



Introduction to Video Cloud

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brightcove
VIDEO CLOUD™



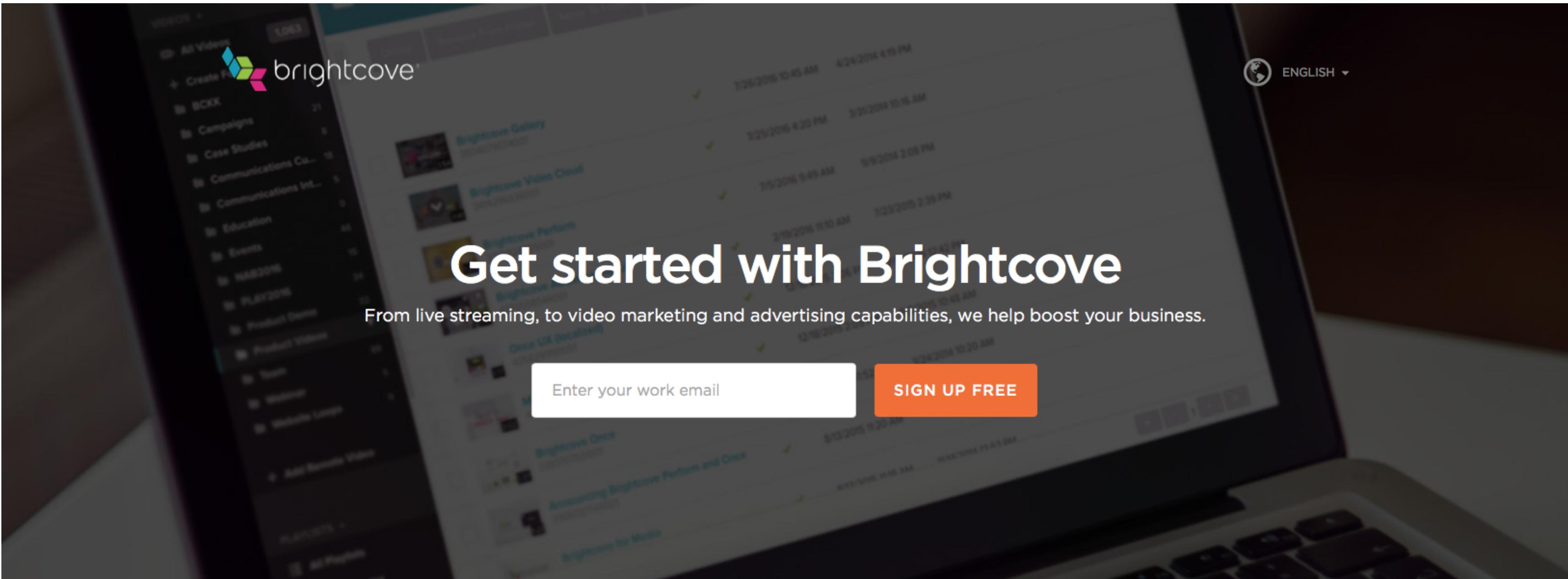
Course Outline

- 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>



Quick Start to Video Cloud



- Set of hands on steps you can work through on your own
- <https://support.brightcove.com/quick-start-video-cloud>

The screenshot shows a documentation page for 'Quick Start to Video Cloud'. At the top, there's a navigation bar with the Brightcove logo, 'HOME', 'PRODUCTS', 'QUICK LINKS', and 'TRAINING'. Below the navigation is a dark blue header bar with the text 'Documentation'. Underneath, there's a search bar and a main title 'Quick Start to Video Cloud'. To the left, a sidebar titled 'On This Page' lists links to 'Audience', 'Prerequisites', 'Outline', 'Next Step', and 'Related content'. On the right, there's a toolbar with buttons for 'View', 'Edit', 'Delete', 'Manage display', and 'Revisions'. Below the toolbar, there are three icons: 'Video Cloud', 'Studio User', and 'Get Started using Video Cloud Studio'. The main content area contains text about the objective of the quick start and a list of what users should be able to do after completing it. There are also sections for 'Audience' and 'Prerequisites'.

Search

Quick Start to Video Cloud

On This Page

- ▶ Audience
- ▶ Prerequisites
- ▶ Outline
- ▶ Next Step
- ▶ Related content

View Edit Delete Manage display Revisions

▶ Video Cloud
▶ Studio User
▶ Get Started using Video Cloud Studio

The objective of this Quick Start is to give you a short, simple guide to follow to help get you started using Video Cloud. This Quick Start will give you a set of hands on steps you can work through on your own to discover some of the features of Video Cloud.

After completing this Quick Start you should be able to:

- Navigate inside Video Cloud Studio
- Upload videos to Video Cloud
- Edit video properties
- Create and style a player
- Publish a video
- Create a playlist
- Publish a playlist

Audience

Anyone who is evaluating or is new to Video Cloud.

