Video Cloud Essentials

Bob Bailey

bbailey@brightcove.com

Course Outline

- Reviewing the Video Cloud Architecture
- Uploading Videos
- Managing Videos
- Publishing a Video
- Creating and Styling Players
- Creating a Playlist
- Publishing a Playlist
- Reviewing Video Analytics
- Reviewing Additional Resources

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Course Objectives

- At the end of this training you should be able to:
  - Describe the Video Cloud architecture
  - Navigate inside Video Cloud Studio
  - Upload videos to Video Cloud
  - Edit video properties
  - Publish a video
  - Create and style a player
  - Create a playlist
  - Publish a playlist
  - Describe the types of analytics that are provided by Video Cloud
  - Describe the other learning resources that are available

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Audience

- New Video Cloud users
- Publishers evaluating Video Cloud

- Note: Developer training is also available

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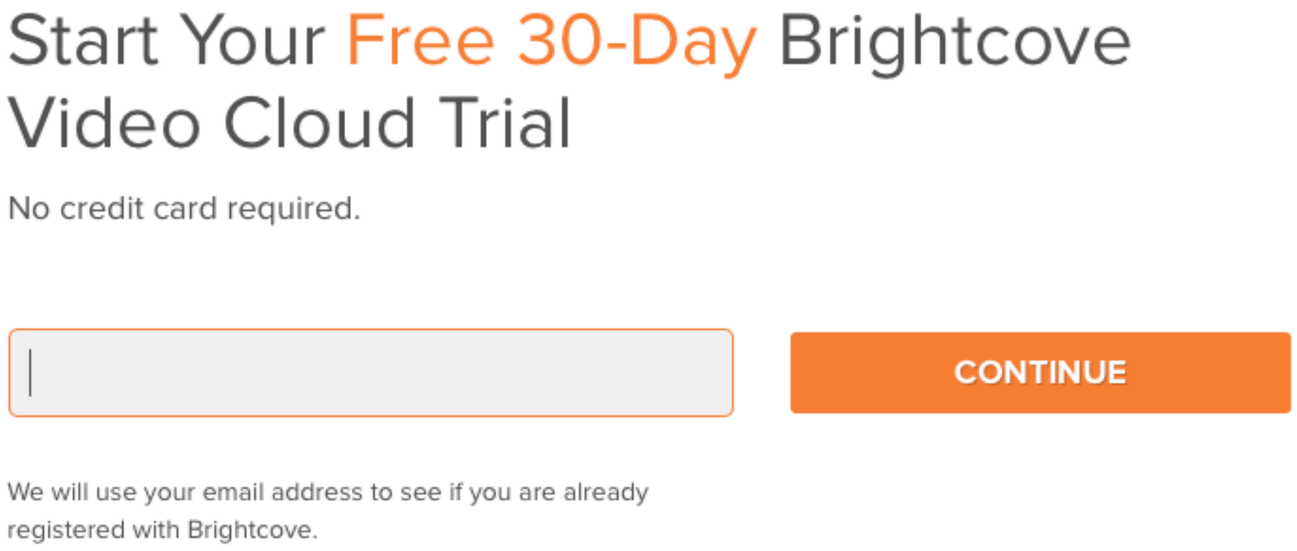
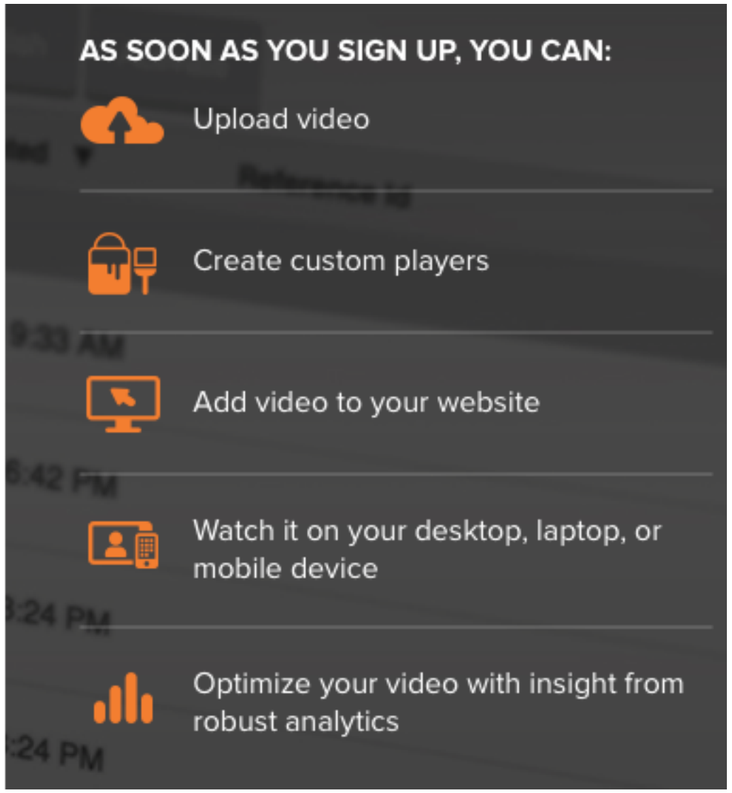
Video Cloud Trial Accounts

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





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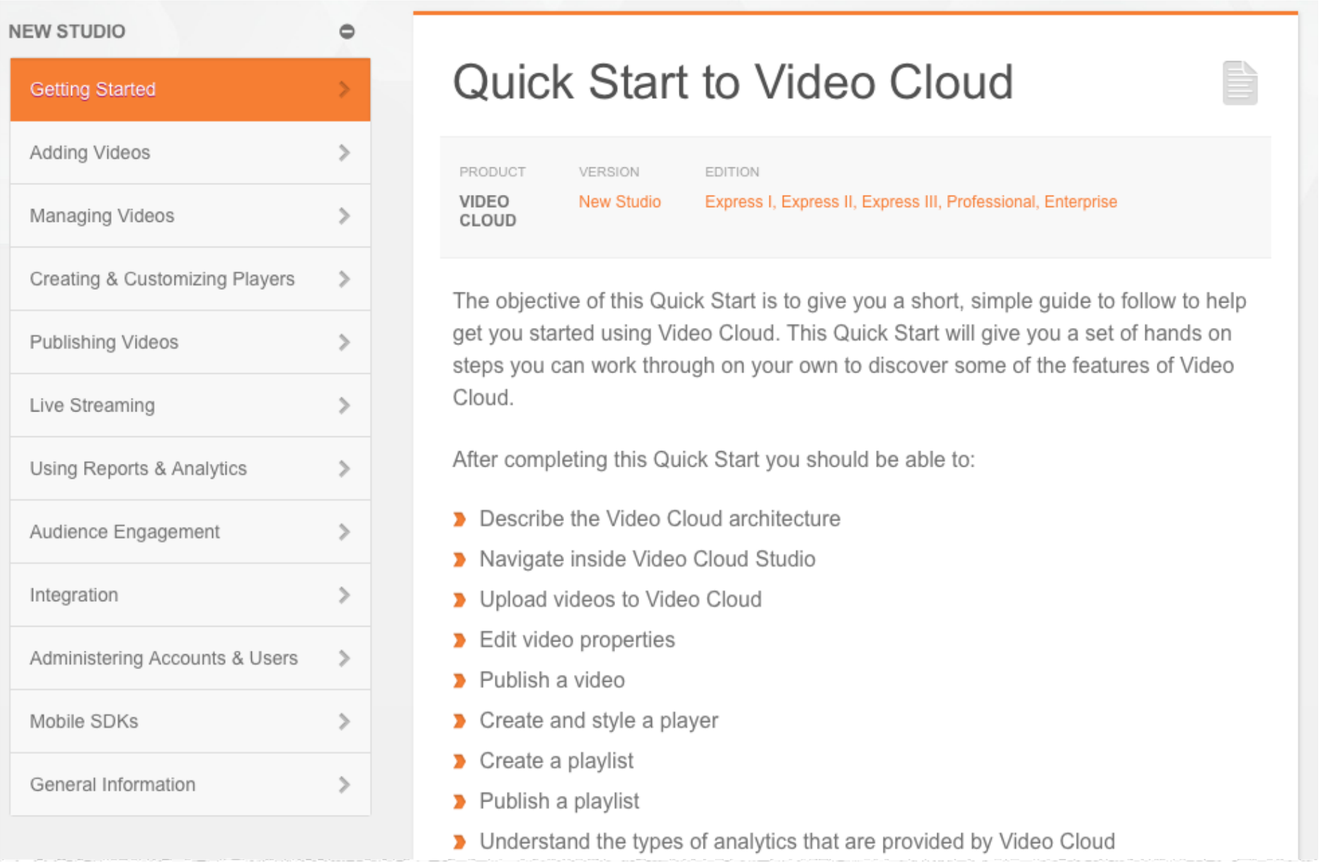
Quick Start to Video Cloud

- Set of hands on steps you can work through on your own
- http://support.brightcove.com/en/video-cloud/docs/quick-start-video-cloud



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Reviewing the Video Cloud Architecture

The Video Cloud Platform Architecture

Transfer videos

Content Delivery Network (CDN)

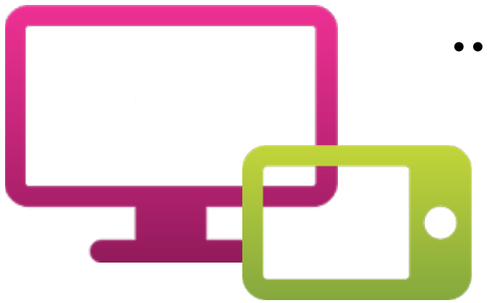
Publishing code (Publisher, Player Video IDs, Player Dimensions)

Your Web Server

Dynamic Ingest API

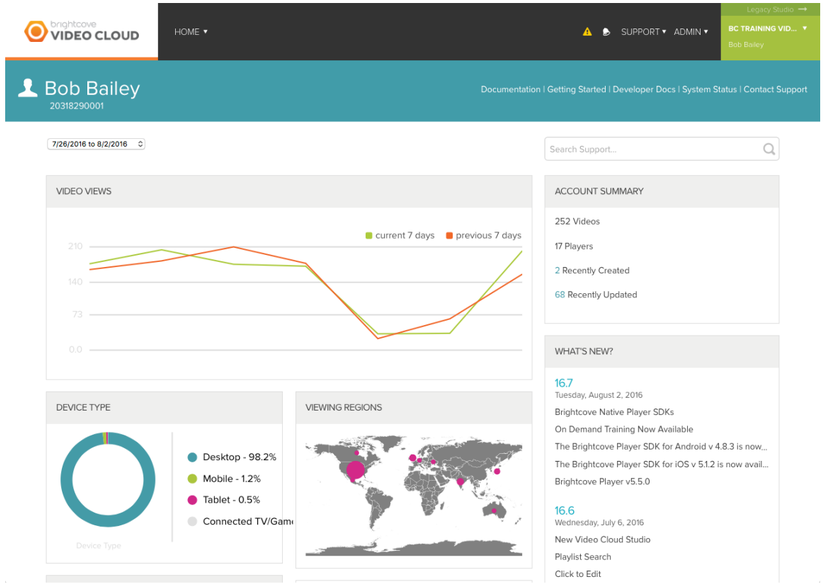
Transcode and store videos with metadata, playlists, player settings

Requested page with references to player and videos



Upload video, add settings, create players

Desktop, Tablet, Mobile Device



Video Cloud Studio

Viewer

The Video Cloud Platform Architecture

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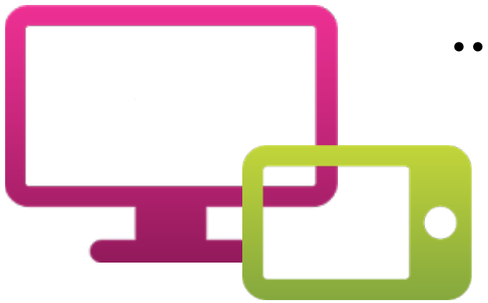

