



# 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

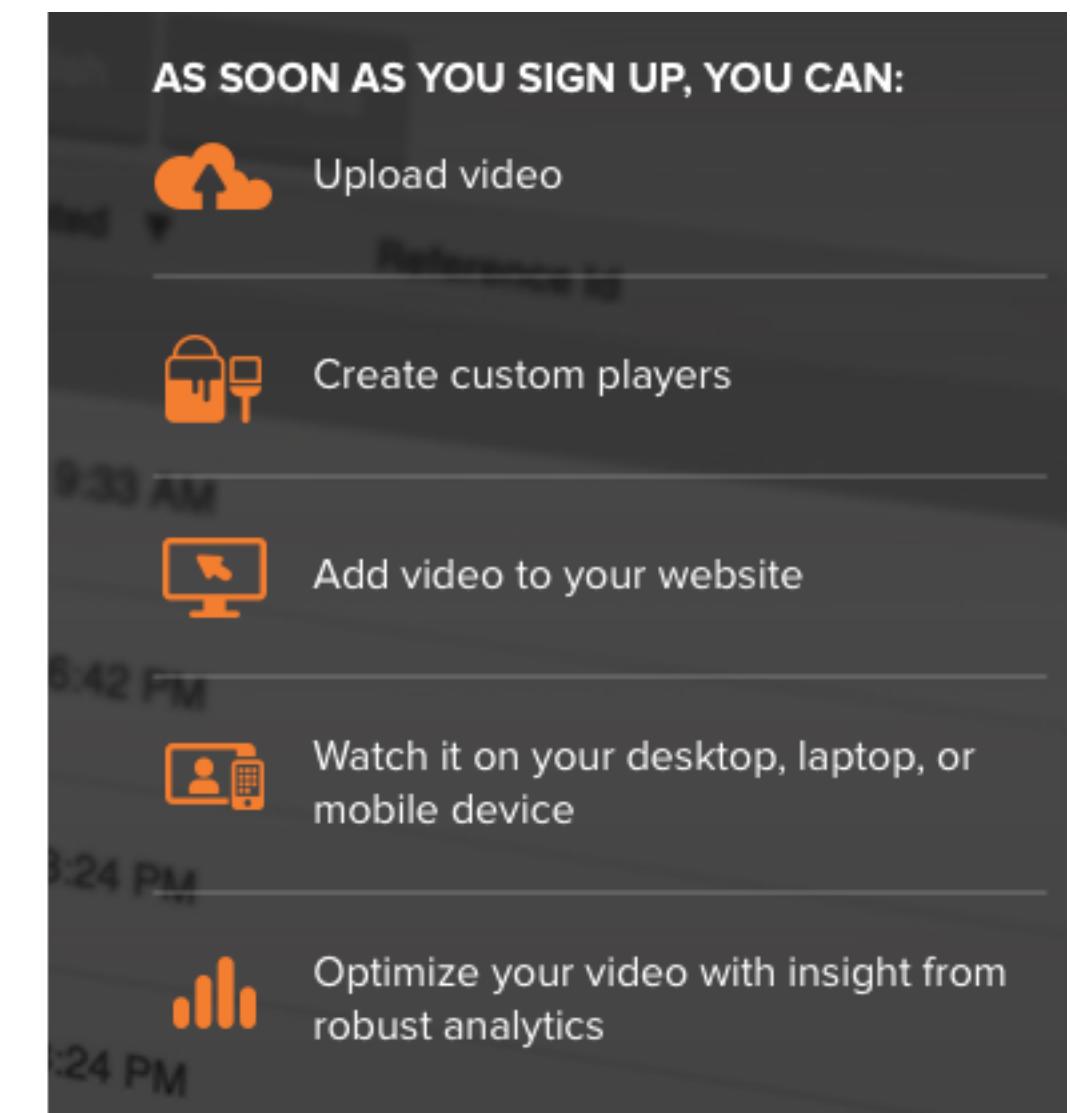
- You can sign up for a trial account:
  - <https://register.brightcove.com>

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.

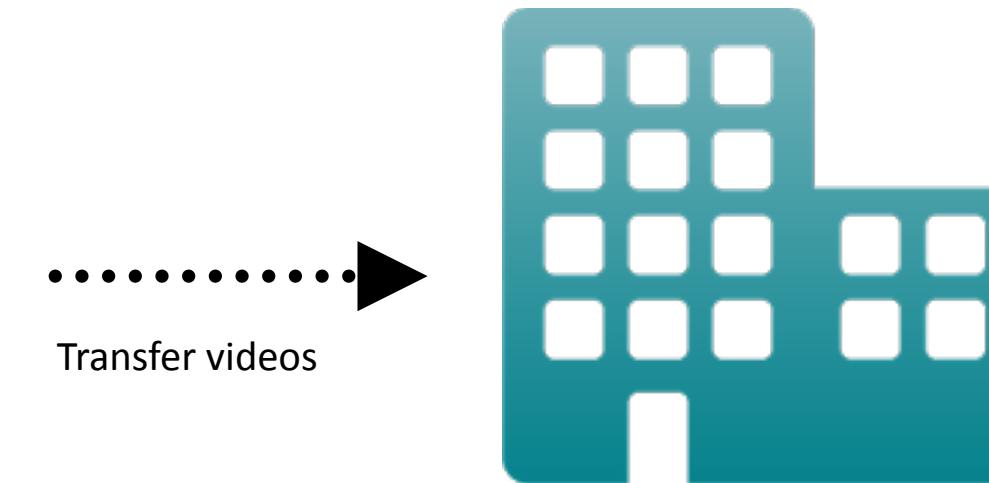
After completing this Quick Start you should be able to:

- 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



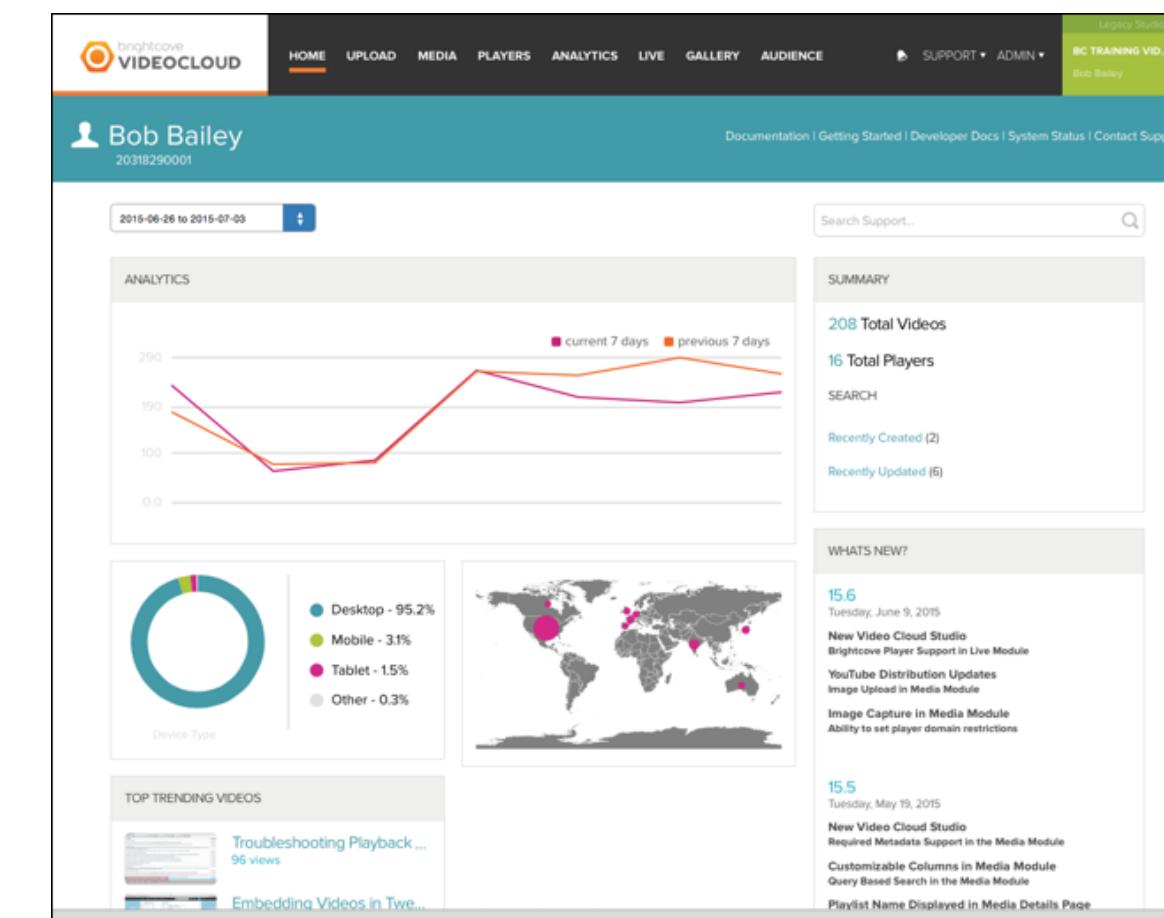
.....→

Transfer videos



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

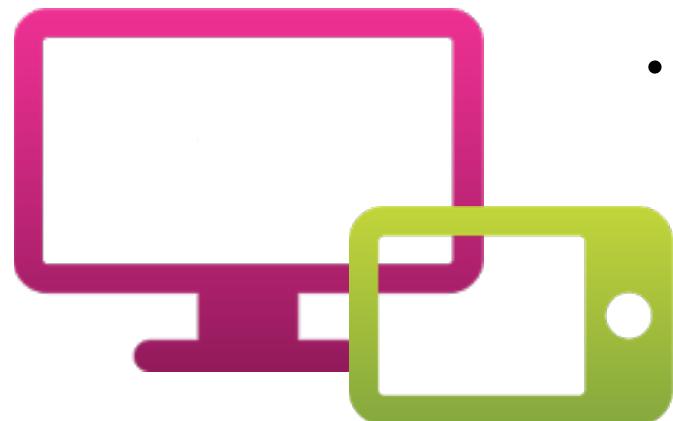
## Content Delivery Network (CDN)



Dropbox



S3



Desktop, Tablet, Mobile Device

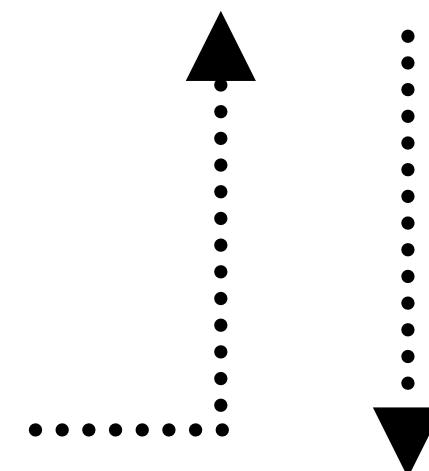


Transcode and store videos with metadata, playlists, player settings

.....→

Upload video, add settings, create players

## Your Web Server



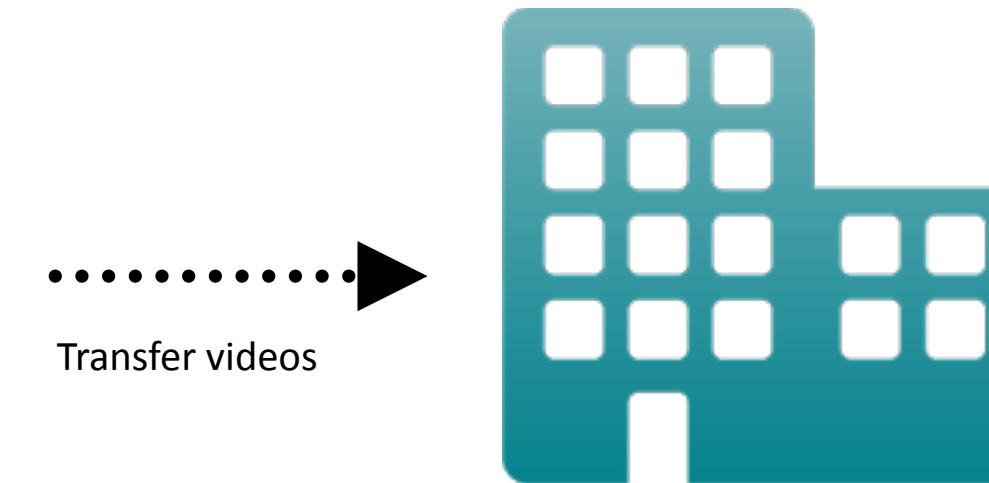
Requested page with references to player and videos



Viewer

Brightcove Inc.