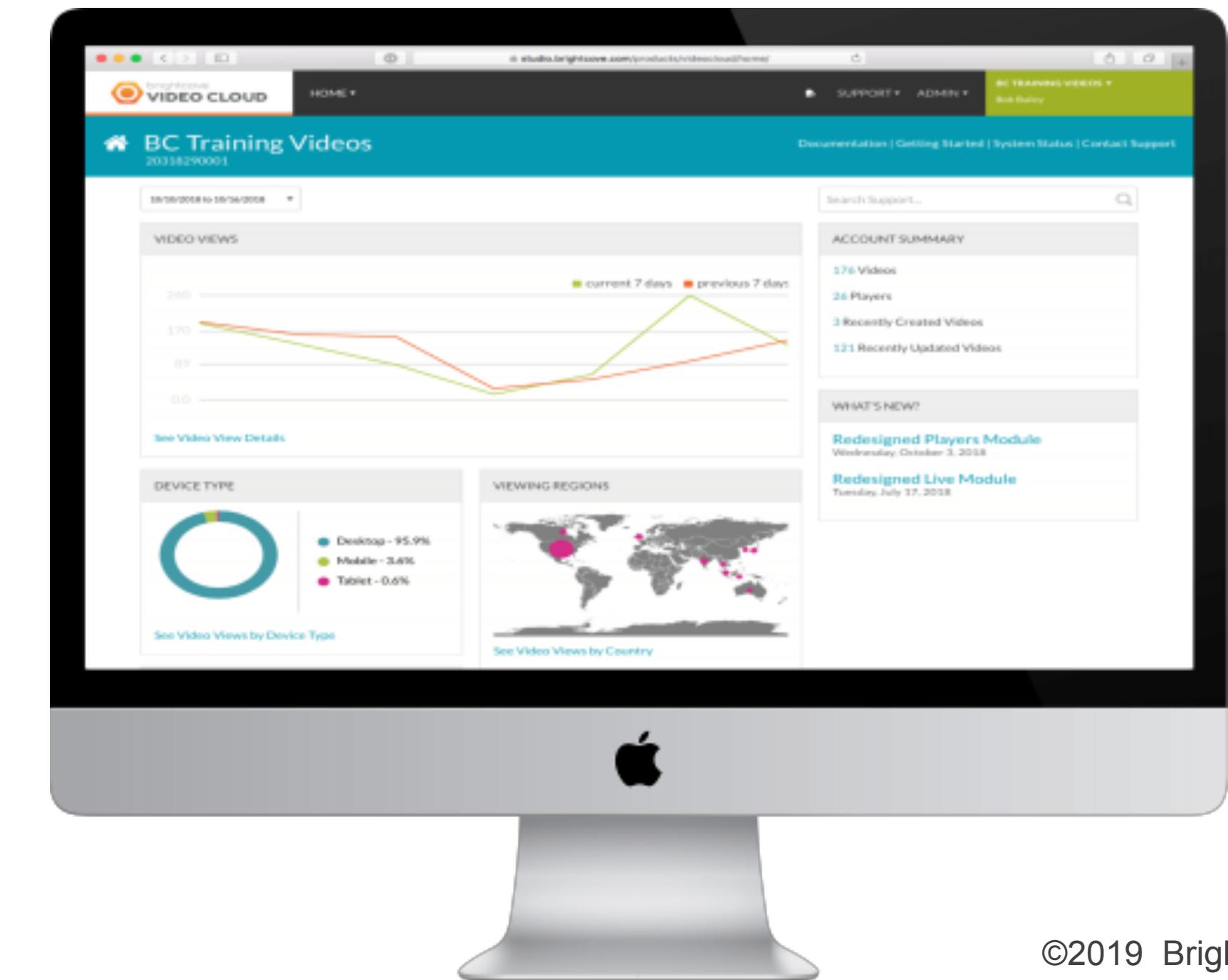
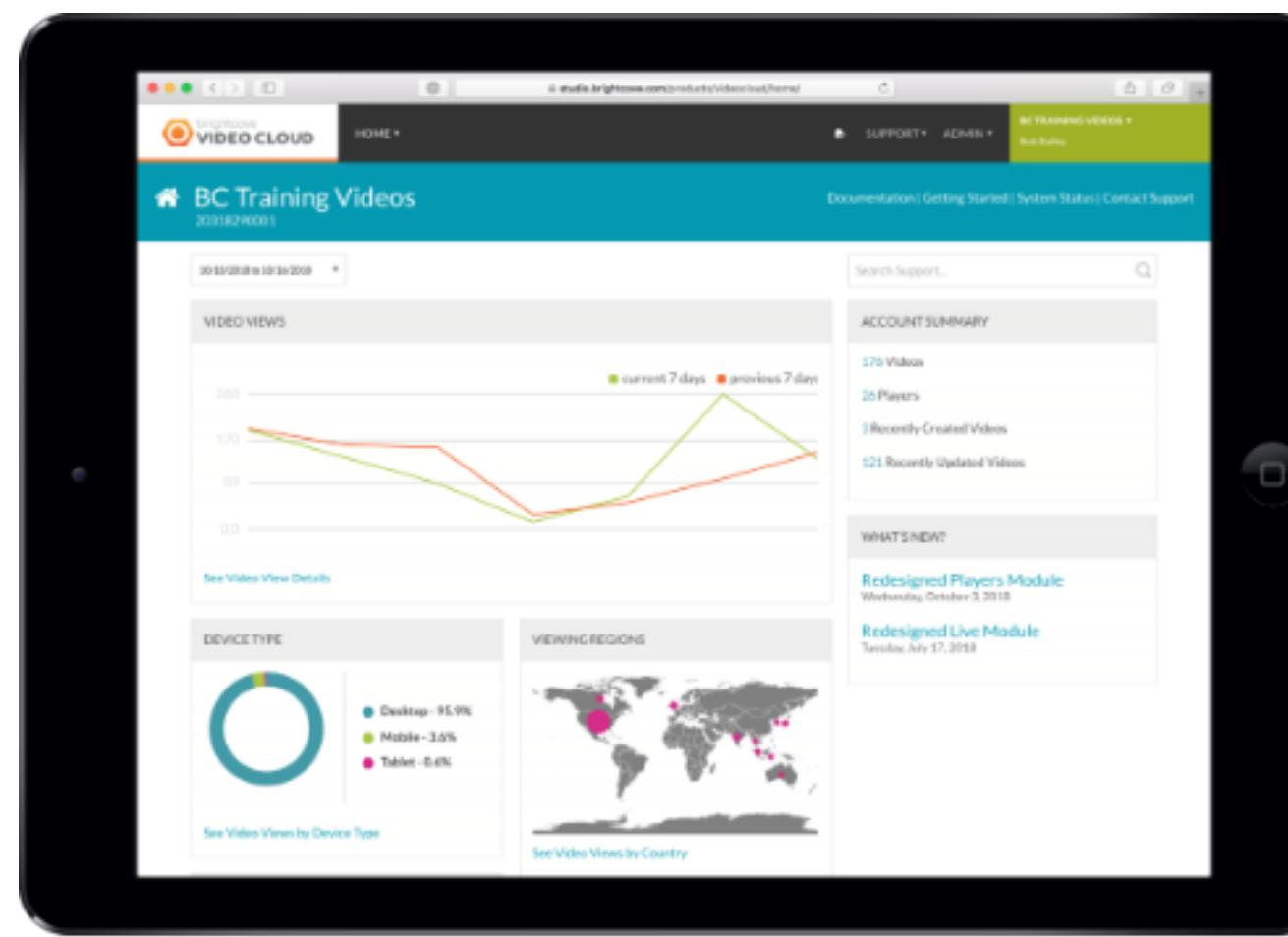
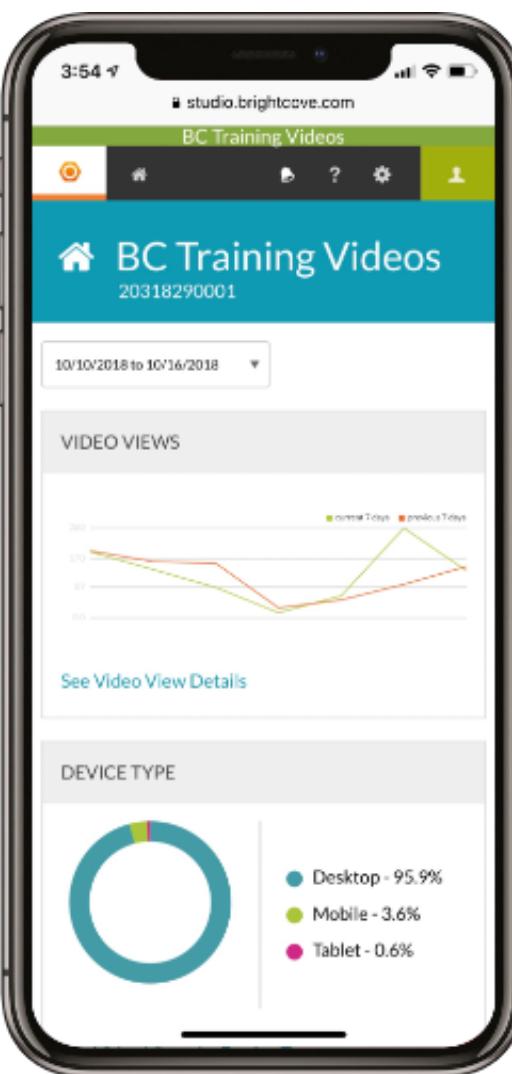
Prerequisites

- A Video Cloud account - you can sign up for a trial account [here](#).
- You should [download](#) the sample video zip file or have some sample video clips you can use.

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

BC Training Videos
Account ID 20318290001

HOME ▾

SUPPORT ▾ ADMIN ▾

BC TRAINING VIDEOS ▾
Bob Bailey

Account Selector

Module	Description
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	New 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

