



Video Cloud Essentials

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brightcove
VIDEO CLOUD



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



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



Audience

- New Video Cloud users
- Publishers evaluating Video Cloud
- Note: Developer training is also available



Video Cloud Trial Accounts

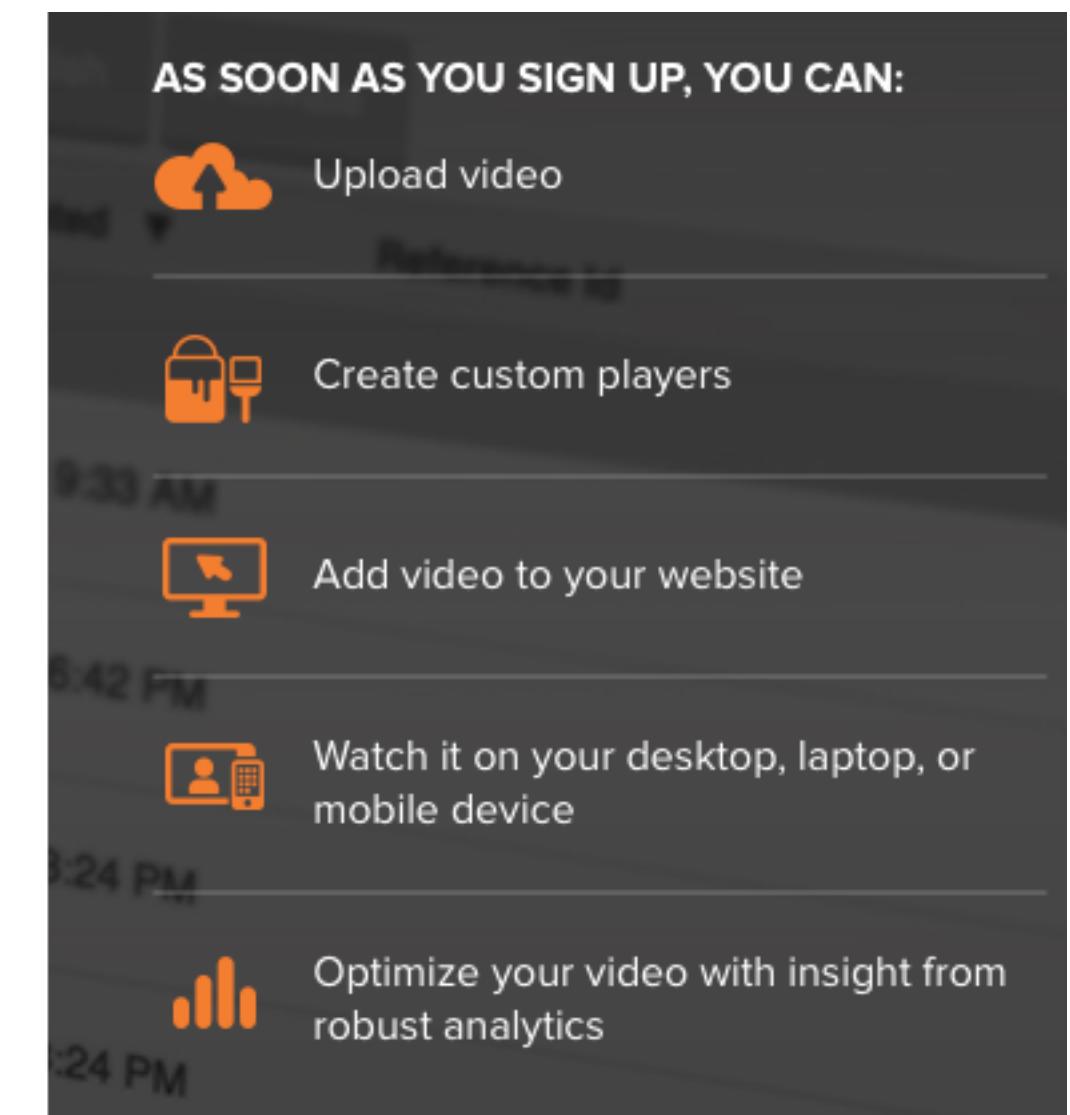
- You can sign up for a trial account:
 - <https://register.brightcove.com>

Start Your **Free 30-Day** Brightcove
Video Cloud Trial

No credit card required.

CONTINUE

We will use your email address to see if you are already registered with Brightcove.





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>

NEW STUDIO

- Getting Started
- Adding Videos
- Managing Videos
- Creating & Customizing Players
- Publishing Videos
- Live Streaming
- Using Reports & Analytics
- Audience Engagement
- Integration
- Administering Accounts & Users
- Mobile SDKs
- General Information

Quick Start to Video Cloud

PRODUCT	VERSION	EDITION
VIDEO CLOUD	New Studio	Express I, Express II, Express III, Professional, Enterprise

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.

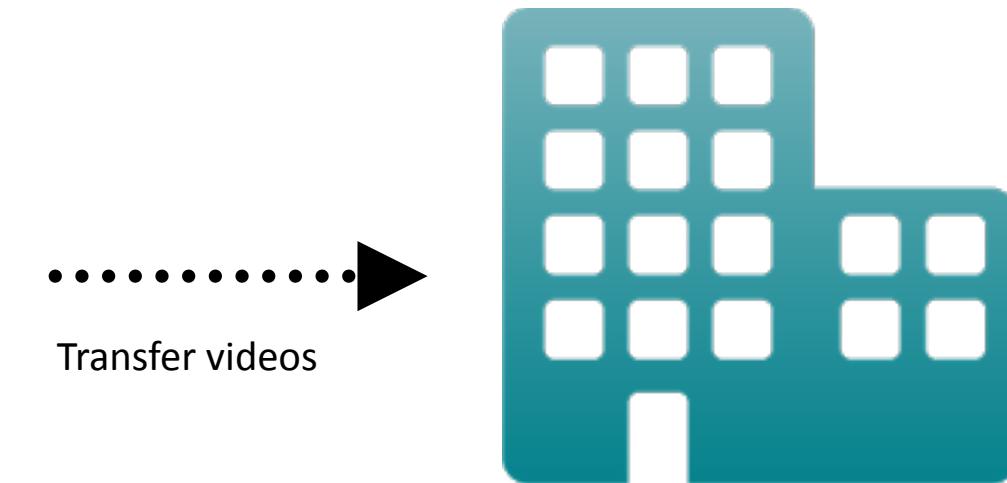
After completing this Quick Start you should be able to:

- 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
- Understand the types of analytics that are provided by Video Cloud



Reviewing the Video Cloud Architecture

The Video Cloud Platform Architecture



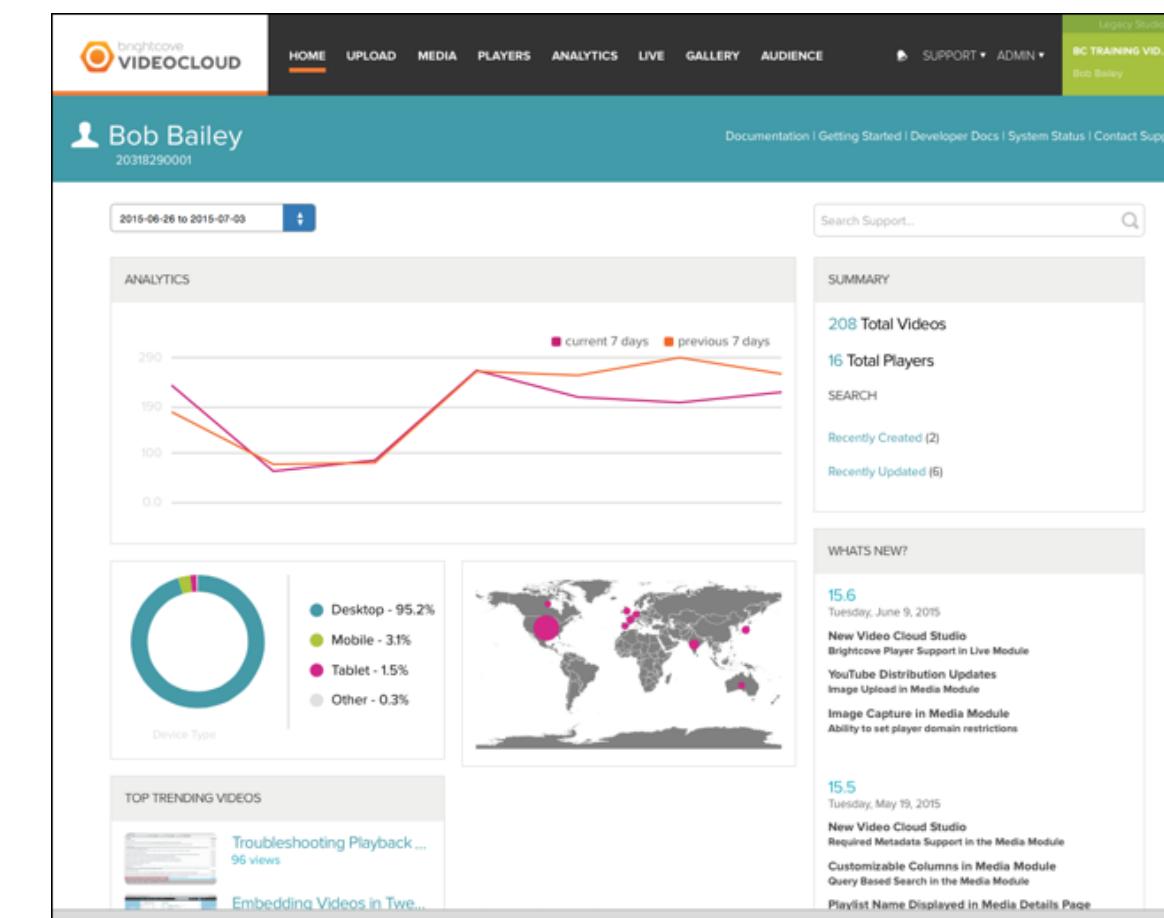
.....→

Transfer videos



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

Content Delivery Network (CDN)