# The Video Cloud Platform Architecture



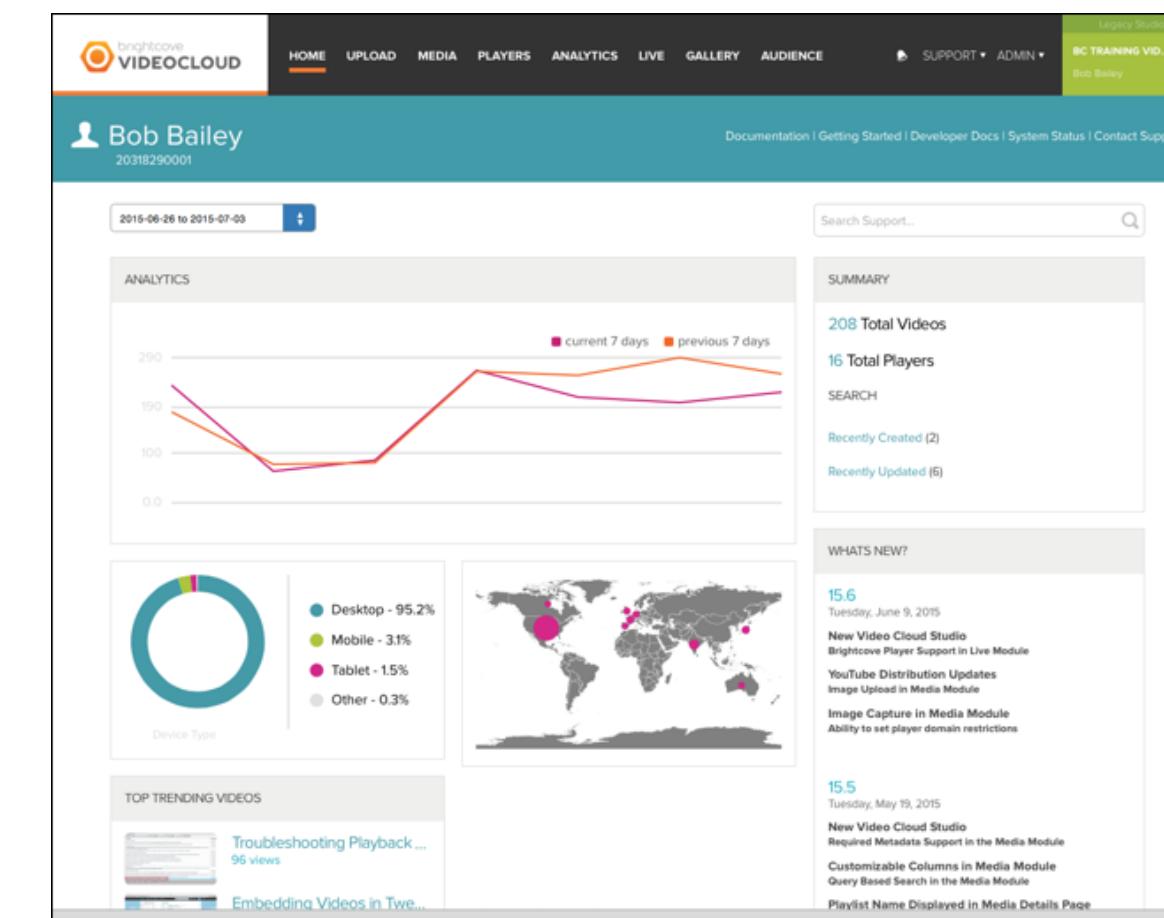
.....→

Transfer videos



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

## Content Delivery Network (CDN)

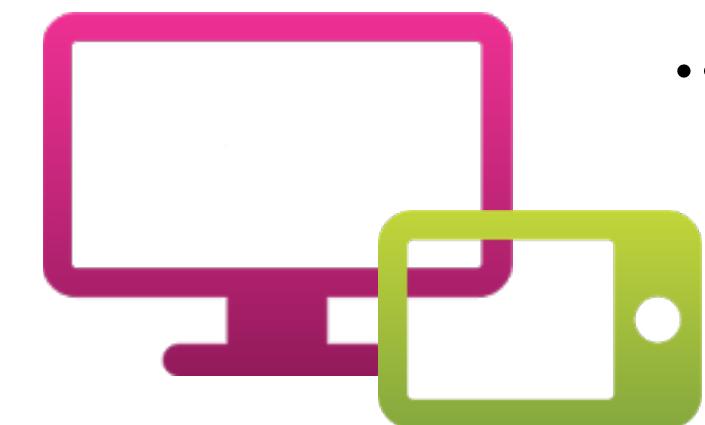


Dropbox



Dynamic  
Ingest API

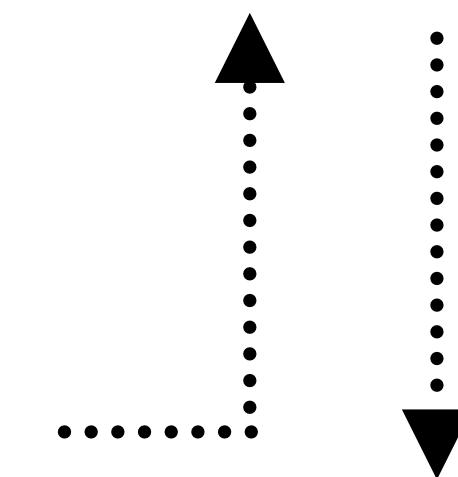
Transcode and  
store videos with  
metadata, playlists,  
player settings



Upload video,  
add settings,  
create players

Desktop, Tablet, Mobile Device

## Your Web Server



Requested page  
with references  
to player and  
videos



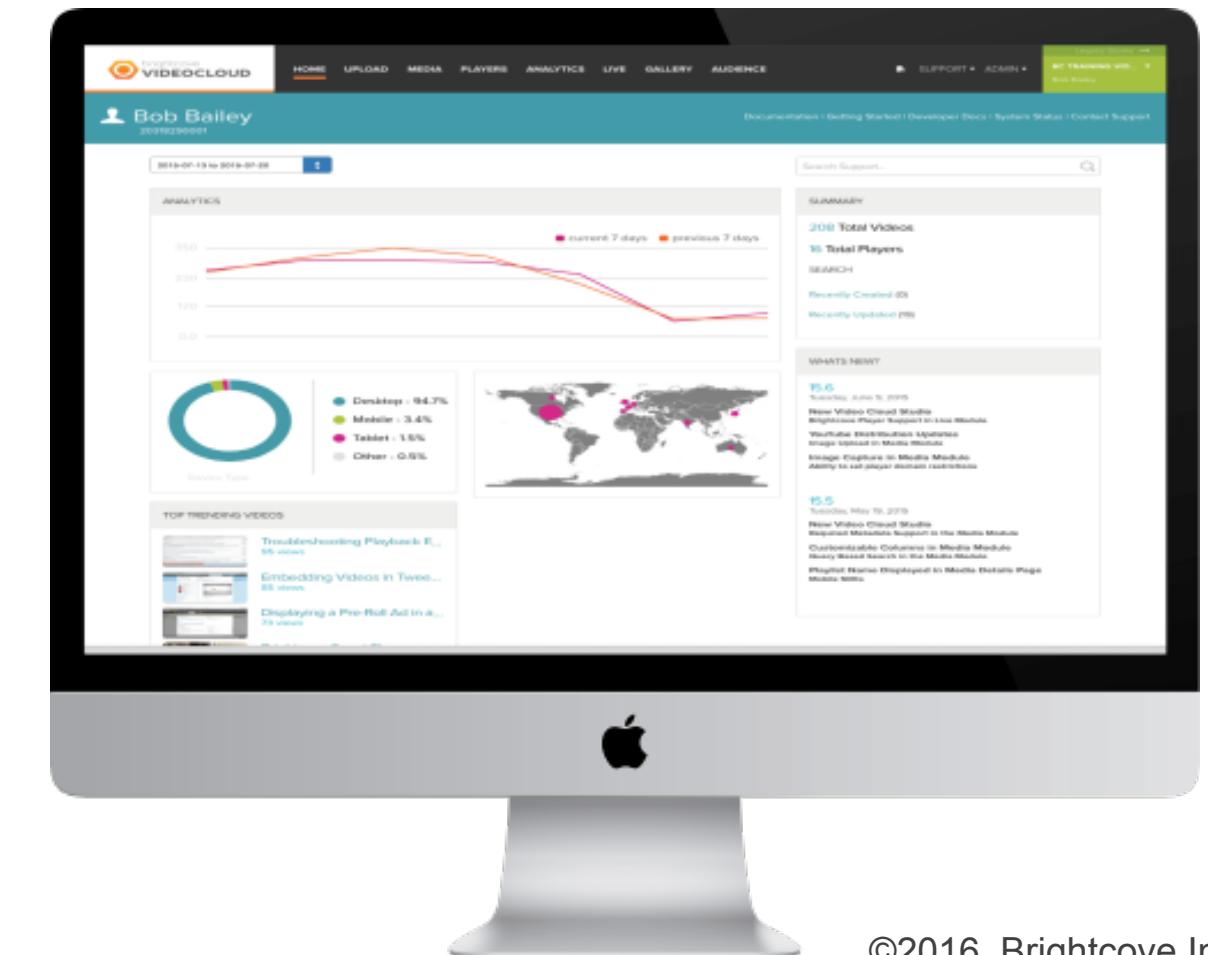
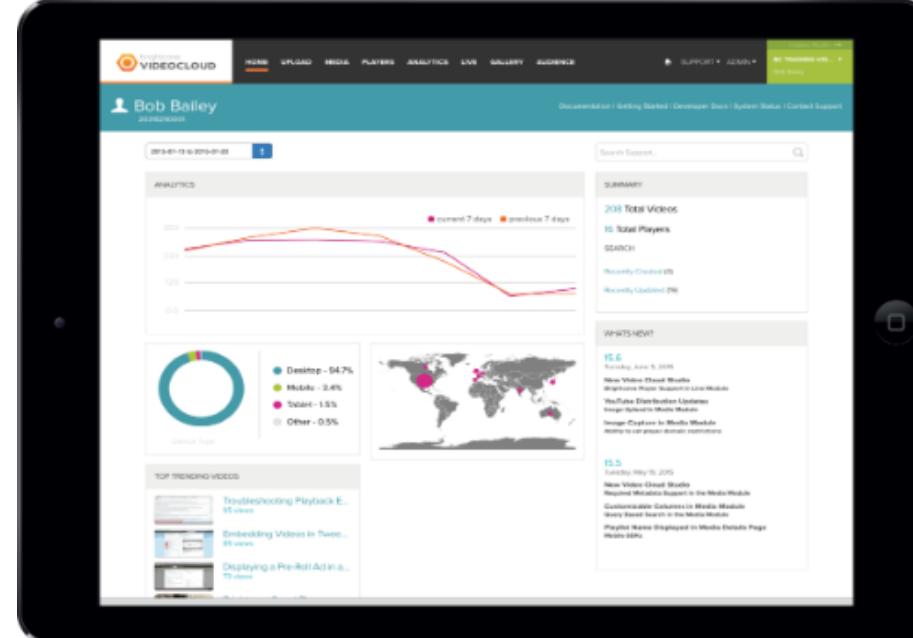
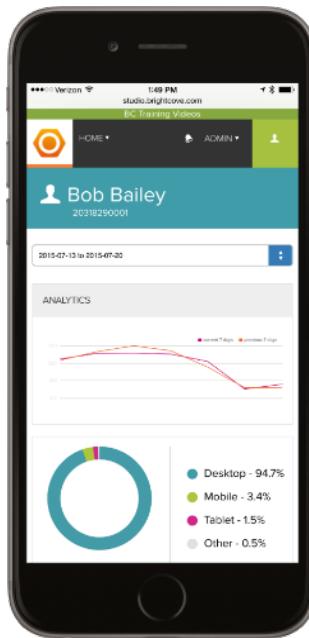
Viewer