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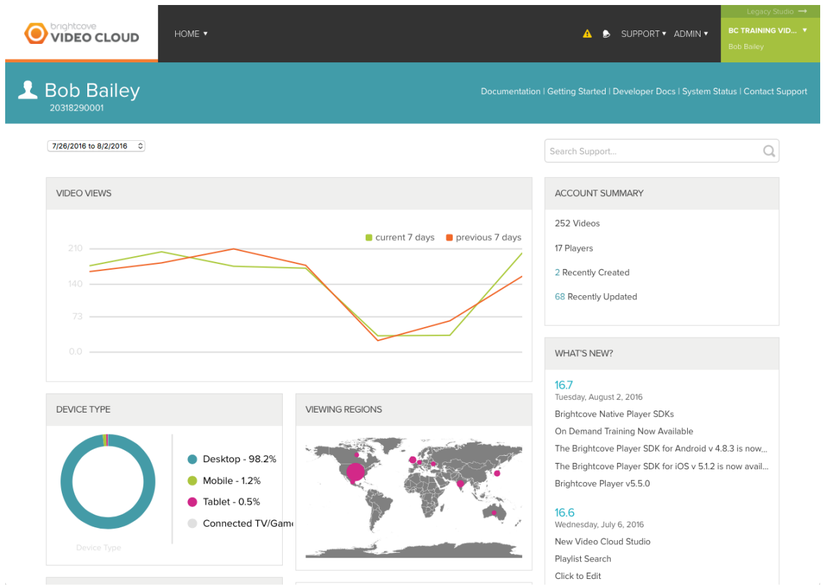
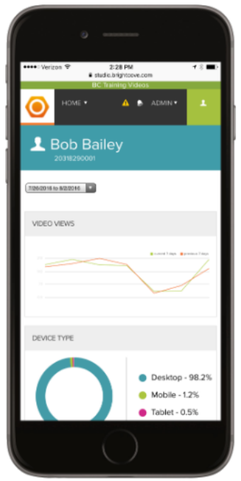


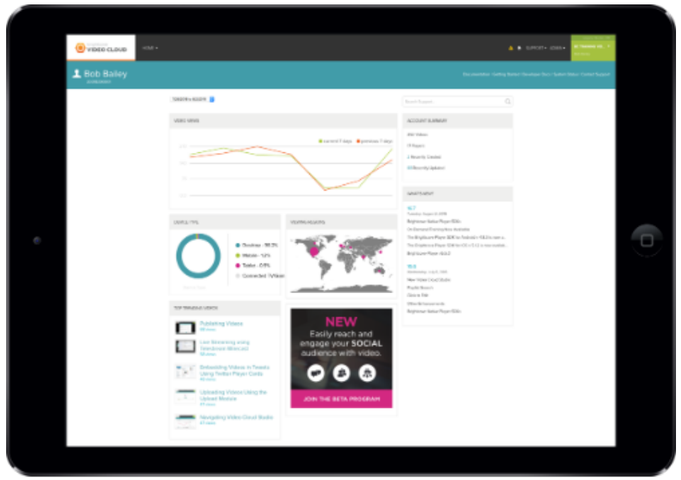
Video Cloud Studio

Viewer

Video Cloud Studio

- Simple, non-technical user interface for uploading, managing, and publishing video content
- Completely written in HTML5
- Upload, manage and track your video wherever, whenever and on whatever device
- Role-based permissions to enable or disable access to modules





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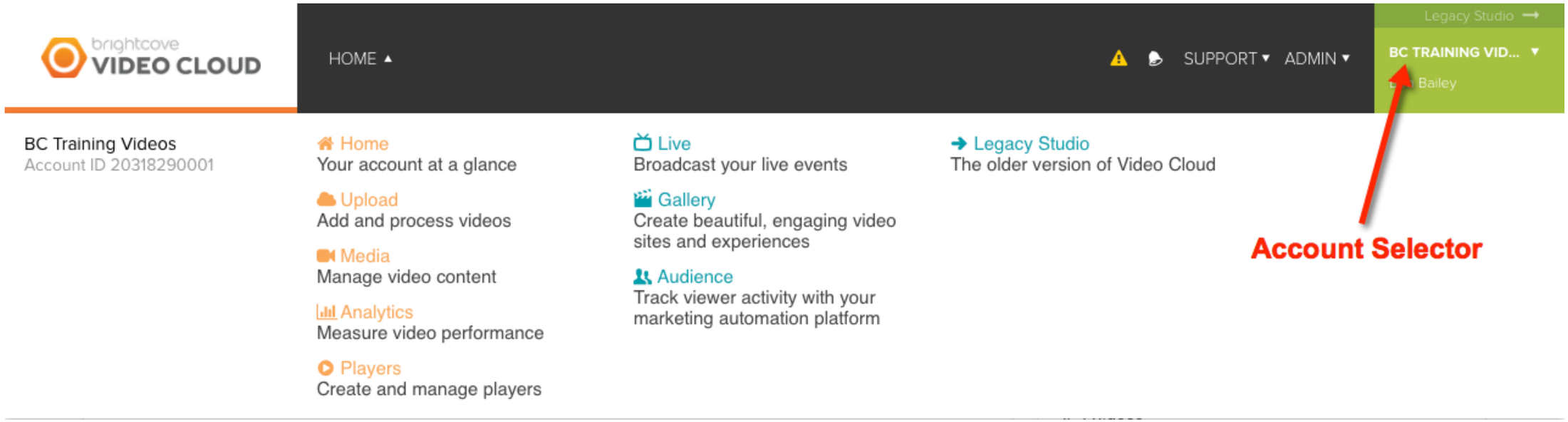
Navigating Video Cloud Studio

- Organized into modules
- The modules you have access to are based upon your user permissions and Video Cloud subscription



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Navigating Video Cloud Studio

- Home - Video Cloud dashboard
- Upload - Upload videos
- Media - Manage and publish videos
- Players - Create and style players
- Analytics - Review video analytics
- Live - Broadcast live events
- Gallery - Create custom video portals
- Audience - Integrate with Oracle Eloqua, Marketo and Salesforce

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Player

- All videos are viewed inside of a player
- Two types:
  - Brightcove Player (recommended)
  - Smart Player (legacy)
- See the Player Feature Comparison document for information on the differences
- Brightcove Player Migration Guide for information on migrating from Smart Players

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Brightcove Player

- Brightcove Player is based on the open source, Video.js player
- The UI is written entirely in HTML5 and relies on Flash only on older browsers
- Customized using standard web technologies (CSS and JavaScript)
- Created using Players module in New Studio

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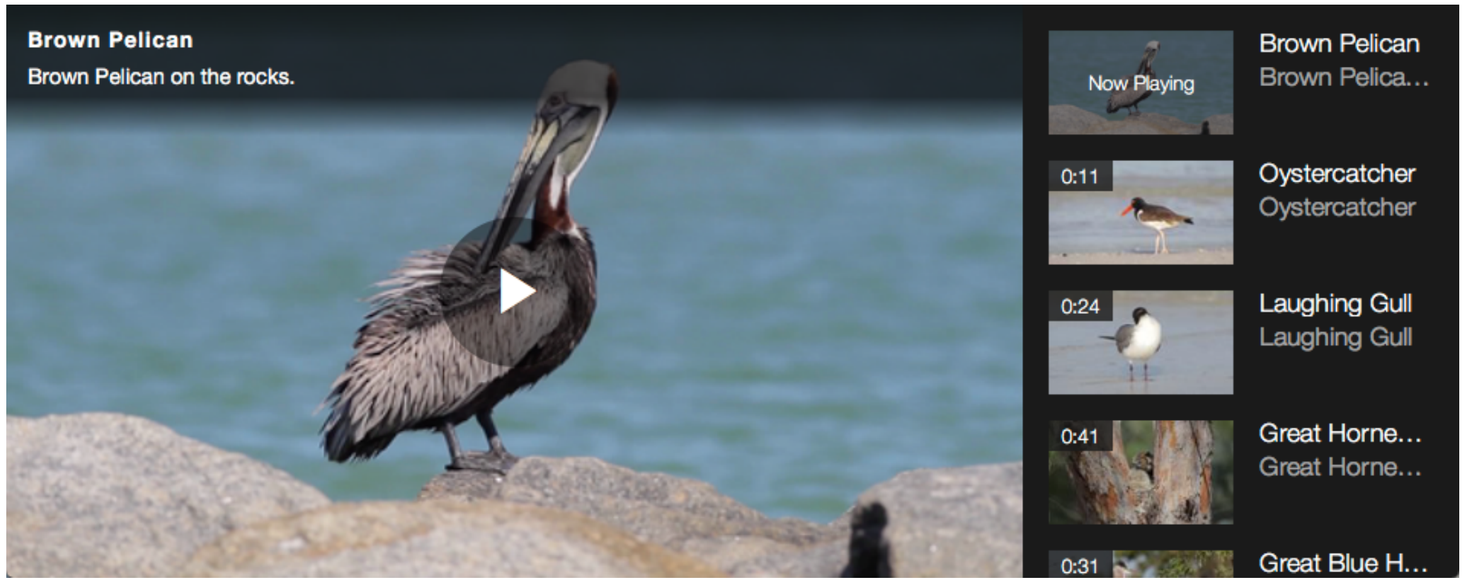
Player Variations

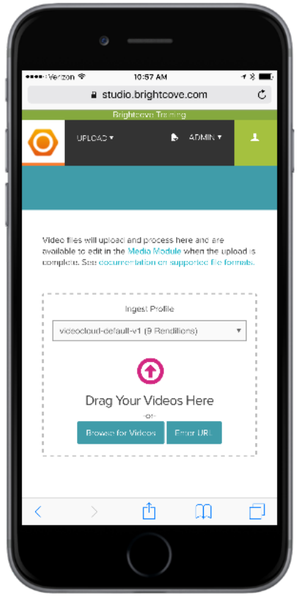
- Single video player
- Playlist player

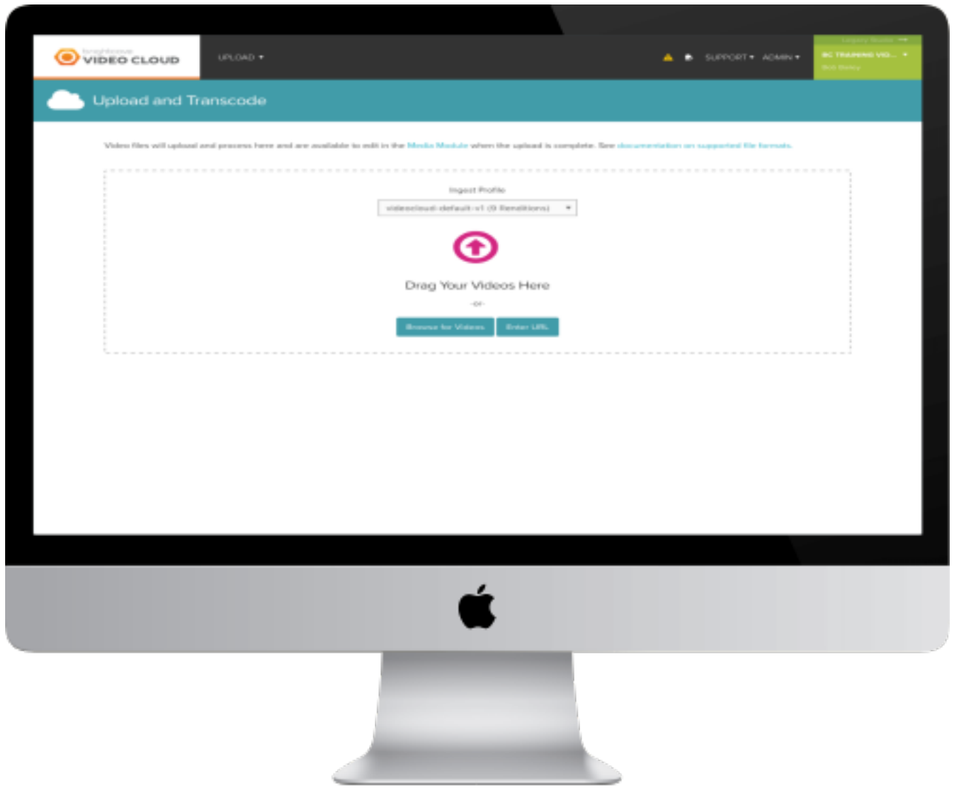


Uploading Videos

Uploading Videos

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





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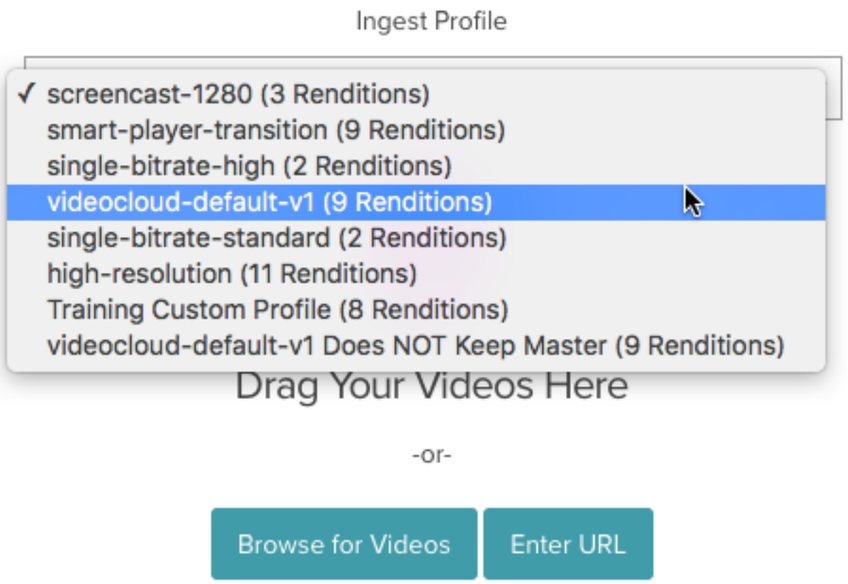
Ingest Profile

