

Introduction to Video Cloud

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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 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.

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.

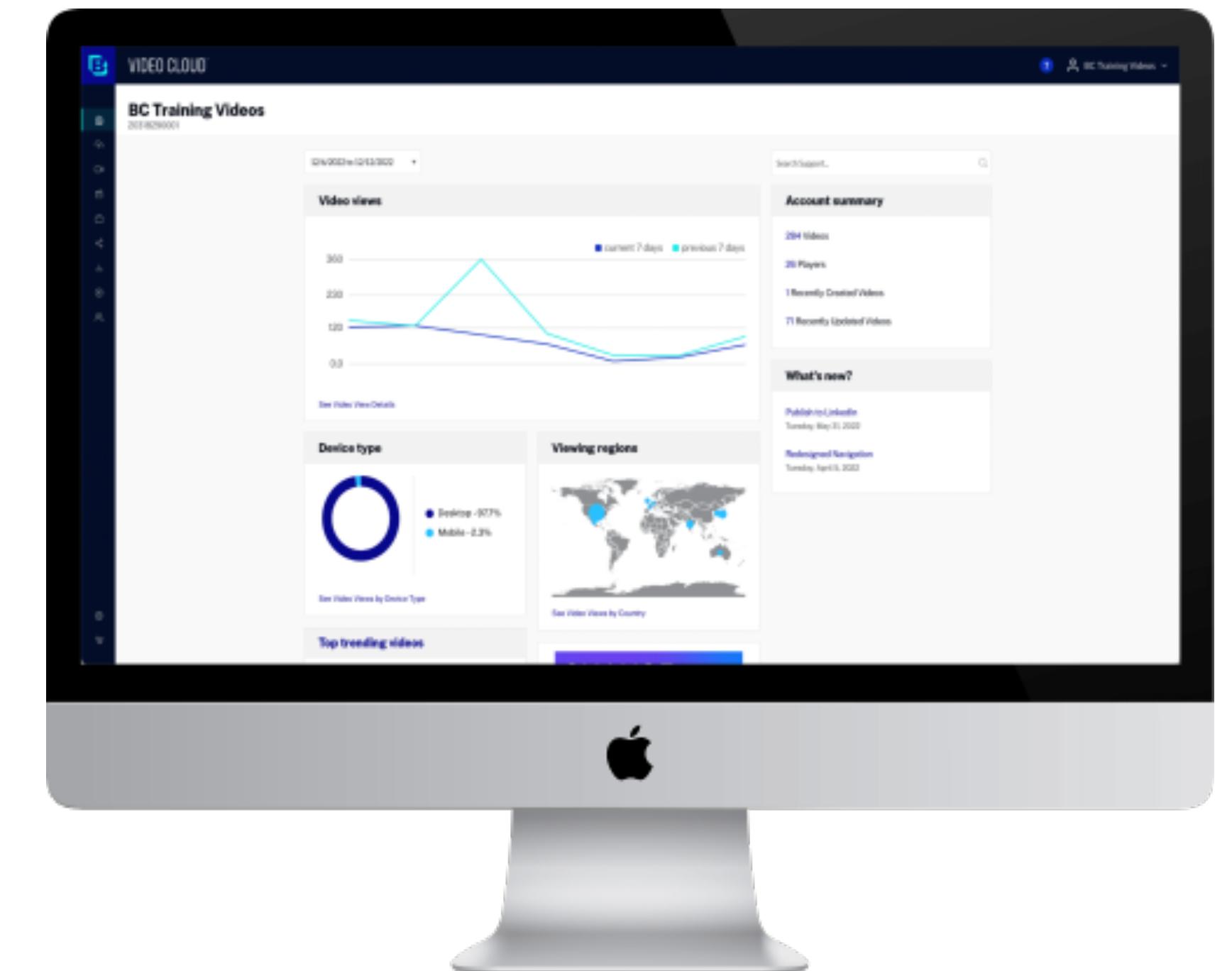
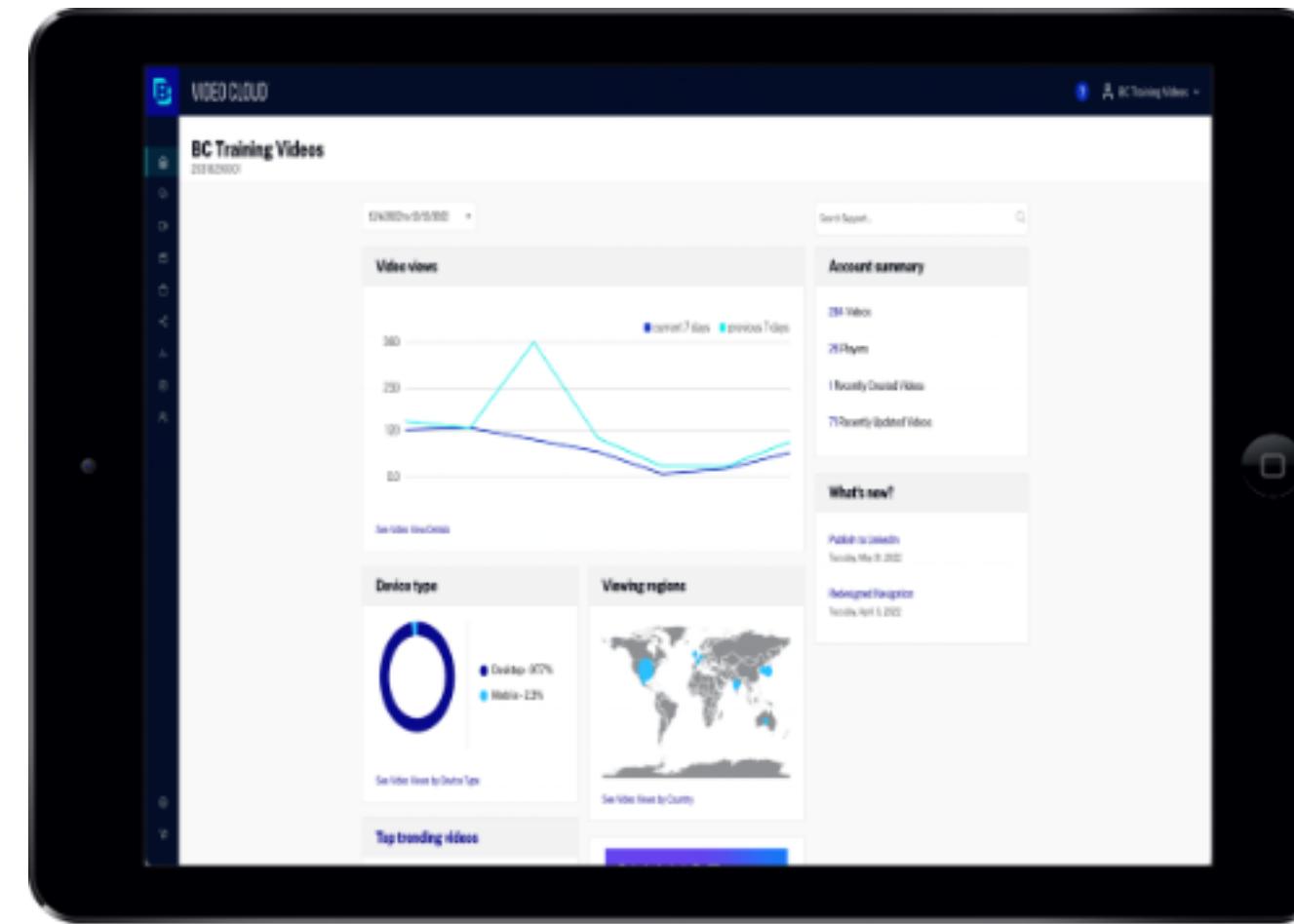
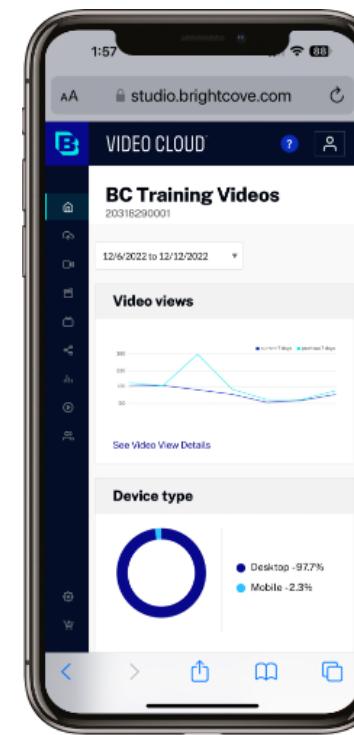
Prerequisites

- A Video Cloud account -you can sign up for a trial account [here](#).
- You should have some sample videos to can use or you can [download](#) some sample [videos](#).

Navigating Video Cloud Studio

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. A vertical red box highlights the left sidebar, which contains icons for Home, Upload, Record, Library, Player, and Account. A red arrow points to the 'Account Selector' in the top right corner, which displays 'BC Training Videos' and a dropdown arrow. The main content area shows a 'Video views' chart comparing current and previous 7-day periods. The chart shows a peak in views around December 8th. Below the chart is a link to 'See Video View Details'. To the right is an 'Account summary' section with metrics: 284 Videos, 26 Players, 1 Recently Created Videos, and 71 Recently Updated Videos. At the bottom is a 'What's new?' section with a 'Publish to LinkedIn' button.

VIDEO CLOUD™

BC Training Videos
20318290001

12/6/2022 to 12/12/2022

Video views

current 7 days previous 7 days

360
230
120
0.0

See Video View Details

Account Selector

Search Support...

Account summary

284 Videos
26 Players
1 Recently Created Videos
71 Recently Updated Videos

What's new?

