

**BRIGHTCOVE**

VIDEO CLOUD™

# Introduction to Video Cloud

Bob Bailey

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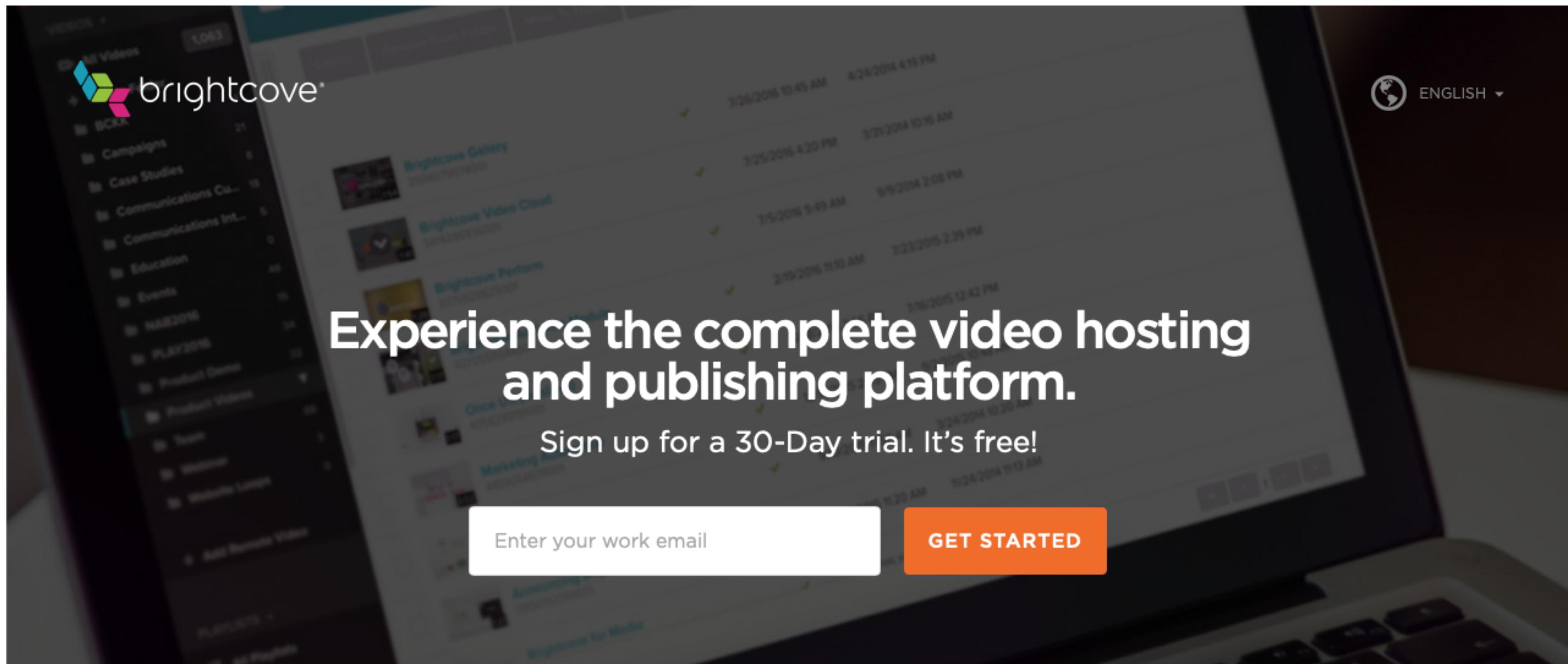
**BRIGHTCOVE®**  
VIDEO THAT MEANS BUSINESS

