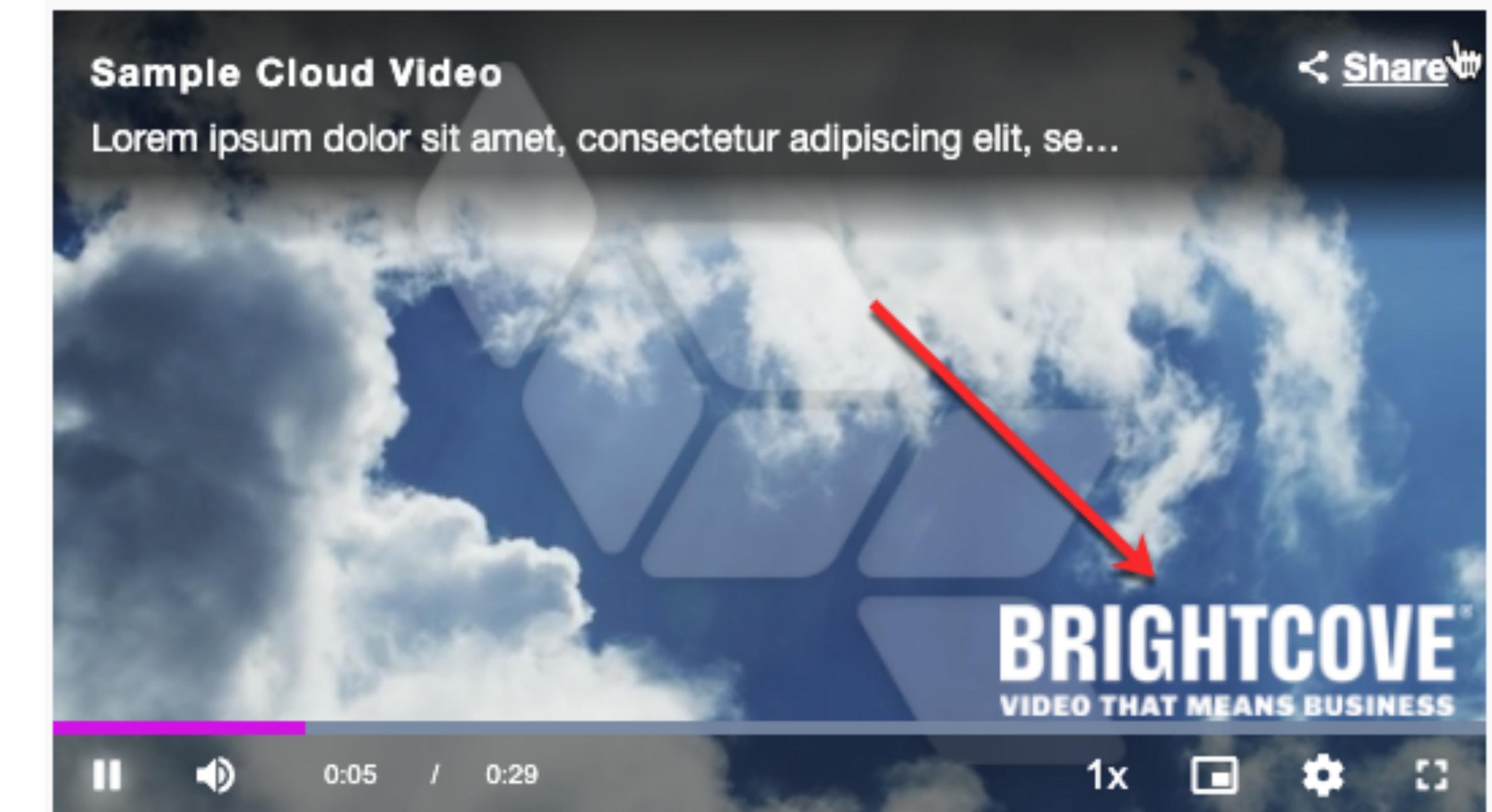