Publish to LinkedIn

Navigating Video Cloud Studio

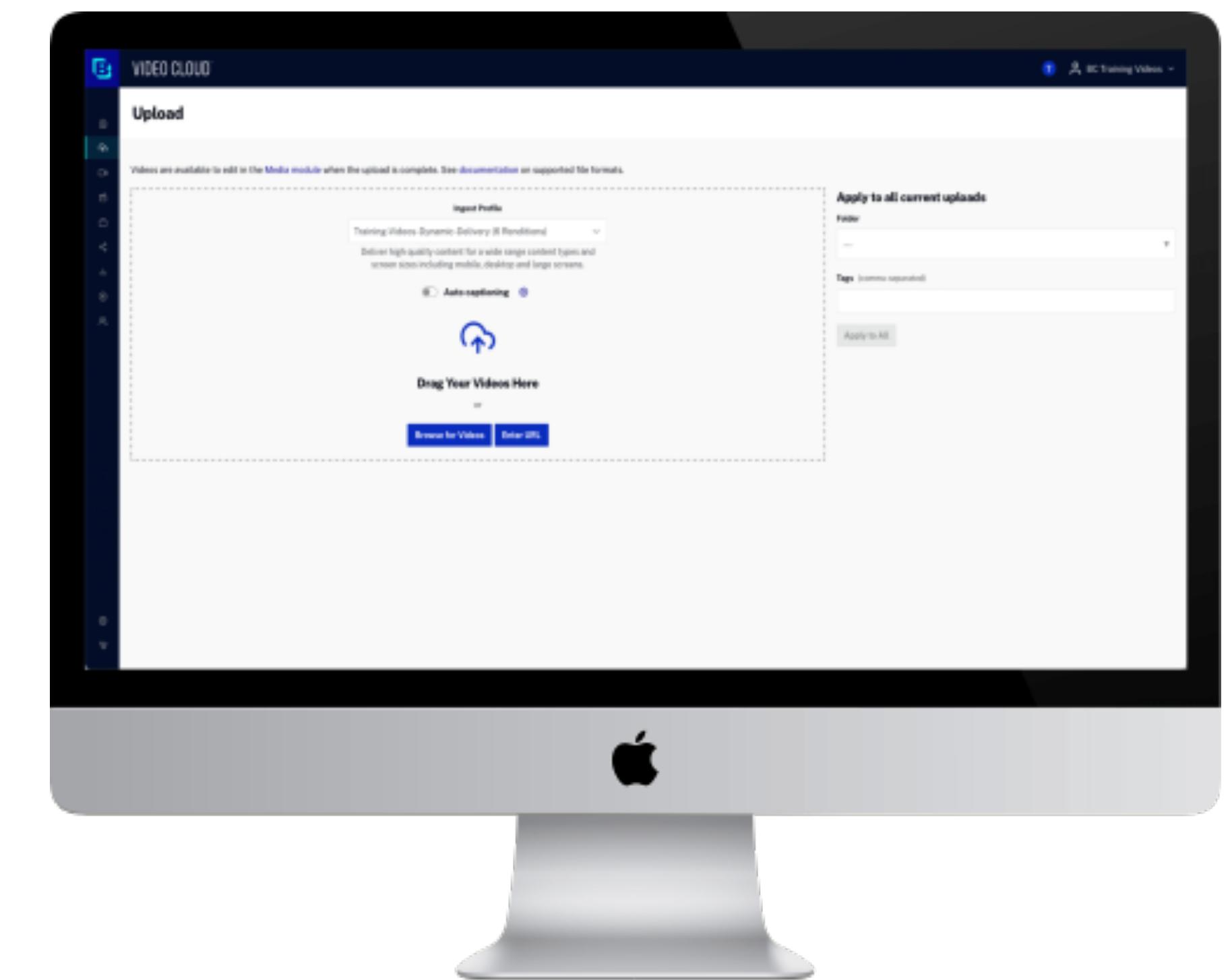
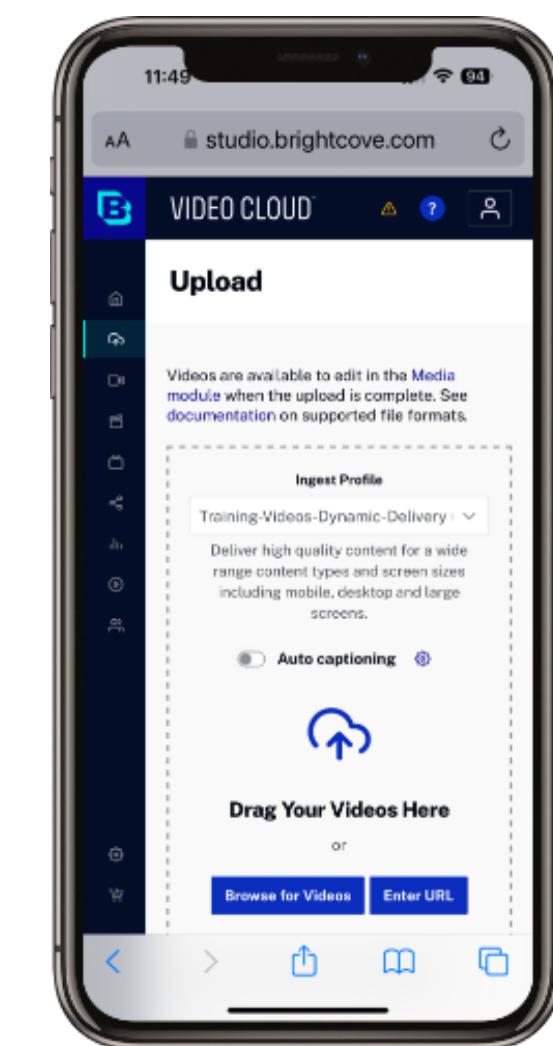
- **Home** - Video Cloud dashboard
- **Upload** - Upload videos
- **Media** - Manage and publish videos
- **Gallery** - Create video experiences
- **Live** - Broadcast live events
- **Cloud Playout** - Create live linear channels for videos
- **Social** - Publish videos to social media accounts
- **Interactivity**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