# 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.

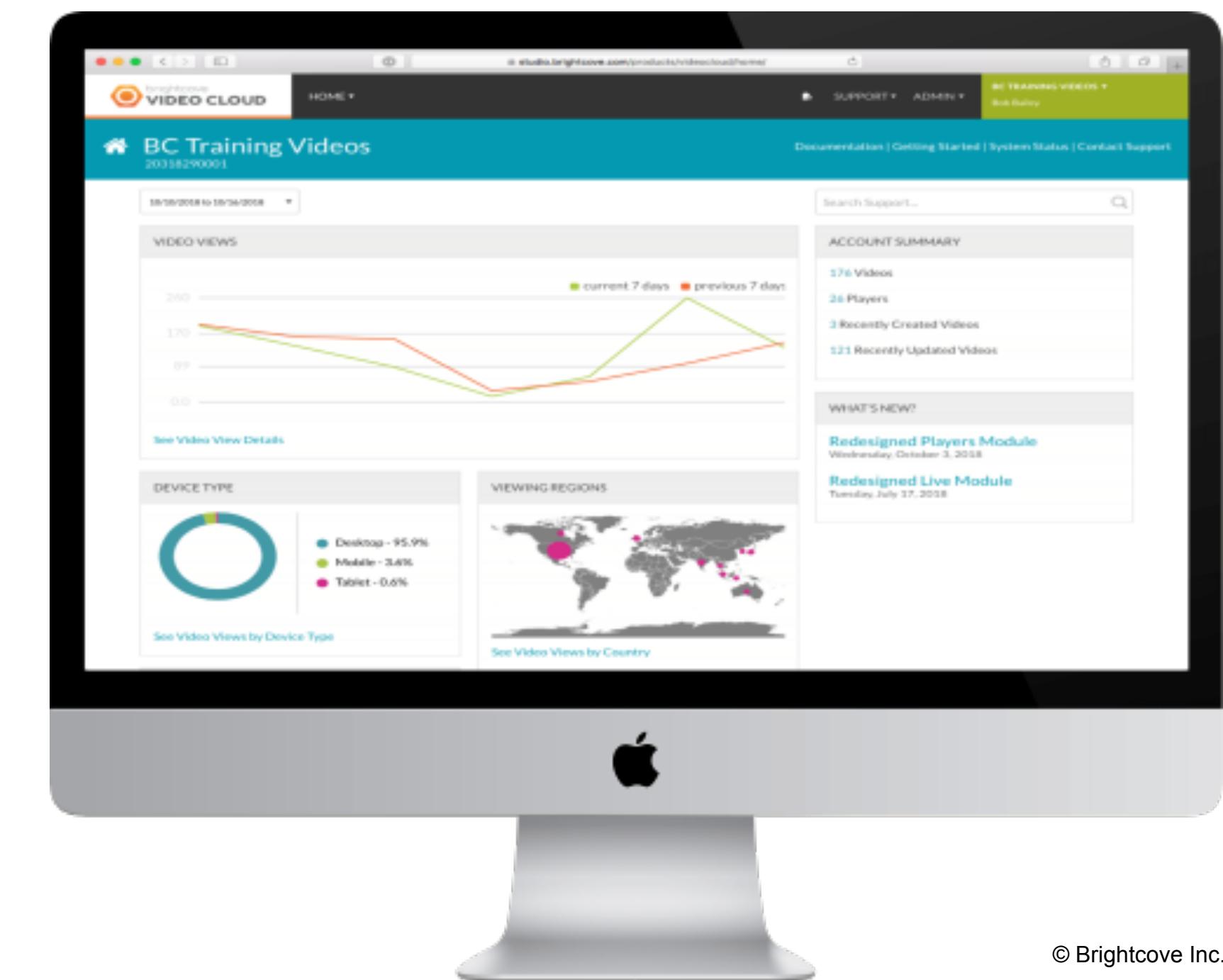
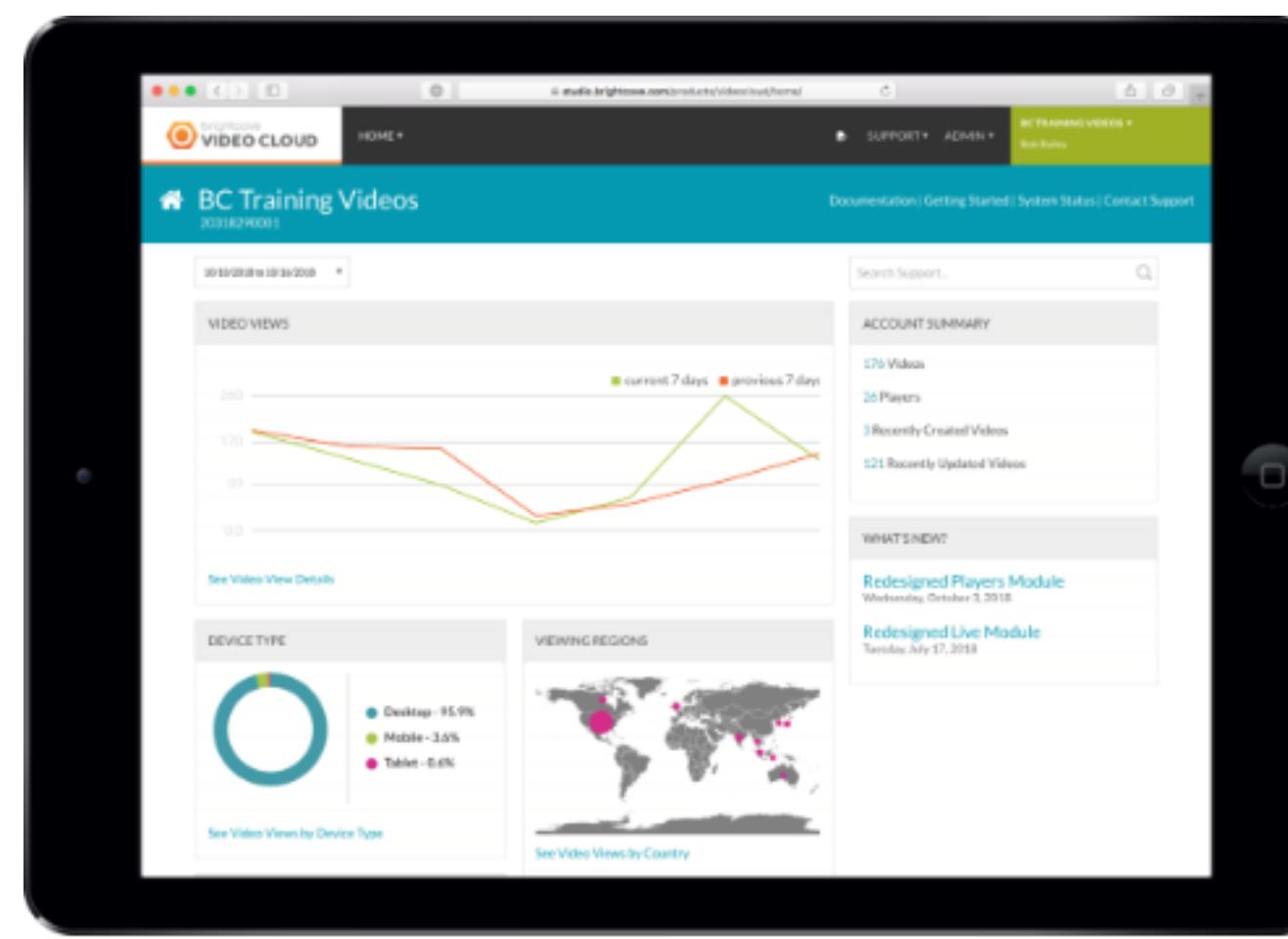
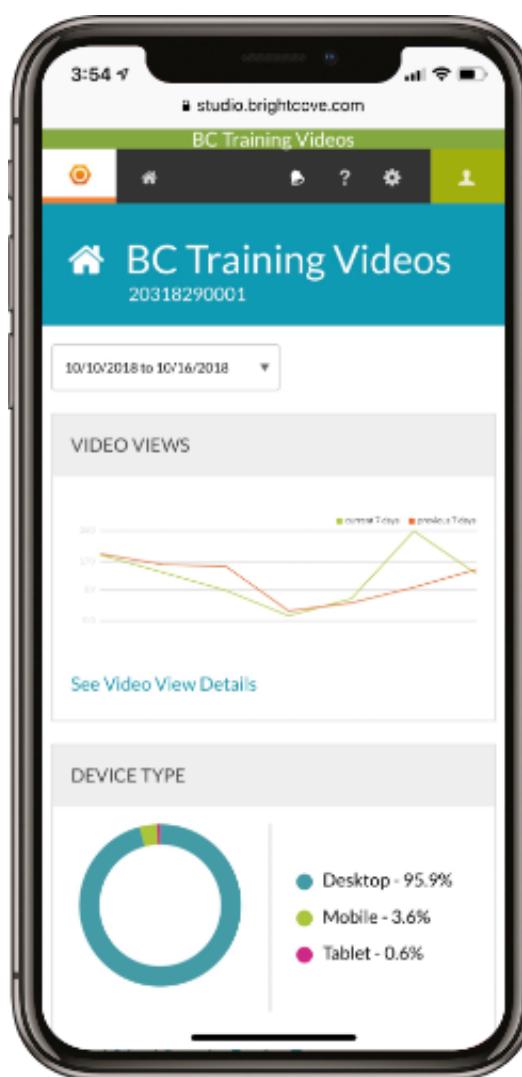
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### Prerequisites

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

# 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 shows 'Bob Bailey' as the selected account. 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 ▾**