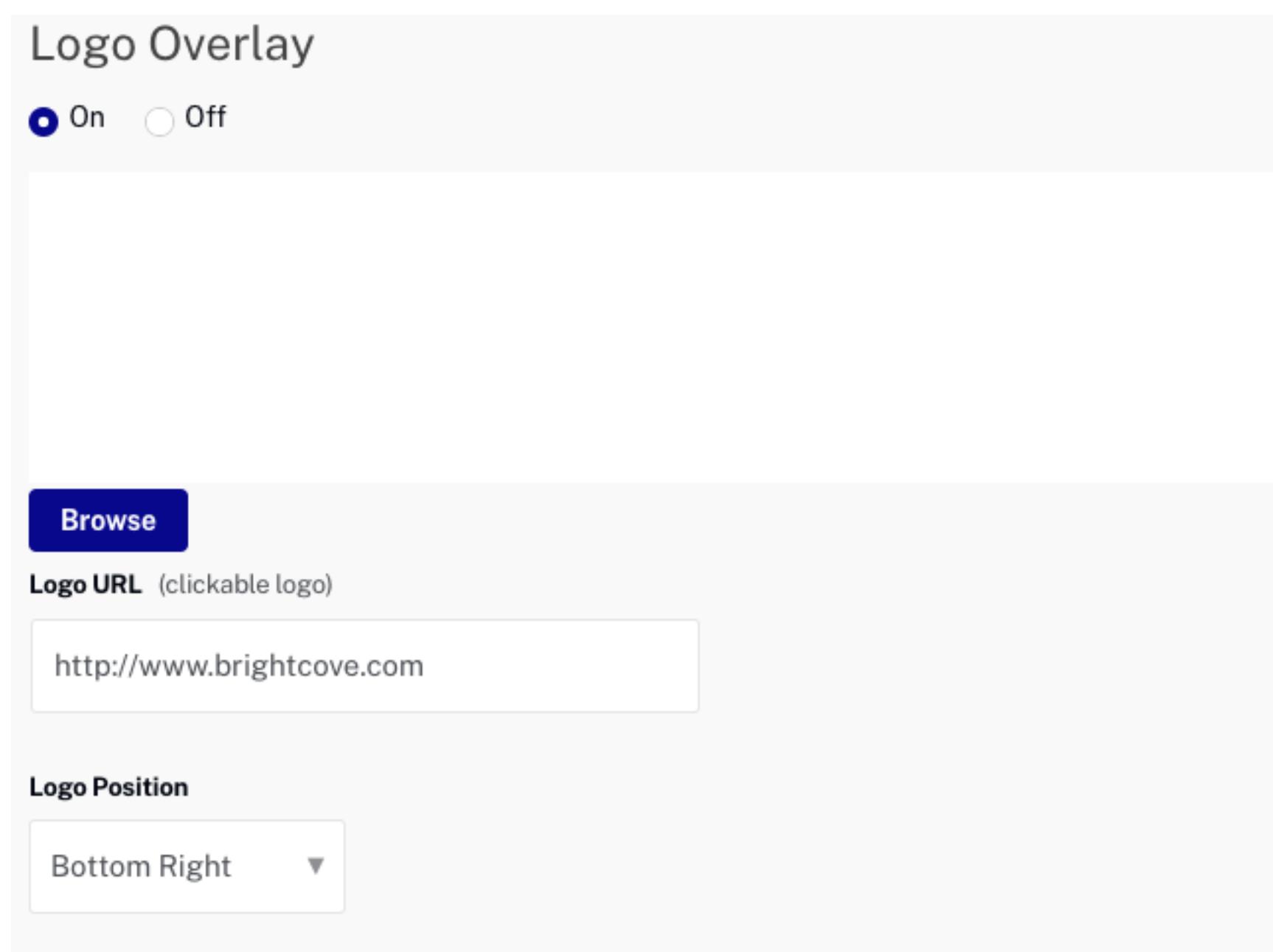
# Styling a Player