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** (which is 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 box labeled **Legacy Studio →** containing **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 account list.

**Access Legacy Studio**

**Studio Modules**

**Account Selector**



# 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



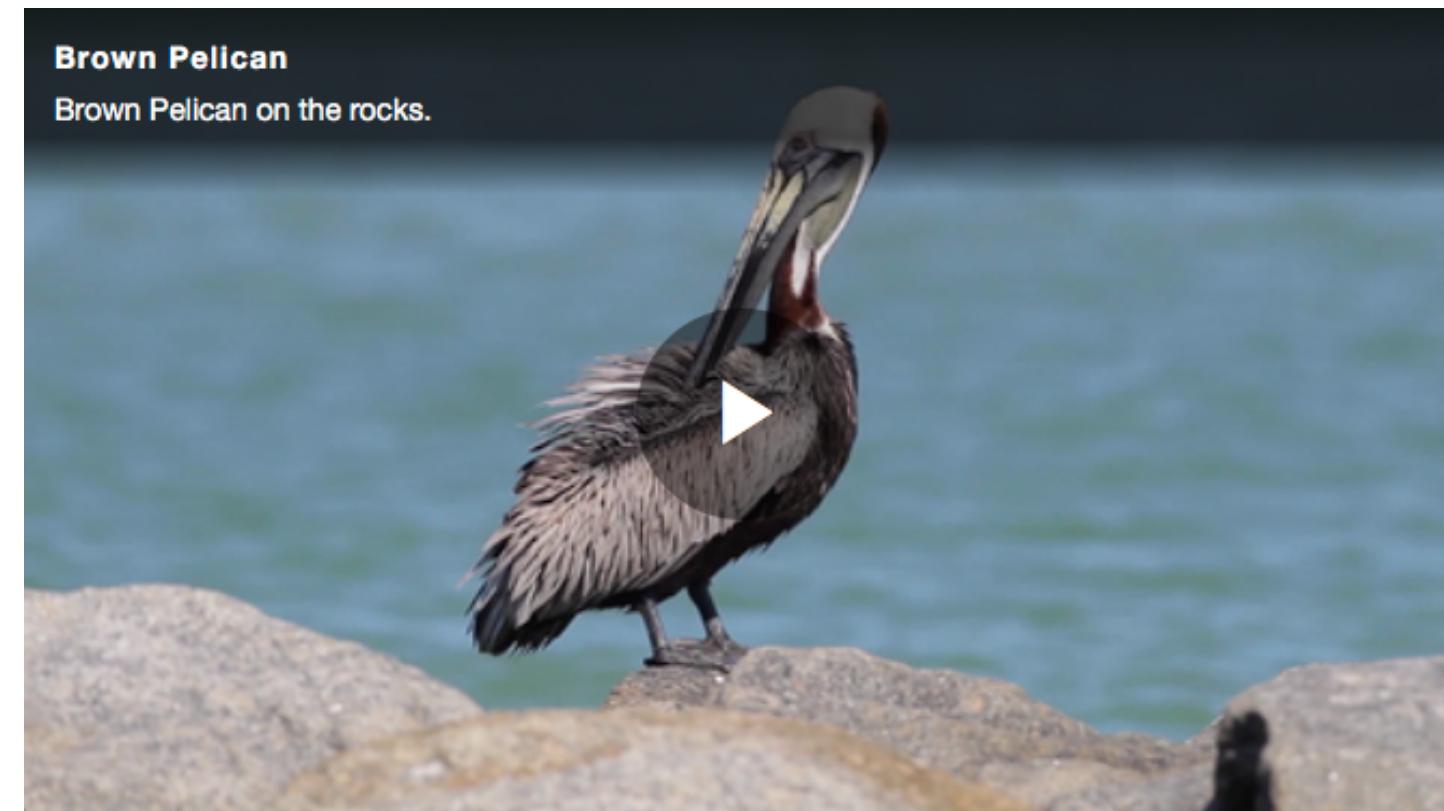
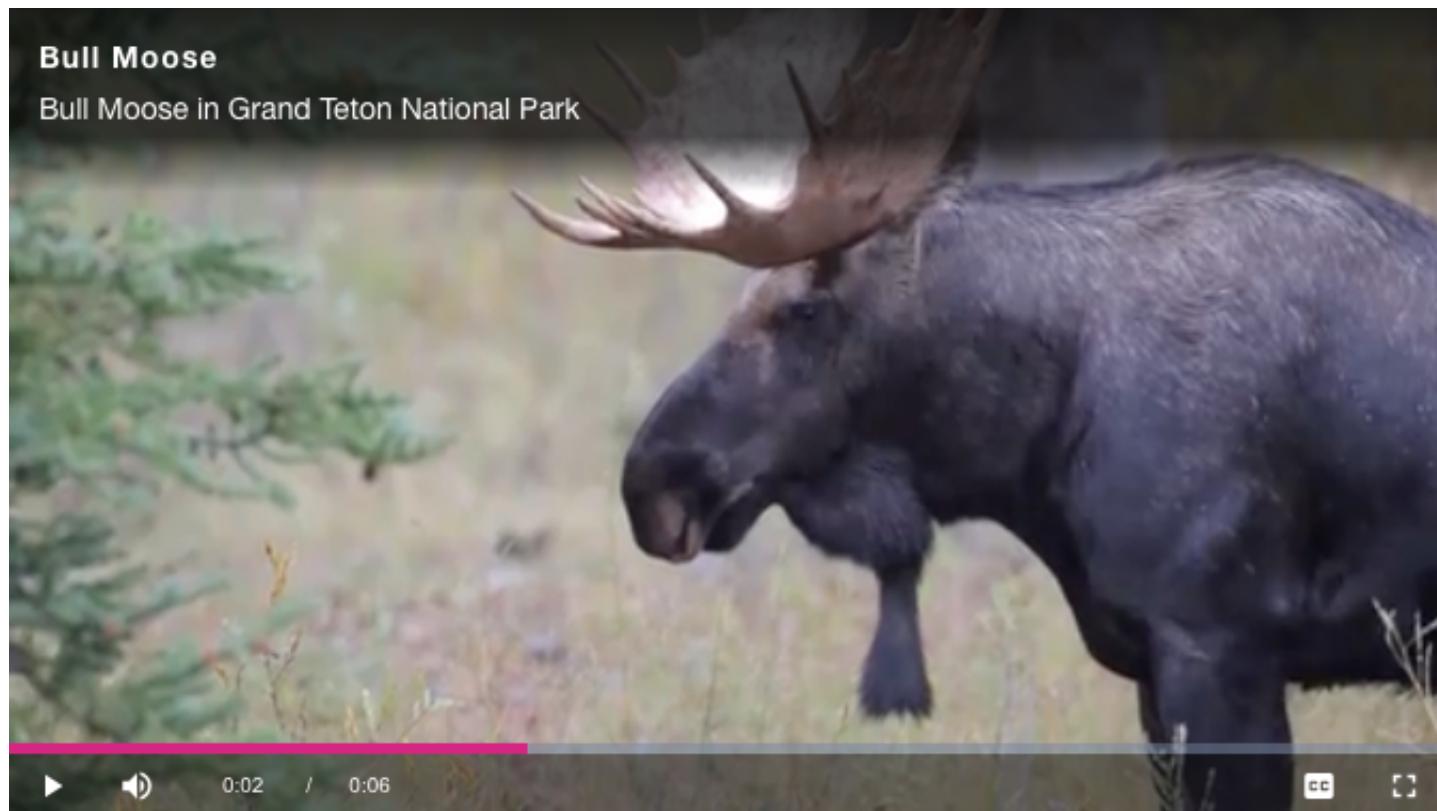
# Smart Player