Hands-on: Navigating Video Cloud Studio

Uploading Videos

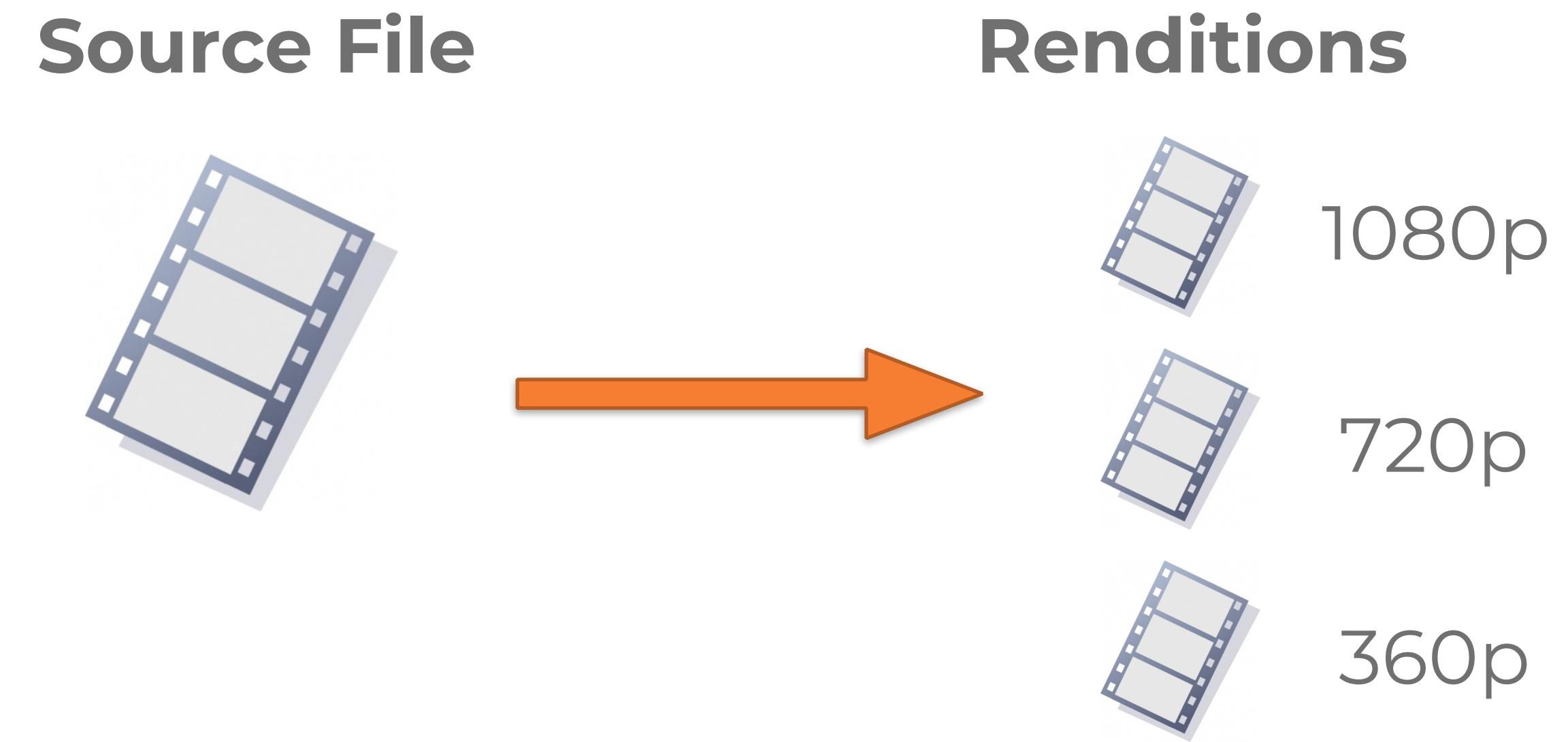
Uploading Videos

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



Ingest Profile

- Determines the number and quality of renditions to create



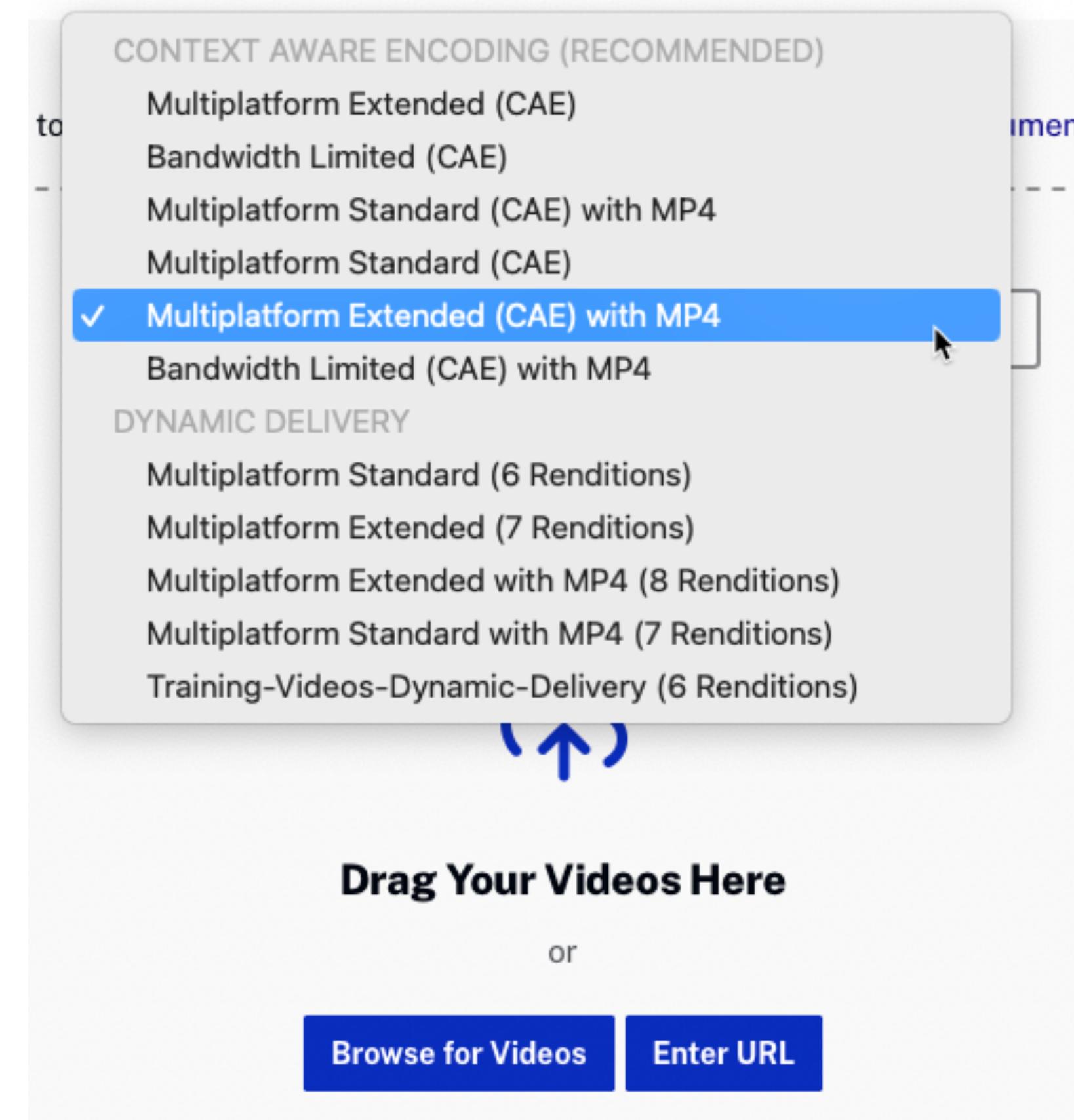
- Goal: Deliver the best rendition to a viewer based upon their device type and bandwidth capabilities

Do You Need MP4 Renditions?

- Common use cases
 - Allow video downloads
 - Sharing videos using Social module
 - Ability to create clips in Social module
- These features not available without MP4 renditions

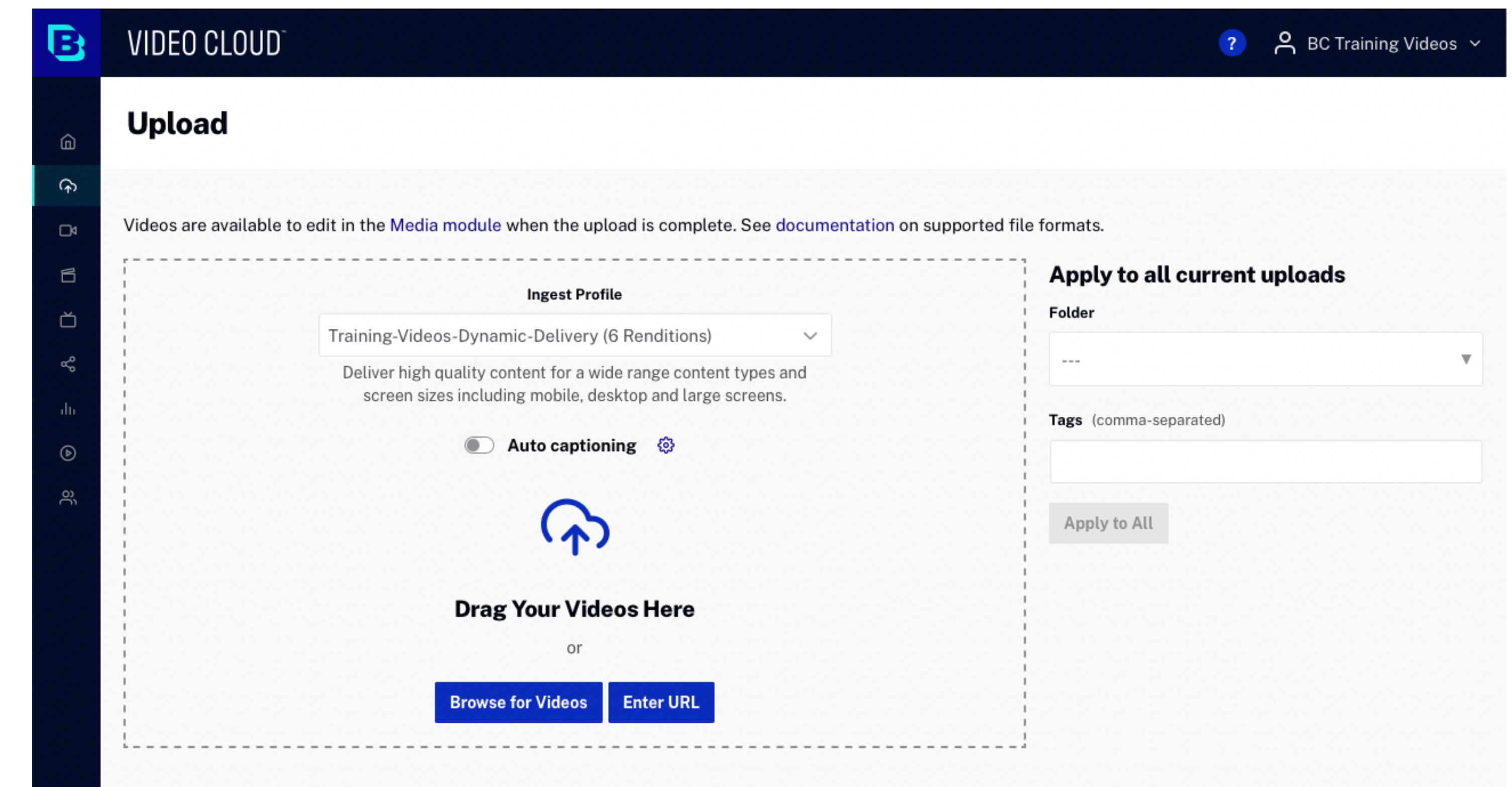
Ingest Profile

- See the [Managing Ingest Profiles](#) document for specifics
- Custom profiles can be created using the Admin UI



Uploading Videos

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



Uploading Videos

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

Bald Eagle

Cancel Upload | Edit

Uploading... 48%, 00:00:07 remaining.

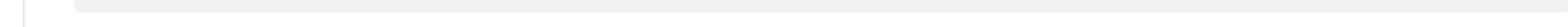


Source File Name ID
Bald Eagle.mp4 6285511830001

Brown Pelican

Cancel Upload | Edit

Uploading... 0%, 00:00:00 remaining.



Source File Name ID
Brown Pelican.mpg 6285511759001

Moose Grazing

Cancel Upload | Edit

Uploading... 58%, 00:00:00 remaining.