- Contains the transcode settings that will be used when the video is transcoded
- See the Standard Ingest Profiles document for specifics on the profiles
- Profiles can be added and edited using the Admin UI



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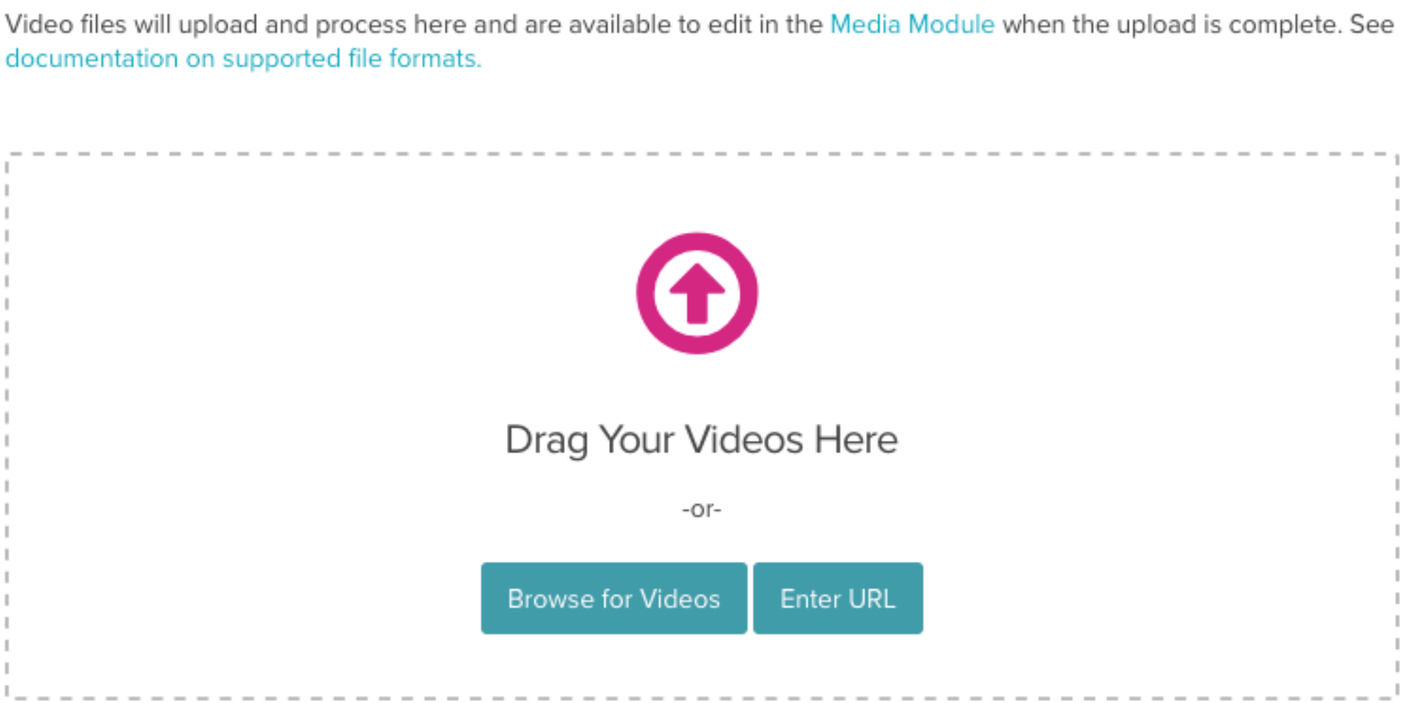
Uploading Videos

- Three ways to select videos for upload:
  - Drag and drop
  - Browse for videos
  - Specify a remote URL



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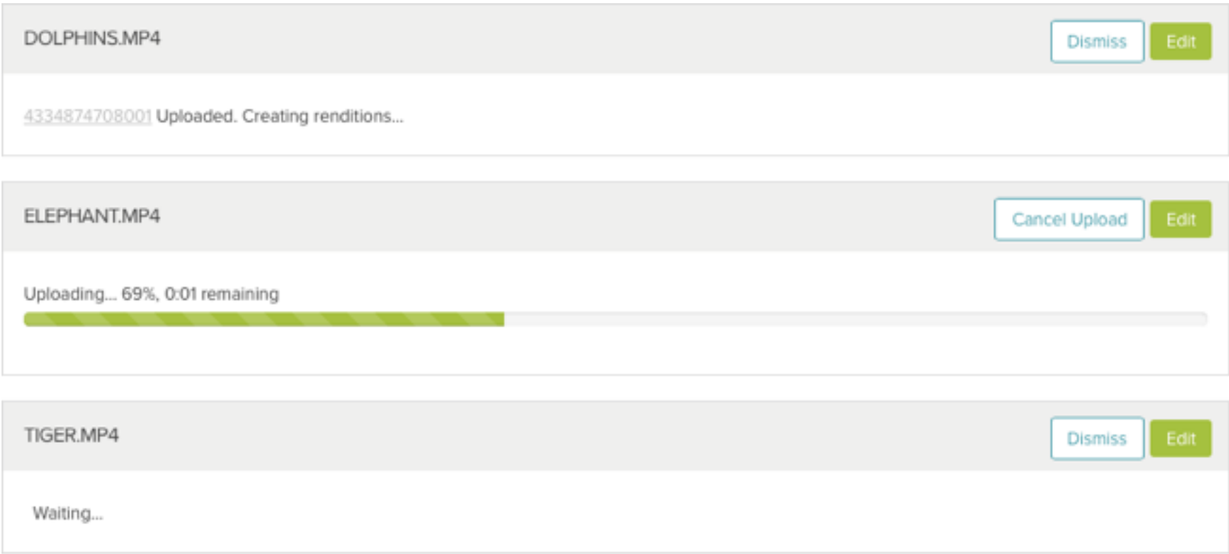
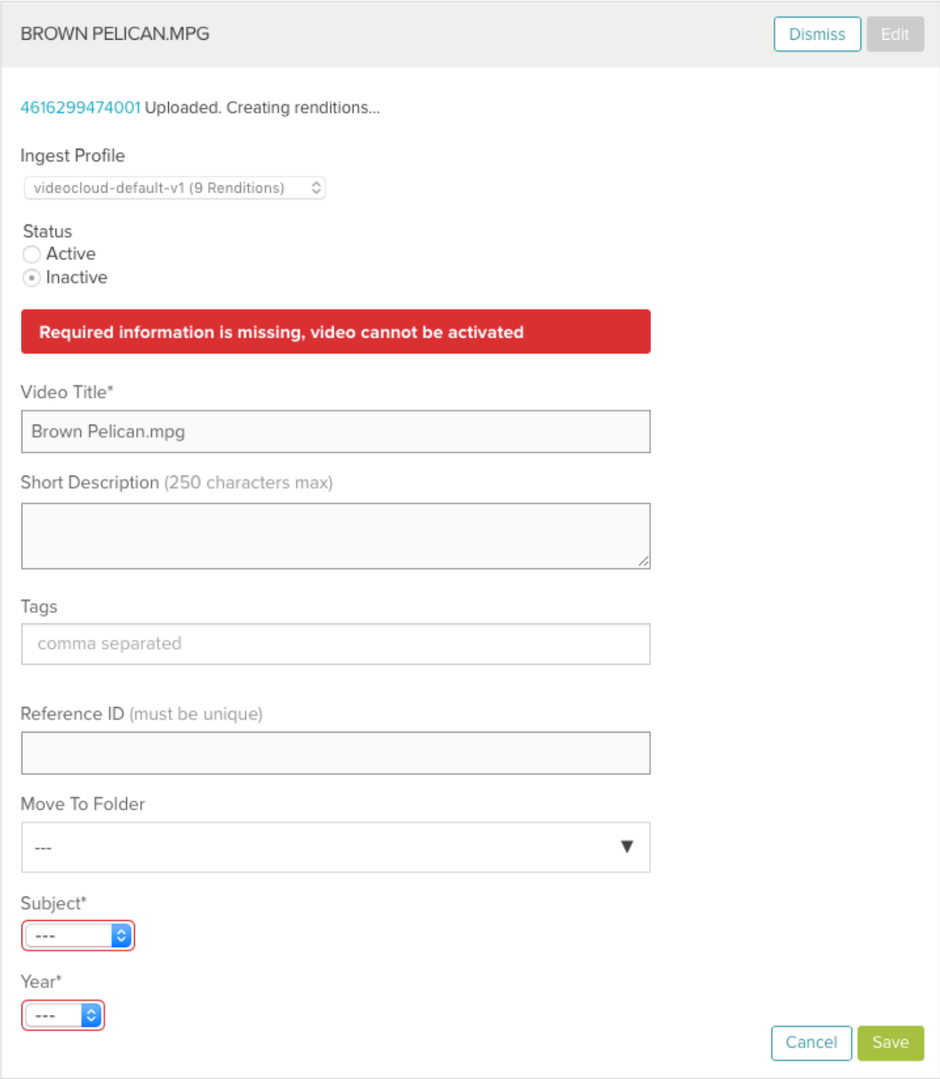
Uploading Videos

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





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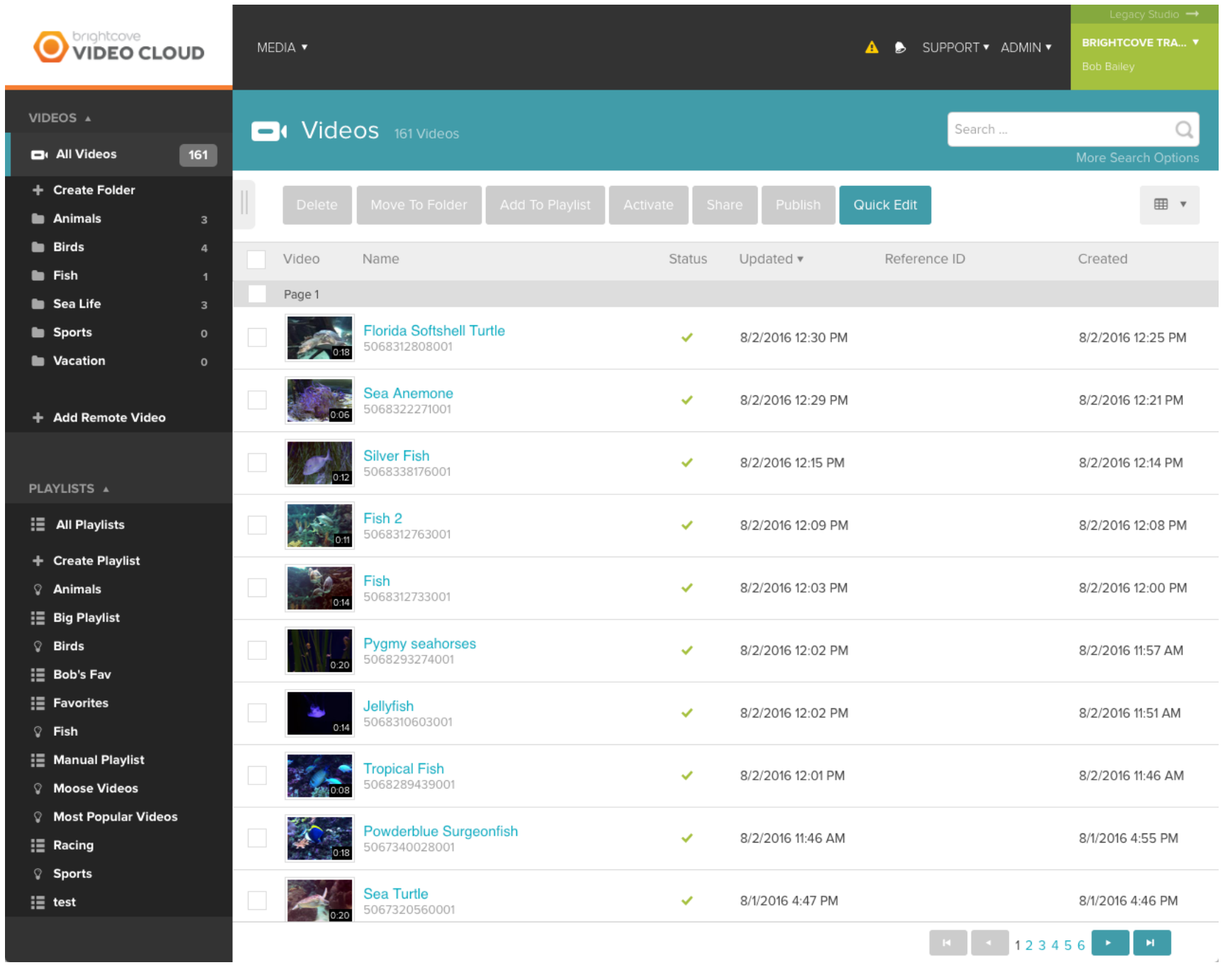
Hands-on Task: Uploading Videos to Video Cloud

http://support.brightcove.com/en/video-cloud/docs/quick-start-uploading-videos

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
  - Publish videos and playlists