Bob Bailey

**Account Selector**

MEDIA ▾

Brightcove Training  
Account ID 1486906377

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

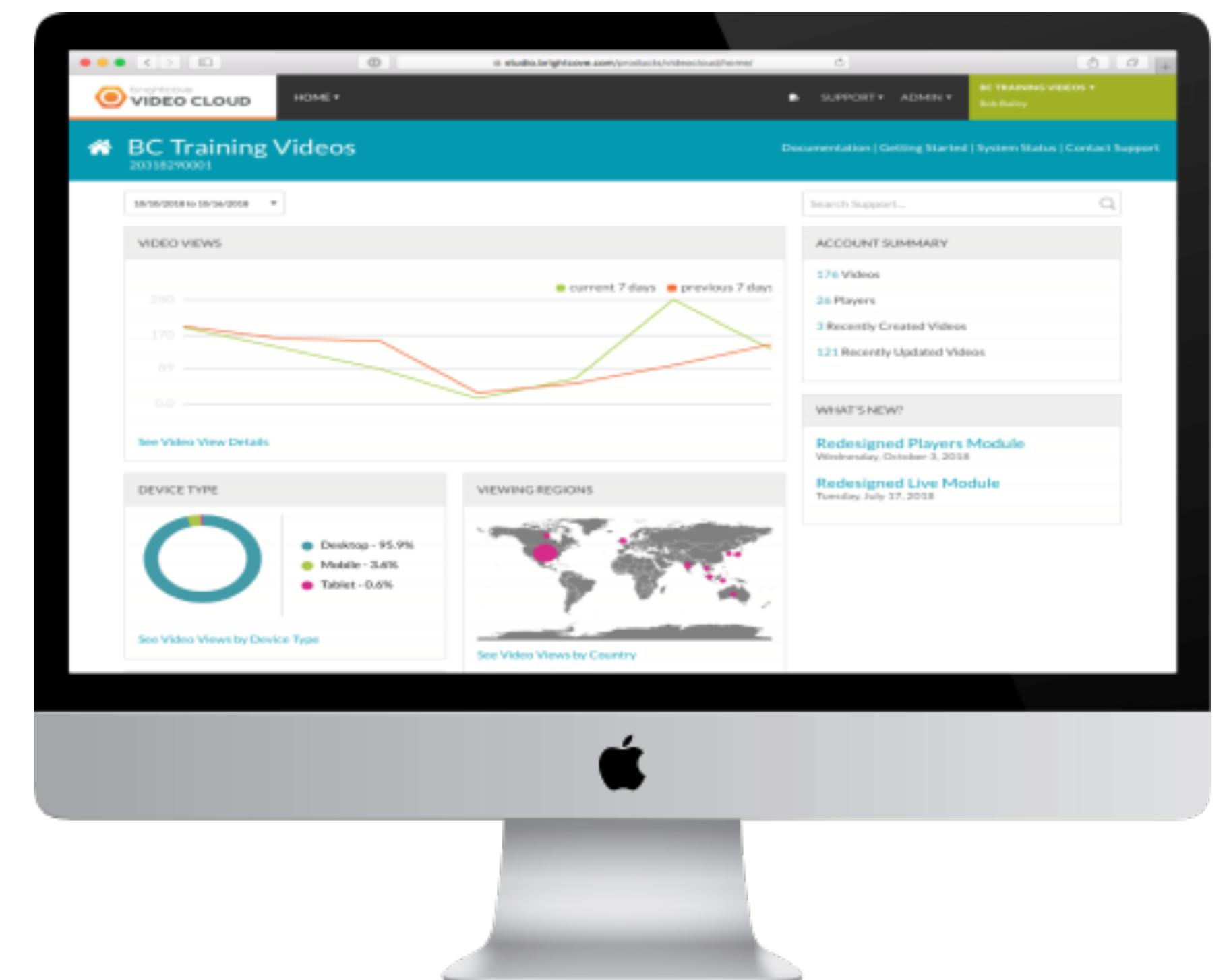
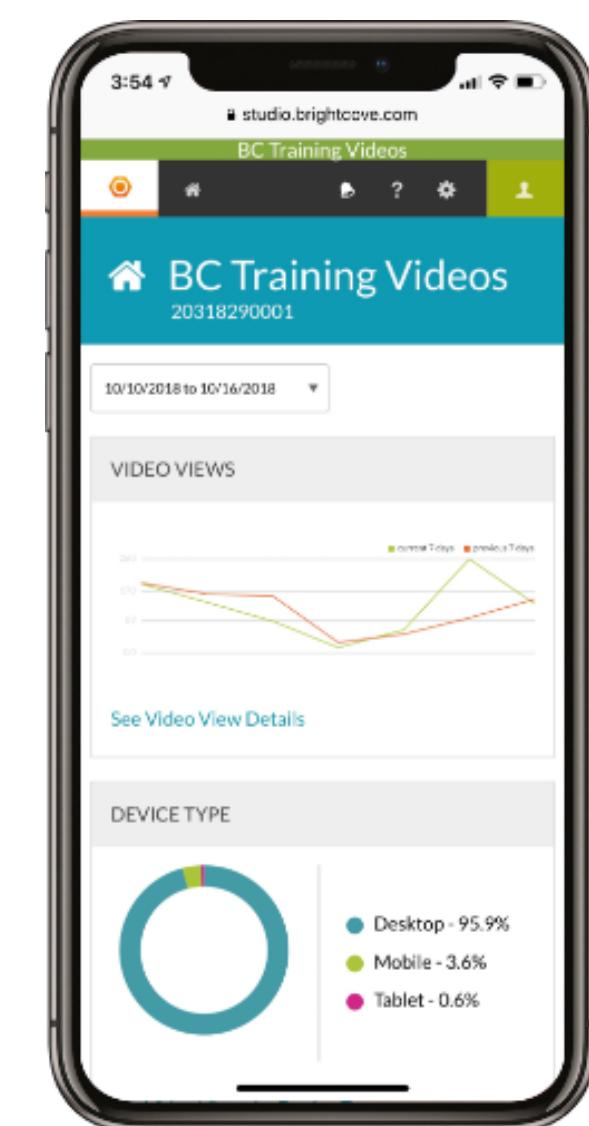
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Analytics** - Review video analytics
- **Players** - Create and style players
- **Live** - Broadcast live events
- **Gallery** - Create video experiences
- **Social** - Publish videos to social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