Dropbox

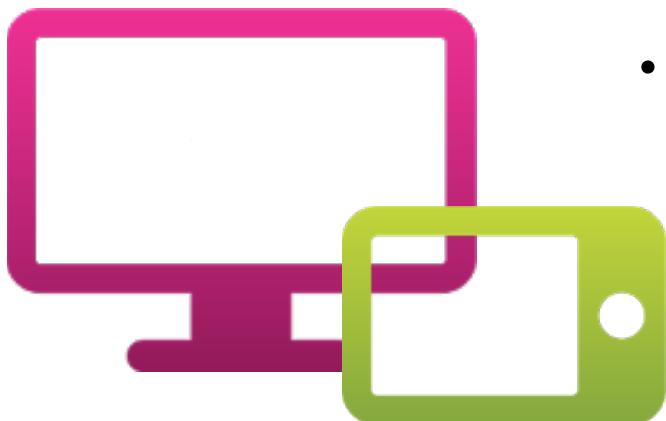
.....
Dynamic Ingest API



Transcode and
store videos with
metadata, playlists,
player settings



S3

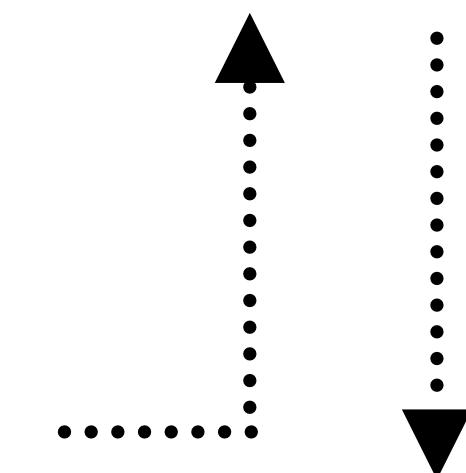


Upload video,
add settings,
create players

.....→

Desktop, Tablet, Mobile Device

Your Web Server



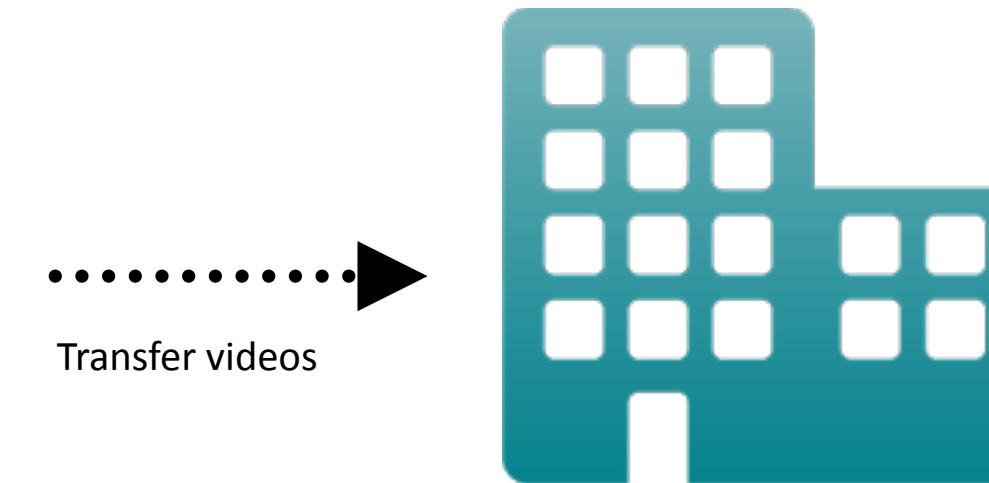
Requested page
with references
to player and
videos



Viewer

Brightcove Inc.

The Video Cloud Platform Architecture



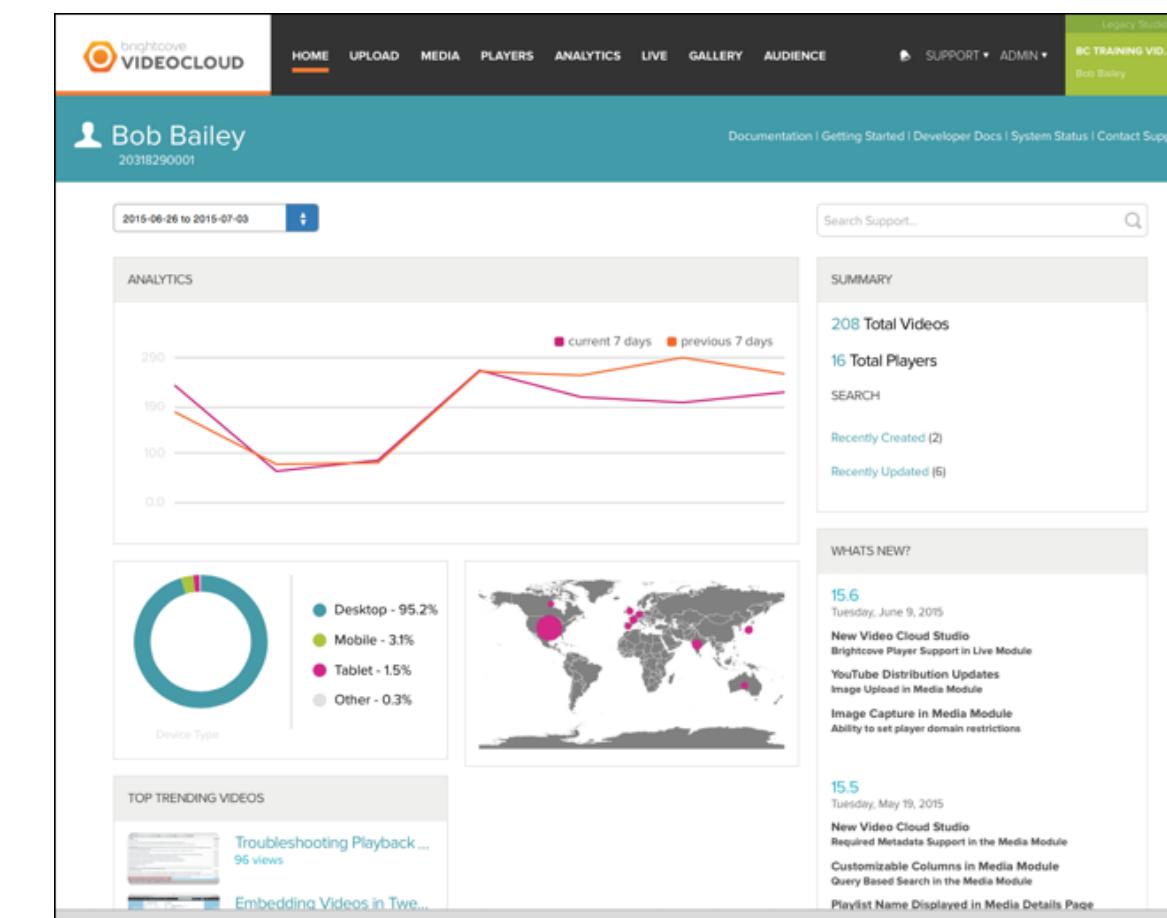
.....→

Transfer videos



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

Content Delivery Network (CDN)

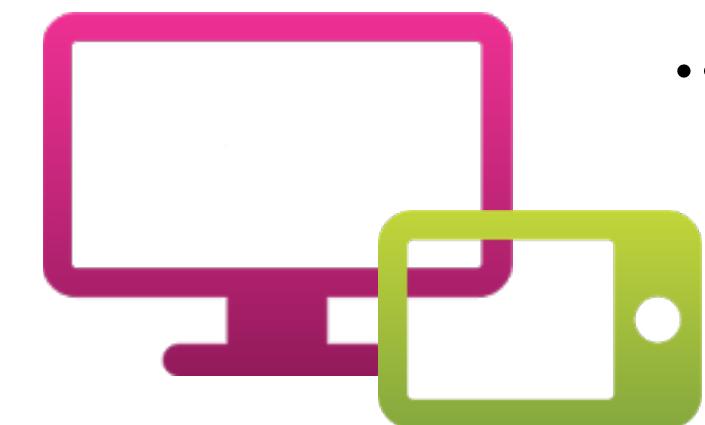


Dropbox



Dynamic
Ingest API

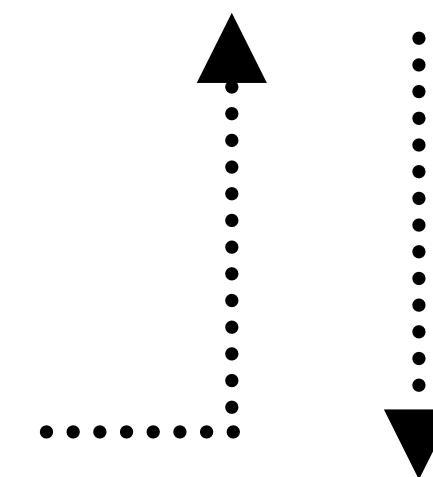
Transcode and
store videos with
metadata, playlists,
player settings