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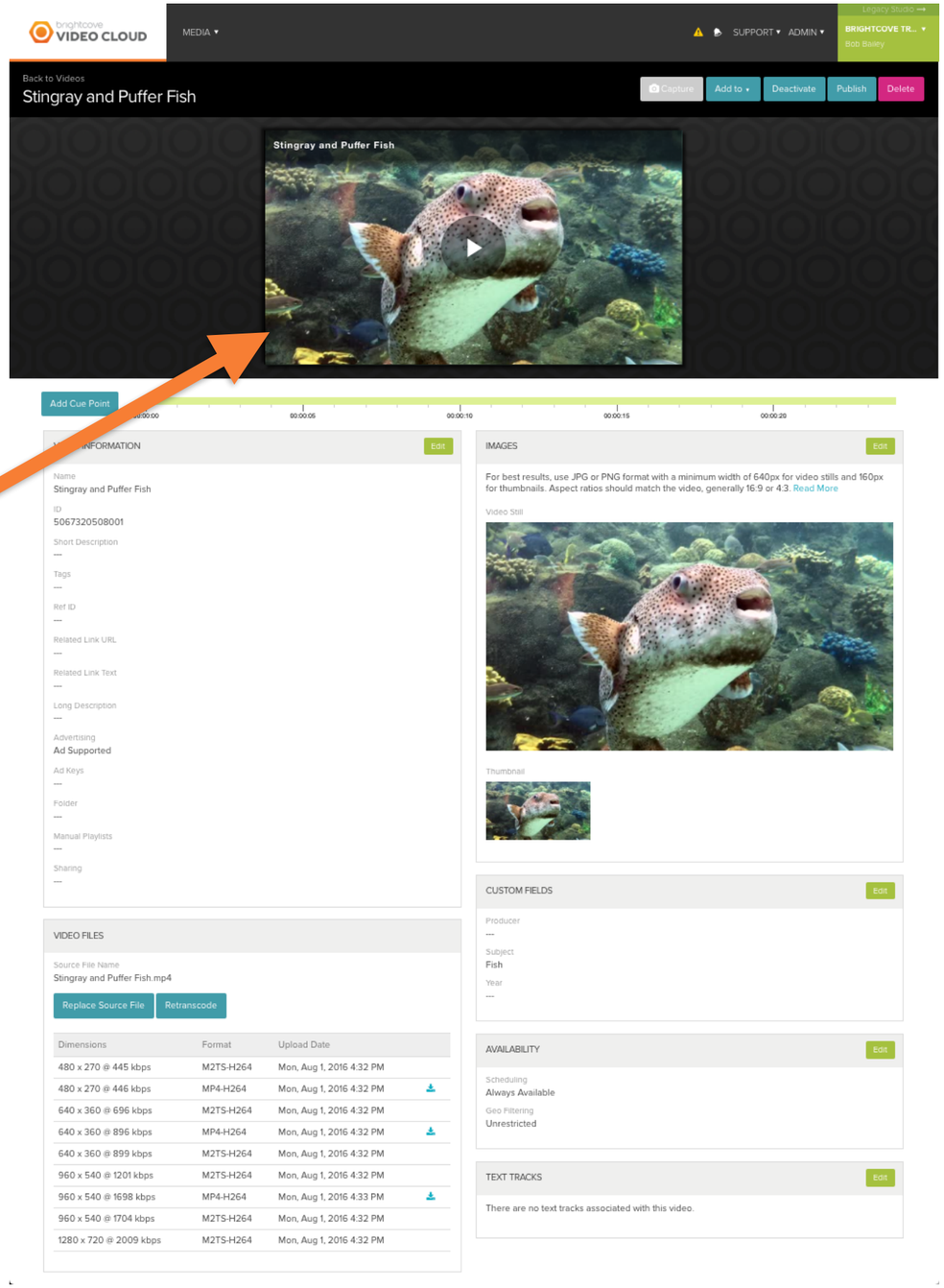
Editing Video Properties

- Click on video name to open video properties
- Preview player will update to reflect property changes



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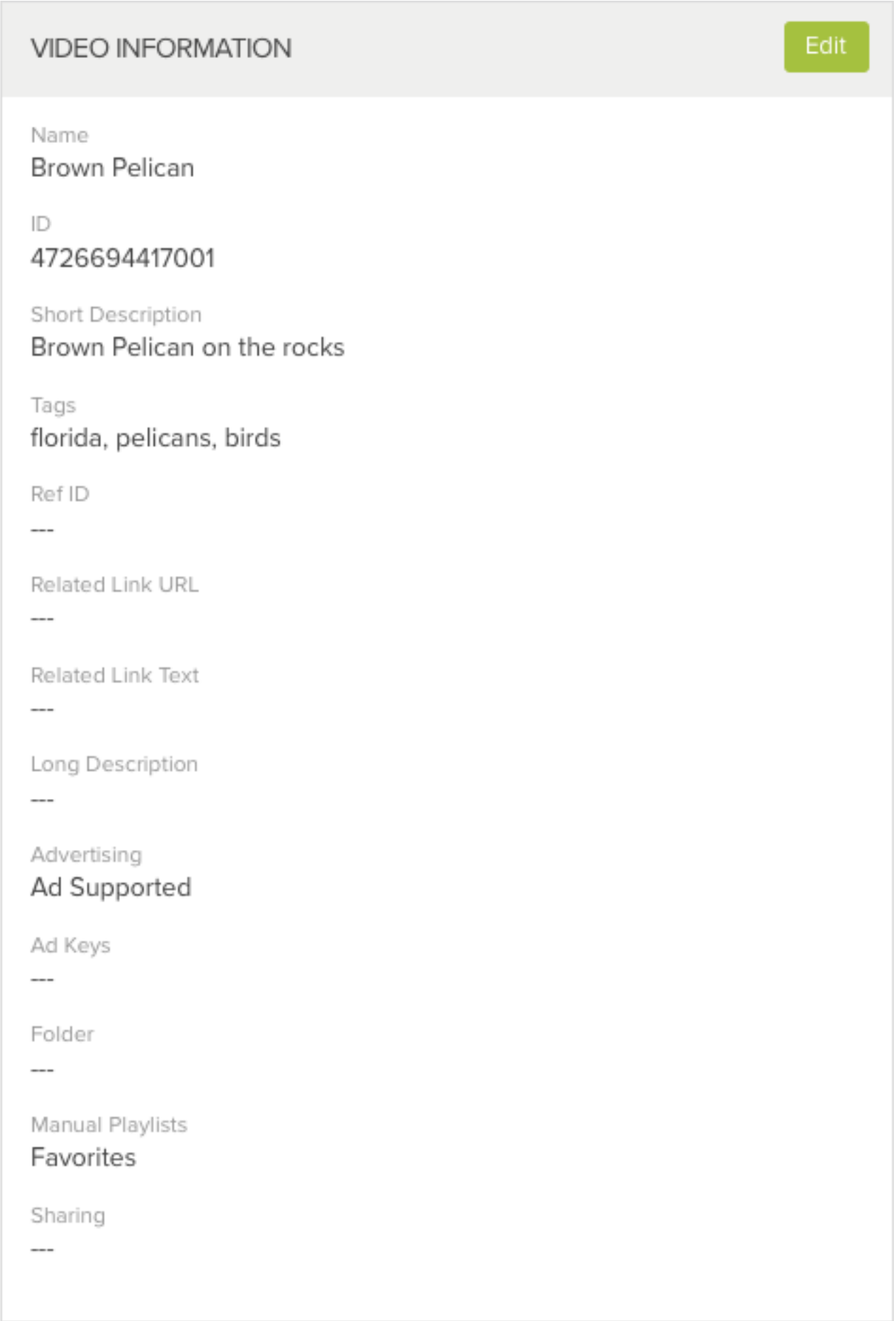
Editing Video Properties

- Properties organized into sections:
  - Video Information
  - Images
  - Video Files
  - Custom Fields
  - Availability
  - Text Tracks
- Locate section and click **Edit**



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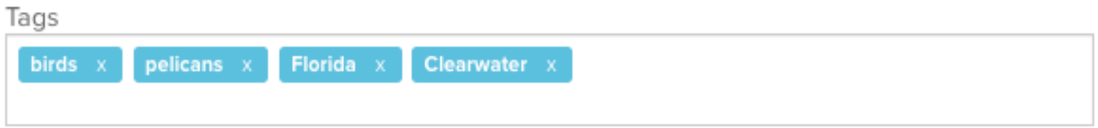
Video Tags

- 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)



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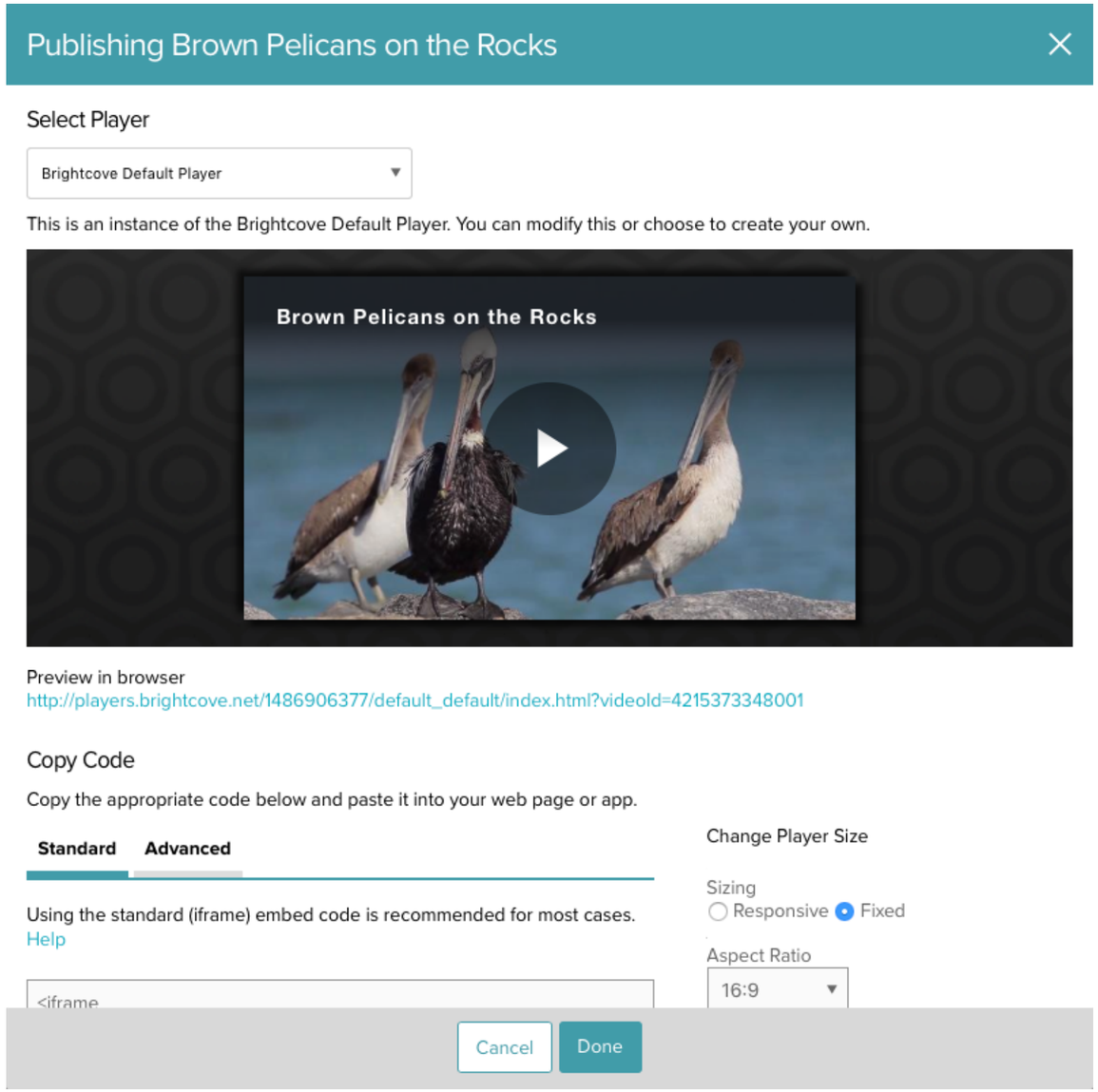
Hands-on Task: Editing Video Properties

http://support.brightcove.com/en/video-cloud/docs/quick-start-setting-video-properties

Publishing a Video

Publishing a Video

- Select the video
- Click **Publish**
- Select Player to use
- Select publishing code



Note: The **Brightcove Default Player** is created automatically in all accounts.