Source File Name ID
Moose Grazing.mov 6285510420001

Bald Eagle

Dismiss | Edit

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

Source File Name ID
Bald Eagle.mp4 6285511830001

Ingest Profile
Multiplatform Standard

Status
 Active Inactive

Name *
Bald Eagle

Short Description
0 / 255

Tags (comma-separated)
0 / 250

Reference ID (must be unique)
0 / 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 interface. On the left, there's a sidebar with navigation icons and a menu:

- Videos
 - All videos (20)
 - Create folder
 - Internal Training
 - Add remote video
- Playlists
 - All playlists (3)
 - Create playlist
 - Birds
 - Favorites
 - Sample Playlist

The main area is titled "Videos (20)" and contains a table with the following data:

	Name	Status	Reference ID	Tags	Created date	Updated date
<input type="checkbox"/>	Tiger	Cloud	6304506954001	animals	04/20/2022 8:44 AM	04/20/2022 bbailey@brightcove.com
<input type="checkbox"/>	Zebra	Cloud	6304507405001	animals	04/20/2022 8:44 AM	04/20/2022 bbailey@brightcove.com
<input type="checkbox"/>	Woodpecker	Cloud	6304504744001	birds	04/20/2022 8:44 AM	04/20/2022 bbailey@brightcove.com
<input type="checkbox"/>	Oystercatcher	Cloud	6304504641001	birds, florida	04/20/2022 8:45 AM	04/20/2022 bbailey@brightcove.com
<input type="checkbox"/>	Brown Pelican	Cloud	6304504498001	birds, florida	04/20/2022 8:44 AM	04/20/2022 bbailey@brightcove.com
<input type="checkbox"/>	Seahorse	Cloud	6304507510001		04/20/2022 8:44 AM	04/20/2022 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 a logo, 'VIDEO CLOUD', and user account information. Below the navigation bar, the video title 'Brown Pelican' is displayed, with an orange arrow pointing from the left towards it. To the right of the title is a preview player showing a pelican standing on rocks by the water. Below the preview player is a timeline with markers at 00:00:00, 00:00:05, and 00:00:10. On the left side of the main content area, there's a sidebar with various icons. The main content area is divided into two sections: 'Video Information' and 'Images'. The 'Video Information' section contains fields for Name (Brown Pelican), ID (6304504498001), Short Description (Brown Pelican on the rocks), Tags (birds, florida), Reference ID (---), Video Projection (Standard), Related Link URL (---), and Related Link Text (---). The 'Images' section includes a note about poster and thumbnail formats, a 'Read More' link, and two image thumbnails: a larger 'Poster' image of the pelican and a smaller 'Thumbnail' image.

Video Information	
Name	Brown Pelican
ID	6304504498001
Short Description	Brown Pelican on the rocks
Tags	birds, florida
Reference ID	---
Video Projection	Standard
Related Link URL	---
Related Link Text	---

Images	
For best results, use JPG or PNG format with a minimum width of 640px for posters and 160px for thumbnails. Aspect ratios should match the video, generally 16:9 or 4:3.	
Read More	
Poster	
Thumbnail	

Editing Video Properties

- Properties organized into sections:
 - Video Information
 - Categorization
 - Images
 - Video Files
 - Video Views (30 days)
 - Custom Fields
 - Availability
 - Text Tracks
 - Audio Tracks
 - Media Sharing

Video Information

[Edit](#)

Name	Brown Pelican
ID	6304504498001
Short Description	Brown Pelican on the rocks
Tags	birds, florida
Reference ID	---
Video Projection	Standard
Related Link URL	---
Related Link Text	---
Long description	---
Advertising	Ad Supported
Ad Keys	---
Sharing	---

Video Tags

- Tags are a set of keywords that can be assigned to a video or set of videos
- Multiple tags can be added to a video
- Tags facilitate searching through your media library
- Used when creating Smart playlists (covered later)

Video Information Cancel Save

Name * 13 / 255
Brown Pelican

ID
6304504498001

Short Description 26 / 250
Brown Pelican on the rocks

Tags
birds X florida X

Reference ID 0 / 150

Video Projection
260 Degree

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 left sidebar has icons for Home, Upload, Record, Live, and Player. The main area is titled 'Players' with a search bar and 'Duplicate' and 'Delete' buttons. A table lists six players: Brightcove Player 7, Ad Player, DRM Player, Sample Player, Lee Player, and Audio Player. The first player, Brightcove Player 7, is highlighted. To the right of the table, detailed information is shown for Brightcove Player 7, including its creation date (12/1/2022 11:26 AM), preview and embed options, player ID (U50VSFVGpp), name (Brightcove Player 7), description (---), status (Active), and published state (Published).

<input type="checkbox"/>	Name	Updated	Version	Status	
<input type="checkbox"/>	Brightcove Player 7 U50VSFVGpp	12/1/2022 12:20 PM	7.0.0	✓	Preview player Embed Code & URL Player ID U50VSFVGpp Name Brightcove Player 7 Description --- Status Active Published State Published
<input type="checkbox"/>	Ad Player WqahzgGkO	8/23/2022 11:37 AM	6.66.7	✓	
<input type="checkbox"/>	DRM Player YHLVQc75h	6/29/2022 10:11 AM	6.66.7	⚠	
<input type="checkbox"/>	Sample Player Ctzra7vEL	6/9/2022 1:38 PM	6.66.7	⚠	
<input type="checkbox"/>	Lee Player aJOS0jsvY4	5/31/2022 3:05 PM	6.66.7	✓	
<input type="checkbox"/>	Audio Player fDj00Lhrw	5/9/2022 12:55 PM	6.66.7	⚠	