- 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

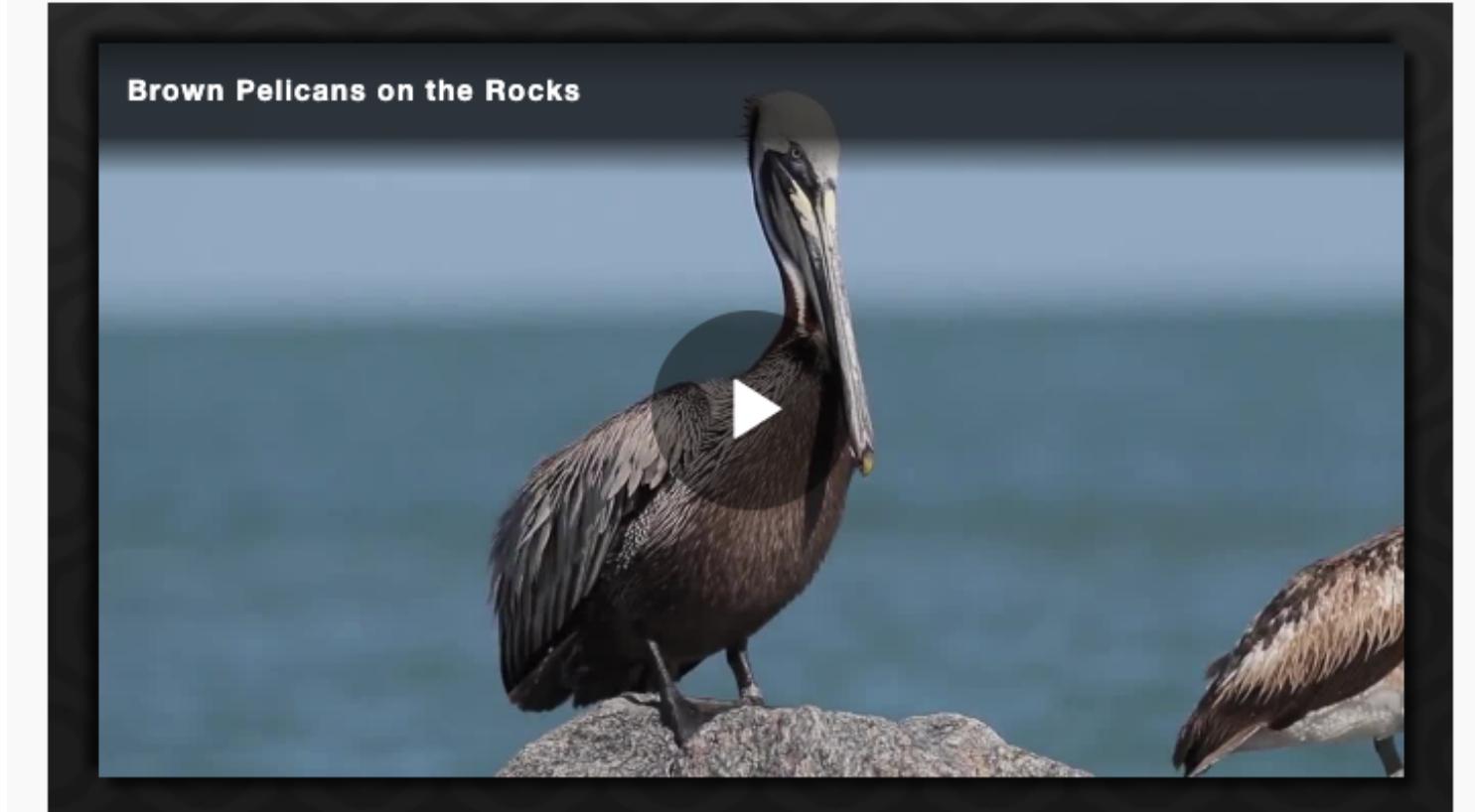
**Publishing Brown Pelicans on the Rocks**

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](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