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Types of Publishing 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

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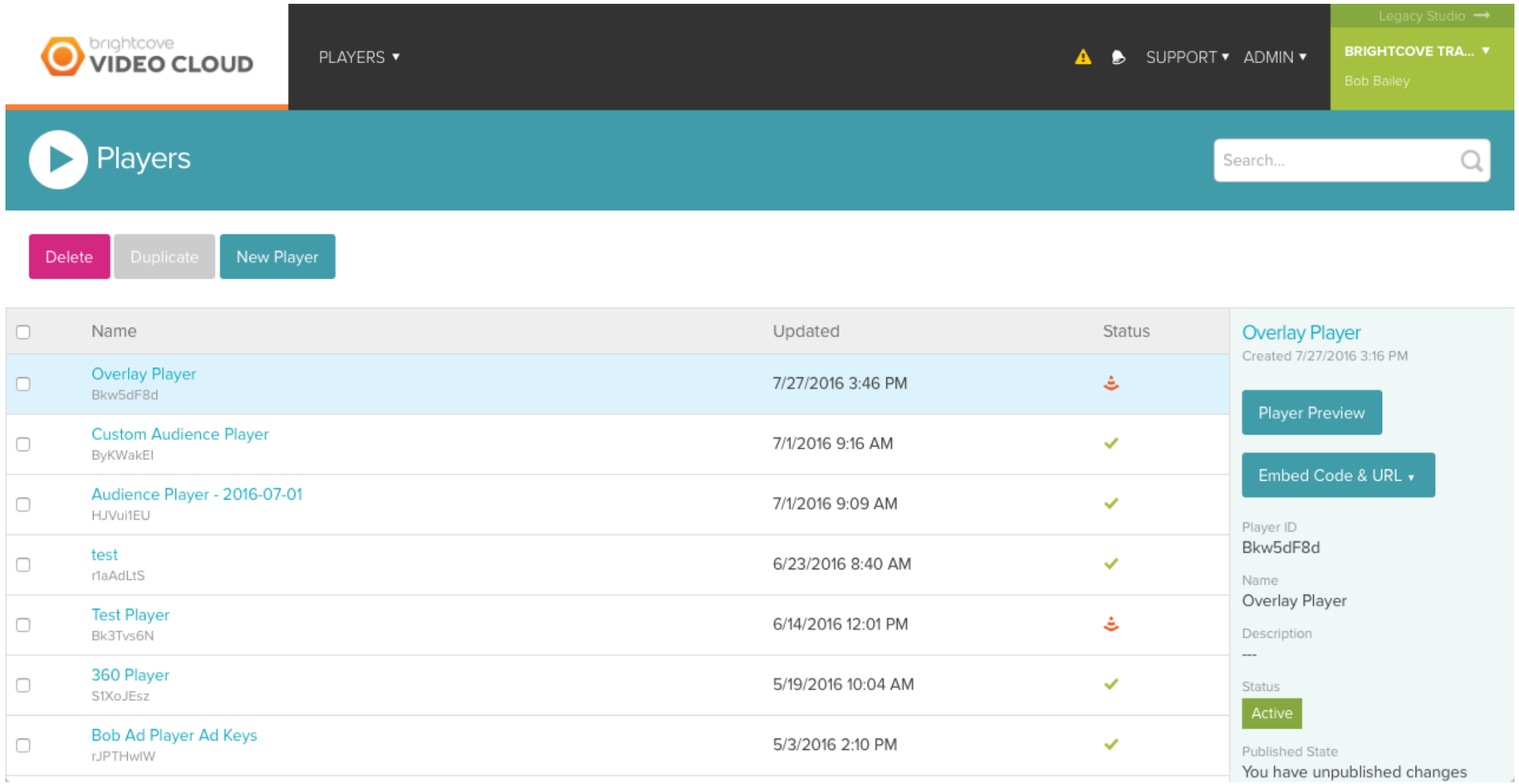
Hands-on Task: Publishing a Video

http://support.brightcove.com/en/video-cloud/docs/quick-start-publishing-video

Creating and Styling Players

Creating and Styling Players

- Players are created and styled in the Players module



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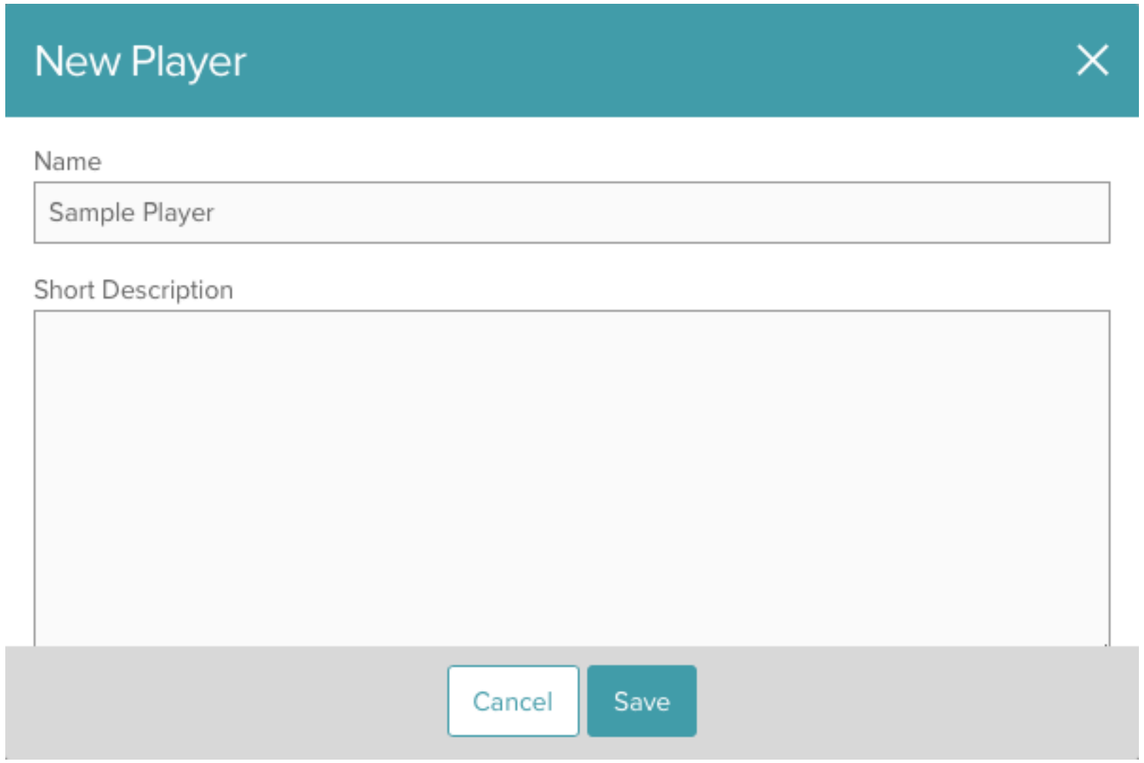
Creating a Player

- Click **New Player**
- Name the player
- Click **Save**



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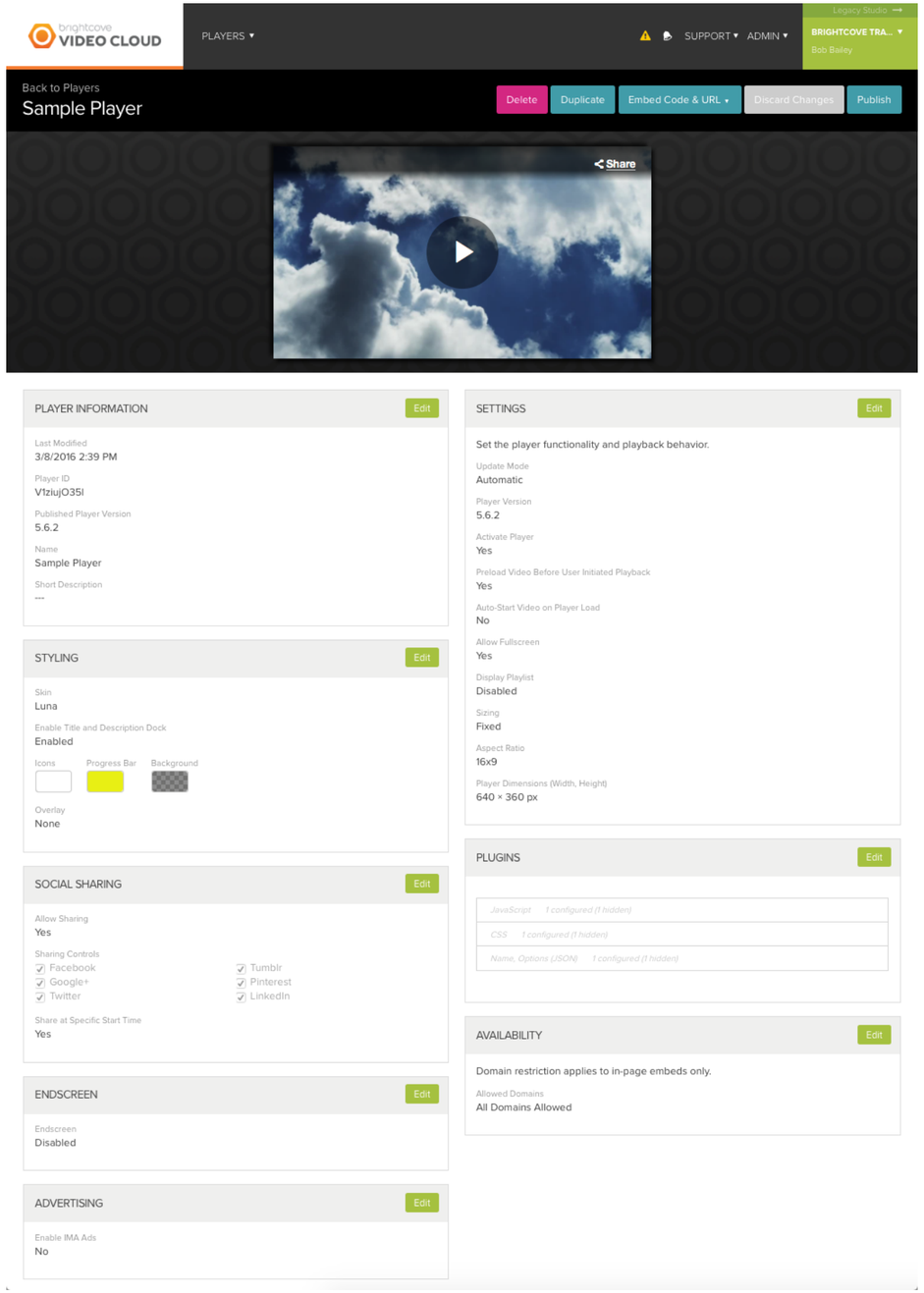
Player Properties

- Organized into sections:
  - Player Information
  - Styling
  - Social Sharing
  - Endscreen
  - Advertising
  - Settings
  - Plugins
  - Availability