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

# Uploading Videos

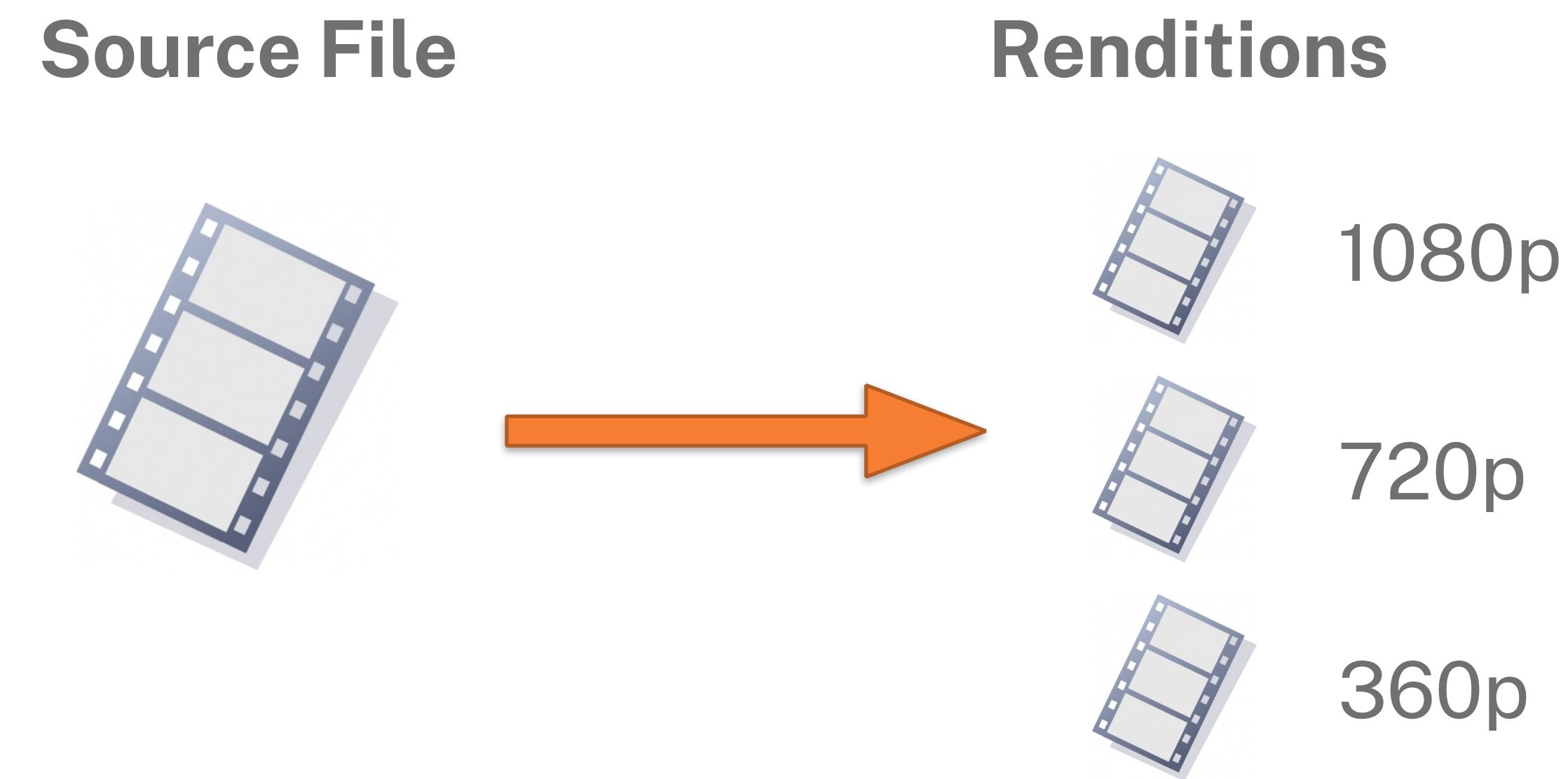
# Uploading Videos

- 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



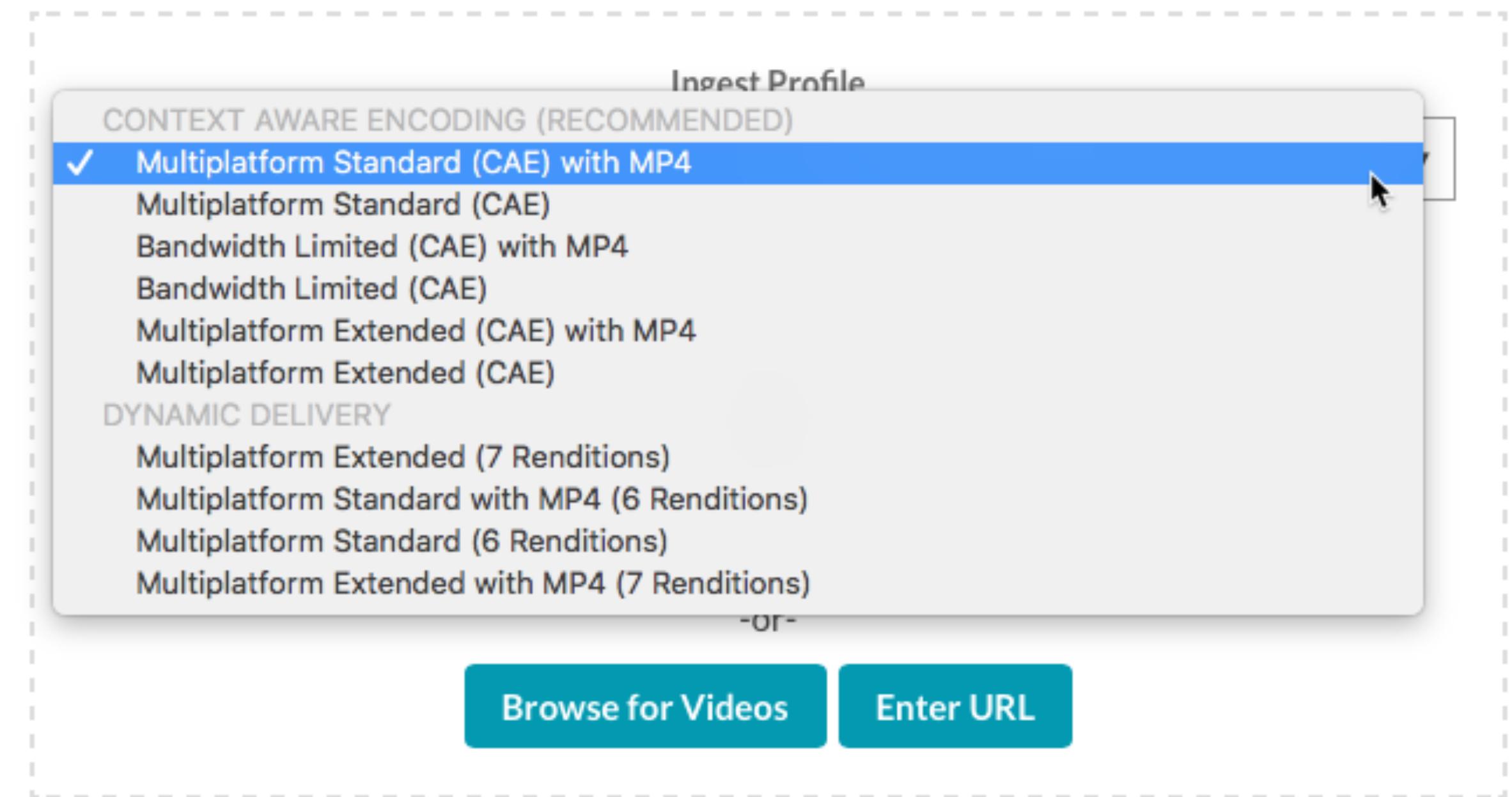
- Goal: Deliver the best rendition to a viewer based upon their

# 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 upload interface. At the top, there's a navigation bar with the Brightcove logo, a support icon, and user account information ('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 to various platforms, and a central area with a pink arrow icon and the text 'Drag Your Videos Here -or-'. 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)' dropdowns, both currently empty. A 'Apply to All' button is at the bottom of the 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)

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 interface. 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'. Below is a table of video details:

	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 'brightcove VIDEO CLOUD', 'MEDIA ▾', 'SUPPORT ▾ ADMIN ▾', 'BRIGHTCOVE TRAINING ▾ Bob Bailey', and buttons for 'Capture', 'Add to', 'Publish and Embed...', 'Deactivate', and 'Delete'. Below the navigation is a video thumbnail of a Brown Pelican on a rock. A timeline below the thumbnail shows a play button at the 00:00:05 mark. To the left of the thumbnail is a preview player with a play button. Below the preview player is a dropdown menu 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 in Florida), Tags (birds), Reference ID (\*\*\*), Video Projection Standard (Standard), Offline playback is disabled, Related Link URL (\*\*\*), Related Link Text (\*\*\*), Long Description (\*\*\*), Advertising (Ad Supported), Ad Keys (\*\*\*), Folder (Manual Playlists), and Sharing (\*\*\*). There's also an 'Edit' button.
- IMAGES:** Shows a large poster image of the pelican and a smaller thumbnail image. It includes instructions for best practices for poster and thumbnail images.
- VIDEO VIEWS (30 DAYS):** A chart showing 'No activity in the last 30 days' with a legend for 'Performance' and 'Engagement'.
- CUSTOM FIELDS:** Fields include Offer Type (\*\*\*), Region (\*\*\*), Subject \* (Birds), Year \* (2018), and YT Privacy Status (\*\*\*).
- AVAILABILITY:** Fields include 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 Edit

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

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 (with Bob Bailey listed). Below the header is a search bar. The main area displays a list of players with columns for Name, Updated, and Status. A modal window is open for the 'Sample Player' (Ctzra7vEL), showing detailed information and options like 'Player Preview' and 'Embed Code & URL'.