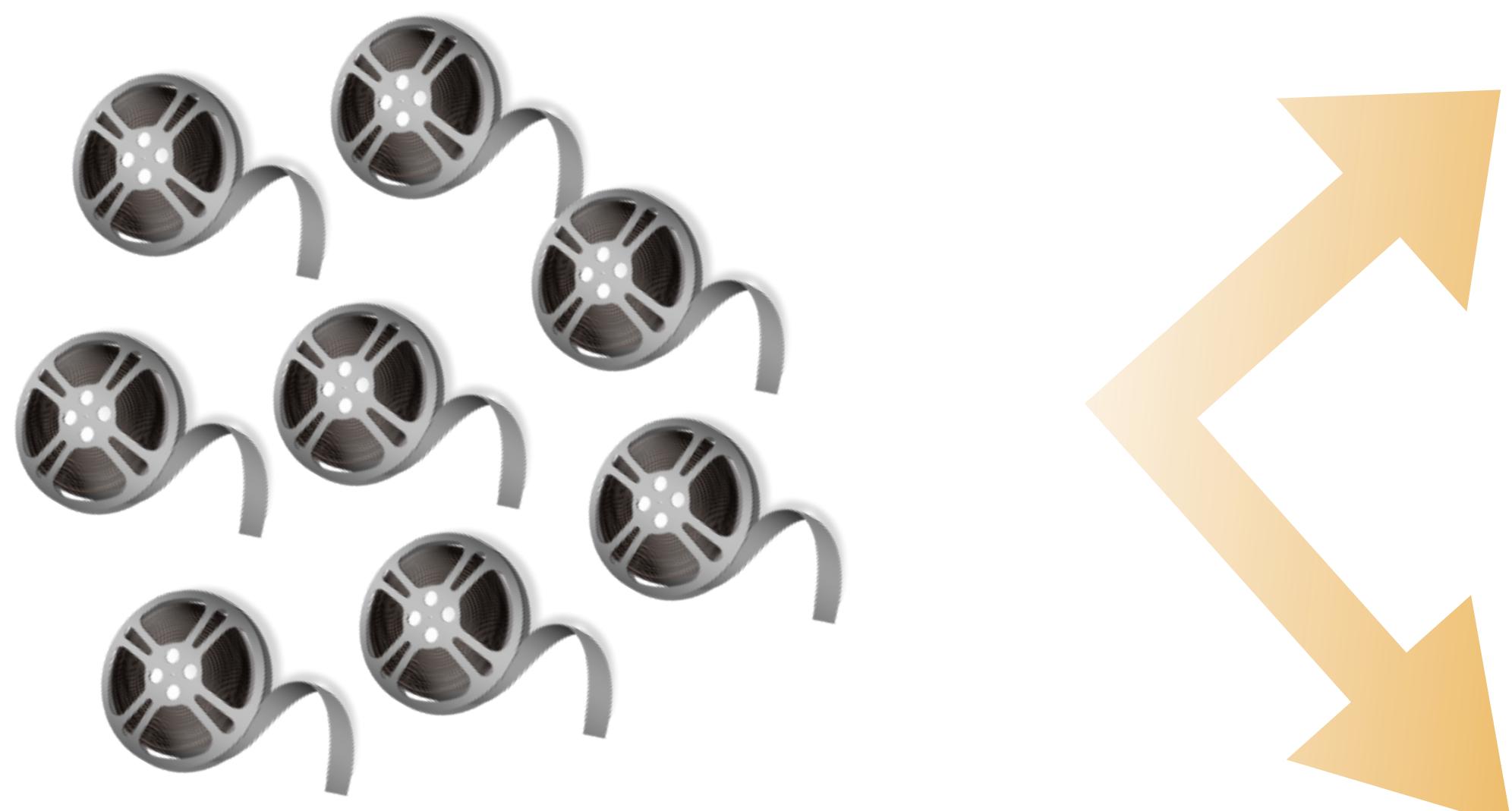
# **Hands-on Task: Publishing a Video**

<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

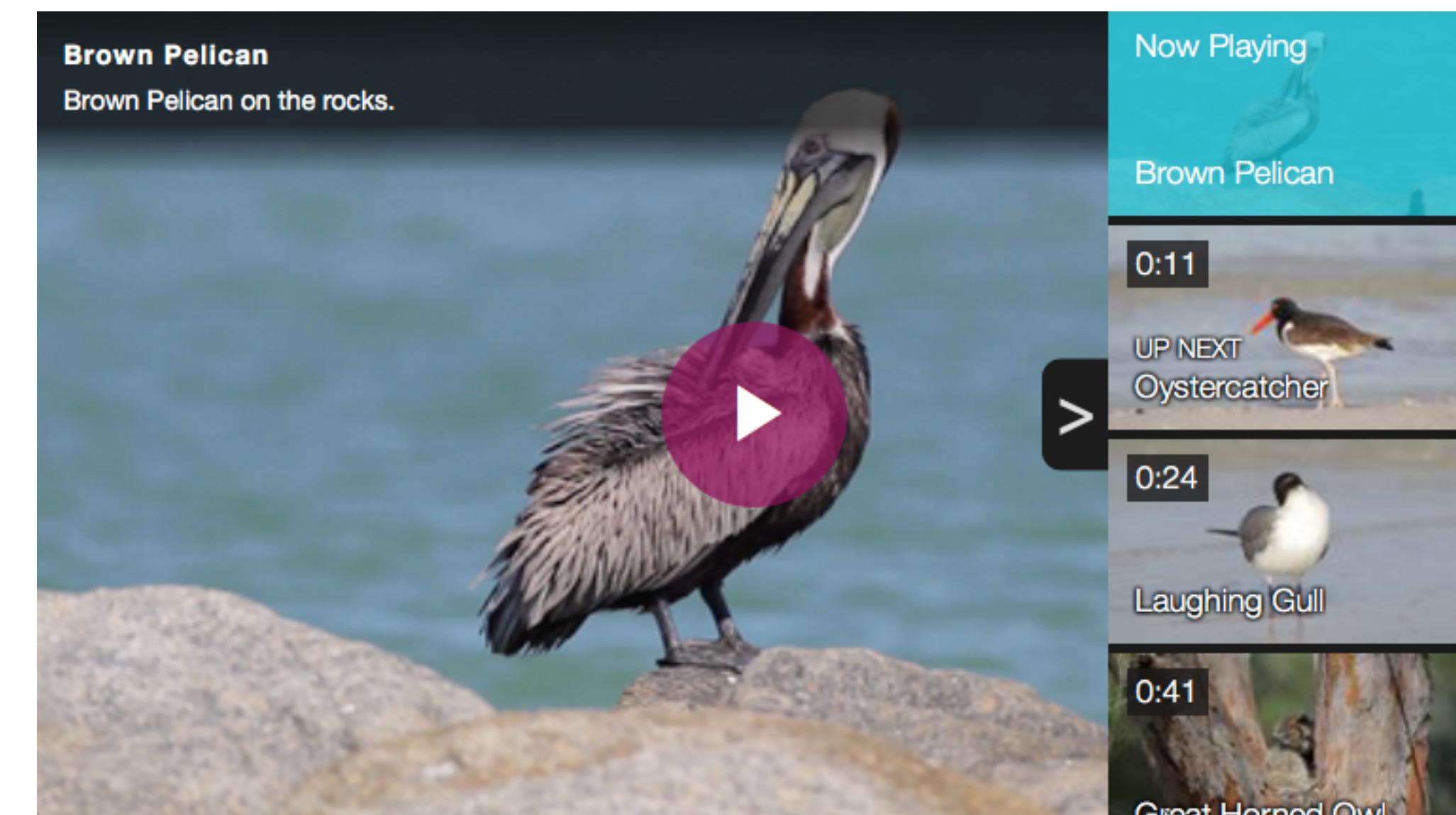
# Hands-on Task: Creating Playlists

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

# Publishing a Playlist

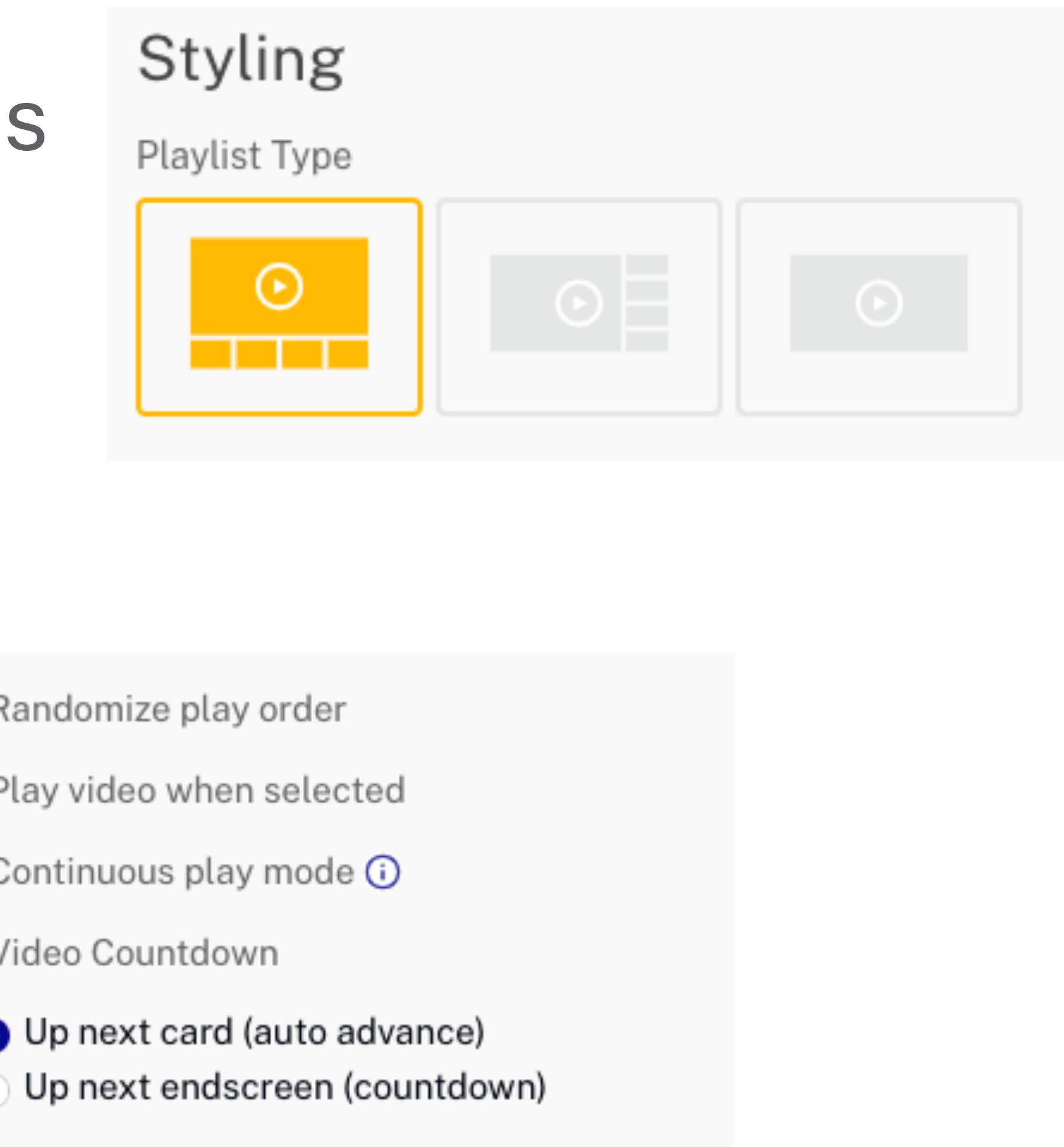
# Publishing a Playlist

- 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



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
<a href="#">Video Cloud Basics</a>	Video Cloud	Studio User	16:38	Learn the basics on how to upload and publish videos using Video Cloud Studio
<a href="#">Introduction to Video Cloud</a>	Video Cloud	Studio User	35:37	Learn how to upload, manage and publish videos using Video Cloud Studio
<a href="#">Introduction to Video Cloud Analytics</a>	Video Cloud	Studio User	24:06	Learn about the types of analytics that are available inside Video Cloud Studio
<a href="#">Introduction to Brightcove Gallery</a>	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