Upload video,
add settings,
create players

Desktop, Tablet, Mobile Device

Your Web Server



Requested page
with references
to player and
videos



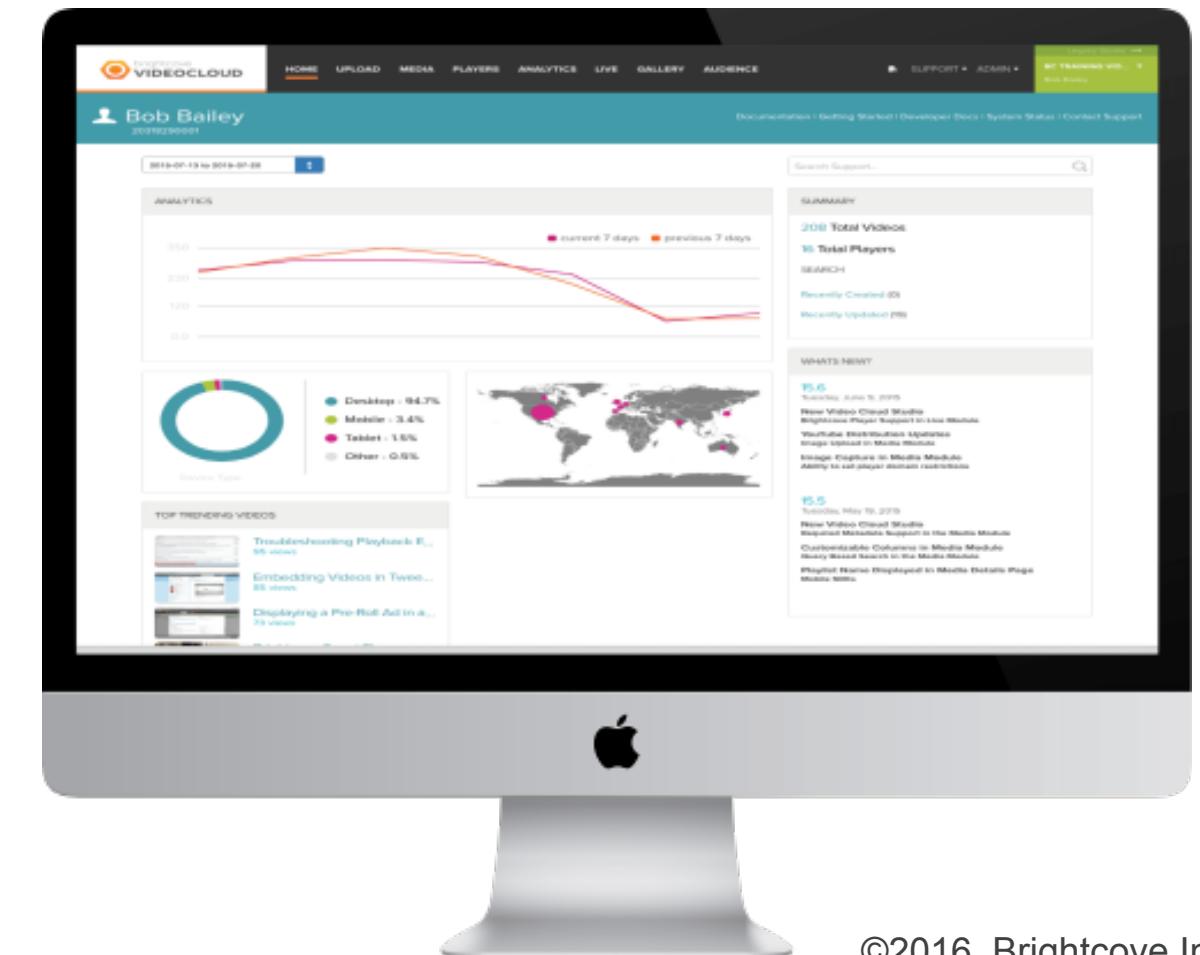
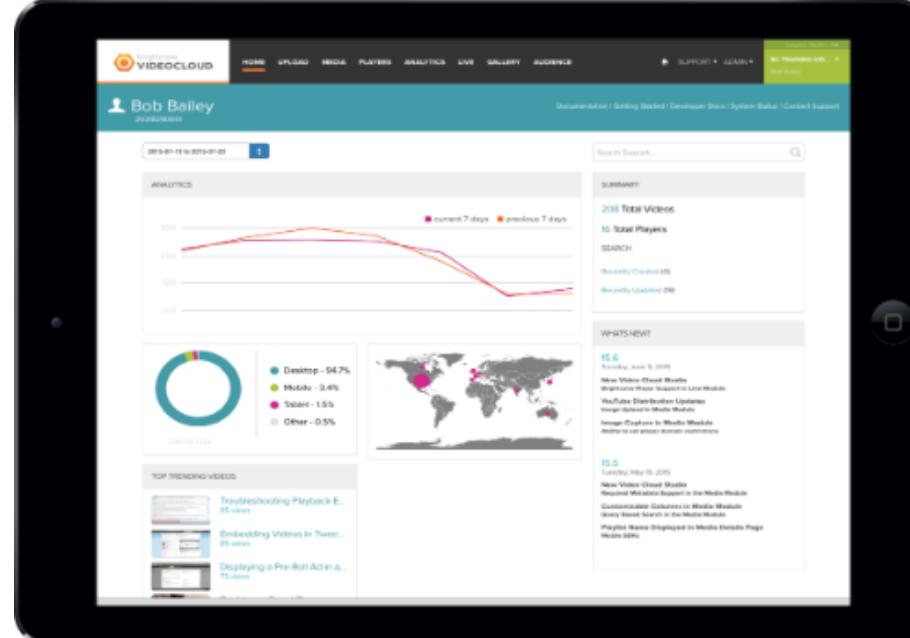
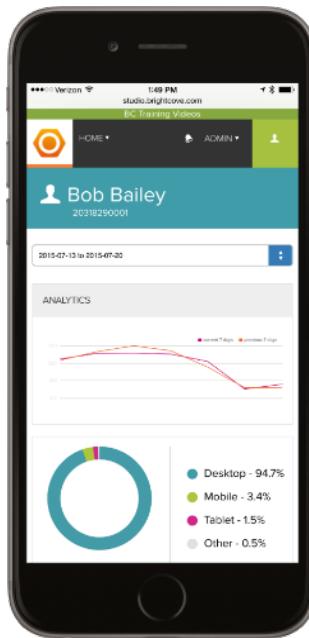
Viewer

Brightcove Inc.

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



Navigating Video Cloud Studio



- Organized into modules
 - 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
- 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 following items: **brightcove VIDEOCLOUD**, **HOME** (highlighted with a red border), **UPLOAD**, **MEDIA**, **PLAYERS**, **ANALYTICS**, **LIVE**, **GALLERY**, and **AUDIENCE**. To the right of the navigation bar are **SUPPORT** and **ADMIN** dropdown menus. On the far right, there's a green sidebar labeled **Legacy Studio →** with the text **BC TRAINING VID...** and **Bob Baile**. A red arrow points from the text "Access Legacy Studio" to the **Legacy Studio** link. Another red arrow points from the text "Account Selector" to the **Bob Baile** entry in the sidebar.

Access Legacy Studio

Studio Modules

Account Selector

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There are 2 Video Cloud Studios

- New Video Cloud Studio
 - What we will use in this training
- Legacy Video Cloud Studio
 - Flash - desktop only