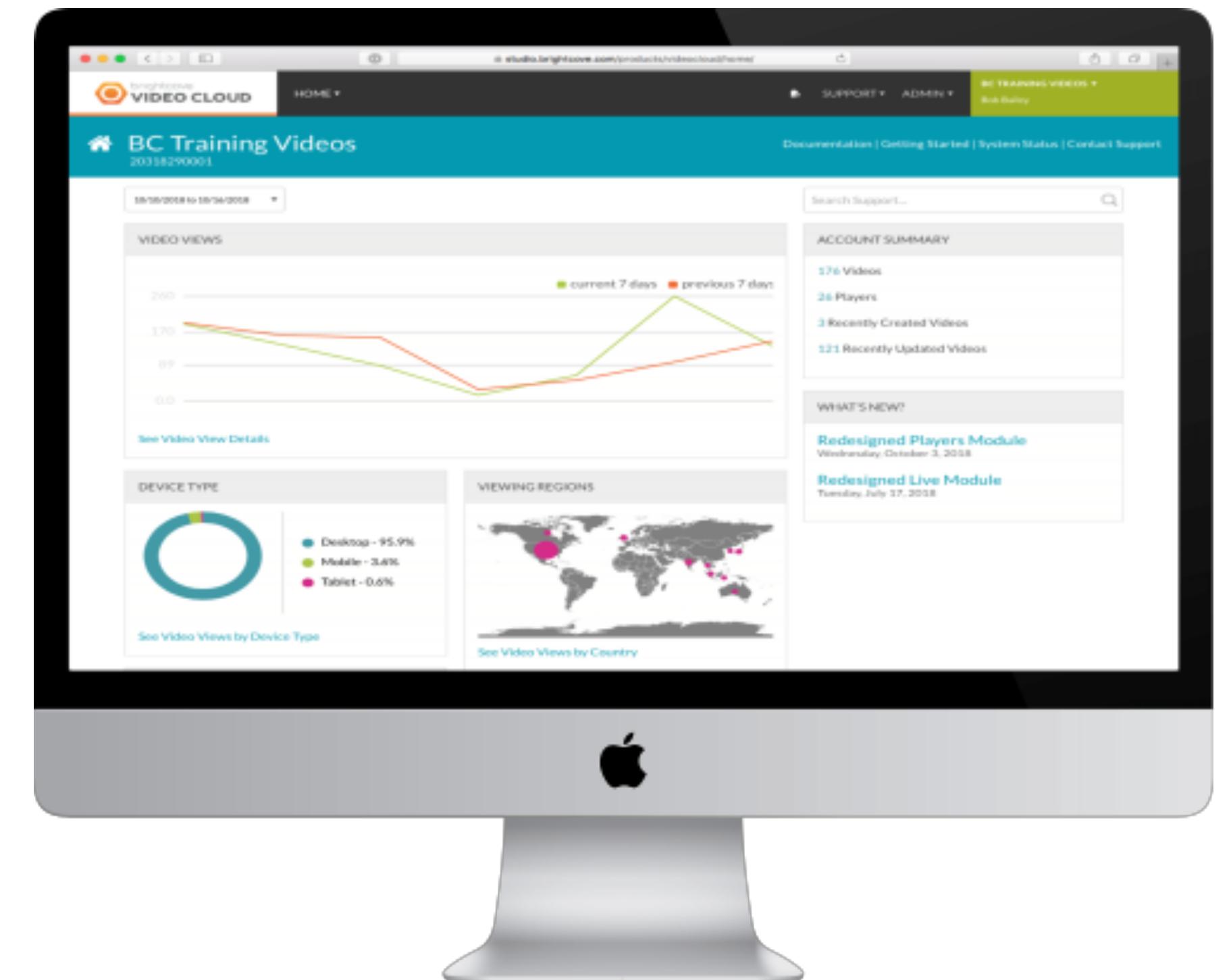
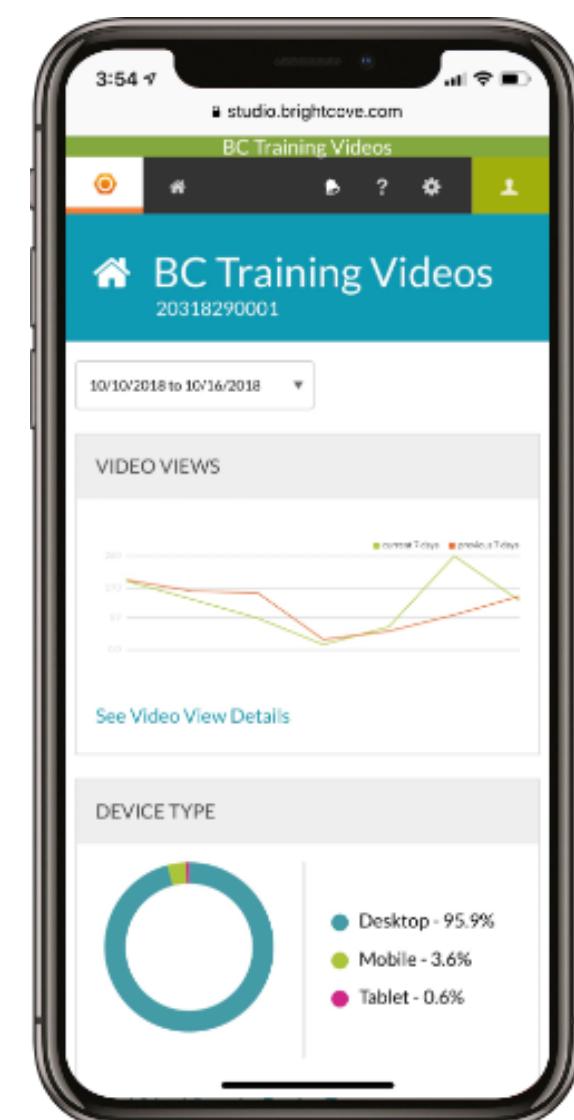


Uploading Videos



Uploading Videos

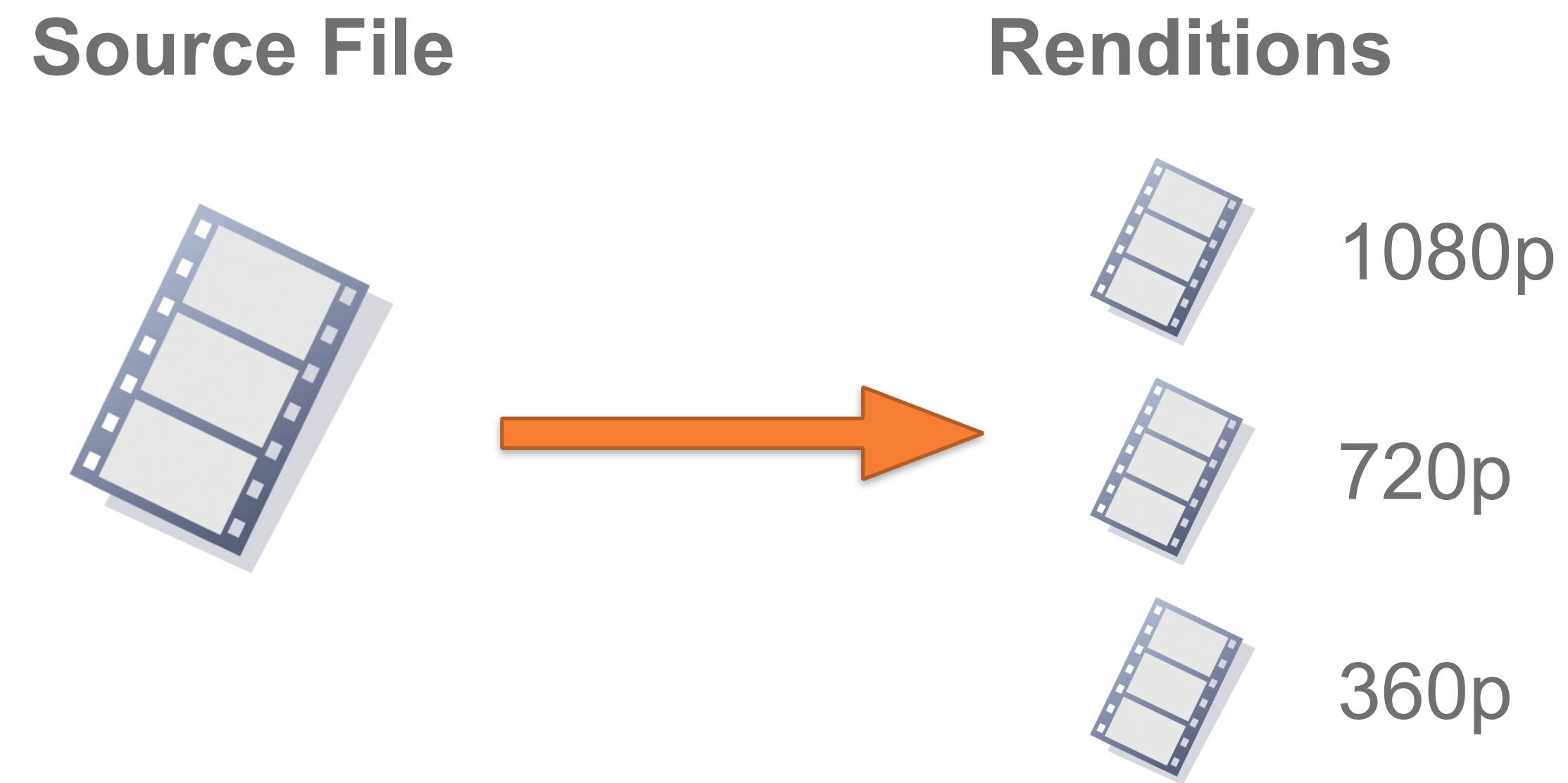
- Upload videos using the Upload module
- Source files can be:
 - On local machine
 - Located at a publicly addressable URL:
 - Amazon S3





Ingest Profile

- Determines the number and quality of renditions to create



- Goal: Provide the best rendition to viewer based upon their device and bandwidth capabilities