- 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



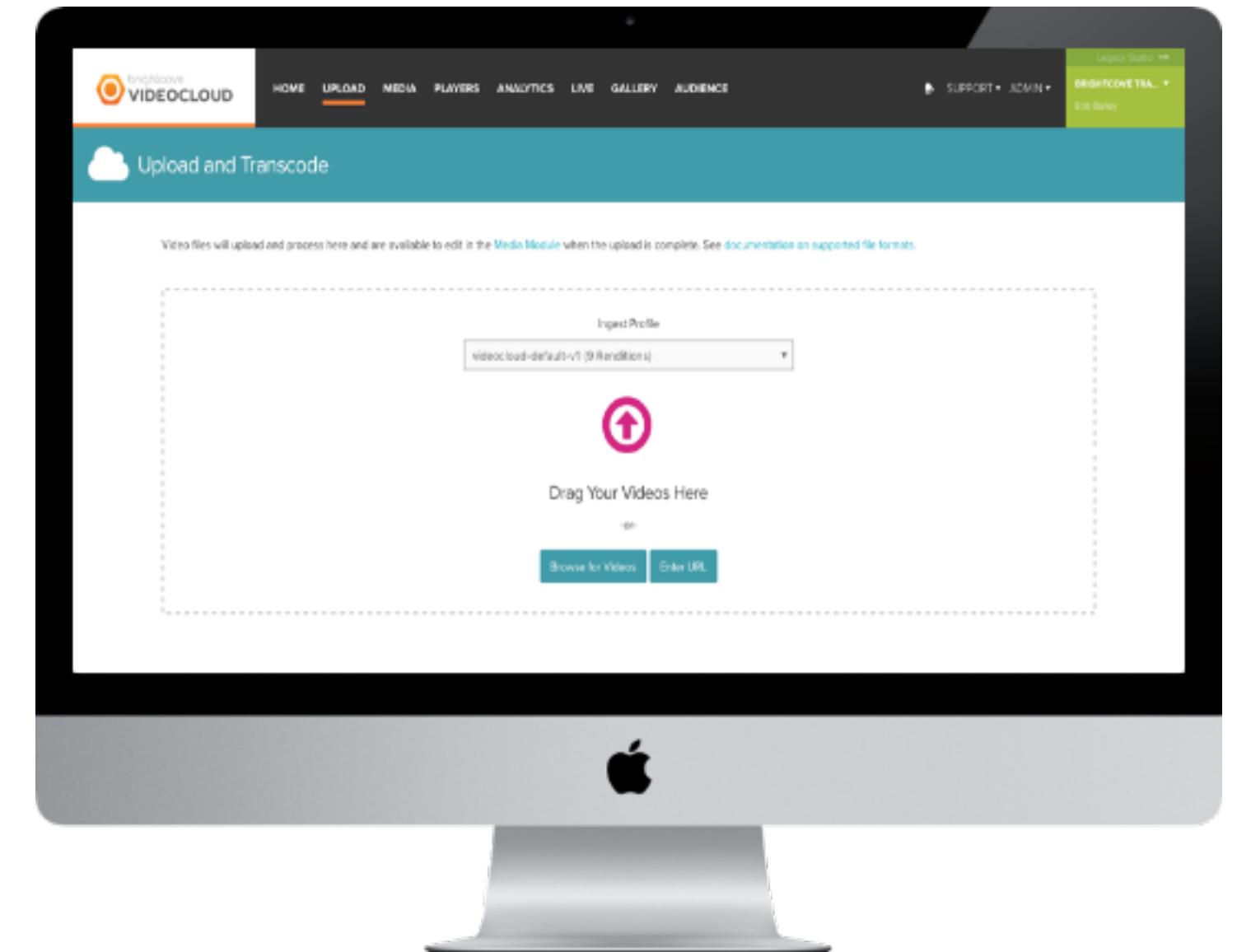
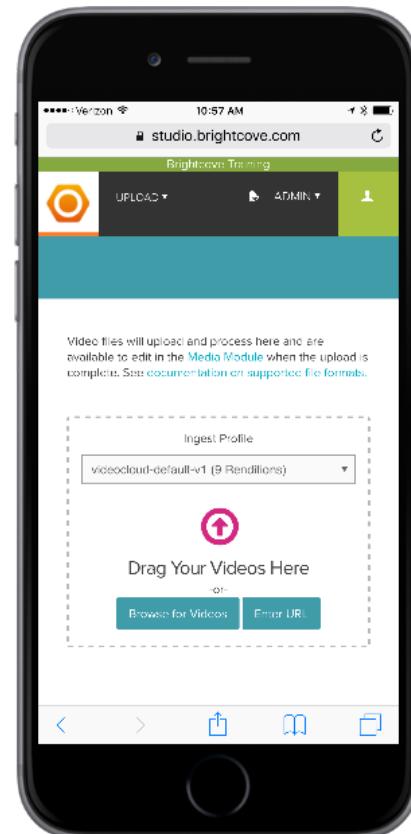