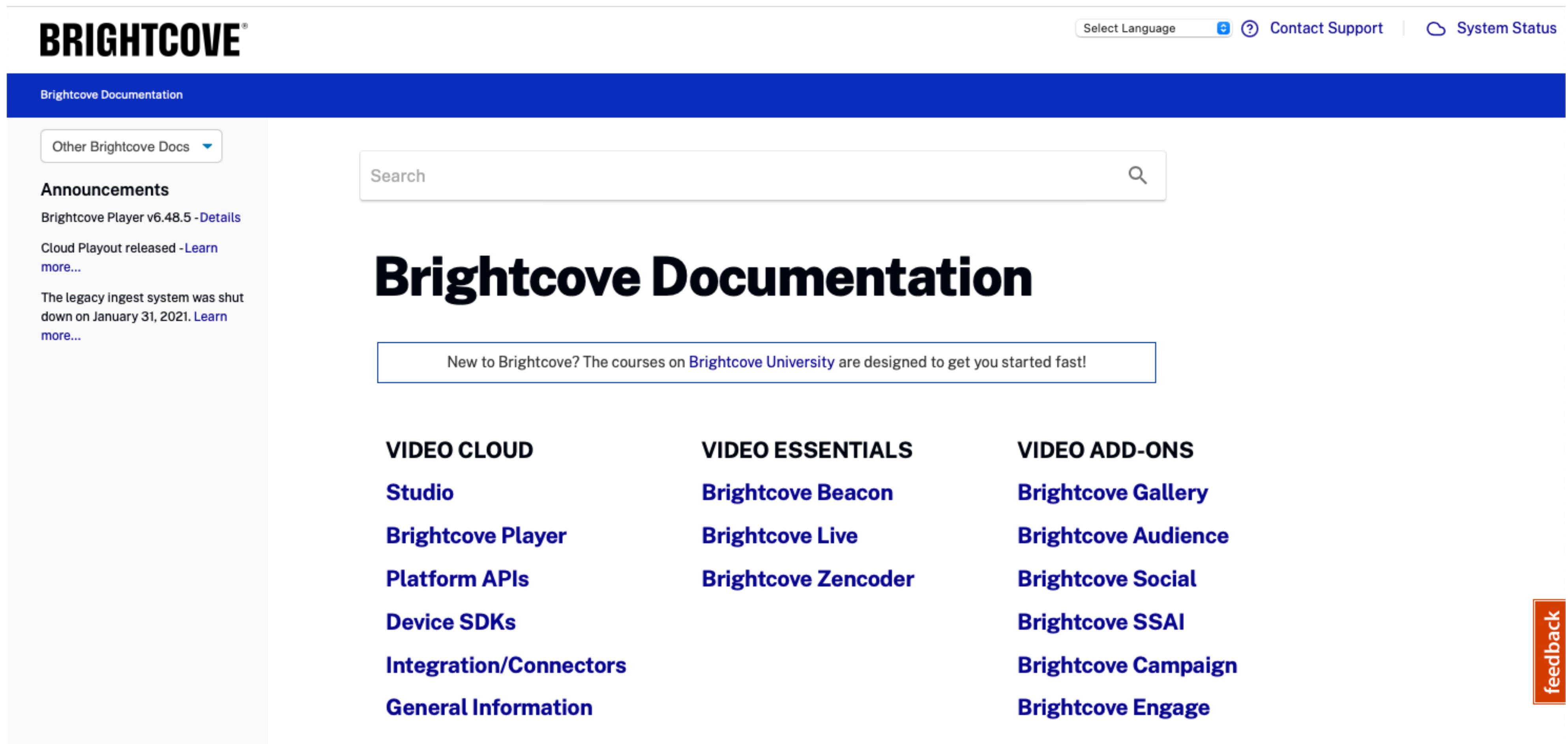
**Log in**

[Forgot your password?](#)

[Sign Up](#)

# Documentation

- [support.brightcove.com](https://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](#)
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# 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 logo, a "VIDEO CLOUD" button, "Select Language" dropdown, a "Contact Support" link, and a "System Status" link. Below the navigation is a blue header bar with the text "Video Cloud Studio Documentation". On the left, a sidebar menu titled "Other Brightcove Docs" lists various documentation categories. The main content area features a large title "Video Cloud Studio Documentation" and several sections: "Getting Started", "Learn the Basics", "General Information", and "Managing Videos". Each section includes a brief description and a "View All..." link. A vertical "feedback" button is located on the right side.

BRIGHTCOVE VIDEO CLOUD

Select Language Contact Support System Status

Video Cloud Studio Documentation

Other Brightcove Docs

Search

# 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](#)

## Managing Videos

Learn how to upload and manage videos.

[Getting Started with the Media Module](#)

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