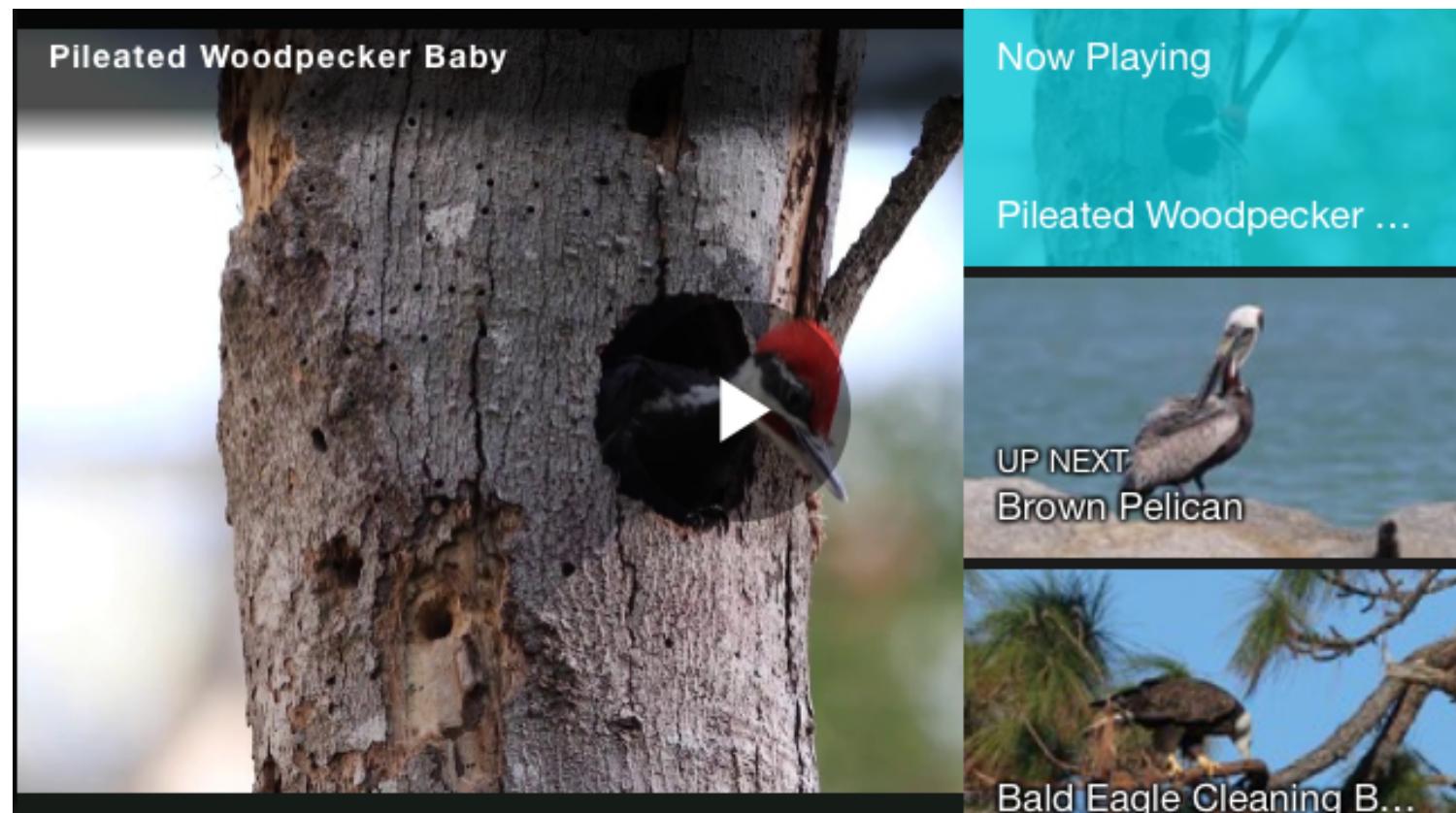
Player Types

- Single video player

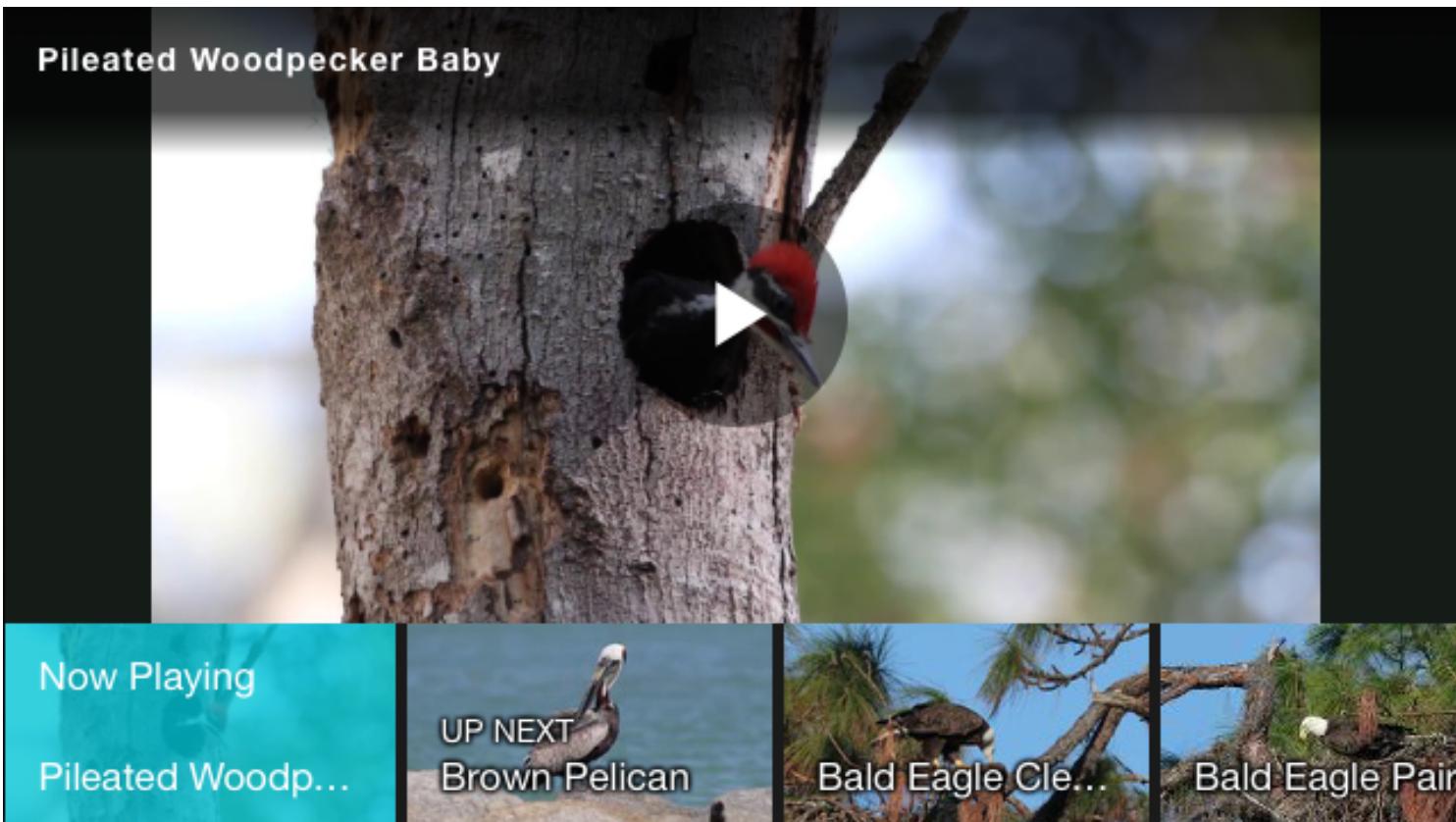


Player Types

- Playlist player



Vertical



Horizontal



Hidden

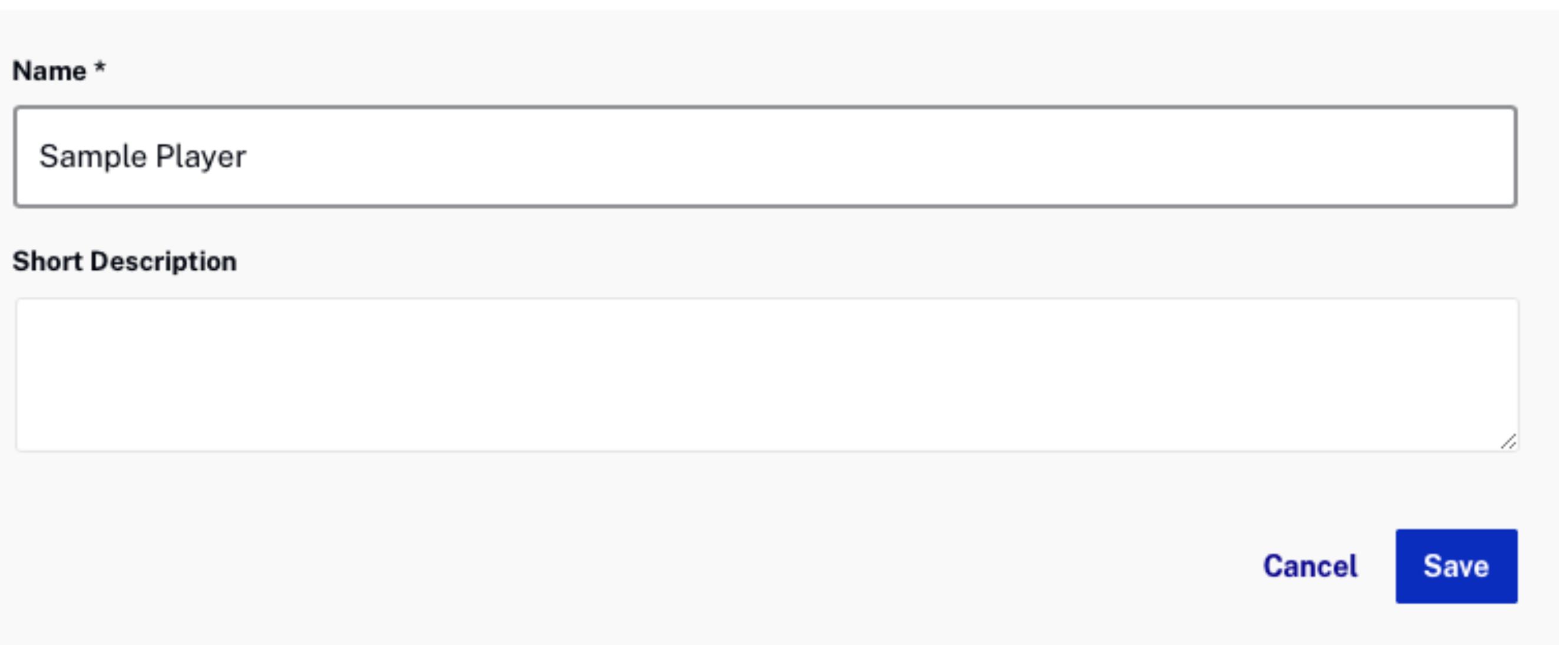
Creating a Player

- Click + Add Player
- Name the player
- Click Save

Add player

Name *

Short Description



Player Properties

- Player Information
- Styling
- Playback
- Controls
- Social
- Plugins
- End Screens
- Advertising
- Content Restriction
- JSON Editor
- Additional Features
- Third-Party Analytics

The screenshot shows the Brightcove Video Cloud interface for managing player properties. The left sidebar has a navigation menu with icons for Home, Back, Forward, Stop, Play, Pause, Rewind, Fast Forward, Volume, and Settings. The main content area is titled "Sample Player".

Player Information

- Player ID: Ctzra7vEL
- Name * (Internal Only): Sample Player
- Player Type: Playlist (selected)
- Short Description (Internal Only): Lorem ipsum dolor sit amet, consectetur adipiscing elit, s...

Sizing

- Responsive (selected)
- Aspect Ratio: 16:9
- Player Dimensions * (Width, Height): 640 x 360 px

Update Mode (What's this?)

- Automatic (selected)
- Manual

Player Version (Release Notes)

- 7.0.0

Published Player Version

- 7.0.0

Localization (Accepted Languages)