# Uploading Videos



# 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 buttons for page numbers 1 through 5.

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. One row is selected, showing Dimensions (480 x 270 @ 508 kbps), Format (MP4-H264), and Upload Date (Thu, Jan 28, 2016 3:29 PM). Other rows show similar details for different file formats and dimensions.
- 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  
--

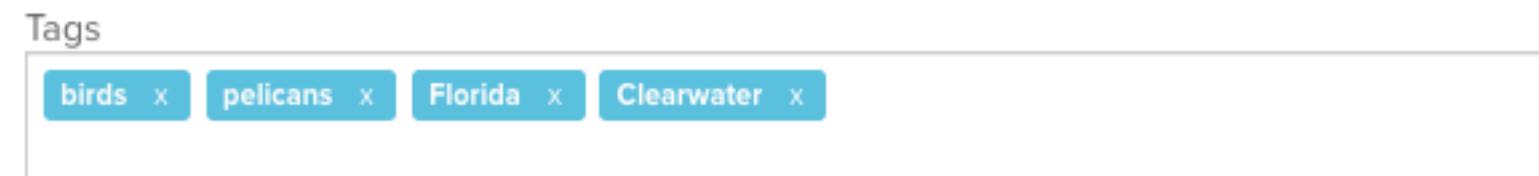
Manual Playlists  
Favorites

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](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>

Cancel Done



# 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 of the search bar 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	✓	<a href="#">Player Preview</a>
Test Player 41gsCruOFI	2/1/2016 11:24 AM	✓	<a href="#">Embed Code &amp; URL</a>
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, status, and a summary of its configuration.

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 (Bob Bailey). Below the navigation is a toolbar with buttons for Delete, Duplicate, Embed Code & URL, Discard Changes, and Publish.

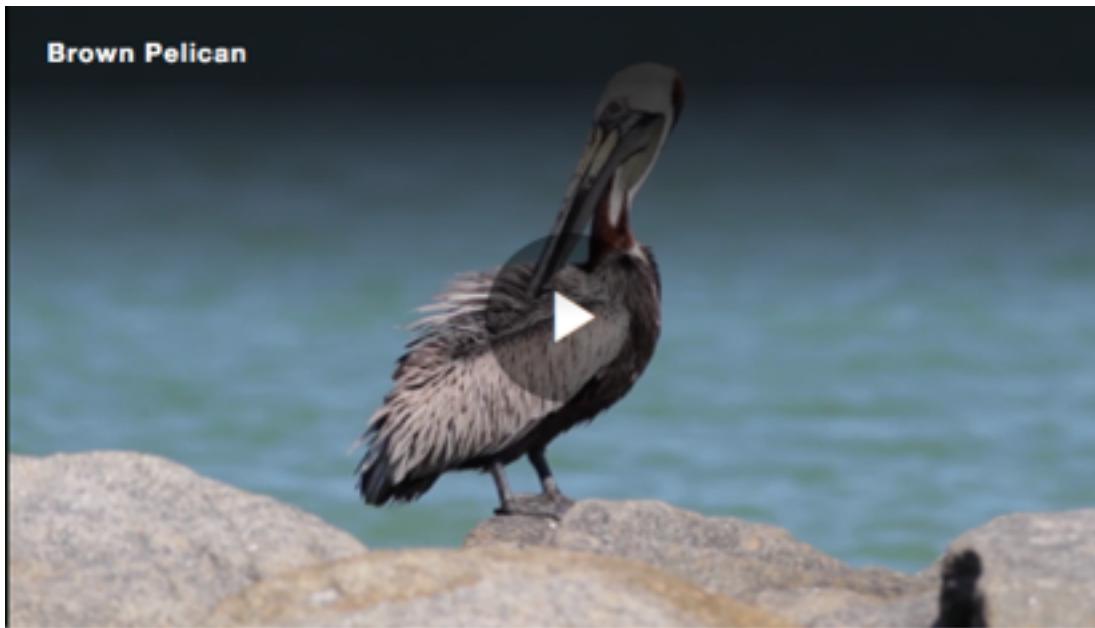
The main content area displays a preview video titled "Sample Cloud Video" showing a sky with clouds. Above the preview are buttons for Back to Players and Sample Player. Below the preview are several configuration panels:

- PLAYER INFORMATION**: Shows Last Modified (2/1/2016 2:43 PM), Player ID (Vt7VuouYe), Published Player Version (5.0.9), 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 includes a Skin selection (Luna), an Enable Title and Description Dock option (Yes), and icons for Icons, Progress Bar, and Background, each with a preview swatch.
- SOCIAL SHARING**: Sets sharing options, currently showing Allow Sharing (No).
- ENDSCREEN**: Configures the endscreen, currently showing Endscren (Disabled).
- ADVERTISING**: Configures advertising settings, currently showing Enable IMA Ads (No).
- PLUGINS**: Manages external plugins, showing sections for JavaScript (0 configured), CSS (0 configured), and Name, Options (JSON) (0 configured).
- AVAILABILITY**: Sets domain restrictions, showing Allowed Domains (All Domains Allowed).