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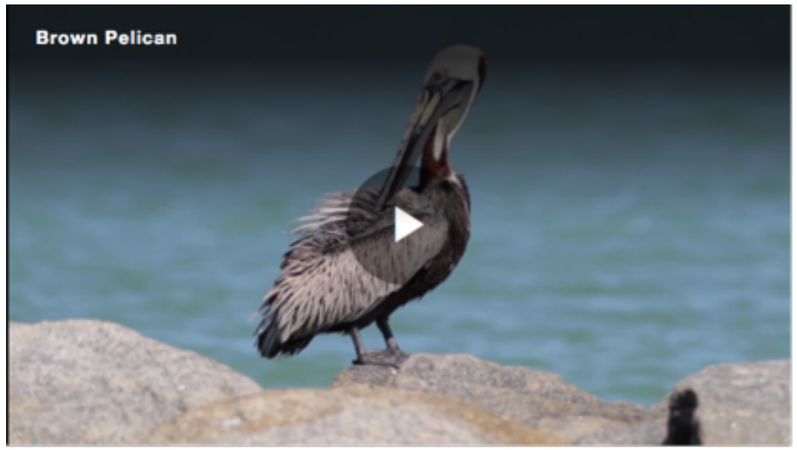
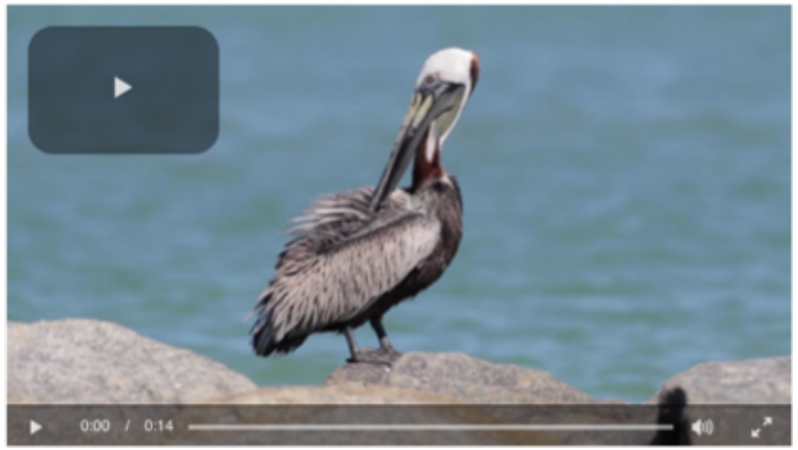
Styling a Player

- Click Player name
- Locate **Styling** section and click **Edit**
- Select a **Skin**



Luna Skin



Graphite Skin

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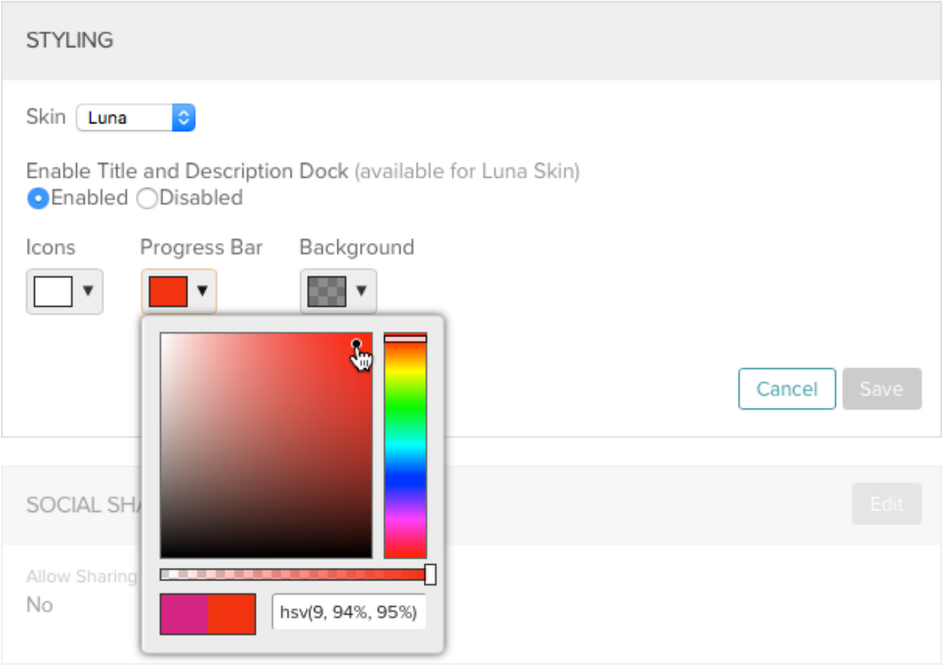
Styling a Player

- Click color thumbnail and select a color
- Player changes **must** be published before they become available in the published player



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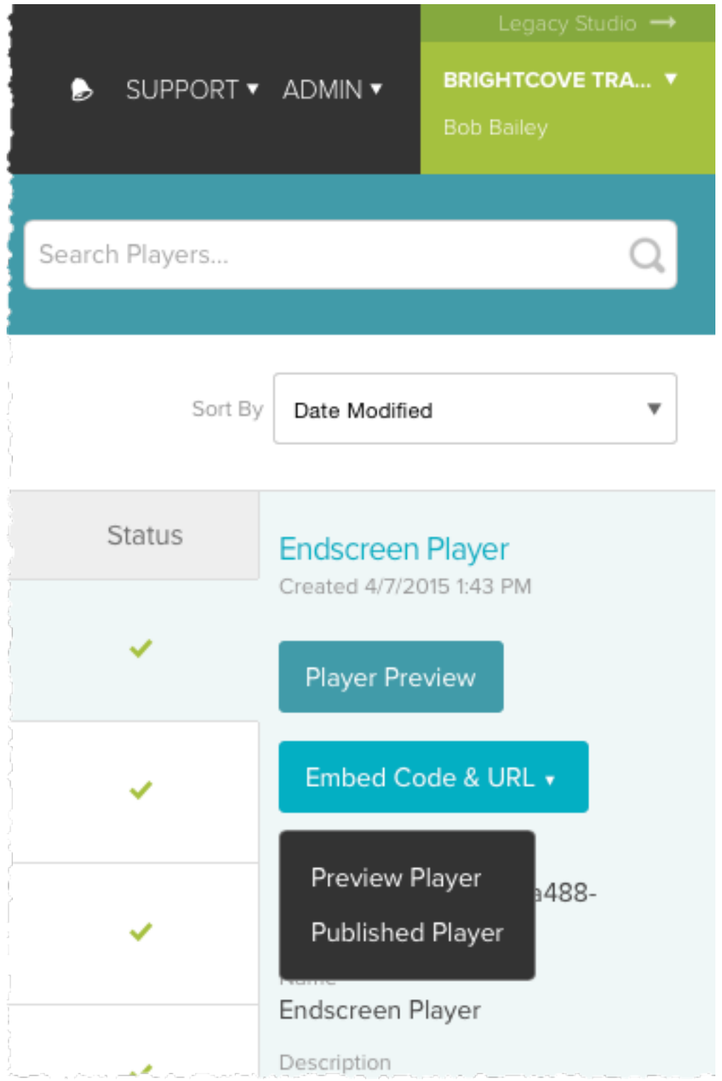
Types of Players

- 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



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Hands-on Task: Creating and styling a player

http://support.brightcove.com/en/video-cloud/docs/quick-start-creating-and-styling-player

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

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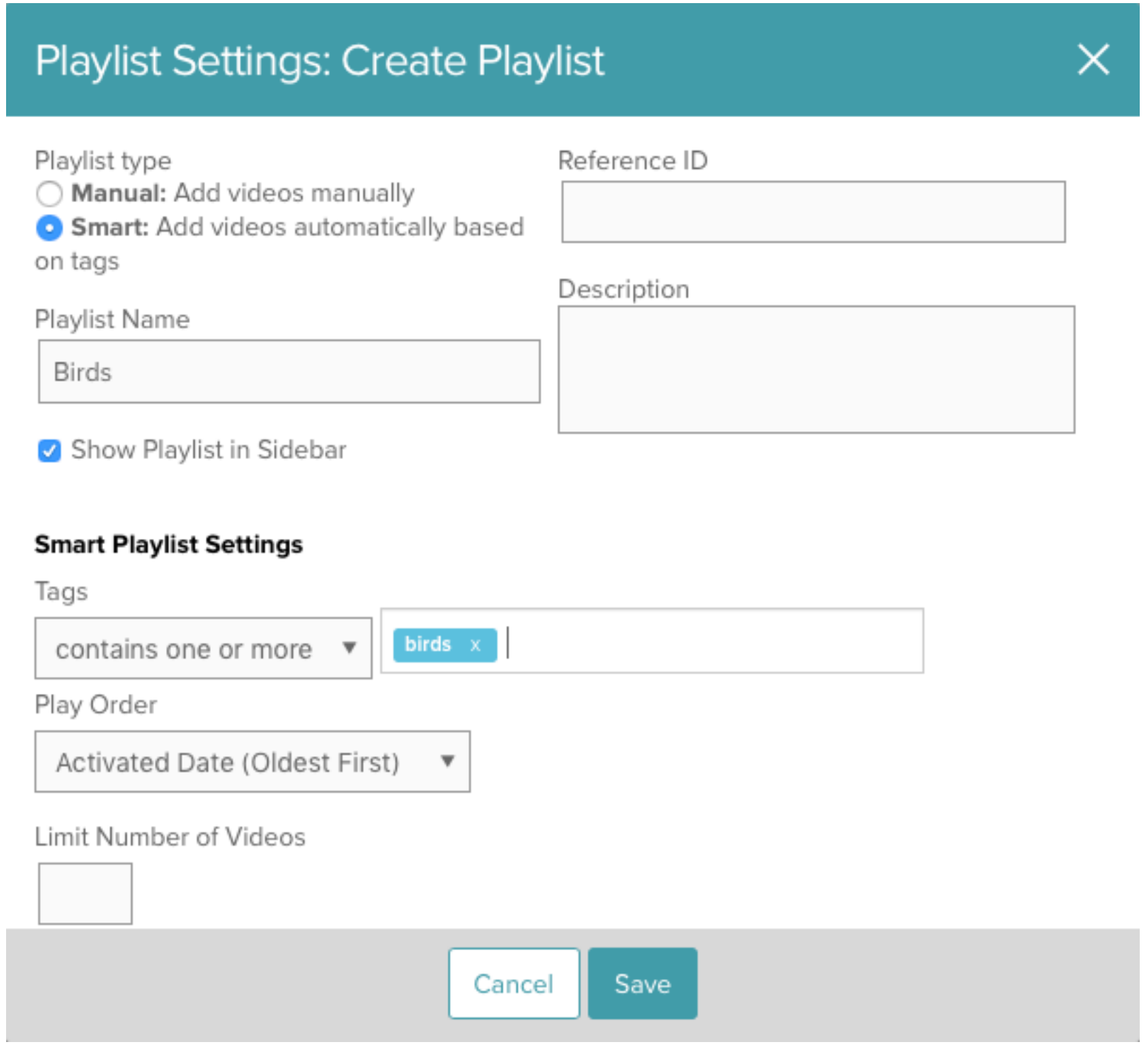
Creating a Playlist