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

Buttons

- ... (More options)
- Preview
- Publish & Embed

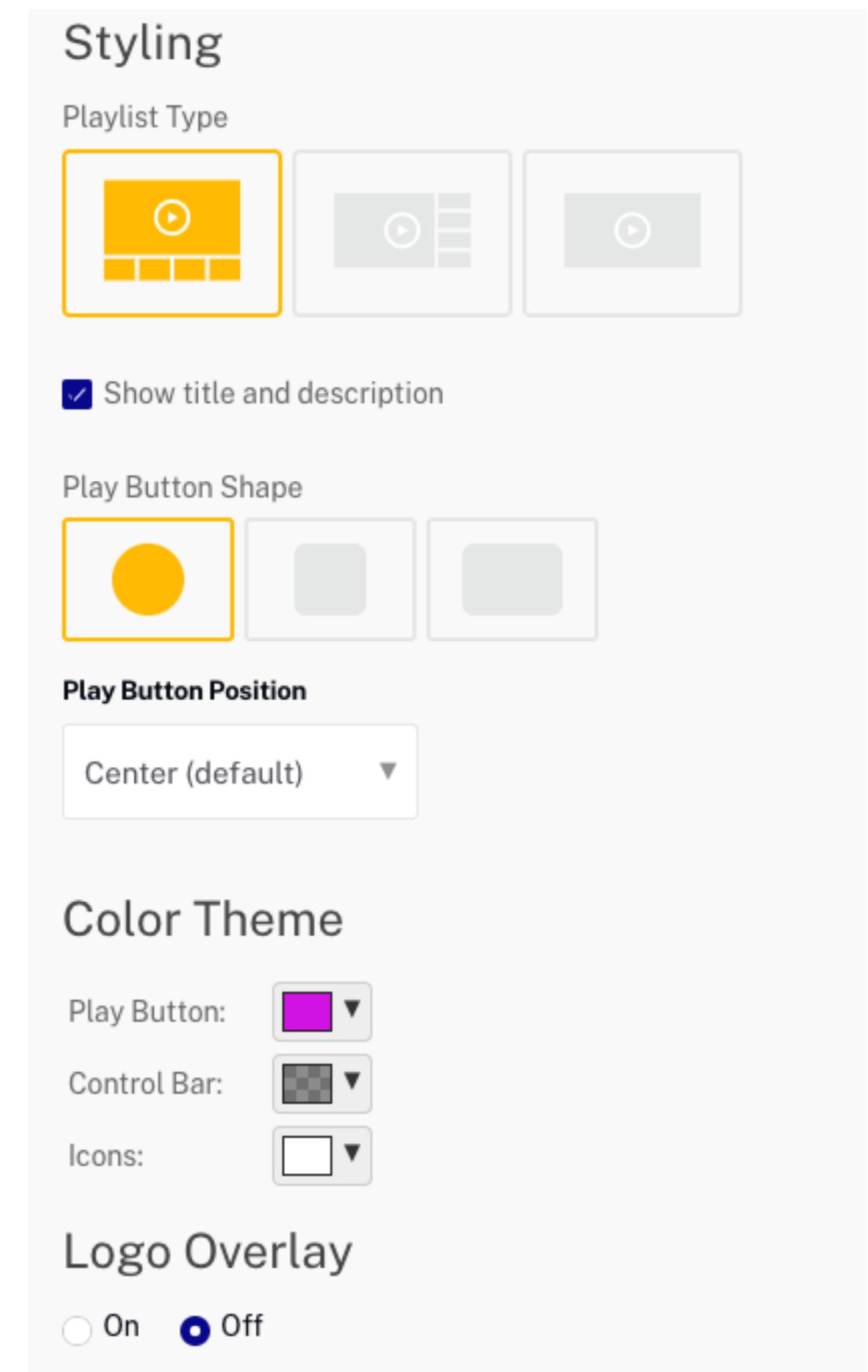
Message

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

Players can also be styled using
CSS and JavaScript



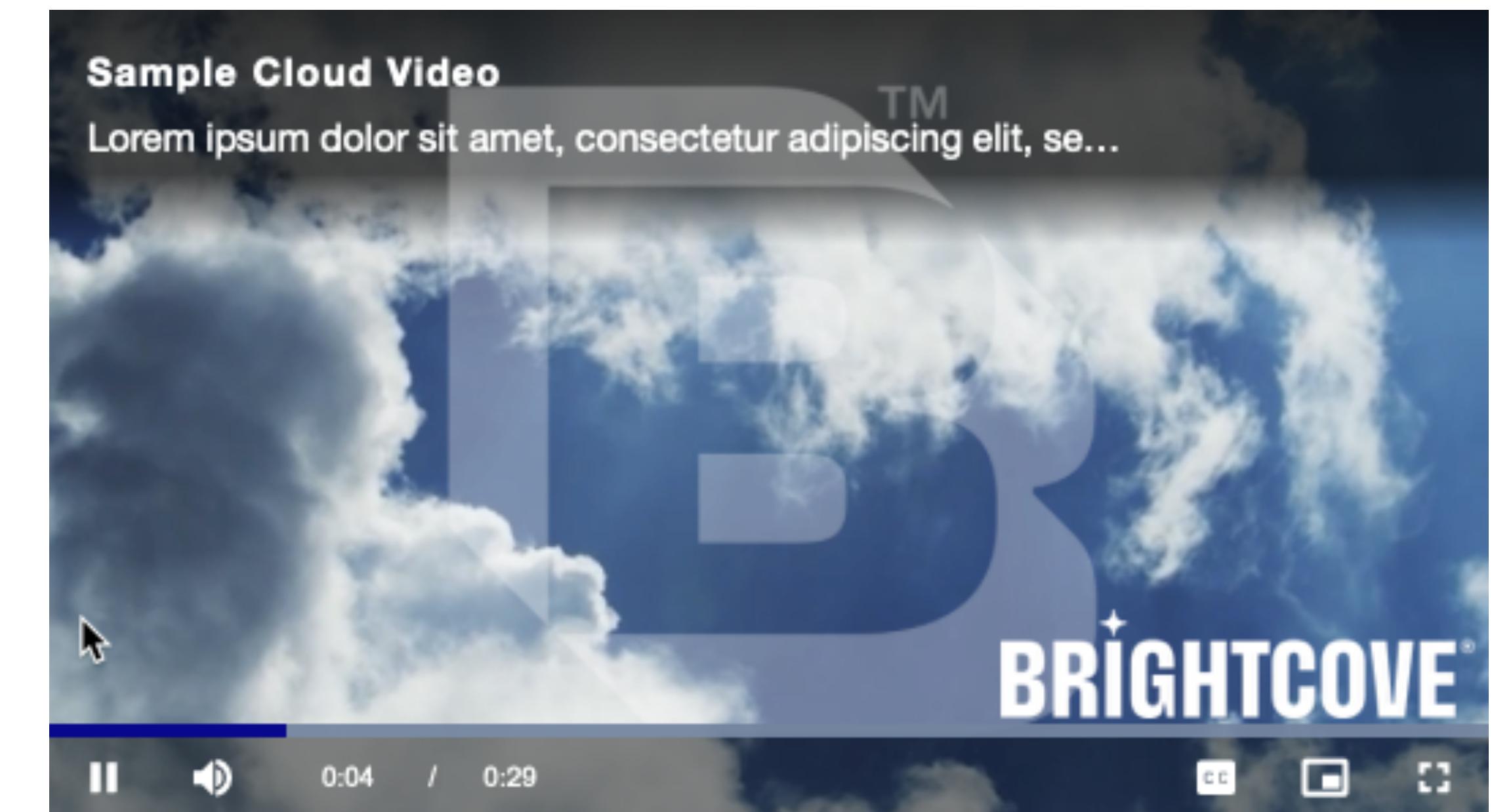
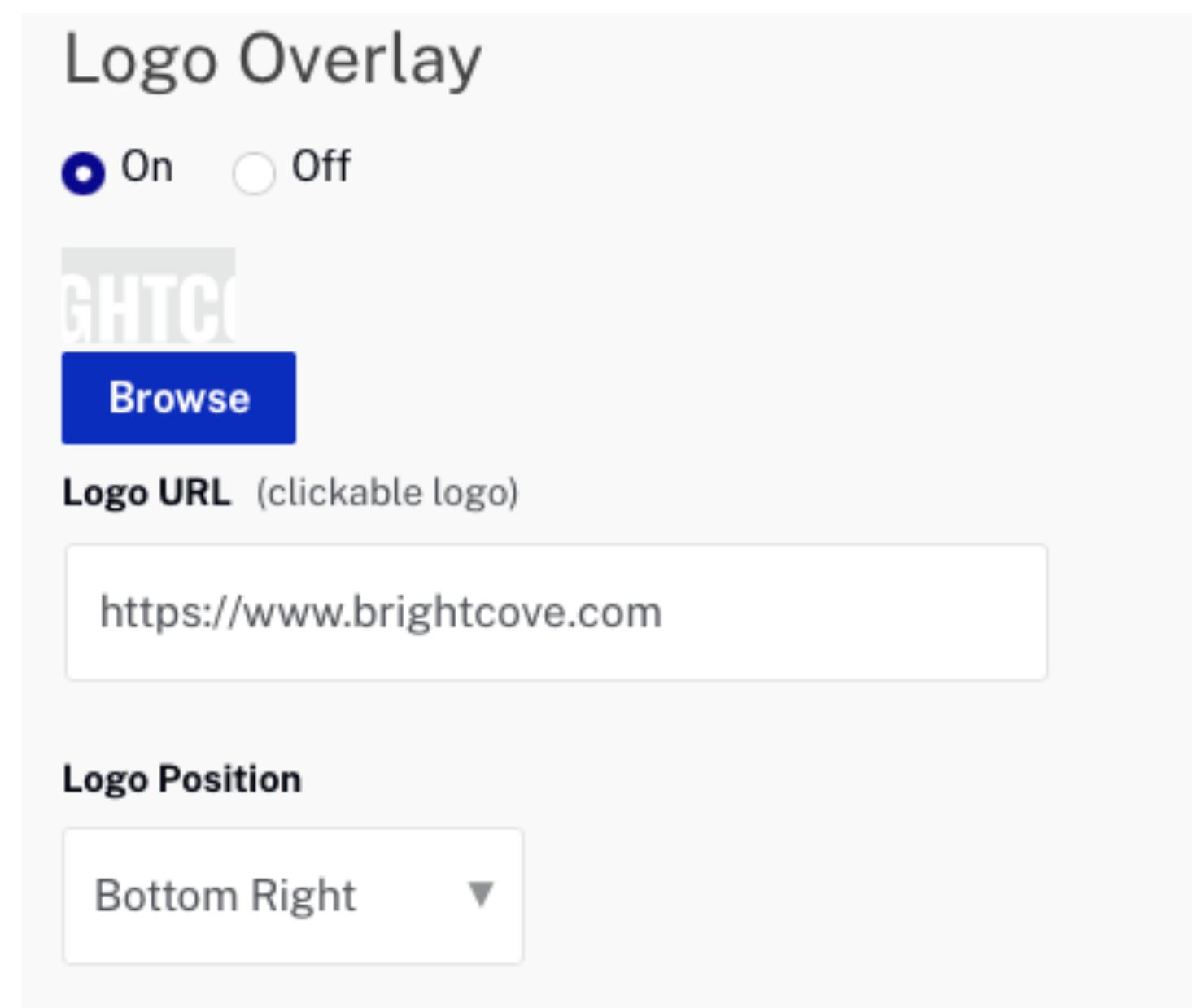
Styling a Player