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 IwJLW	10/30/2018 2:05 PM	✓

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

**Player Preview**

**Embed Code & URL**

Player ID: Ctzra7vEL  
Name: Sample Player  
Description: ---  
Status: Active  
Published State: Published

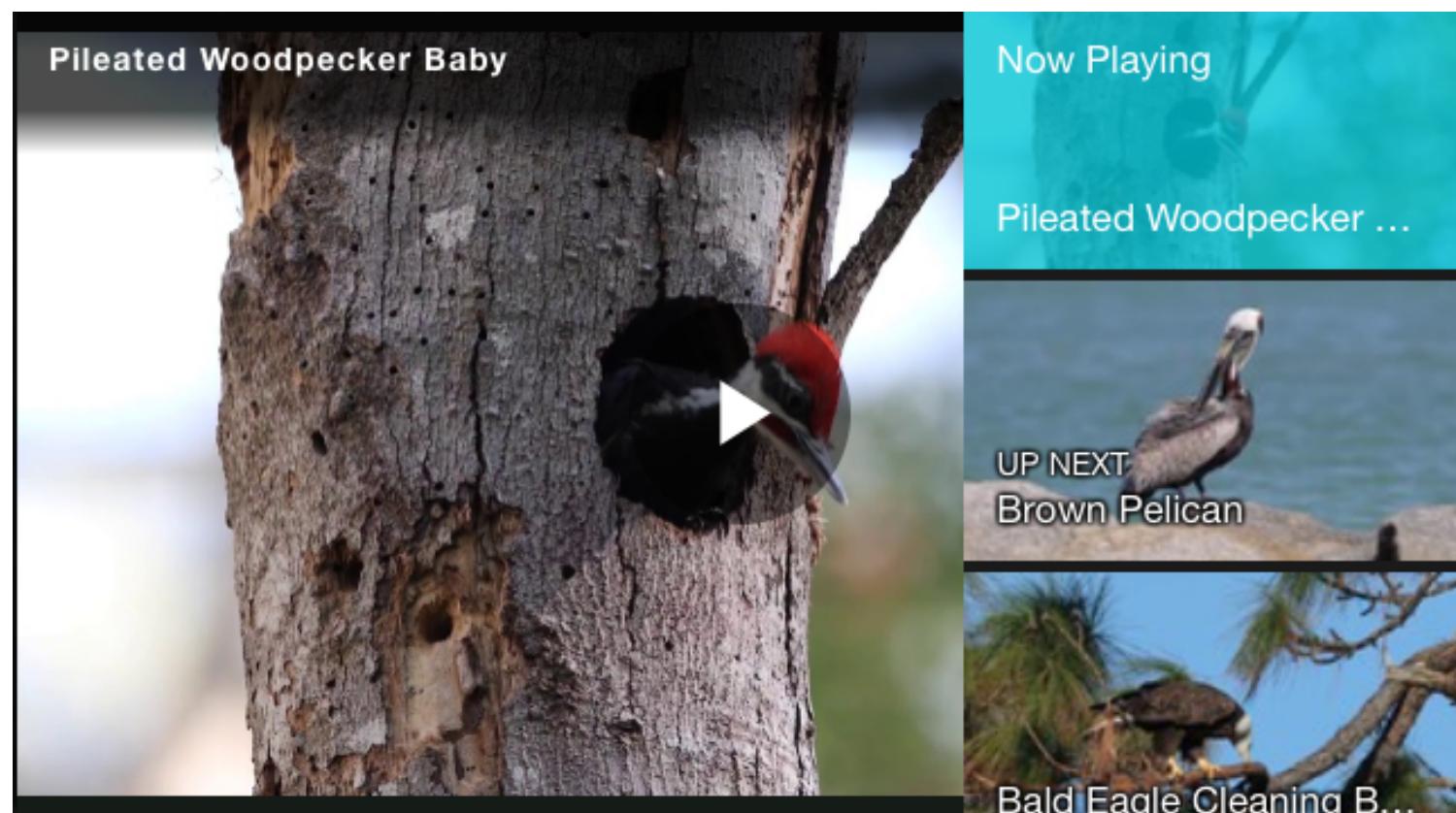
# Player Types

- Single Video player

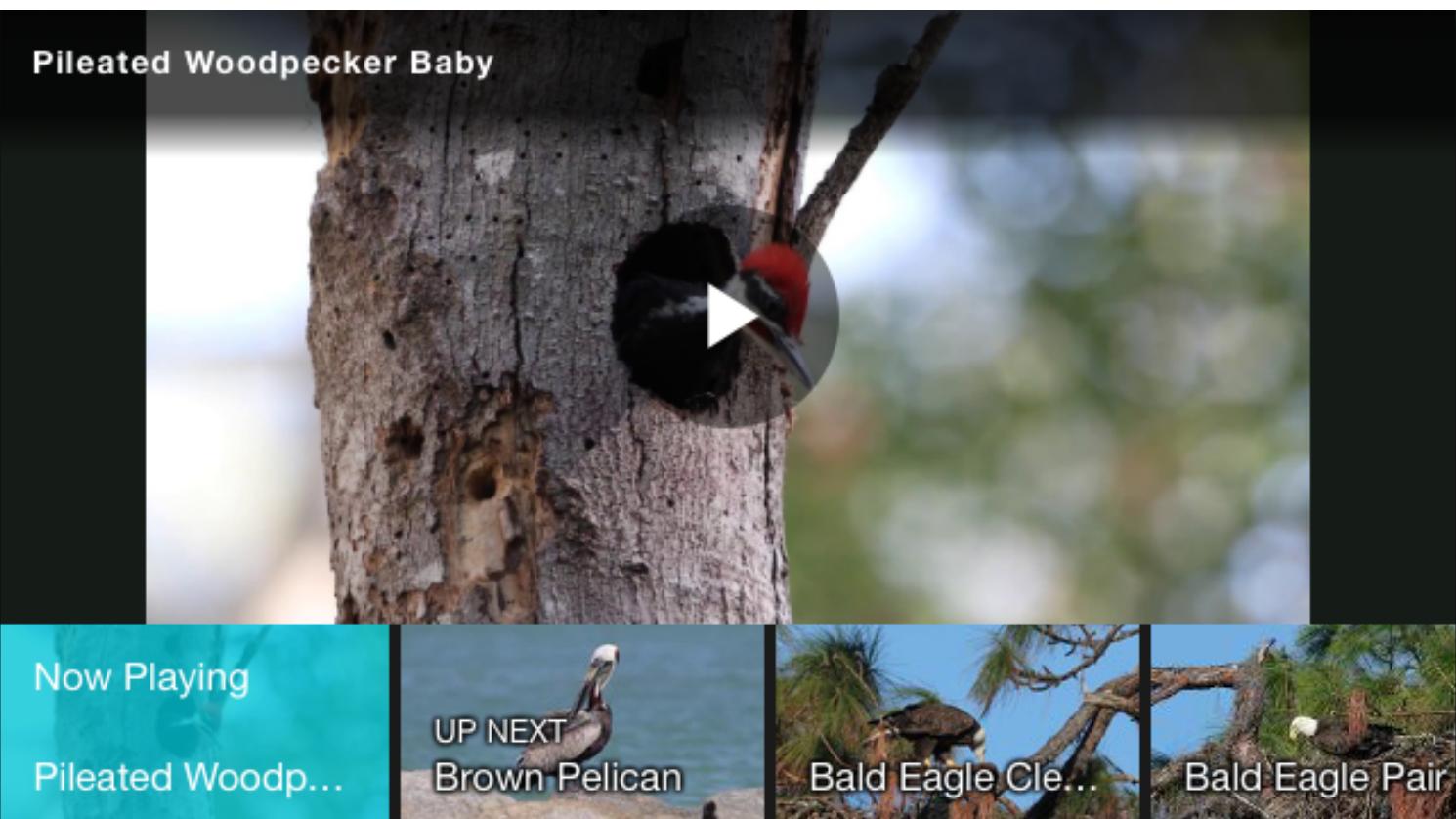


# Player Types

- 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