Player

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



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



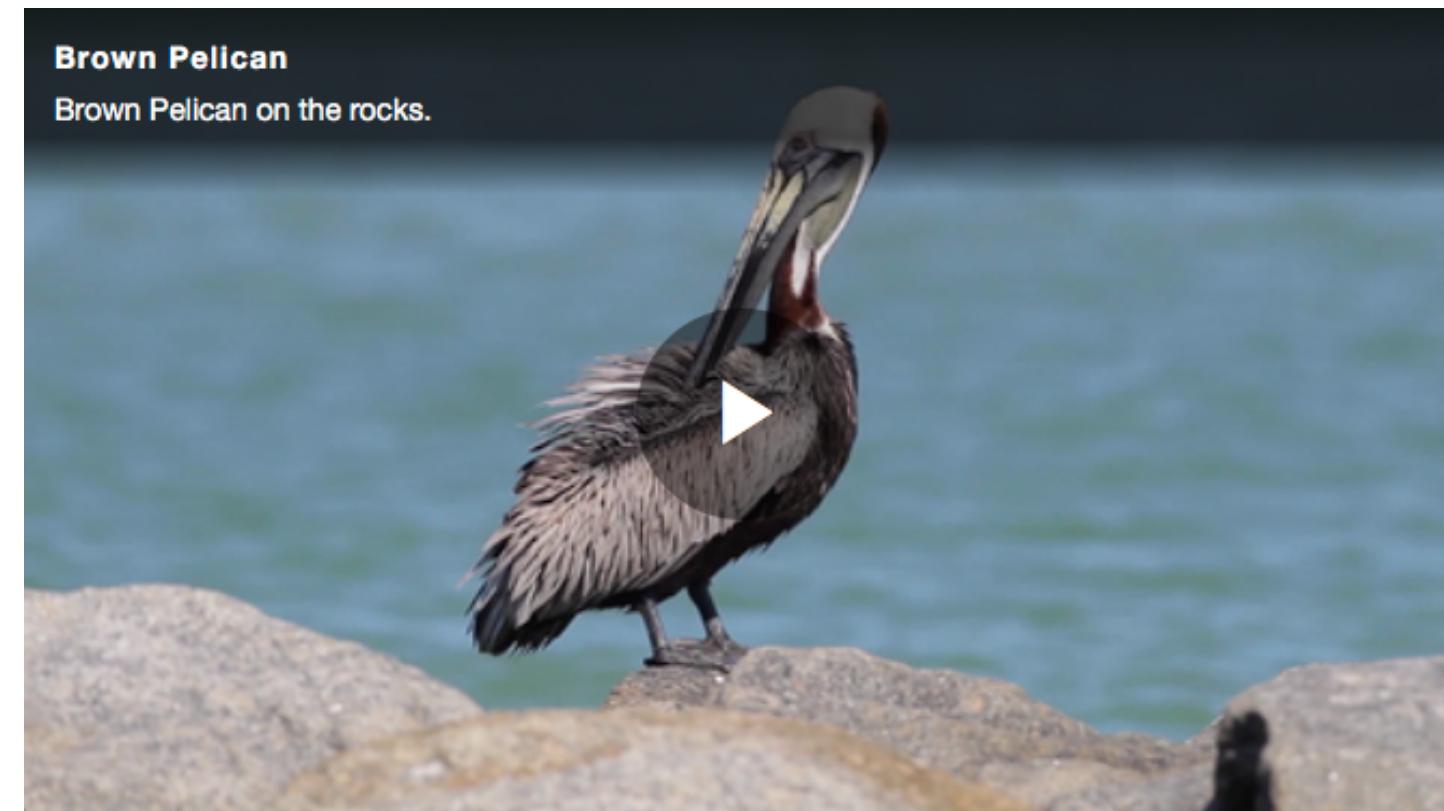
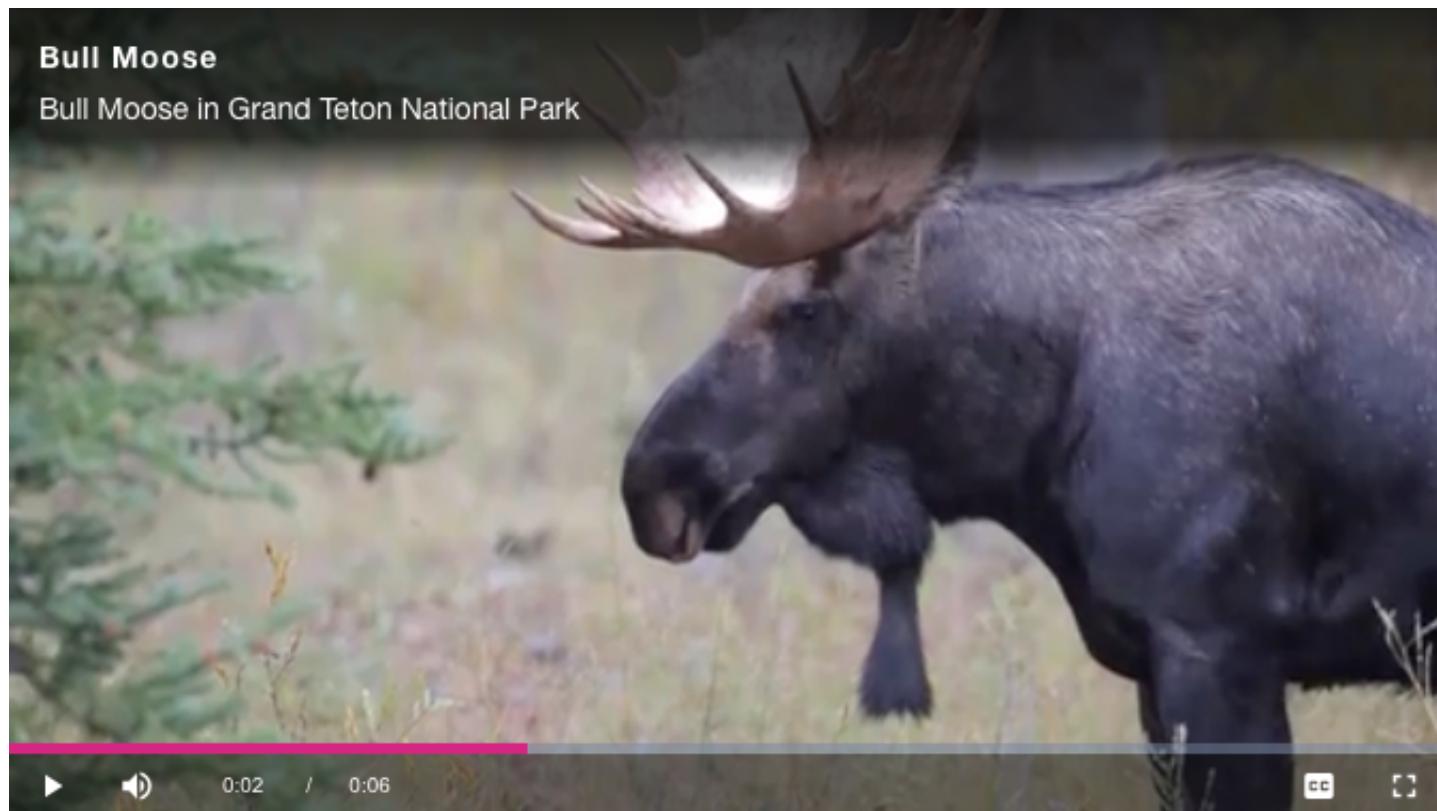
Smart Player

- Legacy player
- Flash first with fallback to HTML5
- Customized using BEML (Brightcove proprietary language)
- Created using Publishing module in Legacy Studio



Player Variations

- Single video player
- Playlist player



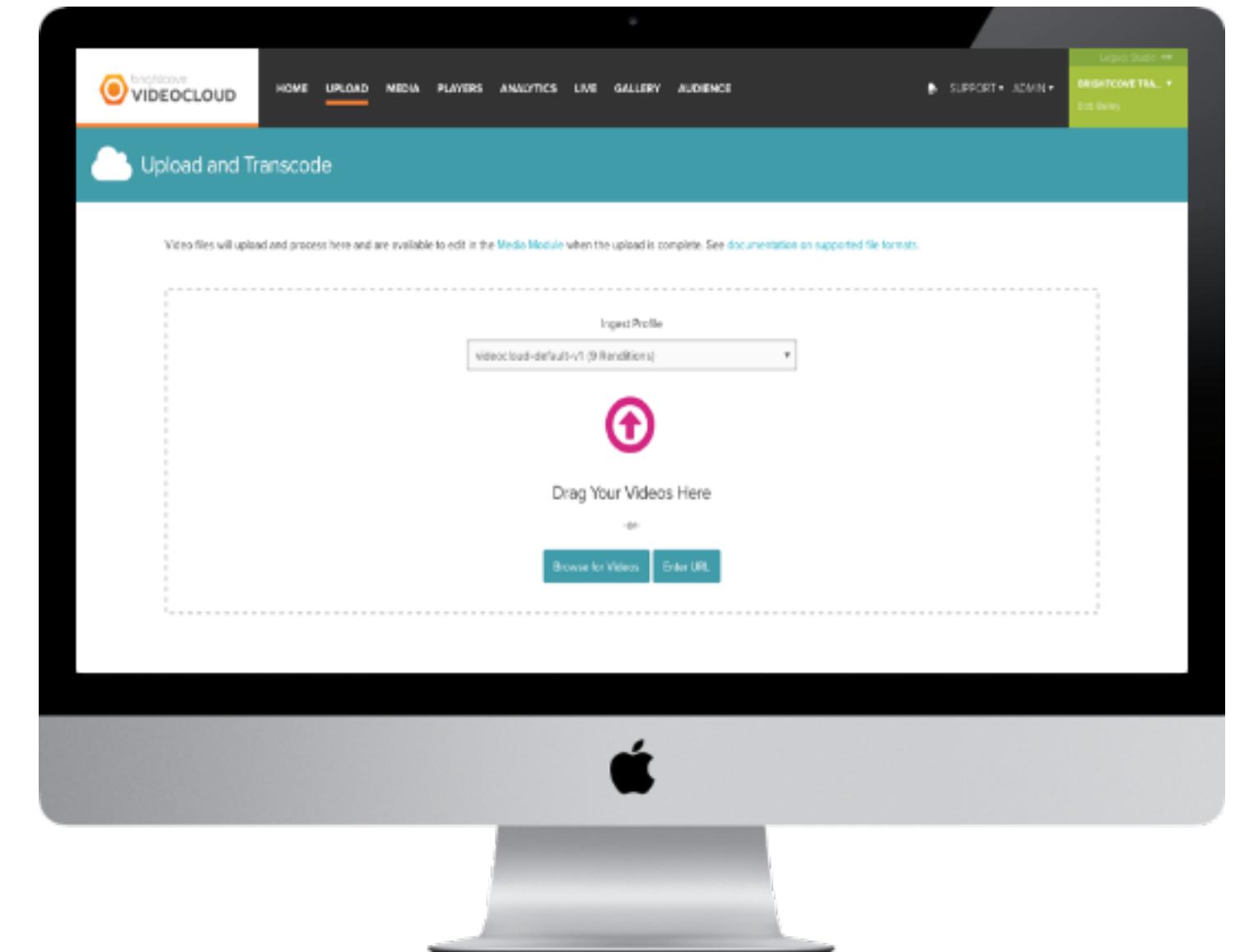
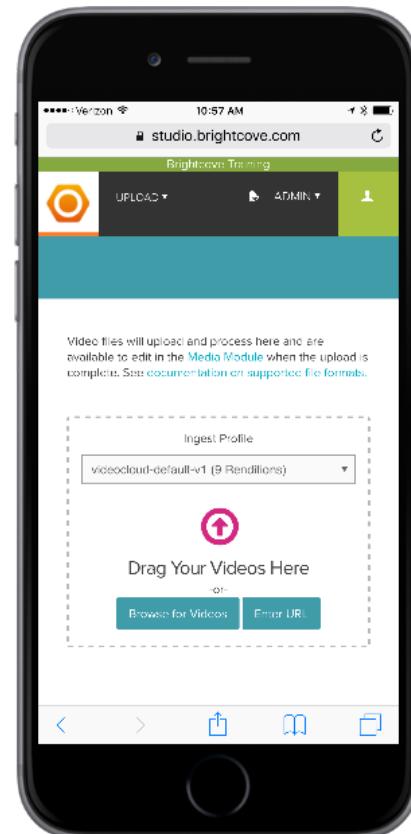