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



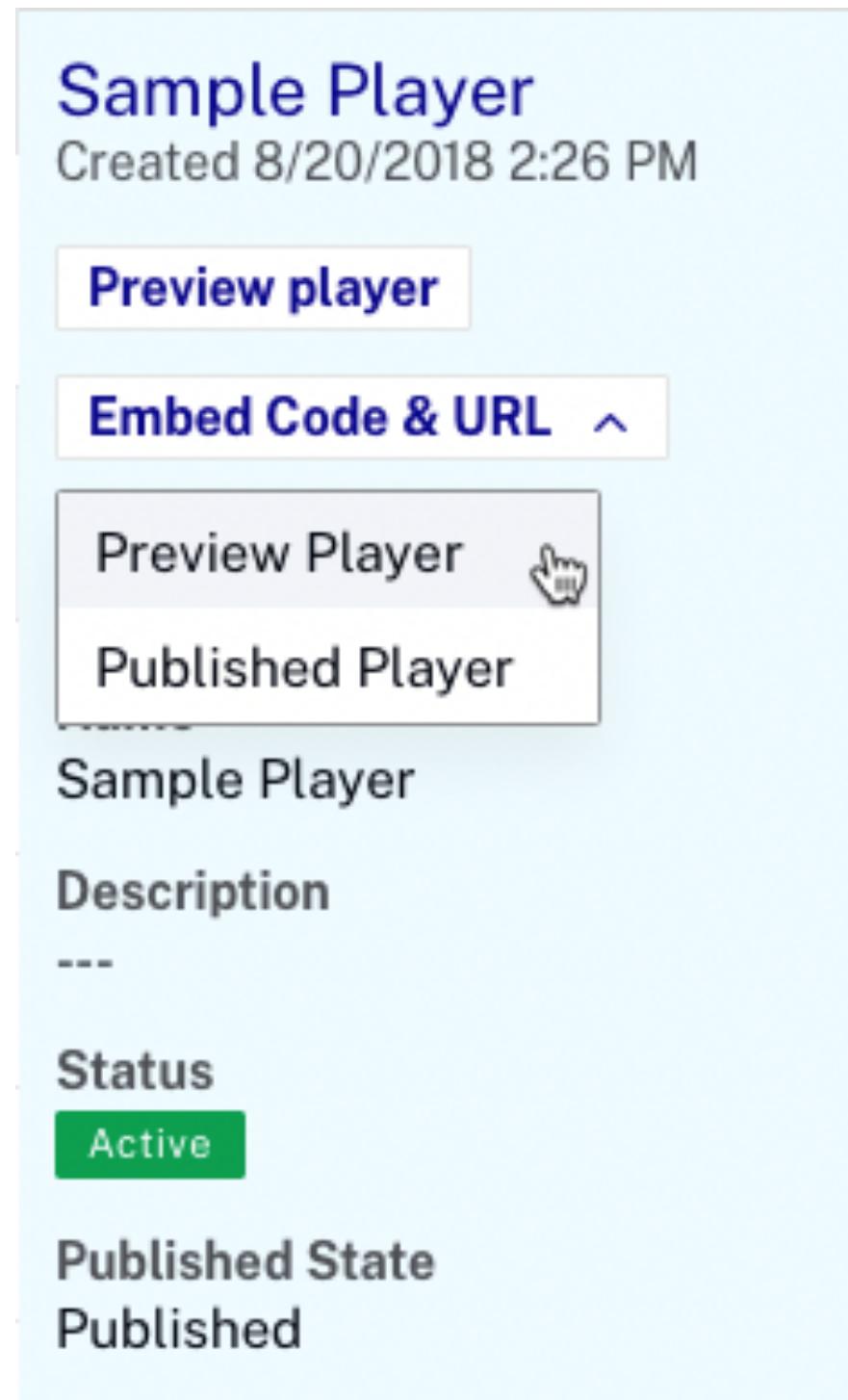
Styling a Player

- 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



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

- Open the **Media** module
- Select the video
- Click **Publish and Embed >**

Publish to web

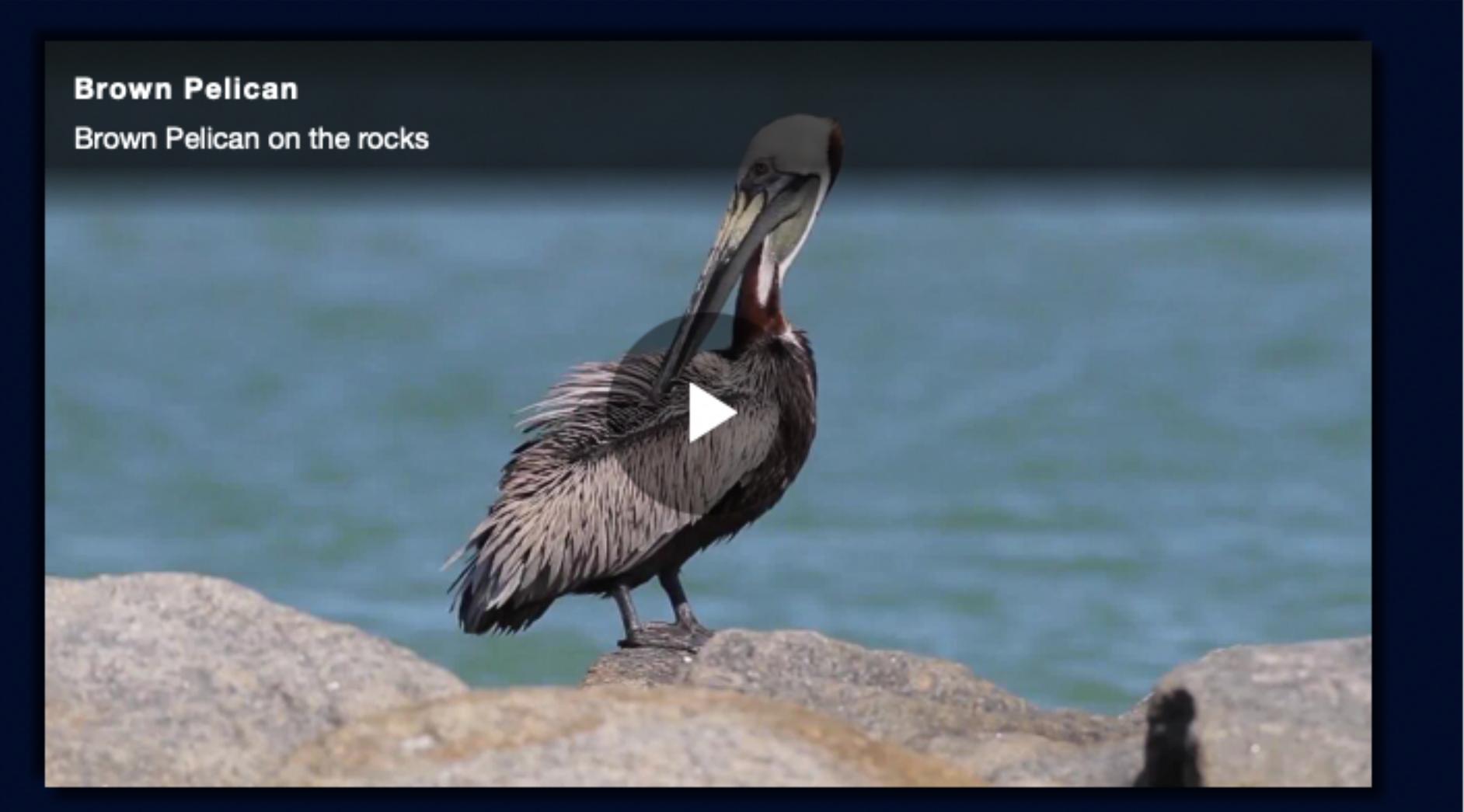
- Select a Player
- Select embed code

Publishing Brown Pelican

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

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.

[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**
- Select playlist type
- Configure playlist properties

Playlist settings

The screenshot shows the 'Smart' tab selected in the 'Playlist settings' interface. The interface includes sections for 'Play Order' (set to 'Activated Date (Oldest First)') and 'Limit Number of Videos*' (set to 100). Below these, there's a 'Parameters' section with a 'Tags' dropdown set to 'Match any' and a list containing 'birds'. A blue button labeled '+ Add a parameter' is visible. At the bottom right are 'Cancel' and 'Apply' buttons.