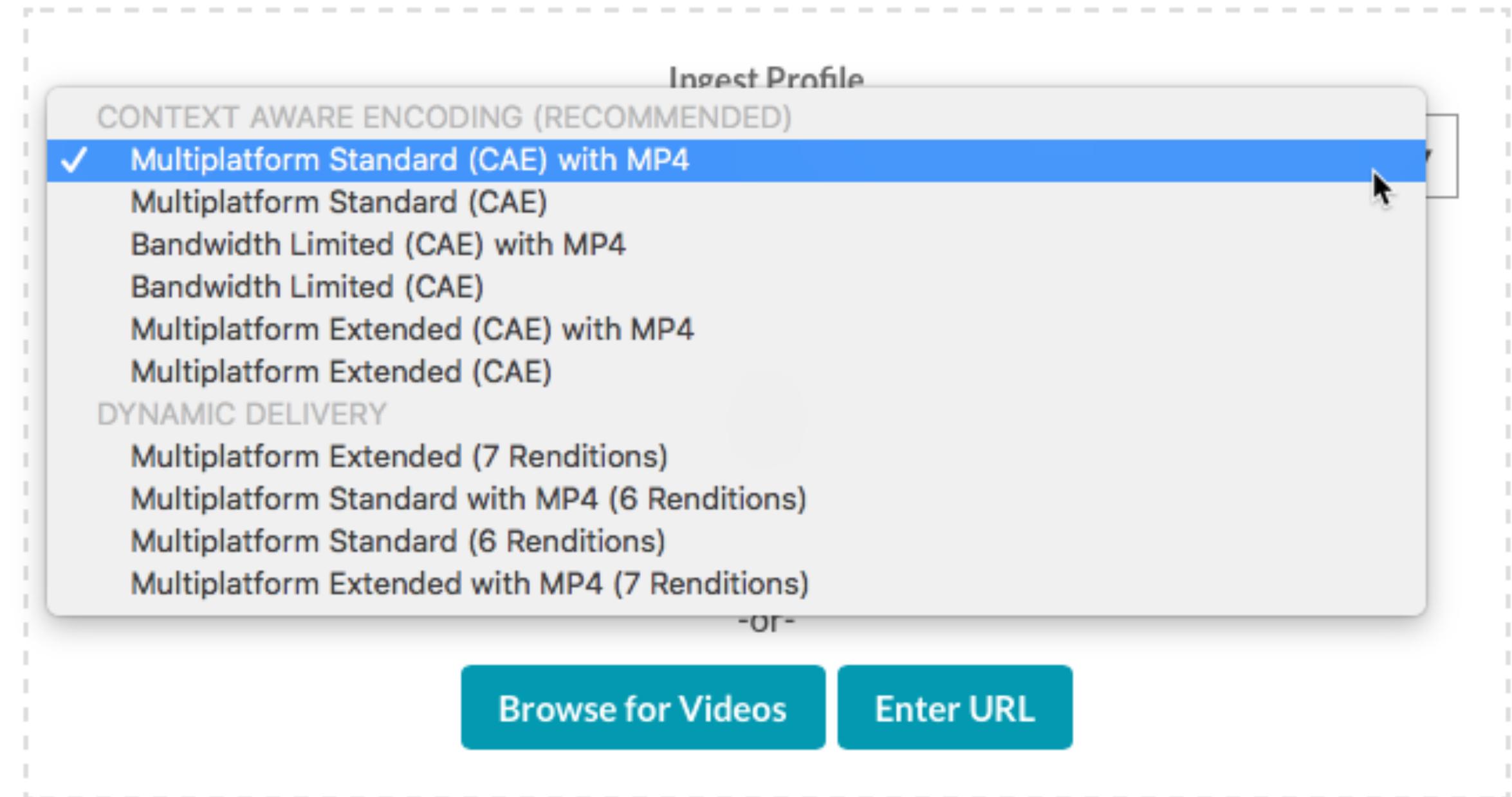
Do You Need MP4 Renditions?

- 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

The screenshot shows the Brightcove video upload interface. At the top, there's a navigation bar with the Brightcove logo, an 'UPLOAD' dropdown menu, and user account links for 'SUPPORT ▾', 'ADMIN ▾', and '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 across 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)' fields, both currently empty. A 'Apply to All' button is at the bottom of the sidebar.

- Specify a folder and tags for videos

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)
250

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://support.brightcove.com/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
 - Export video metadata
 - Publish videos and playlists

The screenshot shows the Brightcove Video Cloud interface. On the left, a sidebar titled 'VIDEOS' lists categories: 'All Videos' (211), 'Create Folder', 'Animals' (4), 'Birds' (5), 'Fish' (1), 'Sea Life' (3), 'Add Remote Video', 'PLAYLISTS' (19), 'All Playlists', 'Create Playlist', 'Animals', 'Big Playlist', 'Birds', 'Bob 4K', and 'Bob's Favorites'. The main area is titled 'Videos' and shows a list of 211 videos. The columns are: Name, Status, Reference ID, Created Date, and Updated Date. The list includes several animal videos like 'Brown Pelican on the Rocks', 'Bald Eagle Looking Around 4K', 'Moose in the River', 'Leafy Seadragon', 'Moose in the Grass', 'Bull Moose', 'White Ibis', and 'Bald Eagle Working on Nest'. Each video entry has a checkmark in the 'Status' column and a timestamp in the 'Created Date' column.

Name	Status	Reference ID	Created Date	Updated Date
Brown Pelican on the Rocks	✓	5767667698001	04/10/2018 2:27 PM	12/14/2018 9:06 AM bbailey@brightcove.com
Bald Eagle Looking Around 4K	✓	5605772143001	10/11/2017 10:53 AM	12/14/2018 9:06 AM mboles@brightcove.com
Brown Pelican	✓	5768425045001	04/11/2018 3:38 PM	12/14/2018 9:05 AM mboles@brightcove.com
Moose in the River	✓	5798844727001	06/18/2018 11:16 AM	12/14/2018 9:05 AM bbailey@brightcove.com
Leafy Seadragon	✓	5784687226001	05/14/2018 4:26 PM	12/14/2018 9:05 AM mboles@brightcove.com
Moose in the Grass	✓	5707079882001	01/10/2018 2:30 PM	12/14/2018 8:57 AM bbailey@brightcove.com
Bull Moose	✓	5854853884001	10/29/2018 11:51 AM	12/07/2018 10:40 AM bbailey@brightcove.com
White Ibis	✓	4257980252001	05/26/2015 2:46 PM	11/07/2018 9:50 AM
Bald Eagle Working on Nest	✓	5598011532001	10/04/2017 3:29 PM	11/05/2018 10:56 AM

Editing Video Properties

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

The screenshot shows the Brightcove Media Cloud interface. At the top, there's a navigation bar with the Brightcove logo, 'MEDIA', 'SUPPORT', 'ADMIN', and a user 'Bob Bailey'. Below the navigation is a preview window showing a brown pelican standing on a rock. To the left of the preview is a timeline with a play button at the 00:00:05 mark. Below the preview are several sections: 'VIDEO INFORMATION' (Name: Brown Pelican, ID: 5768425045001, Tags: none, Video Projection: Standard, Offline playback is disabled, Related Link URL: none, Related Link Text: none, Long Description: none, Advertising: Ad Supported, Ad Keys: none, Folder: none, Manual Playlists: none, Sharing: none), 'VIDEO FILES' (Source File Name: Brown Pelican.mpg, Enabled for Dynamic Delivery, Replace Source File, Retranscode, Format: DASH, HLS, Dimensions: 480 x 270 @ 452 kbps, 480 x 270 @ 567 kbps, 640 x 360 @ 694 kbps, 640 x 360 @ 895 kbps, 960 x 540 @ 1196 kbps, 960 x 540 @ 1675 kbps, 1280 x 720 @ 2002 kbps, 1280 x 720 @ 2123 kbps, Upload Date: all listed as Wed, Apr 11, 2018 3:39 PM), 'CUSTOM FIELDS' (Region: none, Subject: none, Year: none, YT Privacy Status: none), 'AVAILABILITY' (Scheduling: Always Available, Geo Filtering: Unrestricted), and 'TEXT TRACKS' (none). An orange arrow points from the 'Name' field in the 'VIDEO INFORMATION' section towards the preview player.

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

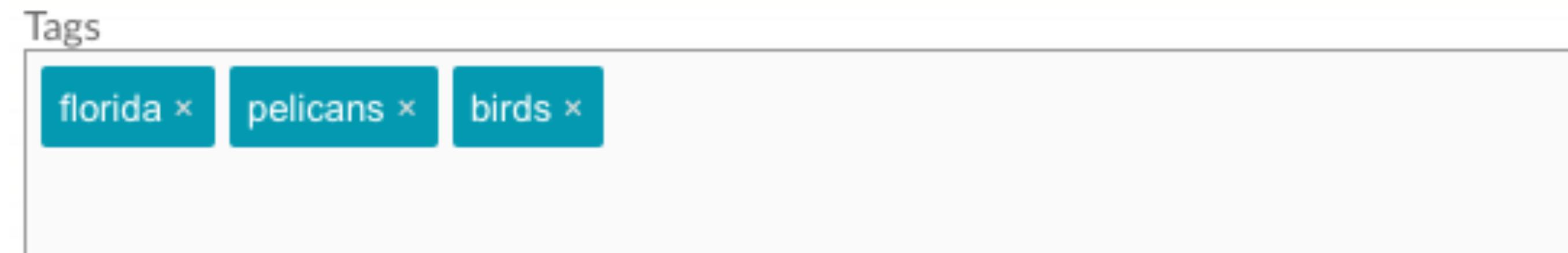
VIDEO INFORMATION Edit

Name	Brown Pelican
ID	5768425045001
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	---
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://support.brightcove.com/quick-start-setting-video-properties>



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 for managing players. The top navigation bar includes the Brightcove logo, a search bar, and links for SUPPORT, ADMIN, and BRIGHTCOVE TRAINING. The current user is Bob Bailey.