Uploading Videos



Uploading Videos

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





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

Ingest Profile

A screenshot of the Brightcove Admin UI. A dropdown menu titled "Ingest Profile" is open, listing several profile names with their respective renditions. The profiles listed are: screencast-1280 (3 Renditions), smart-player-transition (9 Renditions), single-bitrate-high (2 Renditions), **videocloud-default-v1 (9 Renditions)**, single-bitrate-standard (2 Renditions), high-resolution (11 Renditions), Training Custom Profile (8 Renditions), and videocloud-default-v1 Does NOT Keep Master (9 Renditions). The "videocloud-default-v1" profile is highlighted with a blue selection bar and a cursor arrow pointing to it. Below the dropdown, there is a large white area with a dark grey border containing the text "Drag Your Videos Here".

✓ screencast-1280 (3 Renditions)
smart-player-transition (9 Renditions)
single-bitrate-high (2 Renditions)
videocloud-default-v1 (9 Renditions)
single-bitrate-standard (2 Renditions)
high-resolution (11 Renditions)
Training Custom Profile (8 Renditions)
videocloud-default-v1 Does NOT Keep Master (9 Renditions)

Drag Your Videos Here

-or-

Browse for Videos

Enter URL



Uploading Videos

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

Video files will upload and process here and are available to edit in the [Media Module](#) when the upload is complete. See [documentation on supported file formats](#).



Drag Your Videos Here

-or-

[Browse for Videos](#)

[Enter URL](#)

Uploading Videos



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

DOLPHINS.MP4

4334874708001 Uploaded. Creating renditions...

ELEPHANT.MP4

Uploading... 69%, 0:01 remaining

TIGER.MP4

Waiting...

BROWN PELICAN.MPG

4616299474001 Uploaded. Creating renditions...

Ingest Profile
videocloud-default-v1 (9 Renditions)

Status
 Active
 Inactive

Required information is missing, video cannot be activated

Video Title*
Brown Pelican.mpg

Short Description (250 characters max)

Tags
comma separated

Reference ID (must be unique)

Move To Folder

Subject*

Year*

Cancel **Save**



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

The screenshot shows the Brightcove VideoCloud interface. The top navigation bar includes links for HOME, UPLOAD, MEDIA (which is highlighted), PLAYERS, ANALYTICS, LIVE, GALLERY, AUDIENCE, SUPPORT, and ADMIN. A user profile for Bob Bailey is visible on the right. The main content area is titled "Videos" and shows 129 Videos. Below this is a toolbar with buttons for Delete, Move To Folder, Add To Playlist, Activate, Share, Publish, and Quick Edit. A table lists the videos, including their names, status, updated date, reference ID, and created date. The table has columns for Video, Name, Status, Updated, Reference ID, and Created. The first few rows show videos like "Heading to the Starting Gate", "Horses Leaving the Barn", and "Brown Pelicans on the Rocks.mpg". At the bottom of the table are navigation arrows and page numbers.

Video	Name	Status	Updated	Reference ID	Created
	Heading to the Starting Gate	✓	4/11/2016 2:41 PM	4840972403001	4/11/2016 2:26 PM
	Horses Leaving the Barn	✓	4/11/2016 2:42 PM	4840972400001	4/11/2016 2:26 PM
	Brown Pelicans on the Rocks.mpg	✓	3/25/2016 9:21 AM	4817252701001	3/25/2016 9:20 AM
	Bull Moose	✓	3/22/2016 11:39 AM	4812290095001	3/22/2016 11:33 AM
	Great Blue Heron	✗	3/18/2016 10:21 AM	4807065432001	3/18/2016 10:21 AM
	Navigating Video Cloud Studio	✓	3/22/2016 11:34 AM	4805783673001	3/17/2016 2:47 PM
	Modus CR550	✓	3/10/2016 9:22 AM	4779638563001	2/29/2016 11:39 AM
	Bald Eagle Feeding Chick	✓	2/22/2016 11:54 AM	4767512675001	2/22/2016 11:52 AM
	Royal Terns	✓	2/16/2016 11:05 AM	4758172705001	2/16/2016 10:52 AM
	Bull Moose	✓	2/25/2016 2:34 PM	4758173526001	2/16/2016 10:51 AM
	Bison	✓	2/16/2016 11:06 AM	4758173525001	2/16/2016 10:51 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 VideoCloud interface. At the top, there's a navigation bar with links for HOME, UPLOAD, MEDIA (which is highlighted in orange), PLAYERS, ANALYTICS, LIVE, GALLERY, AUDIENCE, SUPPORT, ADMIN, and user BC - BOB BAILEY. Below the navigation is a toolbar with options like Capture, Add to, Deactivate, Publish, and Delete.

The main content area displays a video thumbnail of a Brown Pelican on rocks. An orange arrow points from the text "Click on video name to open video properties" to the video title "Brown Pelican".

The interface includes several sections:

- VIDEO INFORMATION:** Includes fields for Name (Brown Pelican), ID (4726694417001), Short Description (Brown Pelican on the rocks), Tags (florida, pelicans, birds), and various other optional fields.
- VIDEO FILES:** Shows a table of source files:

Dimensions	Format	Upload Date
480 x 270 @ 508 kbps	MP4-H264	Thu, Jan 28, 2016 3:29 PM
480 x 270 @ 539 kbps	M2TS-H264	Thu, Jan 28, 2016 3:29 PM
640 x 360 @ 821 kbps	M2TS-H264	Thu, Jan 28, 2016 3:29 PM
640 x 360 @ 977 kbps	MP4-H264	Thu, Jan 28, 2016 3:29 PM
640 x 360 @ 1022 kbps	M2TS-H264	Thu, Jan 28, 2016 3:29 PM
960 x 540 @ 1328 kbps	M2TS-H264	Thu, Jan 28, 2016 3:29 PM
960 x 540 @ 1816 kbps	MP4-H264	Thu, Jan 28, 2016 3:29 PM
960 x 540 @ 1883 kbps	M2TS-H264	Thu, Jan 28, 2016 3:29 PM
1280 x 720 @ 2705 kbps	M2TS-H264	Thu, Jan 28, 2016 3:29 PM
- IMAGES:** Displays a large video still of the pelican and a smaller thumbnail image.
- CUSTOM FIELDS:** Contains fields for Region (South) and Subject (Birds).
- AVAILABILITY:** Shows Scheduling (Always Available).
- TEXT TRACKS:** States "There are no text tracks associated with this video."

Editing Video Properties

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

VIDEO INFORMATION Edit

Name
Brown Pelican

ID
4726694417001

Short Description
Brown Pelican on the rocks

Tags
florida, pelicans, birds

Ref ID
--

Related Link URL
--

Related Link Text
--

Long Description
--

Advertising
Ad Supported

Ad Keys
--

Folder
--

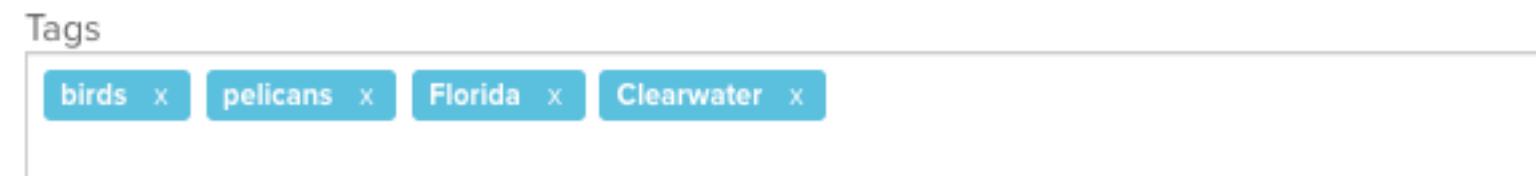
Manual Playlists
Favorites

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

<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.

Publishing Brown Pelicans on the Rocks 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.