**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 x 540 px

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

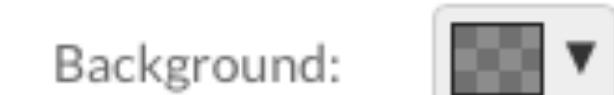
### Play Button Shape



### Play Button Position



### Color Theme



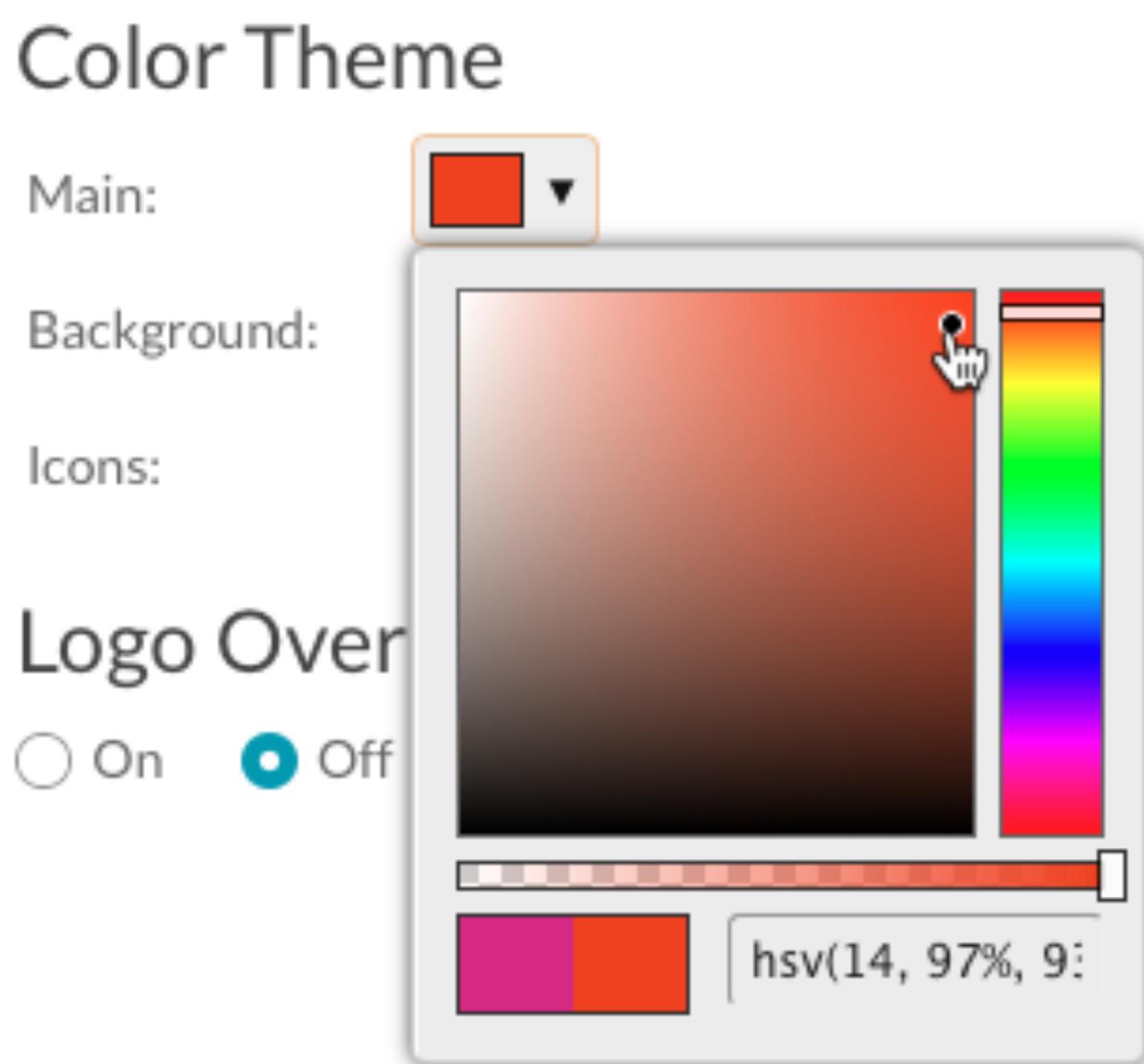
### Logo Overlay

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

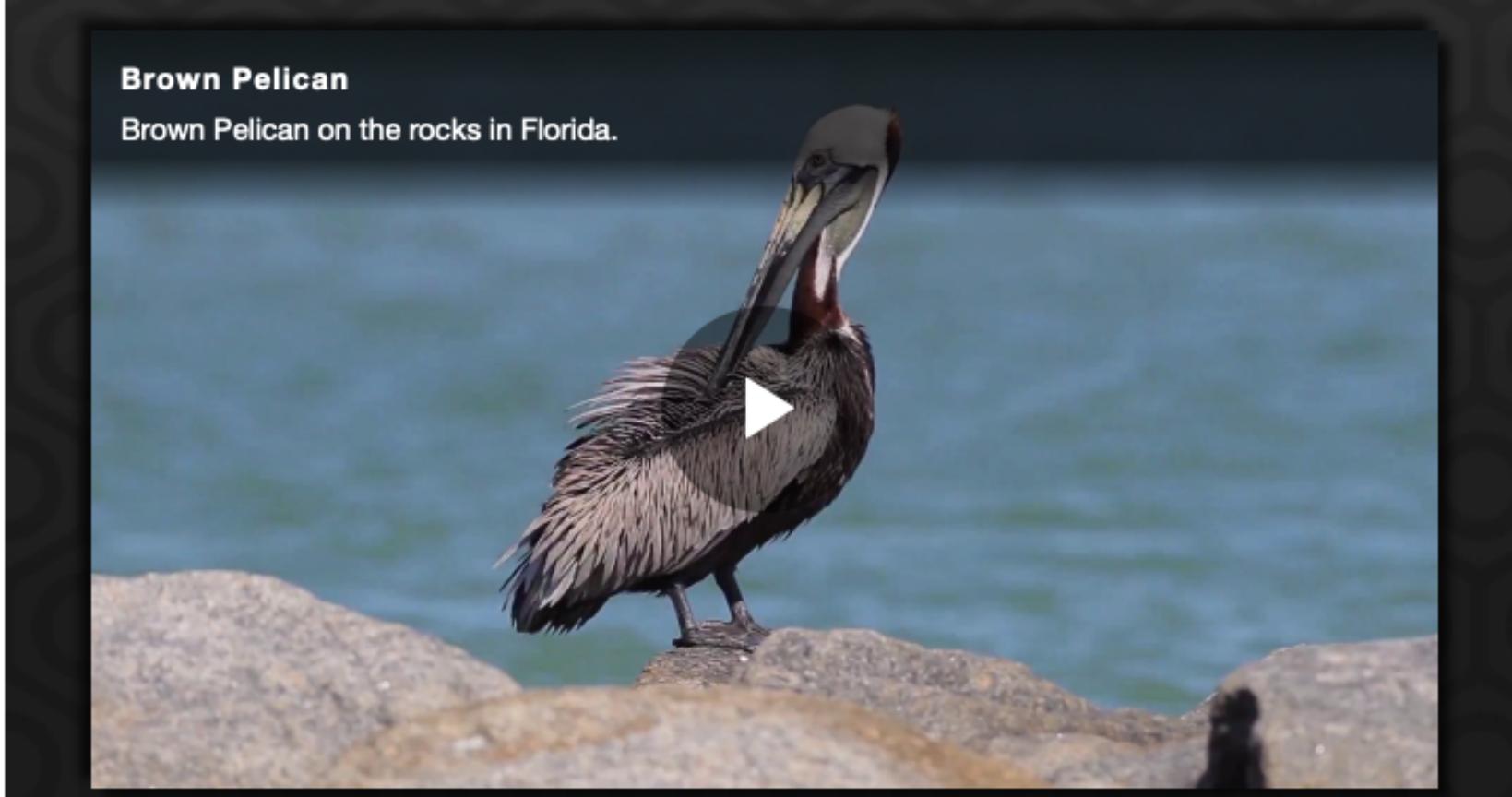
- Select a Player
- Select embed code

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](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 <span style="float: right;">▼</span>