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



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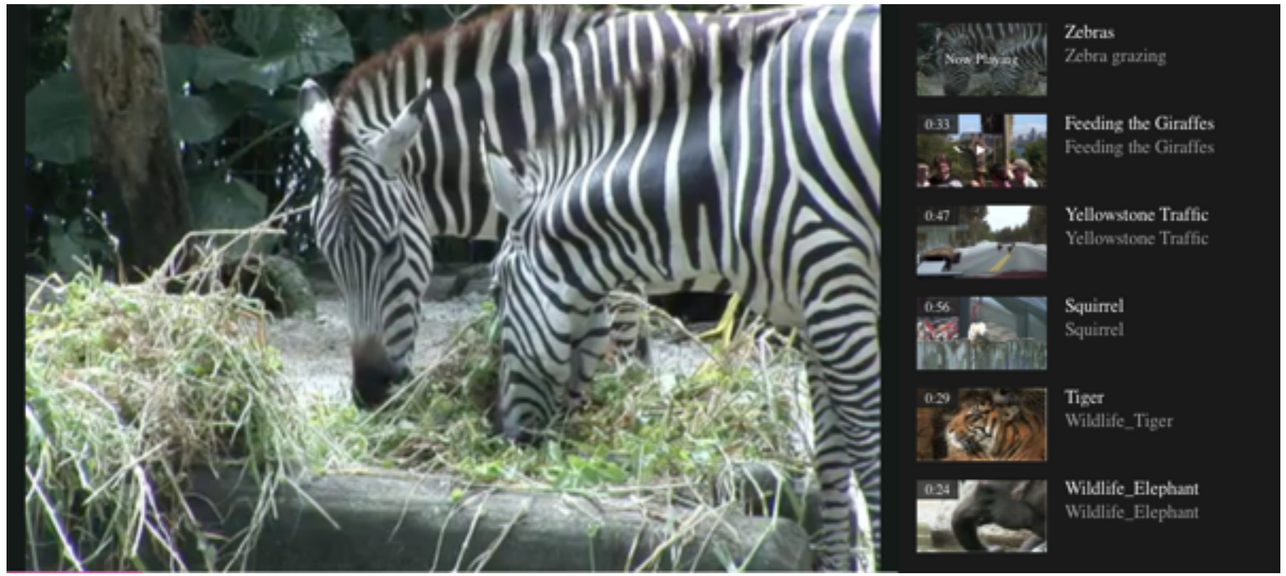
Hands-on Task: Creating playlists

http://support.brightcove.com/en/video-cloud/docs/quick-start-creating-playlist

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



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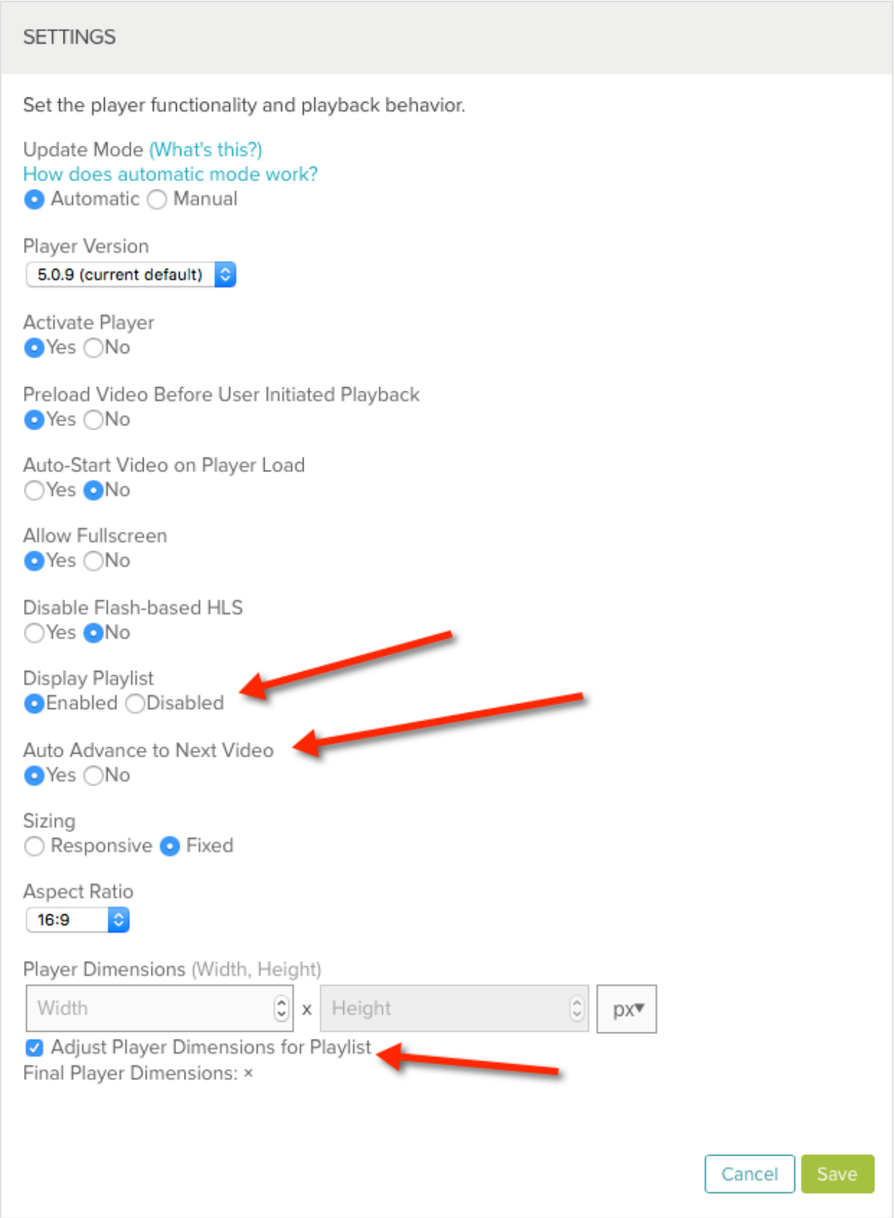
Player Playlist Settings

- In Players module, open player properties
- Choose to:
  - Display playlist
  - Advance to next video
  - Adjust player size

Remember to Publish the player after making changes



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Hands-on Task: Publishing a playlist

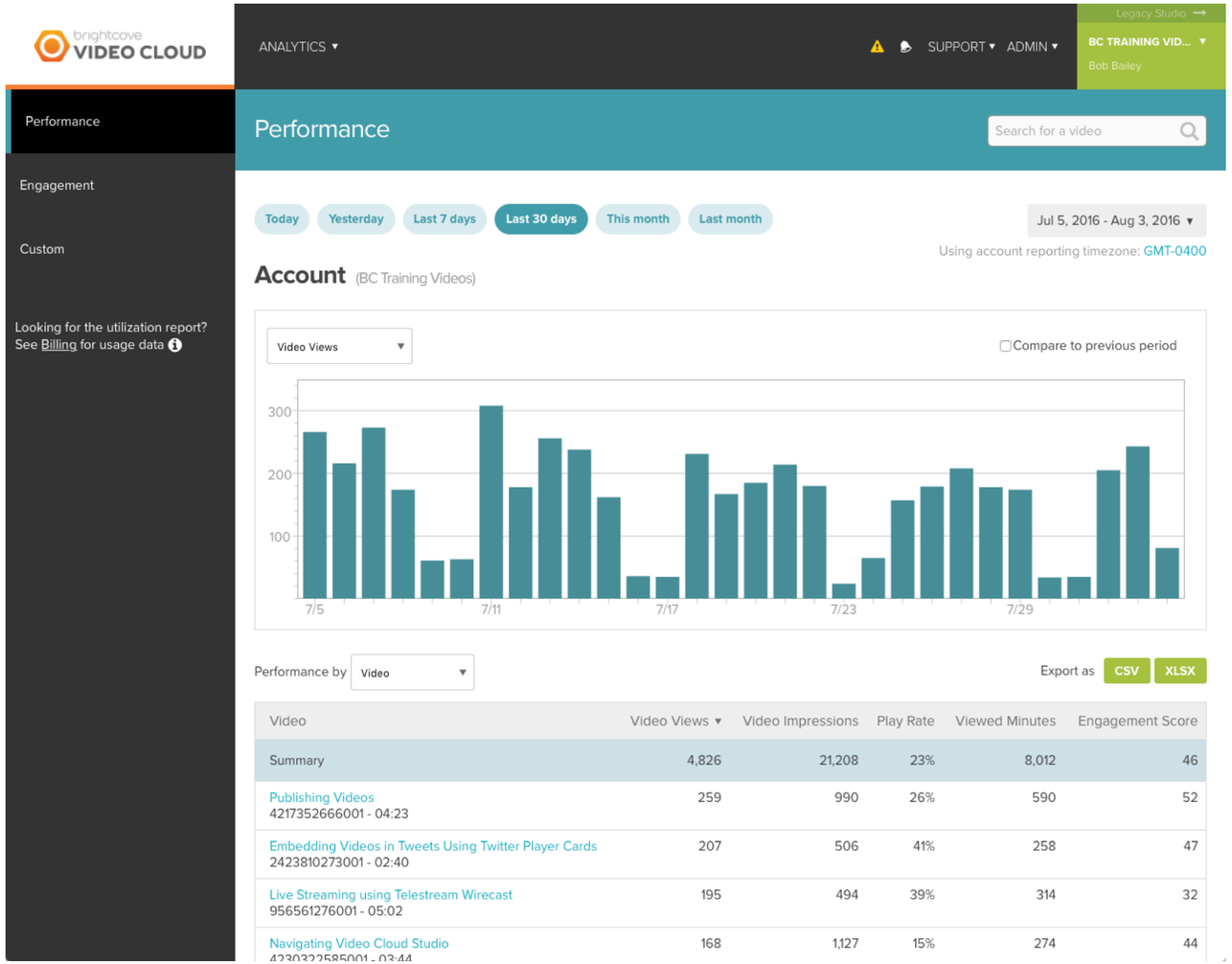
http://support.brightcove.com/en/video-cloud/docs/quick-start-publishing-playlist

Reviewing Video Analytics

Reviewing Video Analytics

- Available reports
  - Performance
  - Engagement
  - Custom reports

- View data in close to real-time
- Report data can be downloaded
- Reports are ‘printer friendly’
- Analytics API available



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Additional Resources

Online Training and Quick Start Guide

- Video Cloud Training On-Demand Courses
  - http://ondemand.brightcovelearning.com

- Quick Start to Video Cloud
  - Set of hands on steps you can work through on your own to discover some of the features of Video Cloud
  - http://support.brightcove.com/en/video-cloud/docs/quick-start-video-cloud

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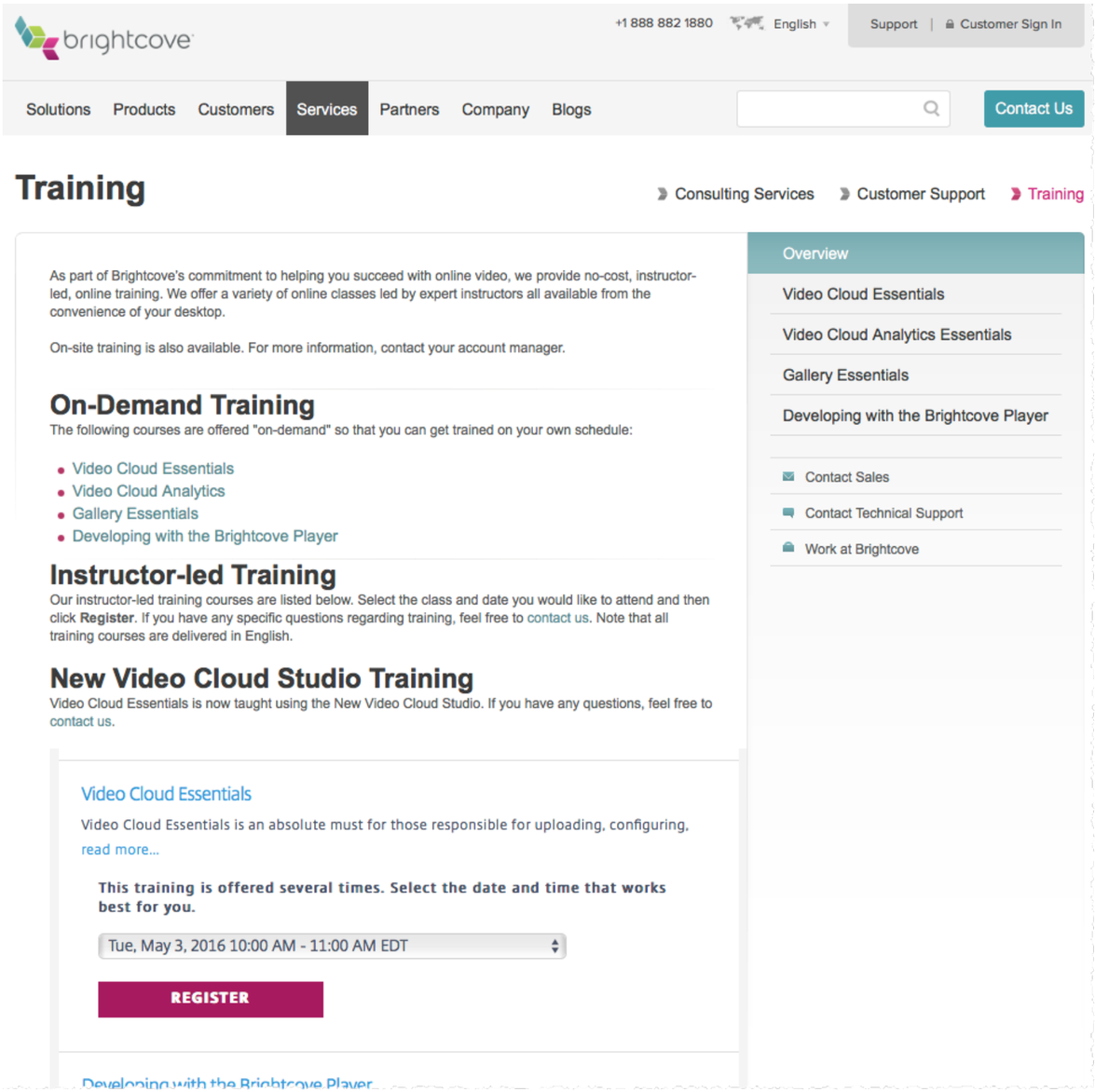
Additional Training Courses