Preview in browser
http://players.brightcove.net/1486906377/default_default/index.html?videoid=4215373348001

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](#)

Change Player Size

Sizing Responsive Fixed

Aspect Ratio

<iframe>



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



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

The screenshot shows the Brightcove VideoCloud interface with the 'PLAYERS' tab selected in the top navigation bar. The main content area is titled 'Players' and contains a search bar. Below the search bar are three buttons: 'Delete', 'Duplicate', and 'New Player'. To the right is a 'Sort By' dropdown set to 'Date Modified'. The main table lists five players:

Name	Date Modified	Status	Actions
Brightcove Default Player default	2/1/2016 2:34 PM	✓	Player Preview
Test Player 41gsCruOFI	2/1/2016 11:24 AM	✓	Embed Code & URL
Sample Player 4JCvhGGFI	1/28/2016 1:57 PM	✓	
Endscreen Player 86c2dc09-013a-48f5-a488-747b7c7720b0	1/28/2016 11:15 AM	✓	
Ad Player Vy7AVQXtl	1/28/2016 10:39 AM	✓	

A detailed view of the 'Brightcove Default Player' row is shown on the right side of the screen. It includes the player's name, ID, description, and status.

Player ID	default
Name	Brightcove Default Player
Description	This is an instance of the Brightcove Default Player. You can modify this or choose to create your own.
Status	Active



Creating a Player

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

New Player

Name

Short Description

Cancel

Save

Player Properties

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

The screenshot shows the Brightcove VideoCloud interface for managing player properties. At the top, there's a navigation bar with links like HOME, UPLOAD, MEDIA, PLAYERS (which is highlighted), ANALYTICS, LIVE, GALLERY, AUDIENCE, SUPPORT, ADMIN, and user information for Bob Bailey.

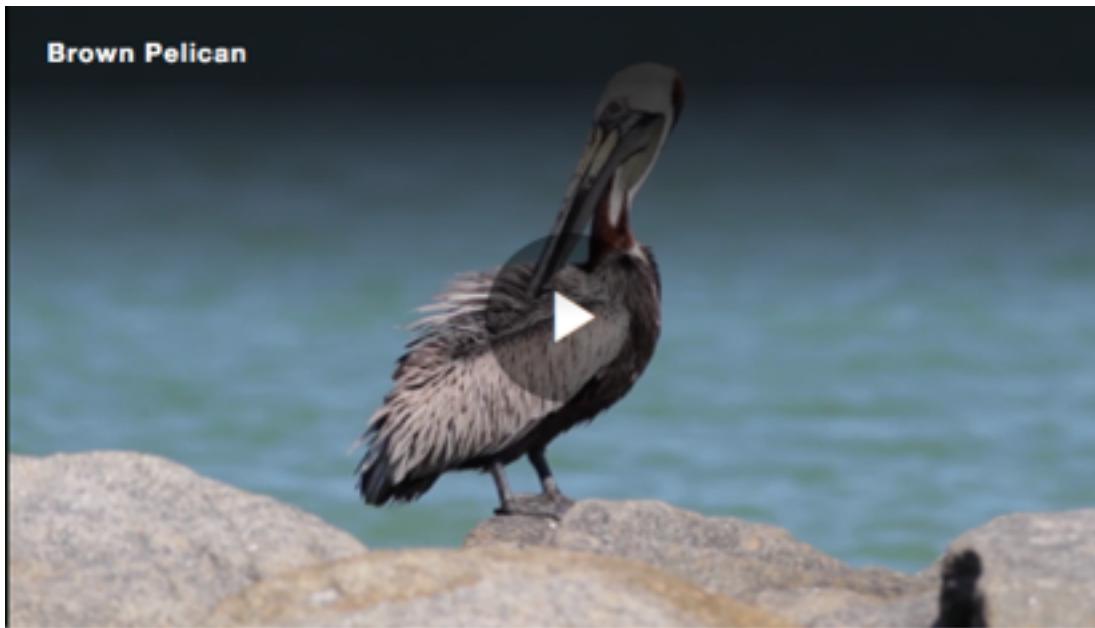
The main area displays a preview video titled "Sample Cloud Video" showing a sky with clouds. Below the preview are several configuration panels:

- PLAYER INFORMATION**: Shows details like Last Modified (2/1/2016 2:43 PM), Player ID (Vt7VuouYe), and Published Player Version (5.0.9). It also includes fields for Name (Sample Player) and Short Description (***).
- SETTINGS**: Allows setting player functionality and playback behavior. Options include Update Mode (Automatic), Player Version (5.0.9), Activate Player (Yes), Preload Video Before User Initiated Playback (Yes), Auto-Start Video on Player Load (No), Allow Fullscreen (Yes), Disable Flash-based HLS (No), Display Playlist (Disabled), Sizing (Fixed), Aspect Ratio (16x9), and Player Dimensions (Width, Height) (***).
- STYLING**: Configures the player's visual appearance. It shows the Skin (Luna), Enable Title and Description Dock (Yes), and provides icons for Icons, Progress Bar, and Background.
- SOCIAL SHARING**: Sets sharing options, currently showing Allow Sharing (No).
- ENDSCREEN**: Configures the endscreen, currently showing Endscren (Disabled).
- ADVERTISING**: Sets advertising options, currently showing Enable IMA Ads (No).
- PLUGINS**: Manages external plugins. It lists JavaScript (0 configured), CSS (0 configured), and Name, Options (JSON) (0 configured).
- AVAILABILITY**: Sets domain restrictions, currently showing Domain restriction applies to in-page embeds only and Allowed Domains (All Domains Allowed).