Smart Overview

Play Order Limit Number of Videos *

Activated Date (Oldest First) 100

Parameters 1+1

Parameter

Tags Match any

birds X

+ Add a parameter

Cancel Apply

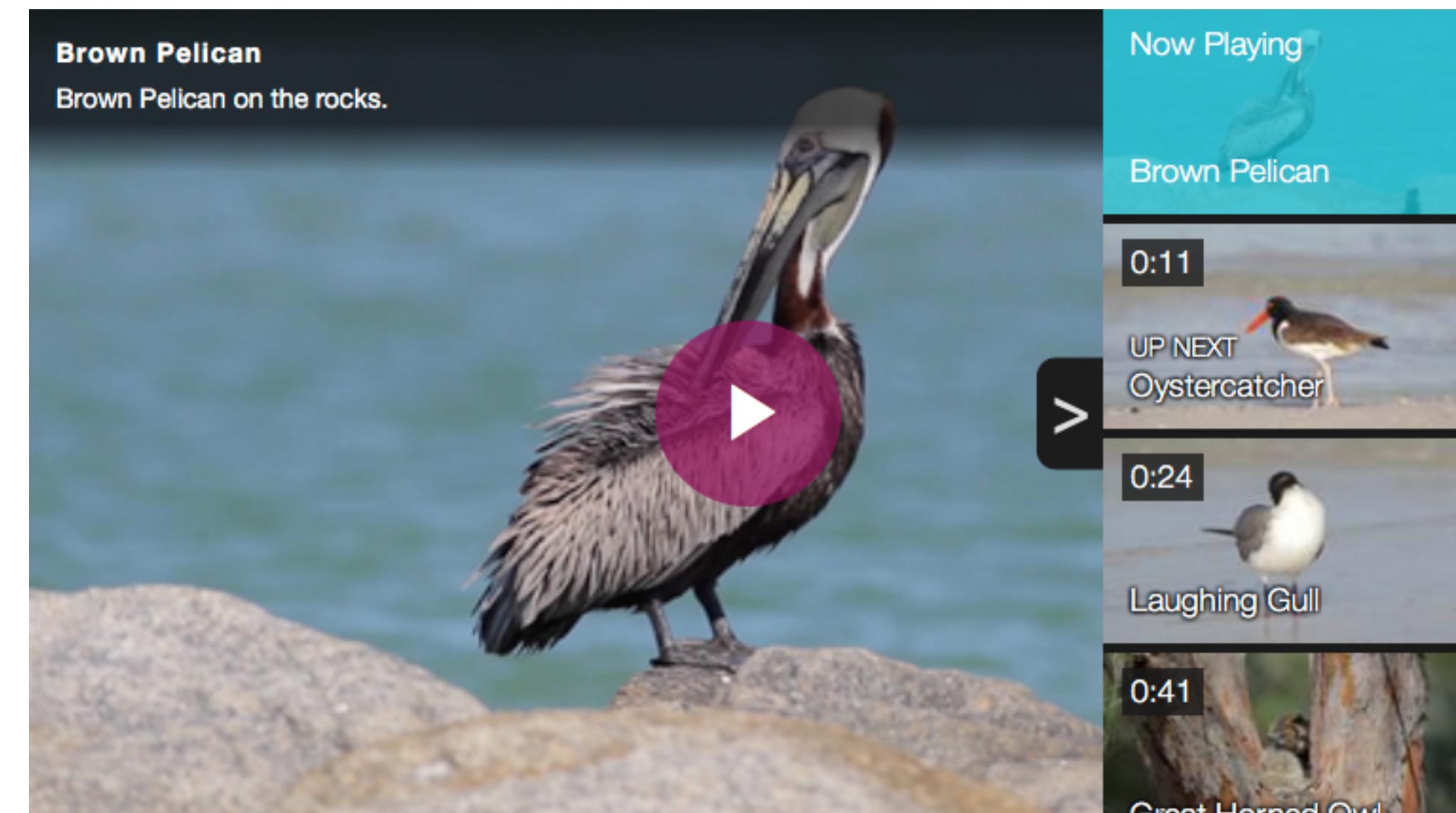
Hands-on Task: Creating Playlists

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

Publishing a Playlist

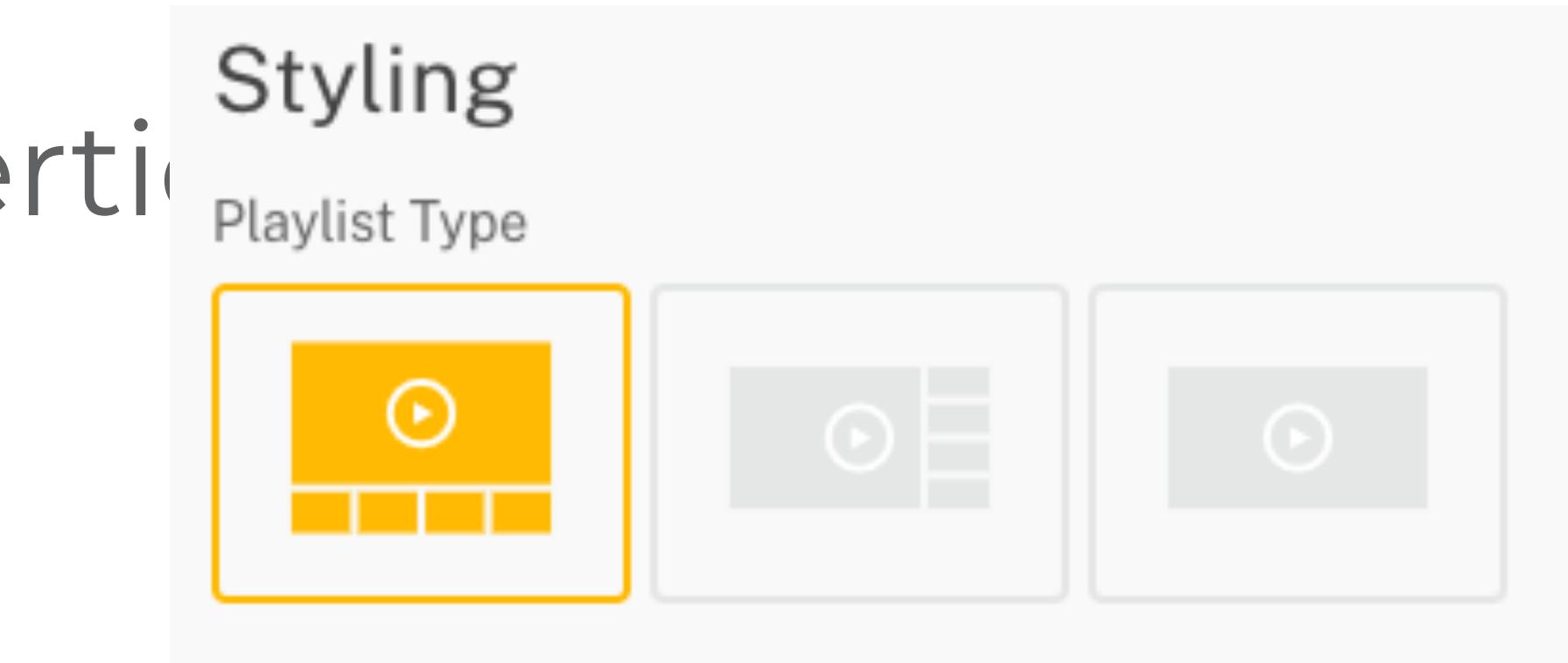
Publishing a Playlist

- 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** or **Playlist**
- In Styling menu, select a **Playlist Type**
- Select Playback properties
 - Randomize play order
 - Play video when selected
 - Continuous play mode
 - Video countdown



- Randomize play order
- Play video when selected
- Continuous play mode ⓘ
- 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/get-started/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
Video Cloud Basics	Video Cloud	Studio User	16:38	Learn the basics on how to upload and publish videos using Video Cloud Studio
Introduction to Video Cloud	Video Cloud	Studio User	35:37	Learn how to upload, manage and publish videos using Video Cloud Studio
Introduction to Video Cloud Analytics	Video Cloud	Studio User	24:06	Learn about the types of analytics that are available inside Video Cloud Studio
Introduction to Brightcove Gallery	Gallery	Studio User	17:39	Learn about Gallery and the types of experiences that can

Instructor-led Training

- <https://studio.support.brightcove.com/get-started/training/register-training.html>

Register for Instructor-led Training

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

Introduction to Video Cloud

Introduction to Video Cloud is an absolute must for those responsible for uploading, configuring, and [read more...](#)

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

Mon, May 17, 2021 2:00 PM - 3:00 PM EDT

REGISTER

Building Portal Experiences using Gallery

In this course you will walk you through the process of creating, customizing and publishing a Gallery [read more...](#)

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

Support Request

- <https://supportportal.brightcove.com>



PRODUCT DOCUMENTATION

All you need to know about Brightcove products as a user or developer.



BRIGHTCOVE UNIVERSITY

On-demand, engaging courses so you can learn on your own time, at your own pace.



STATUS PAGE

Stay informed of the status of Brightcove services at all times and get alerts to your email, phone or via RSS feed



SUPPORT PACKAGES

Learn about our different support service offerings.



WEBINARS

Keep up to date with the latest video strategies



EVENTS

Find and attend relevant industry events

BRIGHTCOVE SUPPORT PORTAL LOGIN

Support Portal credentials are not associated with Studio credentials

 Username

 Password

Log in

[Forgot your password?](#)

[Sign Up](#)

Documentation

- support.brightcove.com

The screenshot shows the Brightcove Documentation Home page. At the top, there is a navigation bar with a search bar, a "Documentation Home" button, and an "English" language selection. Below the navigation bar, there is a horizontal menu with tabs: "Video Cloud", "Brightcove OTT", "Audience Insights", "Player / APIs / SDKs", "Zencoder", and "Training". The "Video Cloud" tab is currently selected. The main content area is divided into six sections, each with an icon and a title:

- Video Cloud Studio**: Manage your video publishing workflow across desktop, tablet and mobile devices.
- Marketing Studio**: Enable your marketing team to access, implement, and measure video content across programs.
- Brightcove Gallery**: Create engaging video experiences without the need for any technical knowledge or coding.
- Brightcove Live**: Broadcast live events to both desktop and mobile devices.
- Brightcove Interactivity**: Create two-way communication with your audience, making the video experience
- Brightcove SSAI**: Dynamically stitch targeted ads into your content deliver both as a continuous stream.

A red vertical feedback button is located on the right side of the page.

Documentation

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

The screenshot shows the homepage of the Brightcove Studio Support documentation. At the top, there is a navigation bar with the Brightcove logo, a search bar, and language selection for English. Below the navigation, there are nine cards arranged in a grid, each representing a different topic:

- Getting Started**: Just getting started with Video Cloud Studio?
- Managing Videos**: Learn how to upload and manage videos.
- Managing Players**: Learn how to create and style players.
- Publishing Videos & Players**: Learn different ways of publishing your videos and players.
- Reviewing Analytics**: Learn about the types of analytics that are available.
- Social Sharing**: Learn how to share videos out to social media accounts.
- Live Streaming**: The Live module is used to broadcast live events to both desktop and mobile devices.
- Interactivity**: Brightcove Interactivity allows you to add interactivity to videos, including calls to action, chapters, click-to-buy, branching, and polls.
- Managing Channels**: Learn how to create and manage linear channels of video and live programs.

A vertical red bar on the right side contains the word "feedback".

BRIGHTCOVE®
FULL STREAM AHEAD