The main area is titled "Players" and contains a list of player configurations:

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 IwP...r	10/30/2018 2:05 PM	✓

A detailed sidebar for the "Sample Player" (Ctzra7vEL) is displayed on the right, showing its configuration details:

- Player Preview
- Embed Code & URL
- Player ID: Ctzra7vEL
- Name: Sample Player
- Description: ---
- Status: Active
- Published State: Published



Player Types

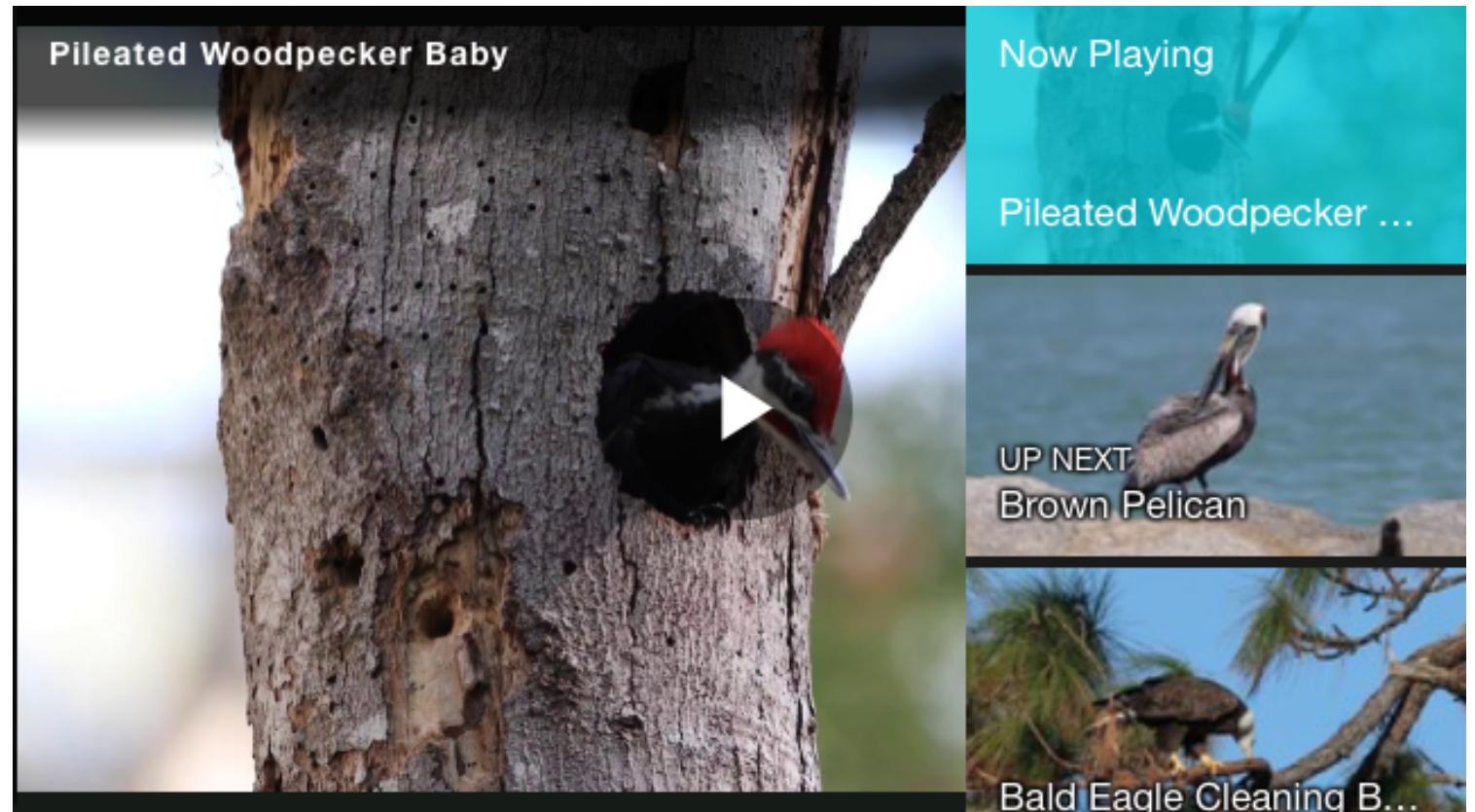
- Single Video player



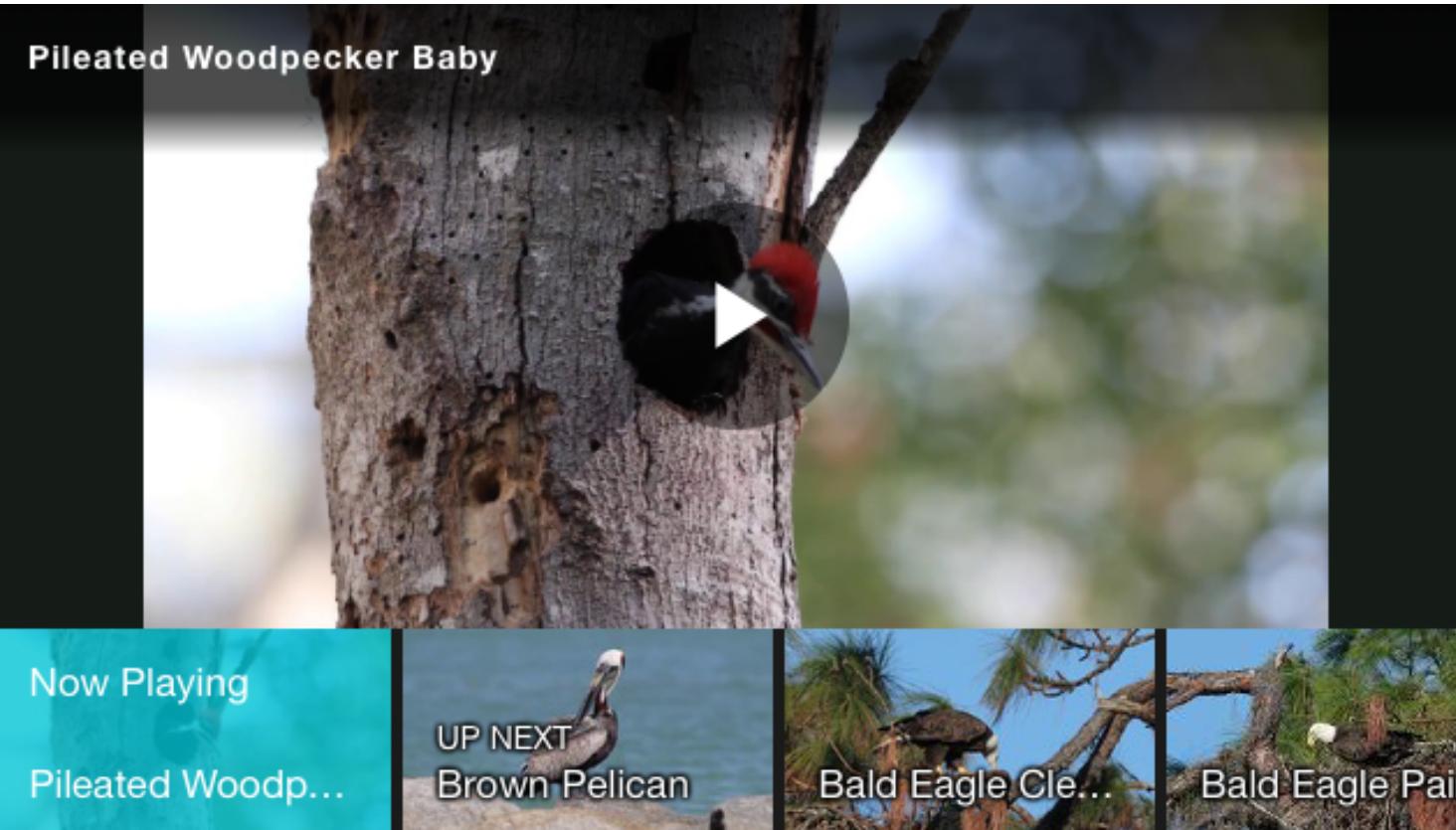


Player Types

- Playlist player



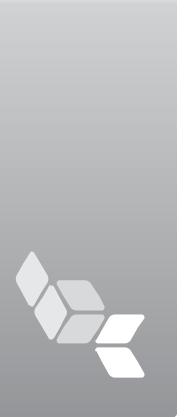
Vertical



Horizontal



Hidden



Creating a Player

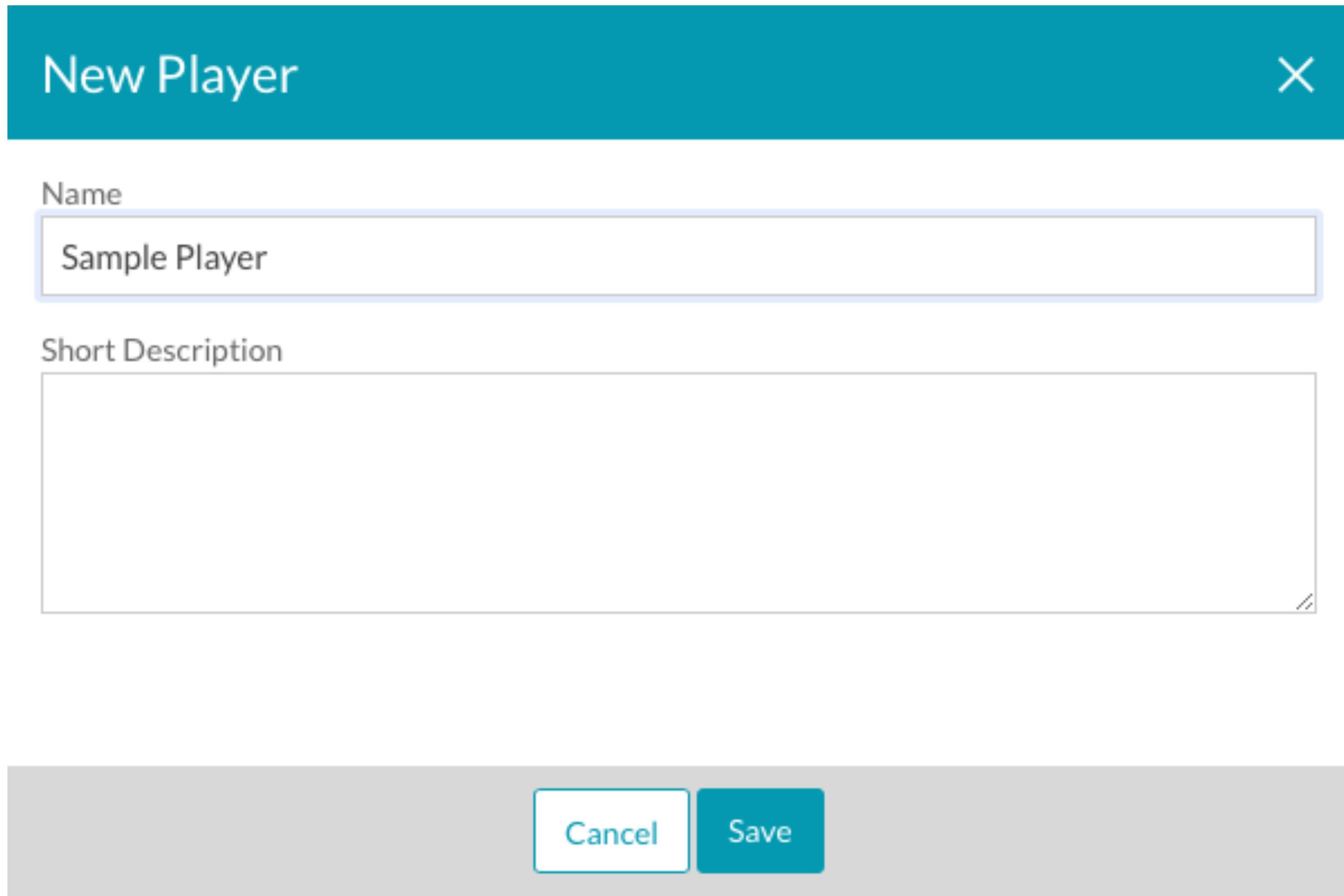
- Click **New Player**
- Name the player
- Click **Save**

New Player ×

Name
Sample Player

Short Description

Cancel Save



Player Properties

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

Screenshot of the Brightcove Video Cloud Player Properties interface.

The top navigation bar includes:

- brightcove VIDEO CLOUD logo
- PLAYERS ▾
- Return to Legacy Editor
- SUPPORT ▾
- ADMIN ▾
- BRIGHTCOVE TRAINING ▾
- Bob Bailey

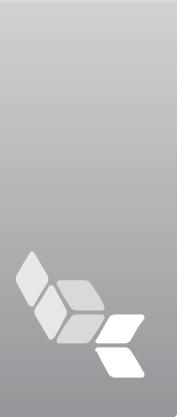
The main content area shows the "Sample Player" configuration:

Player Information

- Player ID: Ctzra7vEL
- Name * (Internal Only): Sample Player
- Player Type: Single Video (selected)
- Short Description (Internal Only): Lorem ipsum dolor sit amet, consectetur adipiscing elit, se...
- Sizing: Responsive (selected)
- Aspect Ratio: 16:9
- Player Dimensions (Width, Height): 960 x 540 px
- Update Mode: Automatic (selected)
- Player Version: Always latest release
- Published Player Version: 6.30.1
- Localization (Accepted Languages): (empty input field)

On the right, a preview window shows a video player interface with a play button and a "Sample Cloud Video" title. A message at the bottom right says: "This player is published. You can make changes and publish them when you are ready."

Below the preview are buttons: Delete, Deactivate, Revert Changes, Preview, and Publish & Embed.



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

Main:

Background:

Icons:

Logo Overlay

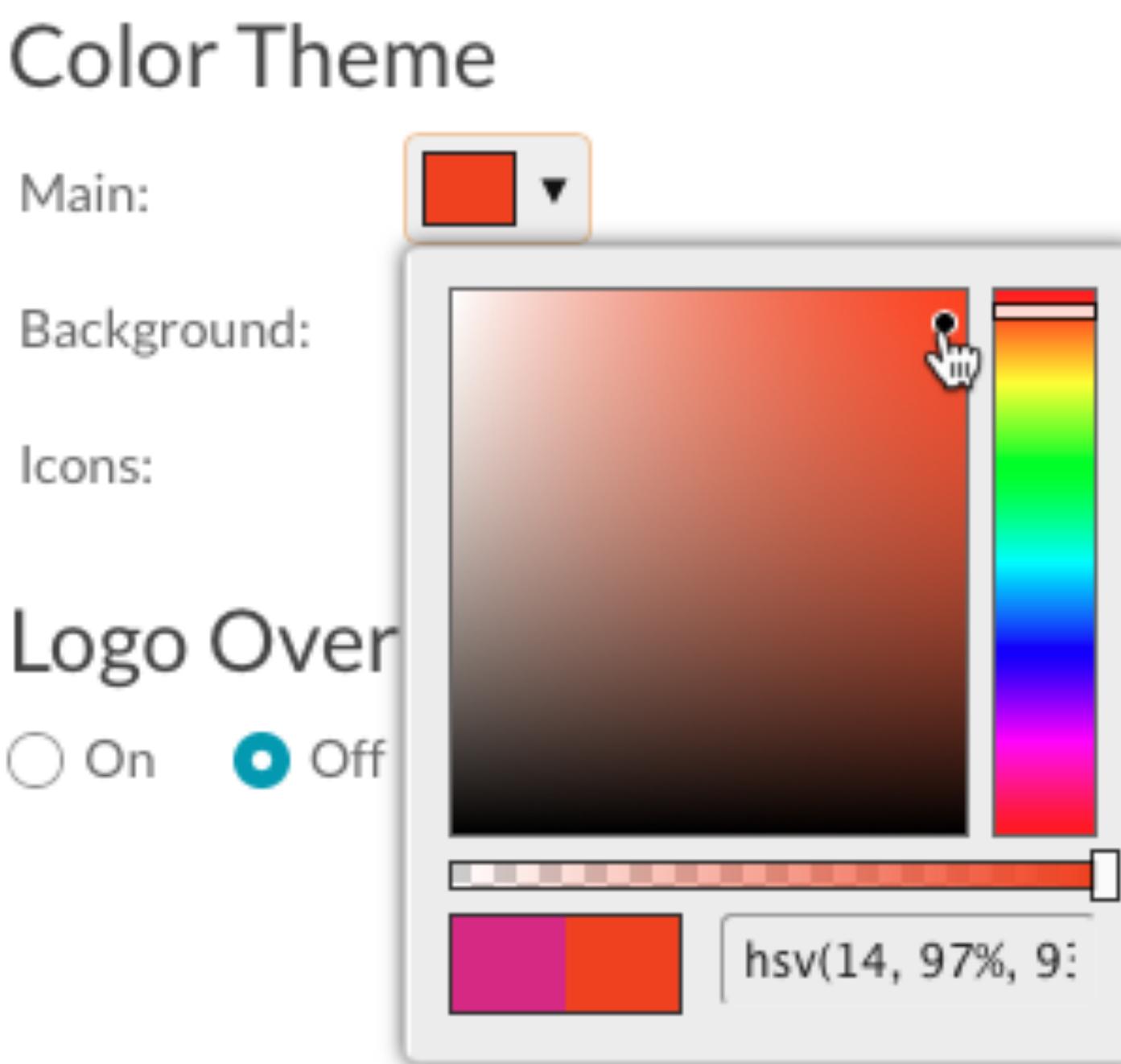
On Off

Players can also be styled using
CSS and JavaScript



Styling a Player

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





Styling a Player

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

Logo Overlay

On Off

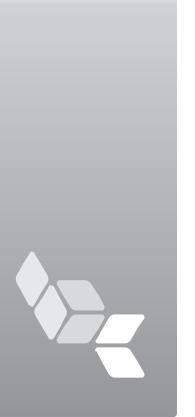
 brightcove®

[Browse](#)

Logo Position

Bottom Right ▾





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

The screenshot shows the Brightcove Player Settings interface for a player named "Sample Player". The "Preview Player" tab is currently selected, indicated by a dark gray background. Other tabs include "Player Preview", "Embed Code & URL", and "Published Player". The "Published Player" tab has a small hand cursor icon over it, suggesting it is the next tab to be selected. The interface also displays the player's creation date ("Created 10/17/2018 3:12 PM"), a "Description" field with three dots, a "Status" field set to "Active", and a "Published State" field set to "Published".



Hands-on Task: Creating and Styling a Player

<https://support.brightcove.com/quick-start-creating-and-styling-player>



Publishing a Video

Publishing a Video

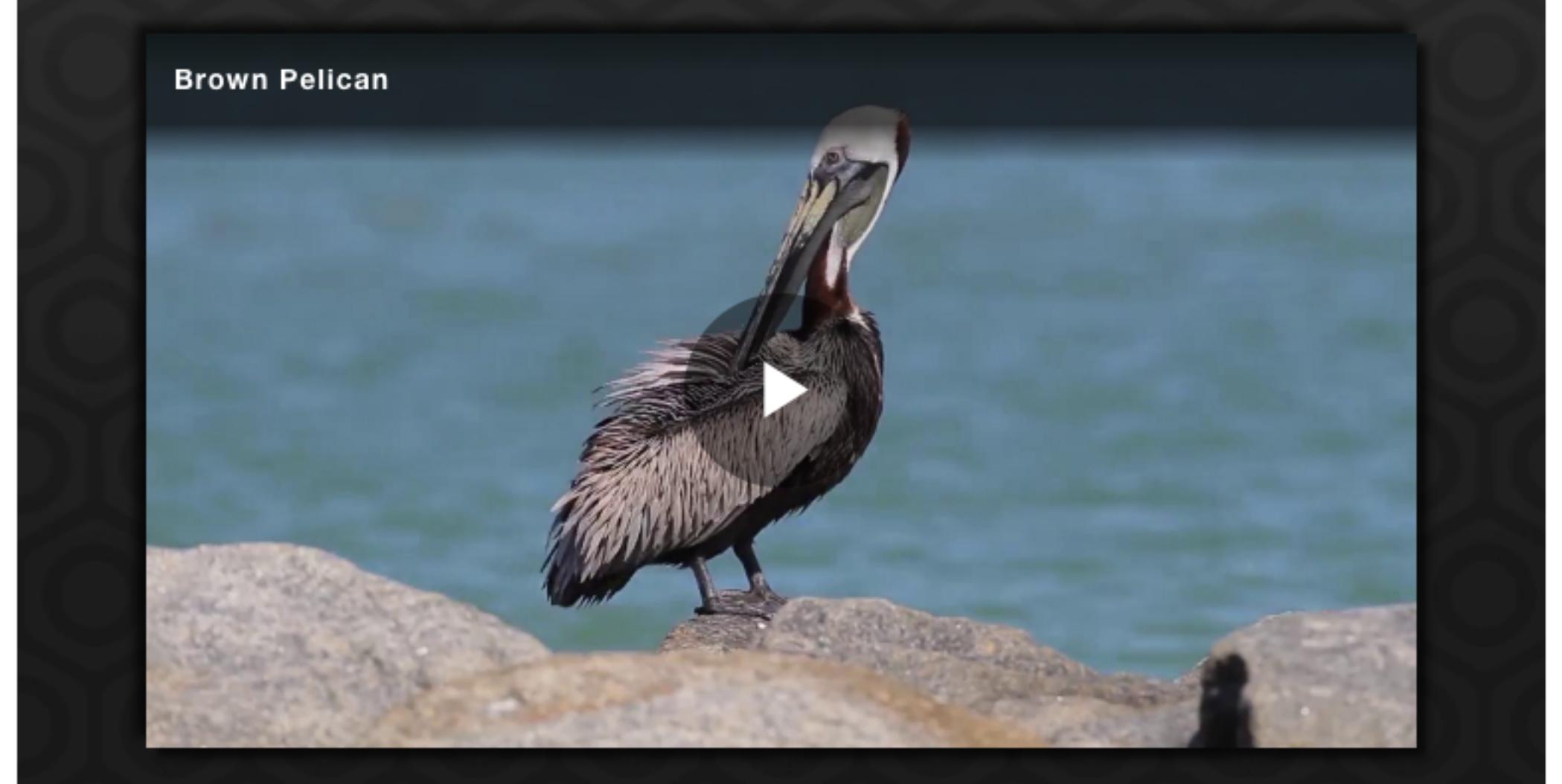


- Select the video
- Click Publish and Embed >
Web Player
- Select a Player
- Select embed code

Publishing Brown Pelican X

Select Player

Sample Player V Playlist ▼



Brown Pelican

Preview in browser
https://players.brightcove.net/1486906377/L7AgoeXTa0_default/index.html?videoid=5768425045001 Shorten

Copy Code

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

[Standard](#) [Advanced](#) Change Player Size

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://support.brightcove.com/quick-start-publishing-video-web>