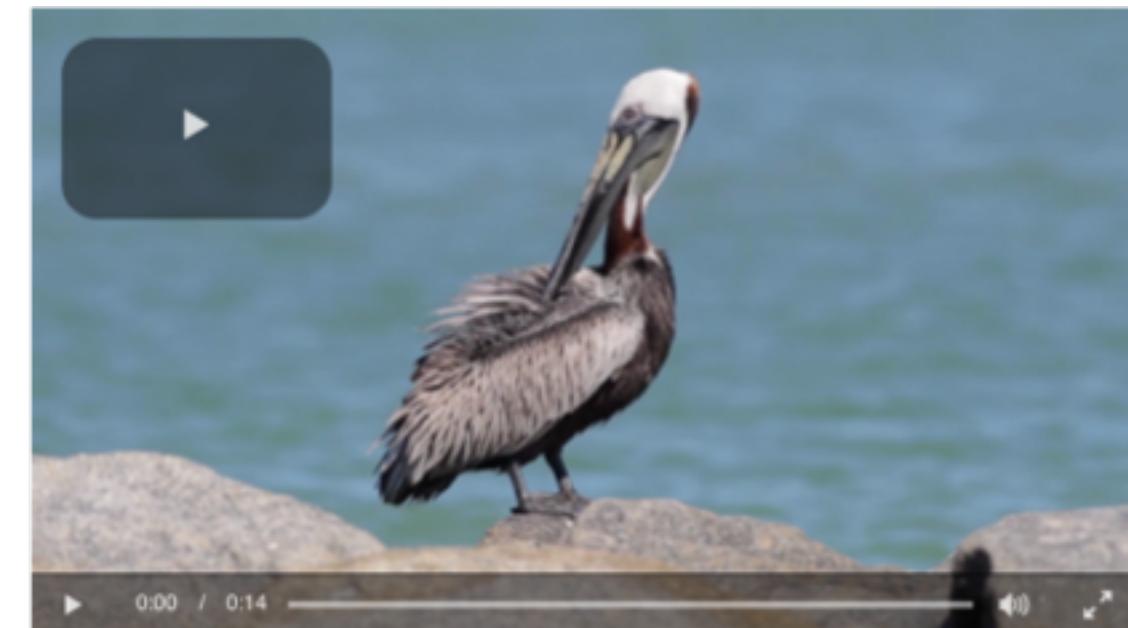


Styling a Player

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



Luna Skin

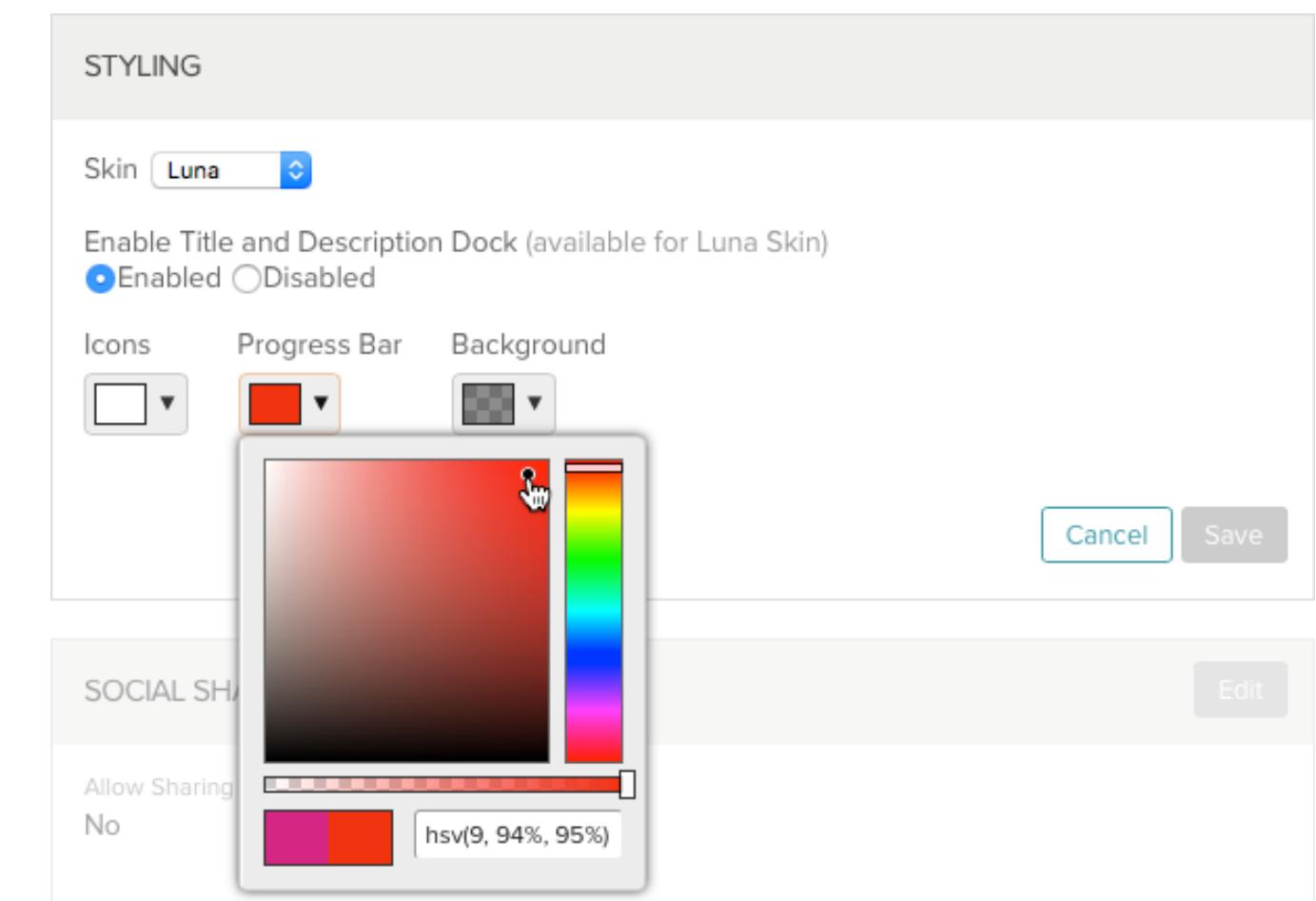


Graphite Skin



Styling a Player

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





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 Management interface. At the top, there's a navigation bar with 'Legacy Studio →', 'SUPPORT ▾ ADMIN ▾', and 'BRIGHTCOVE TRA... ▾'. Below that is a search bar labeled 'Search Players...' with a magnifying glass icon. A dropdown menu 'Sort By Date Modified' is visible. The main area displays a list of players. One player, 'Endscreen Player', is highlighted. Its details are shown on the right: 'Status' (green checkmark), 'Created 4/7/2015 1:43 PM', 'Player Preview' button, 'Embed Code & URL ▾' button, and a context menu with options 'Preview Player' (disabled, greyed out), 'Published Player' (selected, highlighted in black), 'Name' (text input field with 'Endscreen Player'), and 'Description' (text input field with '488-')).



Hands-on Task: Creating and styling a player

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

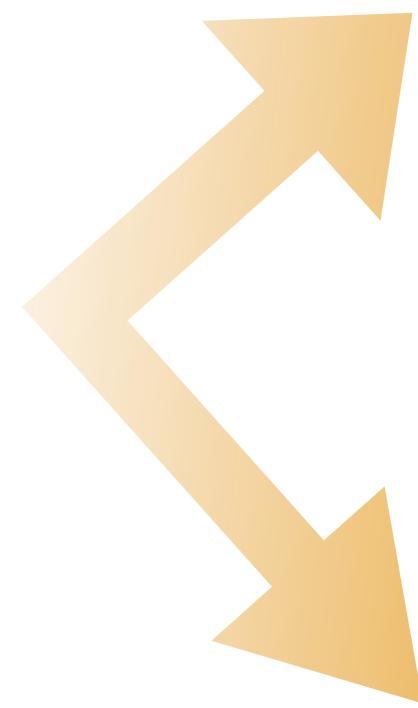


Creating a Playlist



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



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 x |

Play Order

Activated Date (Oldest First) ▾

Limit Number of Videos

Cancel Save



Hands-on Task: Creating playlists

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

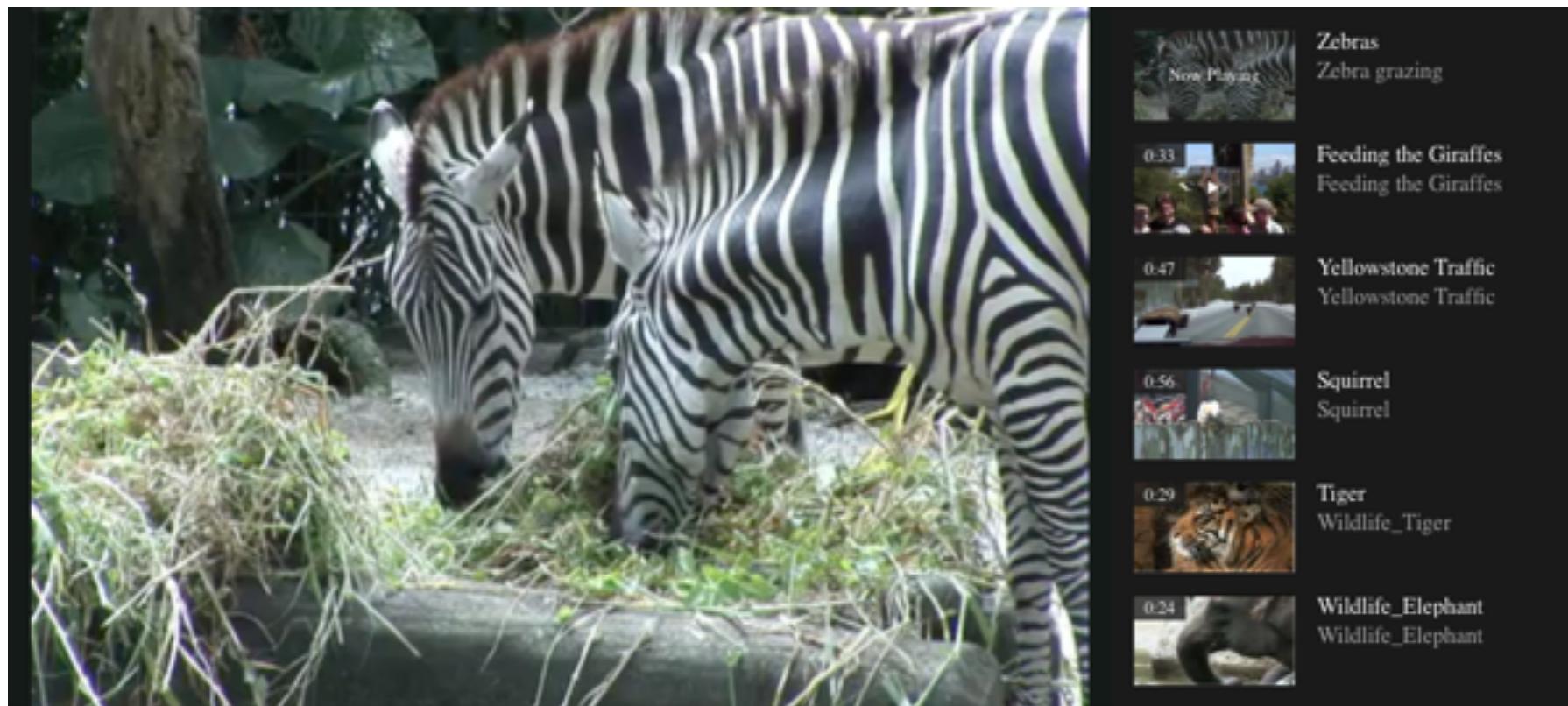


Publishing a Playlist



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



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

The screenshot shows the 'SETTINGS' tab of the Brightcove Player configuration interface. It includes the following sections:

- Update Mode:** Set to 'Automatic'.
- Player Version:** Set to '5.0.9 (current default)'.
- Activate Player:** Set to 'Yes'.
- Preload Video Before User Initiated Playback:** Set to 'Yes'.
- Auto-Start Video on Player Load:** Set to 'No'.
- Allow Fullscreen:** Set to 'Yes'.
- Disable Flash-based HLS:** Set to 'No'.
- Display Playlist:** Set to 'Enabled' (radio button selected).
- Auto Advance to Next Video:** Set to 'Yes'.
- Sizing:** Set to 'Fixed'.
- Aspect Ratio:** Set to '16:9'.
- Player Dimensions (Width, Height):** Fields for 'Width' and 'Height' with a multiplier 'x' and unit 'px'.
- Checkboxes:** 'Adjust Player Dimensions for Playlist' (checked) and 'Final Player Dimensions: x'.

Red arrows point to the 'Display Playlist' setting, the 'Auto Advance to Next Video' setting, and the 'Adjust Player Dimensions for Playlist' checkbox.