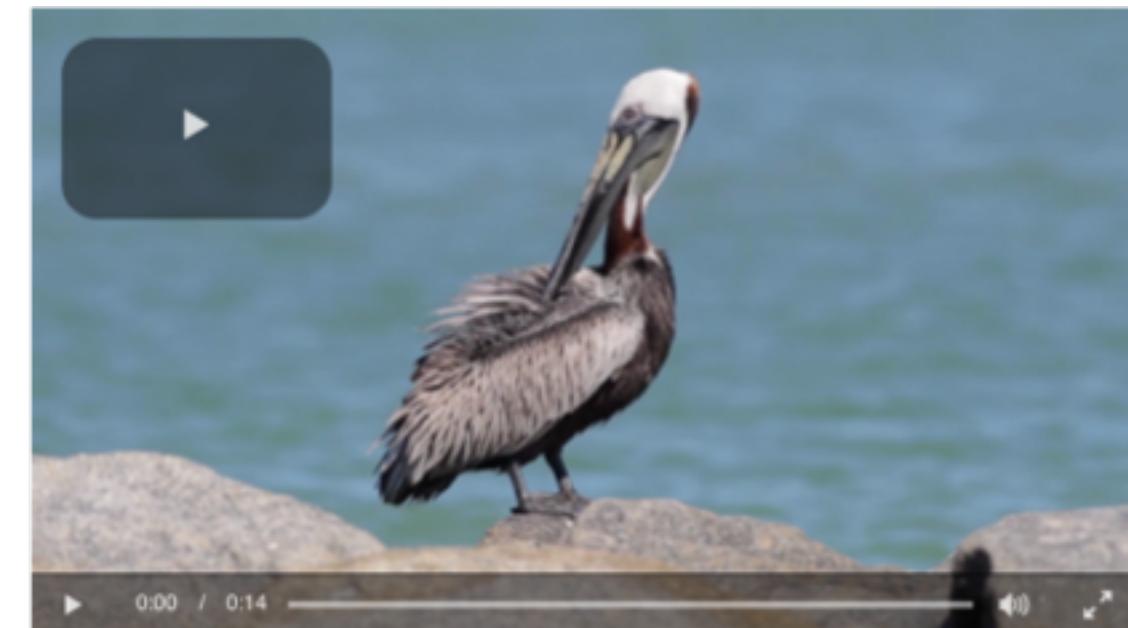


# Styling a Player

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



**Luna Skin**

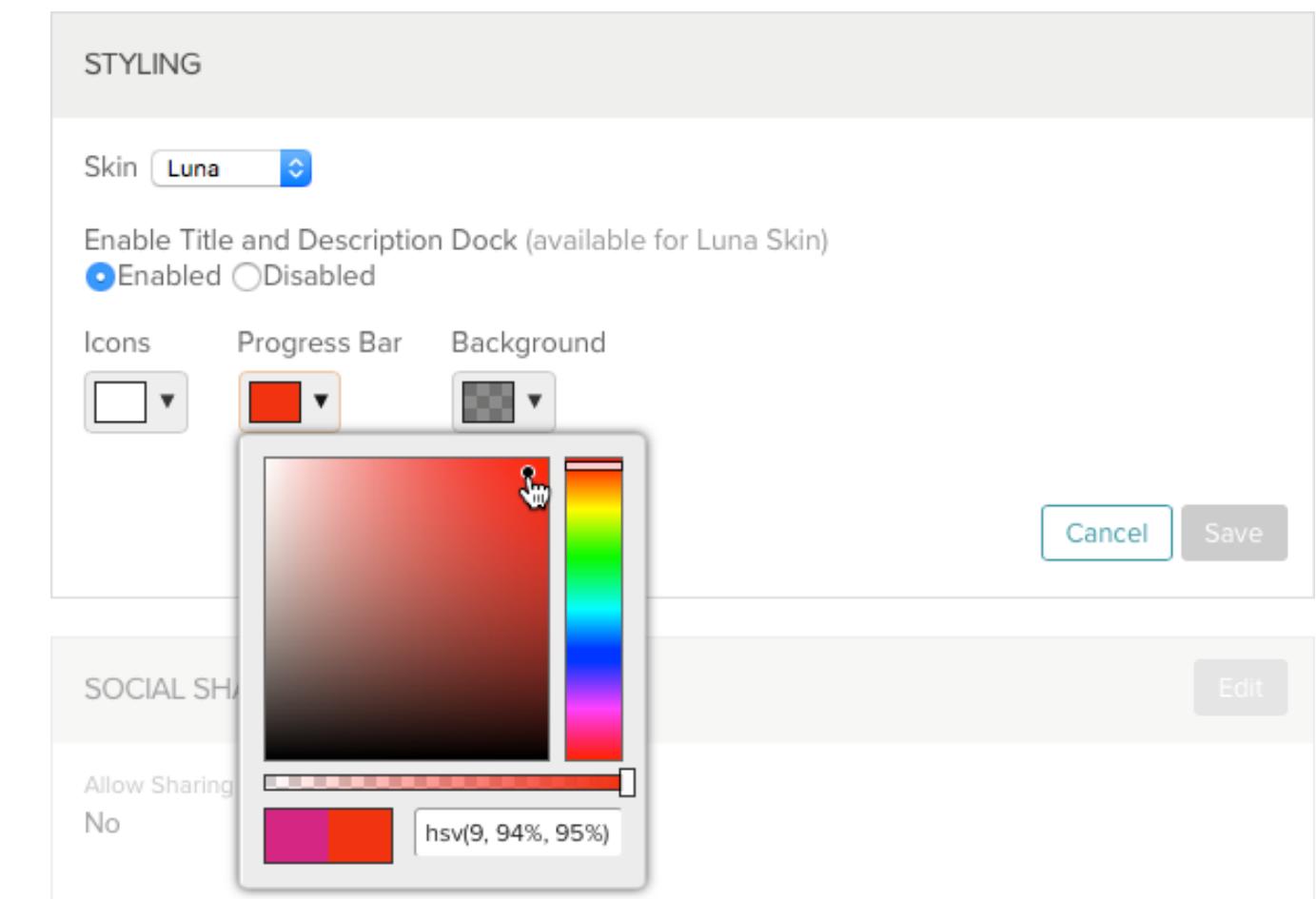


**Graphite Skin**



# 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. On the right side of this player card, there are three buttons: 'Player Preview' (disabled), 'Embed Code & URL ▾', and a dropdown menu containing 'Preview Player' (disabled) and 'Published Player'. The 'Published Player' option is selected, indicated by a dark background and white text. The 'Endscreen Player' card also shows 'Status' as green and 'Created 4/7/2015 1:43 PM'.