Creating a Playlist

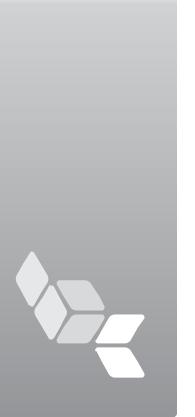
Creating a Playlist



- 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 Tags

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

Cancel Save



Hands-on Task: Creating Playlists

<https://support.brightcove.com/quick-start-creating-playlist>

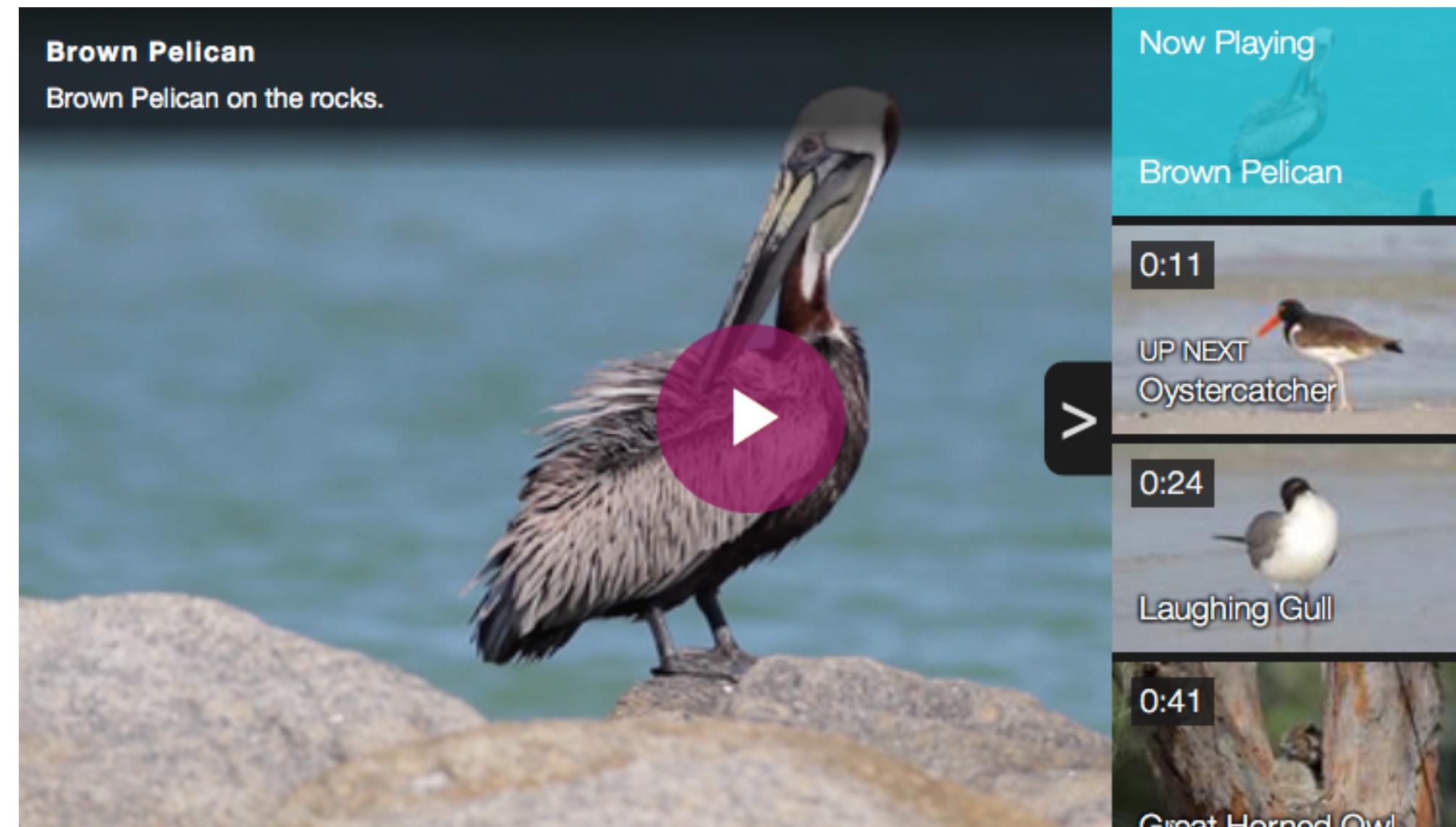


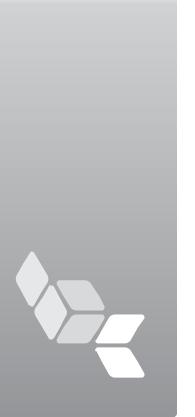
Publishing a Playlist

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





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://support.brightcove.com/quick-start-publishing-playlist>



Additional Resources

On-demand Training

- support.brightcove.com



Documentation

Search



Online Training Courses

On This Page

» Related content

[View](#) [Edit](#) [Delete](#) [Manage display](#) [Revisions](#)

Studio User, Player Developer, Device SDK Developer

This topic lists all of the on-demand training courses that are available.

[» Register for instructor-led, online training](#)

Name	Product Focus	Role	Description
Video Cloud Essentials	Video Cloud	Studio User	Learn how to upload, manage and publish videos using Video Cloud Studio
Video Cloud Analytics	Video Cloud	Studio User	Learn about the types of analytics that are available inside Video Cloud Studio
Building In-Page Experiences using Gallery	Gallery	Studio User	Learn how to create and publish an in-page experience using Brightcove Gallery.
Building Portal Experiences using Gallery	Gallery	Studio User	Learn how to create and publish a portal experience using Brightcove Gallery.
Developing with the Brightcove Player	Video Cloud Brightcove Player	Player Developer	Learn to use JavaScript, CSS and HTML to customize the behavior and appearance of the Brightcove Player.
Quick Start to Player Management	Video Cloud Brightcove Player	Player Developer	Learn to create, update and publish a player using Terminal and the curl tool.
Developing with the Brightcove Native Player SDK for Android	Video Cloud Brightcove Player	Device SDK Developer	Learn to create a native video app for Android devices.
Developing with the Brightcove Native Player SDK for iOS	Video Cloud Brightcove Player	Device SDK Developer	Learn to create a native video app for iOS devices.

Instructor-led Training



- support.brightcove.com

Documentation

Search

Register for Training

On This Page

» Related content

[View](#) [Edit](#) [Delete](#) [Manage display](#) [Revisions](#)

Studio User, Player Developer, Device SDK Developer

Get Started using Brightcove Player Studio, Get Started using Gallery, Get Started using Video Cloud Studio, Get Started with Player Development, General Info

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

Video Cloud Essentials

Video Cloud Essentials 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.

Tue, Aug 28, 2018 10:00 AM - 11:00 AM EDT

[REGISTER](#)

Developing with the Brightcove Player

In this two hour session, you will learn to use JavaScript, CSS and HTML to customize the behavior and [read more...](#)

This training is offered several times. Select the date and time that works best for you.

Tue, Oct 9, 2018 2:00 PM - 4:00 PM EDT

[REGISTER](#)

Building Portal Experiences using Gallery

Support Request

- support.brightcove.com

brightcove | Support System Status Sign In

Submit a Support Request

We're here to help. Please fill out the form and we'll get back to you asap.

If you are a Support Named contact, you can access our [Support Portal](#).

EMAIL ADDRESS: *

bbailey@brightcove.com
Not you? [Sign in](#) to a different account.

SELECT THE ACCOUNT(S) THAT ARE HAVING ISSUES:

Service Wide (this is affecting all of my accounts)

39 accounts found for bbailey@brightcove.com

<input type="checkbox"/>	App Science DRM Publisher ID: 3742124955001
<input type="checkbox"/>	App Science Non-DRM Publisher ID: 3636334163001
<input type="checkbox"/>	Audience Team Publisher ID: 5384493786001
<input type="checkbox"/>	BC - Bob Bailey Publisher ID: 1481353044001
<input type="checkbox"/>	BC - Bob Bailey - Express Publisher ID: 1577928376001
<input type="checkbox"/>	BC - Bob Bailey - Pro Publisher ID: 1949054872001
<input type="checkbox"/>	BC - Bob Bailey Training Videos Publisher ID: 1709815560001

Please select the account(s) to create the issue with. If the account is not in this list, please enter it below.

PUBLISHER ID:

A 10 digit number. Only required if account is not found above.

PRODUCT: *

Video Cloud

PRIORITY:

Normal

Documentation



- support.brightcove.com

Select Language ▾

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HOME PRODUCTS ▾ QUICK LINKS ▾ TRAINING ▾

Welcome to Brightcove Documentation

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Select a Product

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The screenshot shows the Brightcove Video Cloud documentation website. At the top, there's a navigation bar with the Brightcove logo, followed by links for HOME, PRODUCTS, QUICK LINKS, and TRAINING. A search bar is located below the navigation. The main header is "Video Cloud". On the left, there's a logo for "brightcove VIDEO CLOUD™". To the right, a text block says: "With Video Cloud you can deliver fast, innovative, TV-like experiences out-of-the-box, dynamically insert server-side ads to maximize revenue, and reach your audiences wherever they are." Below this, there are six cards arranged in a grid:

- Get Started**: Learn the basics and get started using Video Cloud.
 - [Video Cloud Studio](#)
 - [Developers](#)
- What's New**: Learn about the Video Cloud product updates.
 - [Video Cloud Studio](#)
 - [Brightcove Player](#)
 - [Mobile SDKs](#)
- Video Cloud Studio Documentation**:
 - [Popular Topics](#)
 - [All Studio Documentation](#)
- Video Cloud Studio Training**:
 - [Video Cloud Essentials](#)
 - [Video Cloud Analytics](#)
 - [Video Cloud Studio Training Videos](#)
- Developer Documentation**:
 - [Player Developers](#)
 - [API Developers](#)
 - [SDK Developers](#)
 - [All Video Cloud Documentation](#)
- Developer Training**:
 - [Developing with the Brightcove Player](#)
 - [Developing with the Brightcove Native Player SDK for Android](#)
 - [Developing with the Brightcove Native Player SDK for iOS](#)
 - [SDK Training Videos](#)



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