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

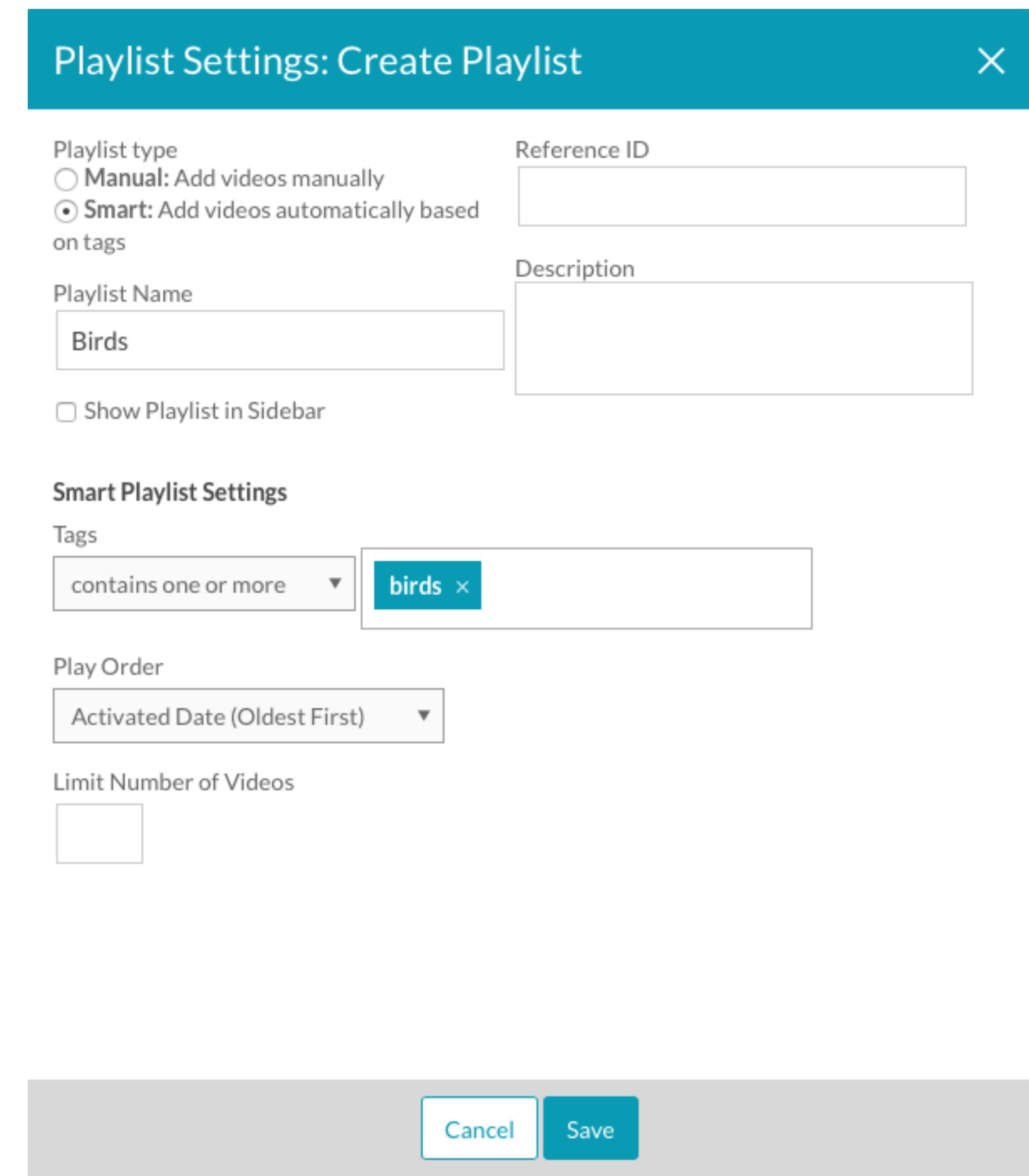
contains one or more ▾ birds ×

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

Cancel Save



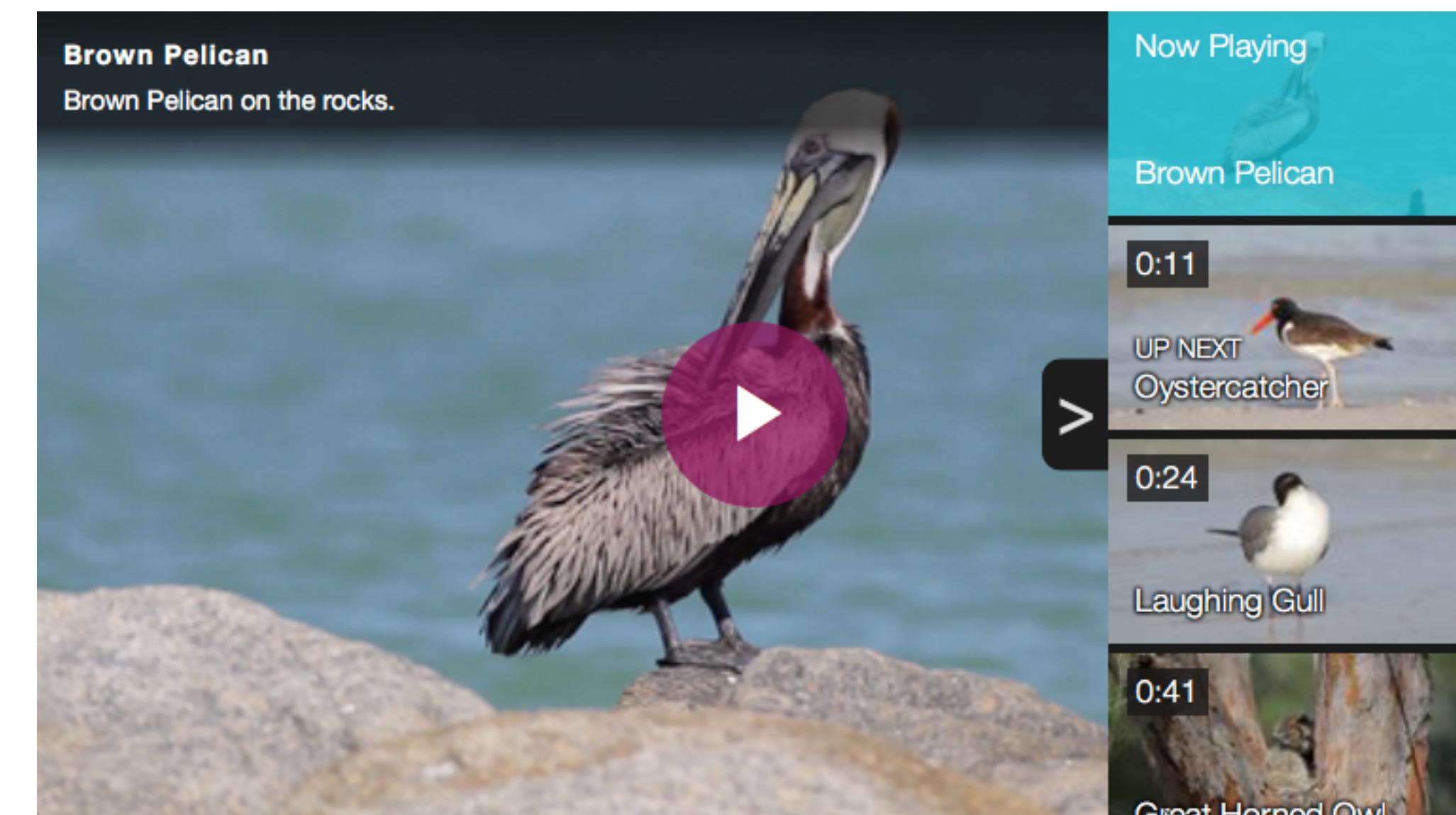
# **Hands-on Task: Creating Playlists**

<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
<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