# 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

Description

Show Playlist in Sidebar

**Smart Playlist Settings**

Tags

Play Order

Limit Number of Videos

Cancel Save



# Hands-on Task: Creating playlists

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

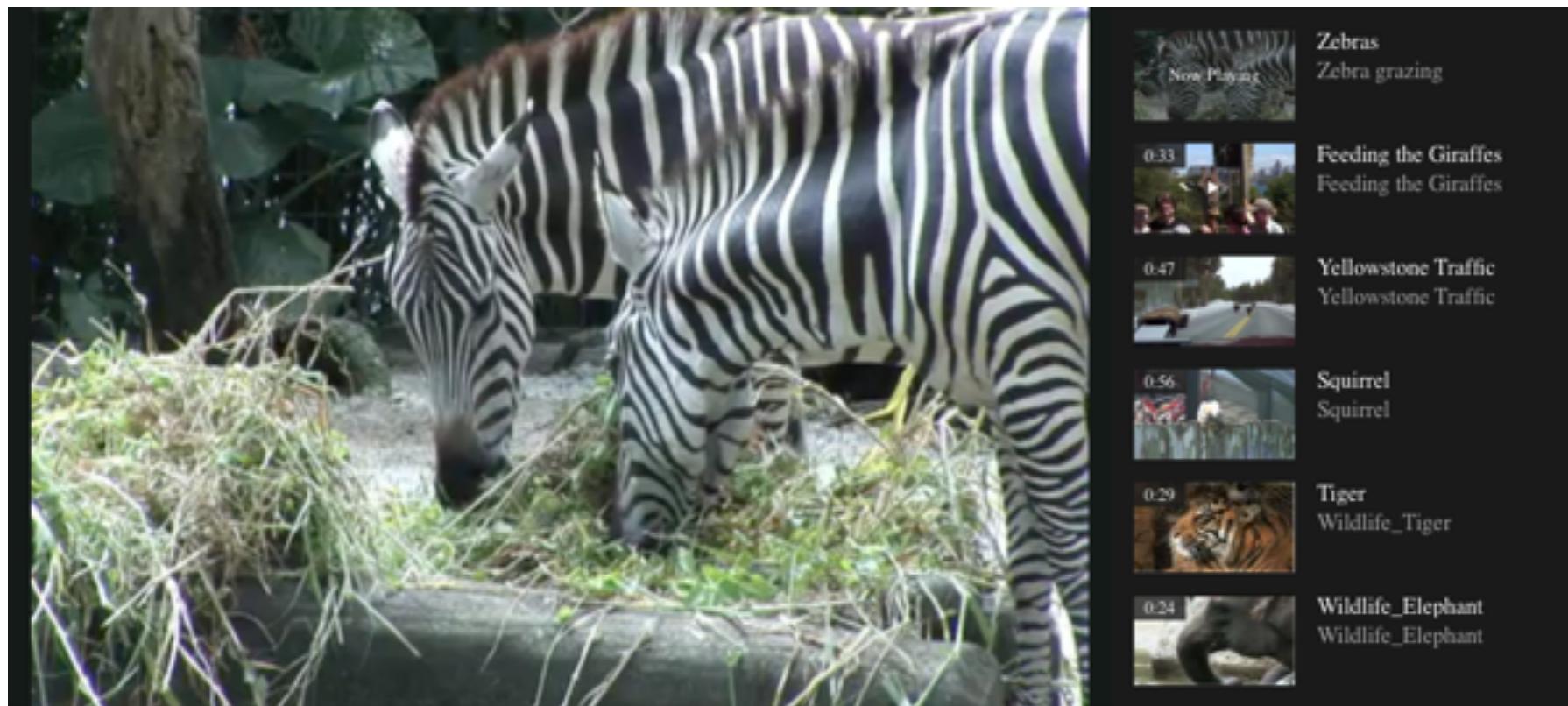


# Publishing a Playlist



# 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 a player configuration interface. It includes the following sections:

- Update Mode:** Automatic (selected)
- Player Version:** 5.0.9 (current default)
- Activate Player:** Yes (selected)
- Preload Video Before User Initiated Playback:** Yes (selected)
- Auto-Start Video on Player Load:** No (selected)
- Allow Fullscreen:** Yes (selected)
- Disable Flash-based HLS:** No (selected)
- Display Playlist:** Enabled (selected) - indicated by a red arrow.
- Auto Advance to Next Video:** Yes (selected) - indicated by a red arrow.
- Sizing:** Fixed (selected)
- Aspect Ratio:** 16:9
- Player Dimensions (Width, Height):** Width: 1000px, Height: 562px, px selected
- Adjust Player Dimensions for Playlist:** Checked (selected) - indicated by a red arrow.

At the bottom are 'Cancel' and 'Save' buttons.



# Hands-on Task: Publishing a playlist

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

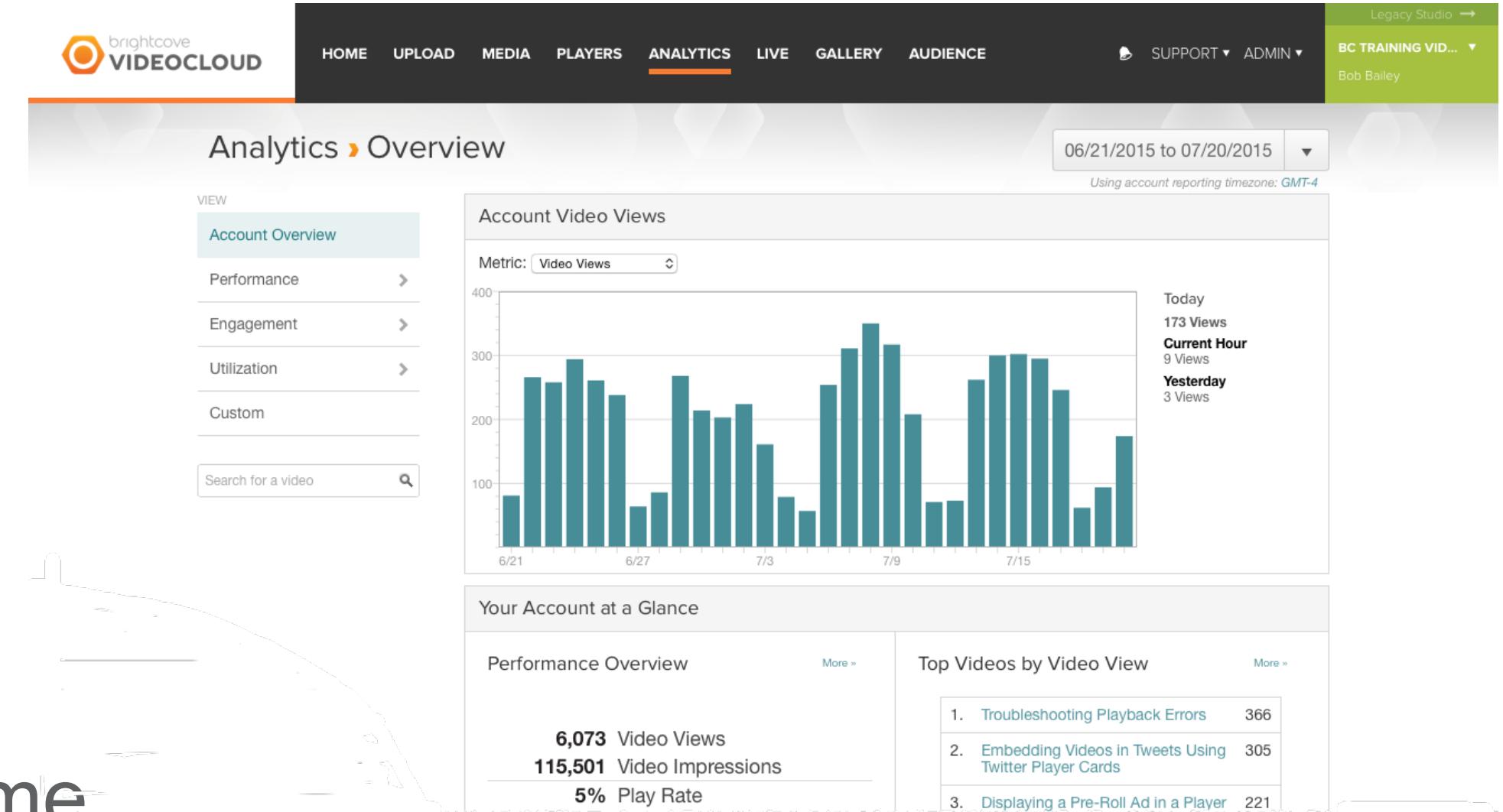


# Reviewing Video Analytics

# Reviewing Video Analytics



- Available reports
  - Account Overview
  - Performance
  - Engagement
  - Utilization
  - Create custom reports
- View data in close to real-time
- Report data can be downloaded as .csv and .xlsx files
- Analytics API available so you can create your own custom reports
- Reports are ‘printer friendly’





# 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](http://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](https://docs.brightcove.com)

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

# Training Videos

- [video.brightcovelearning.com](http://video.brightcovelearning.com)

Support | **VIDEOCLOUD**

Documentation Knowledge Base **Training Videos** Product Updates

### The Video Cloud Platform Architecture

**GETTING STARTED**

### Video Cloud Architecture Overview

Learn about the Video Cloud architecture.

What is the New Brightcove Player?

share:

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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

1-7 of 7

**Video Cloud Architecture Overview** **Navigating Video Cloud Studio** **Uploading Videos Using the Upload Module**

**Navigating the Media Module** **Navigating the Players Module** **Navigating the Analytics Module**

**Navigating the Audience Module**

Search



# Support Request

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

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## Submit a Support Request

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

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EMAIL ADDRESS

PASSWORD

[Forgot password?](#)

SIGN IN

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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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