Hands-on Task: Publishing a playlist

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

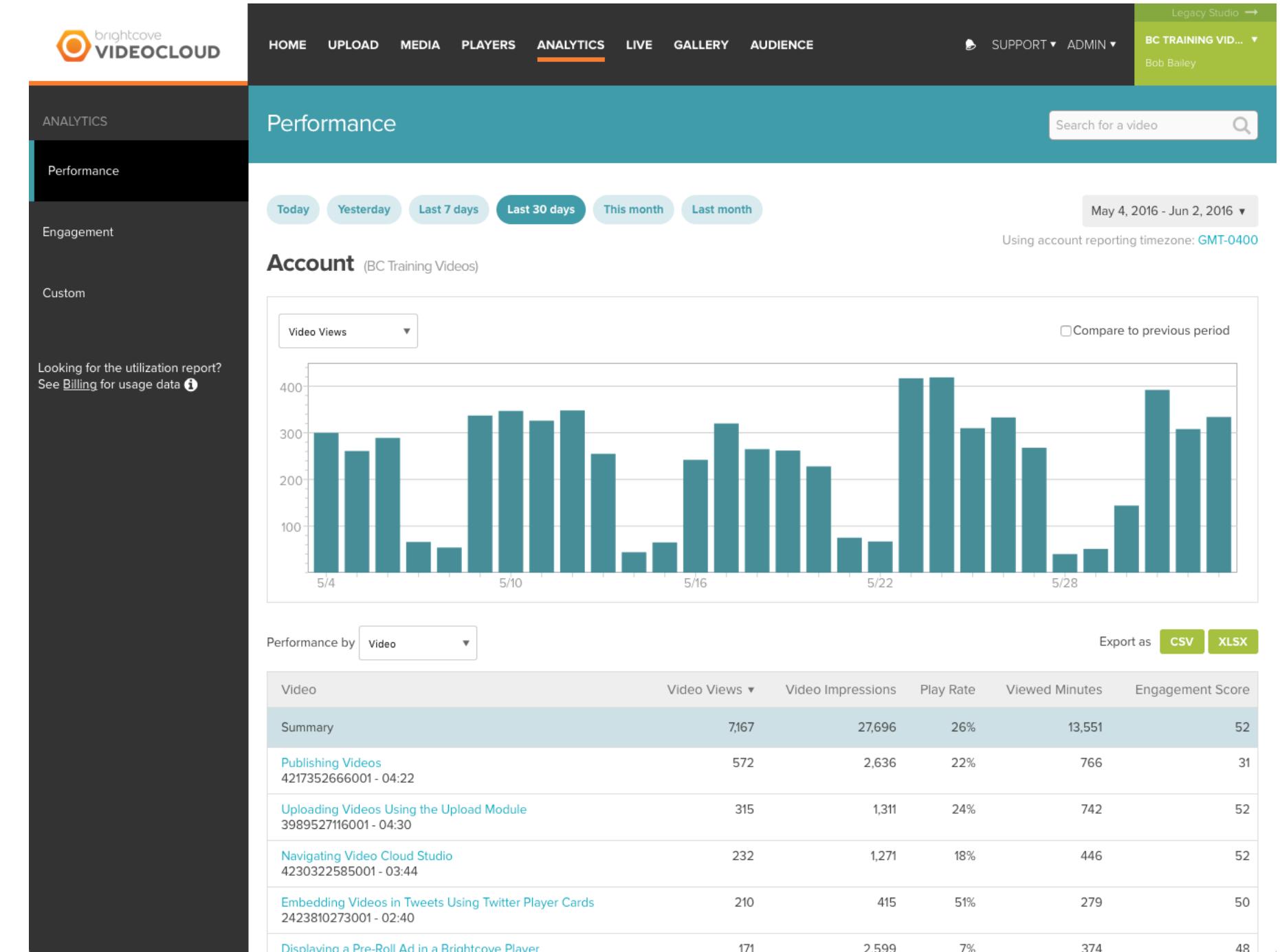


Reviewing Video Analytics

Reviewing Video Analytics



- Available reports
 - Performance
 - Engagement
 - Create custom reports
- View data in close to real-time
- Report data can be downloaded
- Reports are ‘printer friendly’
- Analytics API available





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>

Additional Training Courses

- Brightcove.com > Services > Training

The screenshot shows the Brightcove website's training section. At the top, there's a navigation bar with links for Solutions, Products, Customers, Services (which is the active tab), Partners, Company, and Blogs. There's also a search bar and a 'Contact Us' button. Below the navigation, the word 'Training' is prominently displayed. To the right of the main content area, there's a sidebar titled 'Overview' containing links to Video Cloud Essentials, Video Cloud Analytics Essentials, Gallery Essentials, and Developing with the Brightcove Player. The main content area starts with a paragraph about no-cost, instructor-led online training. It then lists 'On-Demand Training' courses: Video Cloud Essentials, Video Cloud Analytics, Gallery Essentials, and Developing with the Brightcove Player. Following this is the 'Instructor-led Training' section, which mentions the New Video Cloud Studio Training. A specific course, 'Video Cloud Essentials', is highlighted with a description and a registration form. The registration form includes a date dropdown set to 'Tue, May 3, 2016 10:00 AM - 11:00 AM EDT' and a red 'REGISTER' button.

As part of Brightcove's commitment to helping you succeed with online video, we provide no-cost, instructor-led, online training. We offer a variety of online classes led by expert instructors all available from the convenience of your desktop.

On-site training is also available. For more information, contact your account manager.

On-Demand Training

The following courses are offered "on-demand" so that you can get trained on your own schedule:

- Video Cloud Essentials
- Video Cloud Analytics
- Gallery Essentials
- Developing with the Brightcove Player

Instructor-led Training

Our instructor-led training courses are listed below. Select the class and date you would like to attend and then click **Register**. If you have any specific questions regarding training, feel free to [contact us](#). Note that all training courses are delivered in English.

New Video Cloud Studio Training

Video Cloud Essentials is now taught using the New Video Cloud Studio. If you have any questions, feel free to [contact us](#).

Video Cloud Essentials

Video Cloud Essentials is an absolute must for those responsible for uploading, configuring,

[read more...](#)

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

Tue, May 3, 2016 10:00 AM - 11:00 AM EDT

REGISTER

User Documentation



- support.brightcove.com

The screenshot shows the Video Cloud Support website interface. At the top, there is a navigation bar with links for Support, VIDEOCLOUD, Documentation, Training Videos, Product Updates, and a search bar labeled "Have a question?". A red arrow points from the text "New Product Update: 15.10" in the banner to the "NEW STUDIO" section of the sidebar menu. The sidebar menu includes categories like Getting Started, Adding Videos, Managing Videos, Creating & Customizing Players, Publishing Videos, Live Streaming, Using Reports & Analytics, Audience Engagement, Integration, Administering Accounts & Users, Mobile SDKs, and General Information. Below the sidebar, there is a "LEGACY STUDIO" section with a "Getting Started" link. The main content area features a "Video Cloud Support" heading and two sections: "FEATURED" and "RECENT". The "FEATURED" section lists articles such as "Getting Started with the New Video Cloud Studio", "Quick Start to Video Cloud", "Migrating to the New Video Cloud Studio FAQ", "Brightcove Player FAQ", and "Training on Demand: Video Cloud Essentials". The "RECENT" section lists articles such as "Known Issues", "Scheduling Custom Reports", "YouTube Distribution - Working with the Synchronization Flag...", "YouTube Distribution - Setting the Video Privacy Status", and "Managing Users".

Developer Documentation



- docs.brightcove.com

The screenshot shows the top navigation bar of the Brightcove Developer Docs website. It includes the Brightcove VideoCloud logo, a search bar with a magnifying glass icon, and menu items: Latest Dev Tools, Supported Dev Tools, Utilities / Concepts, and Video Cloud Studio.

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
	Overview of the APIs	
General	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
	Brightcove Player	Smart Player API
Players	Brightcove Player API Playback 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		

Training Videos

- video.brightcovelearning.com

Support | **VIDEOCLOUD**

Documentation Knowledge Base **Training Videos** Product Updates

The Video Cloud Platform Architecture

Diagram illustrating the Video Cloud Platform Architecture:

- Sources:** Dropbox, S3, Desktop, Tablet, Mobile Device.
- Upload Path:** Dropbox and S3 use a "Dynamic Ingest API" to upload video. Desktop, Tablet, and Mobile Device use a "Upload video, add settings, create players" path.
- Central Services:** The Video Cloud Studio handles transcoding and storing videos with metadata, playlists, and player settings. It also interacts with the Content Delivery Network (CDN).
- Distribution:** The CDN transfers videos to Your Web Server.
- Delivery:** Your Web Server serves requested pages with references to players and videos to the Viewer.

GETTING STARTED

Video Cloud Architecture Overview

Learn about the Video Cloud architecture.
What is the New Brightcove Player?
share: [f](#) [t](#) [g+](#) [in](#) [p](#) [e](#)

CATEGORIES

- New Video Cloud Studio
- Getting Started
- Uploading Videos
- Managing Videos
- Publishing Videos
- Managing Players
- Analytics
- Audience Engagement
- Integration
- Administration
- Gallery
- Legacy Video Cloud Studio

GETTING STARTED

1-7 of 7

- Video Cloud Architecture Overview** [4:31]
- Navigating Video Cloud Studio** [3:44]
- Uploading Videos Using the Upload Module** [4:33]
- Navigating the Media Module** [2:14]
- Navigating the Players Module** [1:43]
- Navigating the Analytics Module** [1:40]
- Navigating the Audience Module** [2:09]

Search



Support Request

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

Submit a Support Request

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

EMAIL ADDRESS

PASSWORD

[Forgot password?](#)

SIGN IN

PROBLEM SIGNING IN?

If you're having trouble signing in or don't have an account, you can create a [basic case](#). You'll still have the chance to enter your account number if you know it.



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