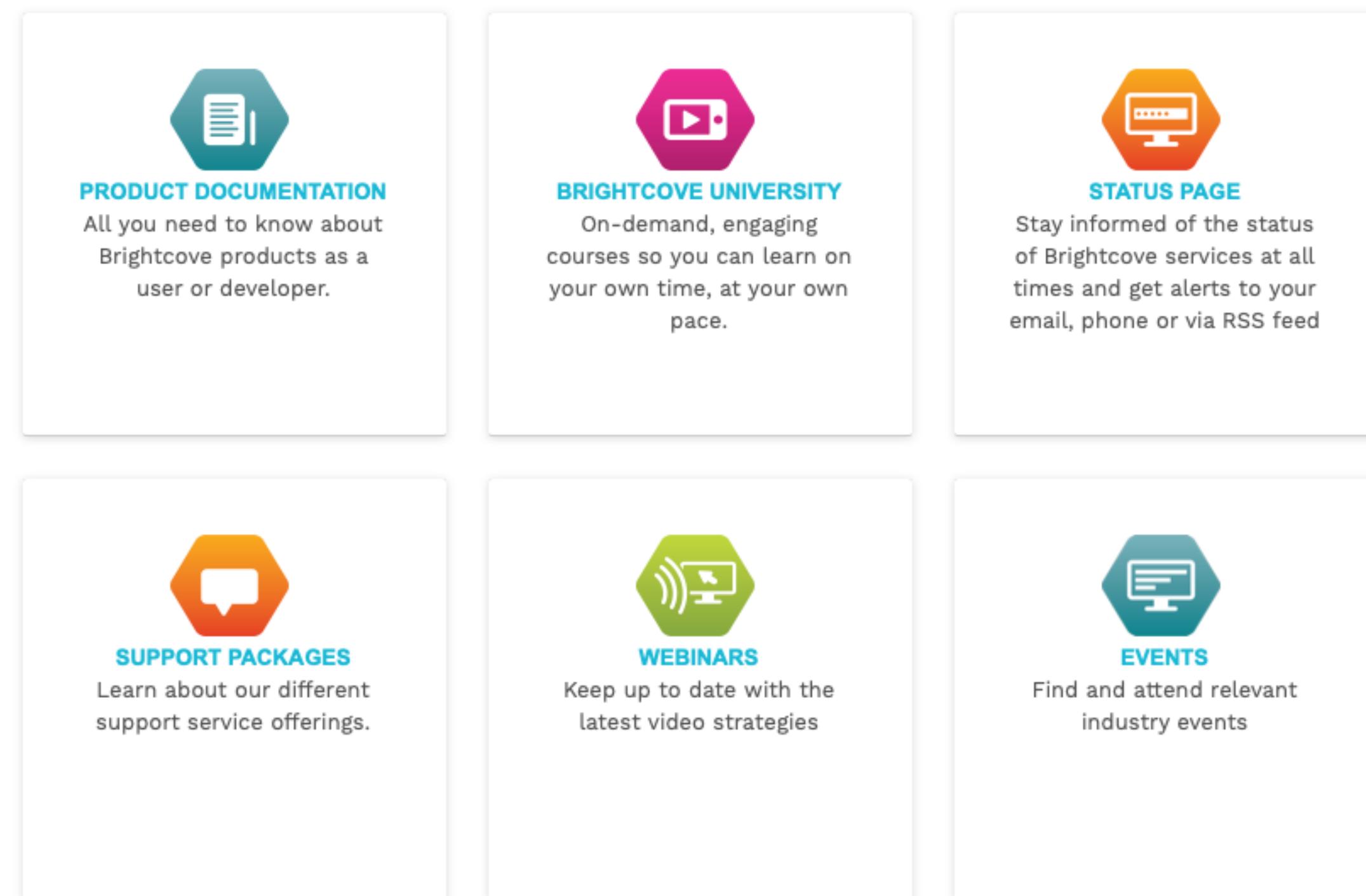
As part of Brightcove's commitment to helping you succeed with online video, we provide no-cost, instructor-led, online training.

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](https://support.brightcove.com)

The screenshot shows the Brightcove Documentation Sites homepage. At the top, there's a navigation bar with the Brightcove logo, language selection, contact support, and system status links. Below the navigation is a search bar with a placeholder 'Search' and a magnifying glass icon. The main title 'Brightcove Documentation Sites' is centered above a callout box. The callout box contains the text: 'New to Brightcove? The courses on [Brightcove University](#) are designed to get you started fast!'. The page content includes sections for Brightcove Video Cloud (Studio, Brightcove Player, Platform APIs, Device SDKs, Integration/Connectors, General Information), Add-Ons (Brightcove Gallery, Brightcove Audience, Brightcove Social, Brightcove SSAI, Brightcove Campaign, Brightcove Engage), and Other Products (Brightcove Beacon, Brightcove Live, Brightcove Zencoder). A 'feedback' button is located on the right side.

## BRIGHTCOVE VIDEO CLOUD™

Studio  
Brightcove Player  
Platform APIs  
Device SDKs (native app integration)  
Integration/Connectors  
General Information

## Add-Ons

[Brightcove Gallery](#)  
[Brightcove Audience](#)  
[Brightcove Social](#)  
[Brightcove SSAI](#)  
[Brightcove Campaign](#)  
[Brightcove Engage](#)

## Other Products

**BRIGHTCOVE BEACON™**  
**BRIGHTCOVE LIVE™**  
**BRIGHTCOVE ZENCODER™**

[feedback](#)

# Documentation

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

The screenshot shows the homepage of the Video Cloud Studio Documentation. At the top, there is a navigation bar with the Brightcove Video Cloud logo, language selection, contact support, and system status links. Below the navigation bar, the title "Video Cloud Studio Documentation" is displayed. On the left, a sidebar menu lists various documentation categories: Home, Getting Started +, Learn the Basics +, General Information +, Managing Videos +, Managing Players +, Publishing Videos & Players +, Reviewing Analytics +, Administering Accounts +, Training +, Release Notes +, and Support +. To the right of the sidebar, there is a search bar. The main content area features a large title "Video Cloud Studio Documentation". Below the title, there are two main sections: "Getting Started" and "Learn the Basics". Each section includes a brief description and a "View All..." link. At the bottom, there are links for "General Information" and "Managing Videos", along with a "Have a question?" button.

Video Cloud Studio Documentation

Select Language | Other Brightcove Docs | Contact Support | System Status

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

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**

**Managing Videos**

**Have a question?**

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