- Brightcove.com > Services > Training



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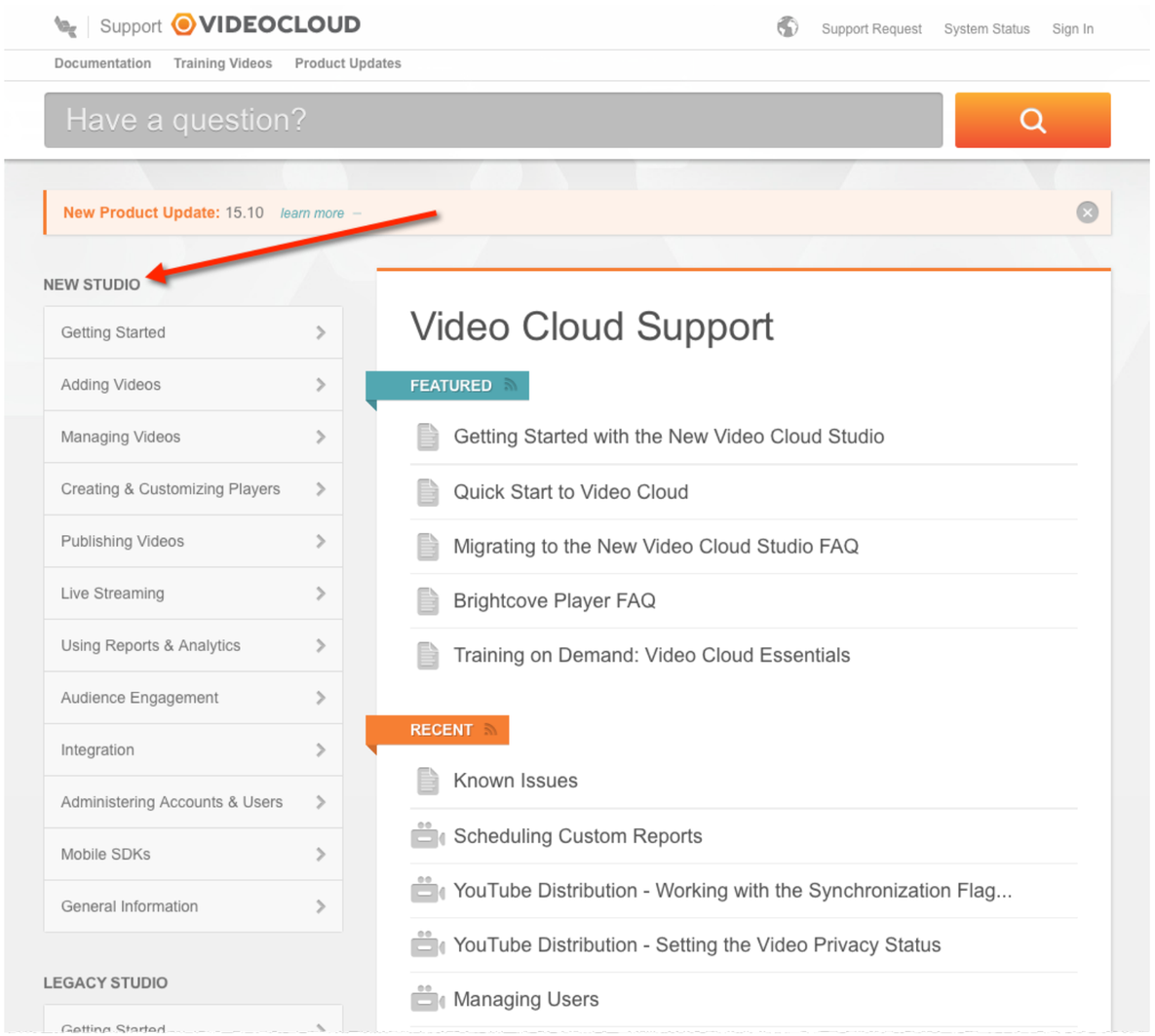
User Documentation

- support.brightcove.com



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Developer Documentation

- docs.brightcove.com

brightcove VIDEOCLOUD | Latest Dev Tools | Supported Dev Tools | Utilities / Concepts | Video Cloud Studio

DEVELOPER DOCS / VIDEO CLOUD

Video Cloud Developer Docs

Video Cloud is a complete video hosting and publishing platform. Here you will find information you need to get started developing with Video Cloud APIs and SDKs.

Looking for the new Studio documentation? Go here.

APIs and Developer Tools	Latest (recommended)	Supported
General	Overview of the APIs Integrating Video Cloud with a CMS API Testing Tools	
Media Management	Media Management (includes the Ingest Profiles API, Dynamic Ingest API, and CMS API)	Batch Provisioning Media API
Players	Brightcove Player Brightcove Player API Playback API	Smart Player API Flash-only Player API Advertising API
Manage Players	Player Management API	BEML Templates
Analyze Usage	Analytics API	
Authentication for APIs	OAuth API	Managing Media API Tokens
Mobile	Mobile SDKs	
Open Source Projects		

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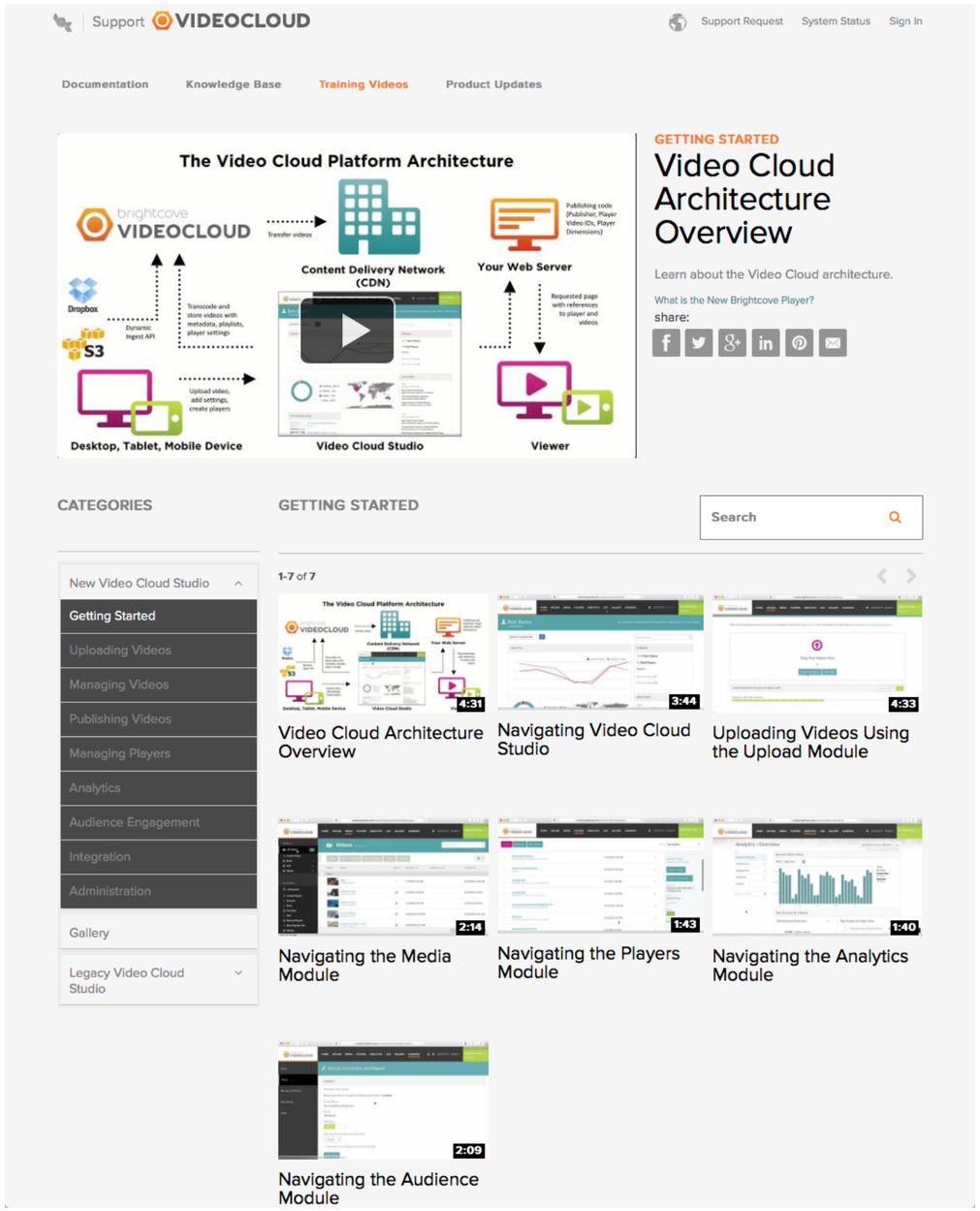
Training Videos

- video.brightcovelearning.com



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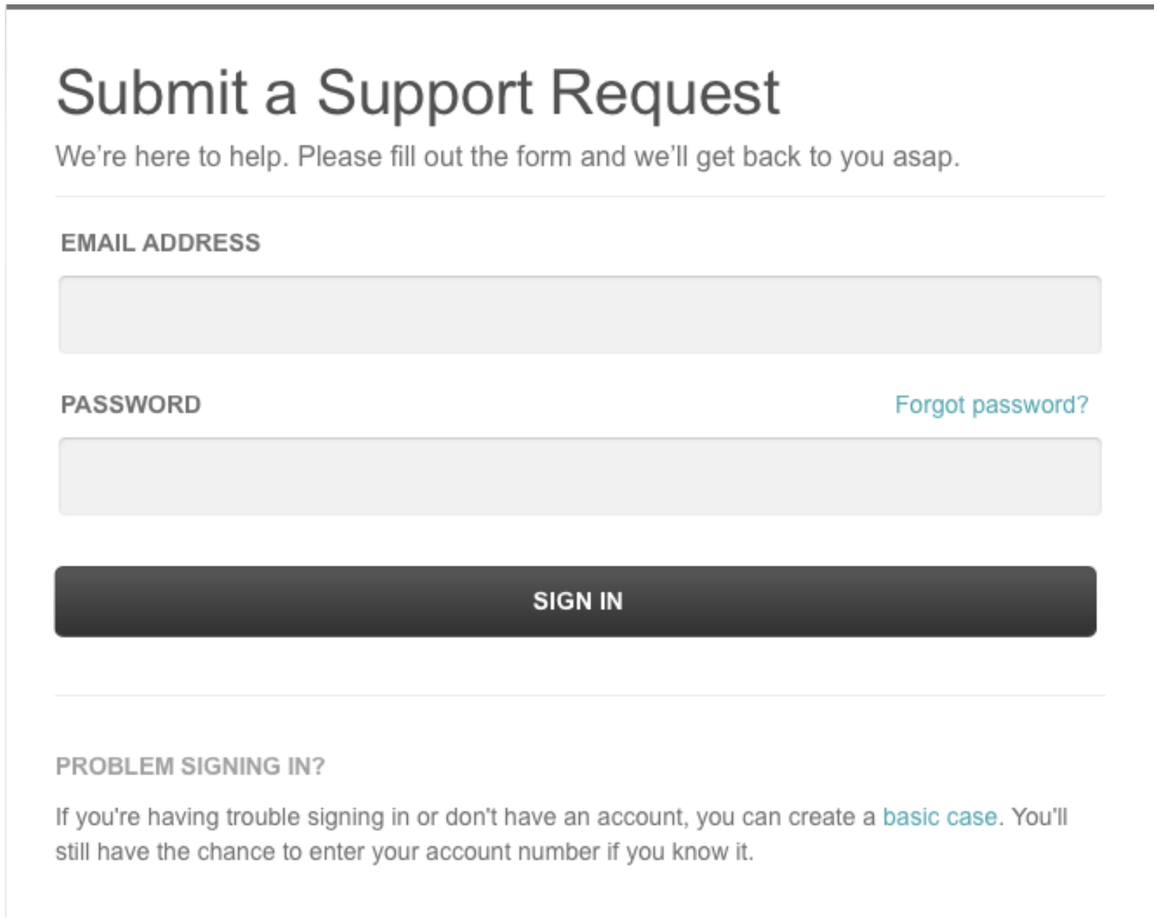
Support Request

- http://support.brightcove.com/en/contact



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