



Video Cloud Essentials

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brightcove
VIDEOCLOUD



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

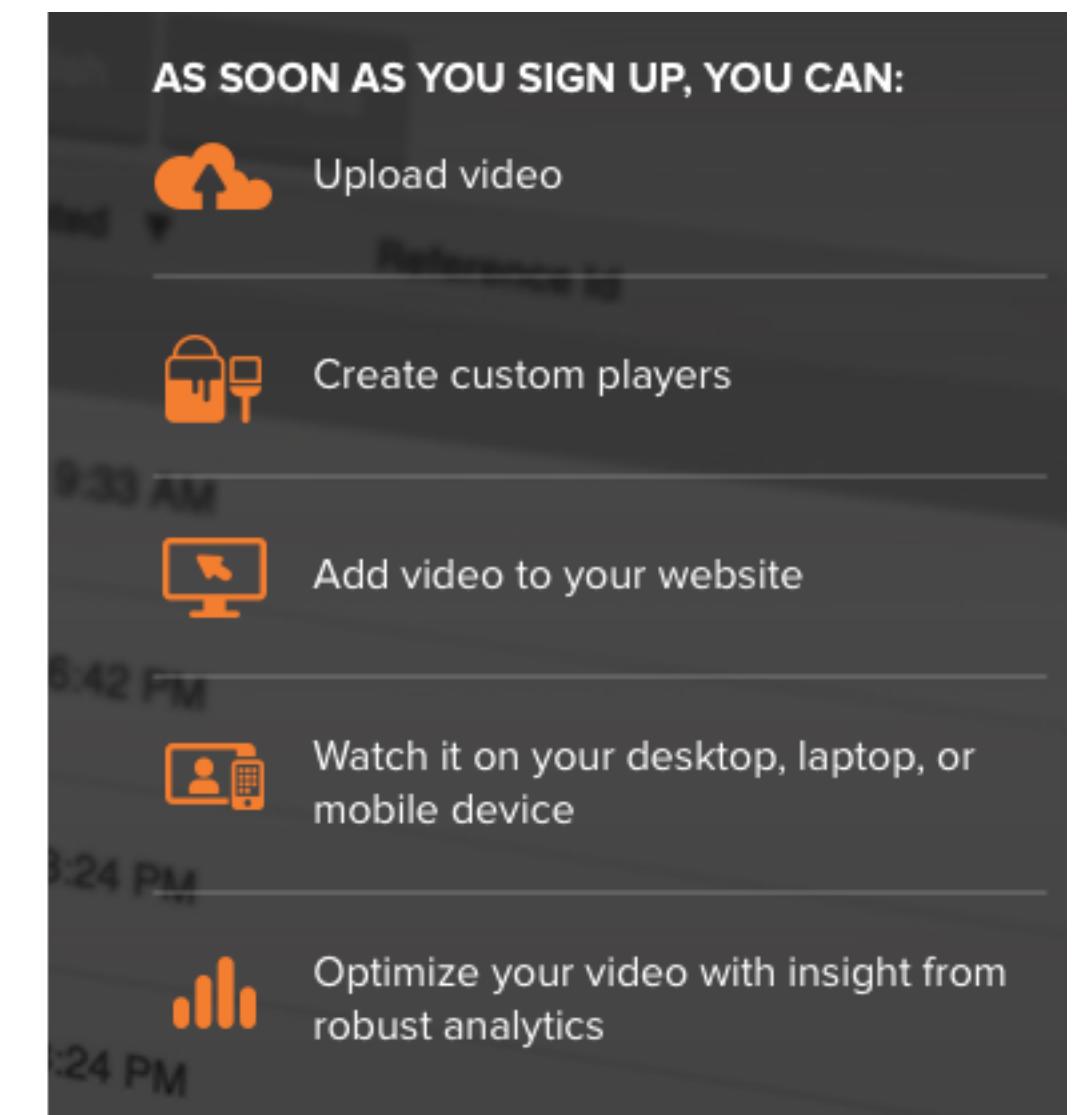
- You can sign up for a trial account:
 - <https://register.brightcove.com>

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.

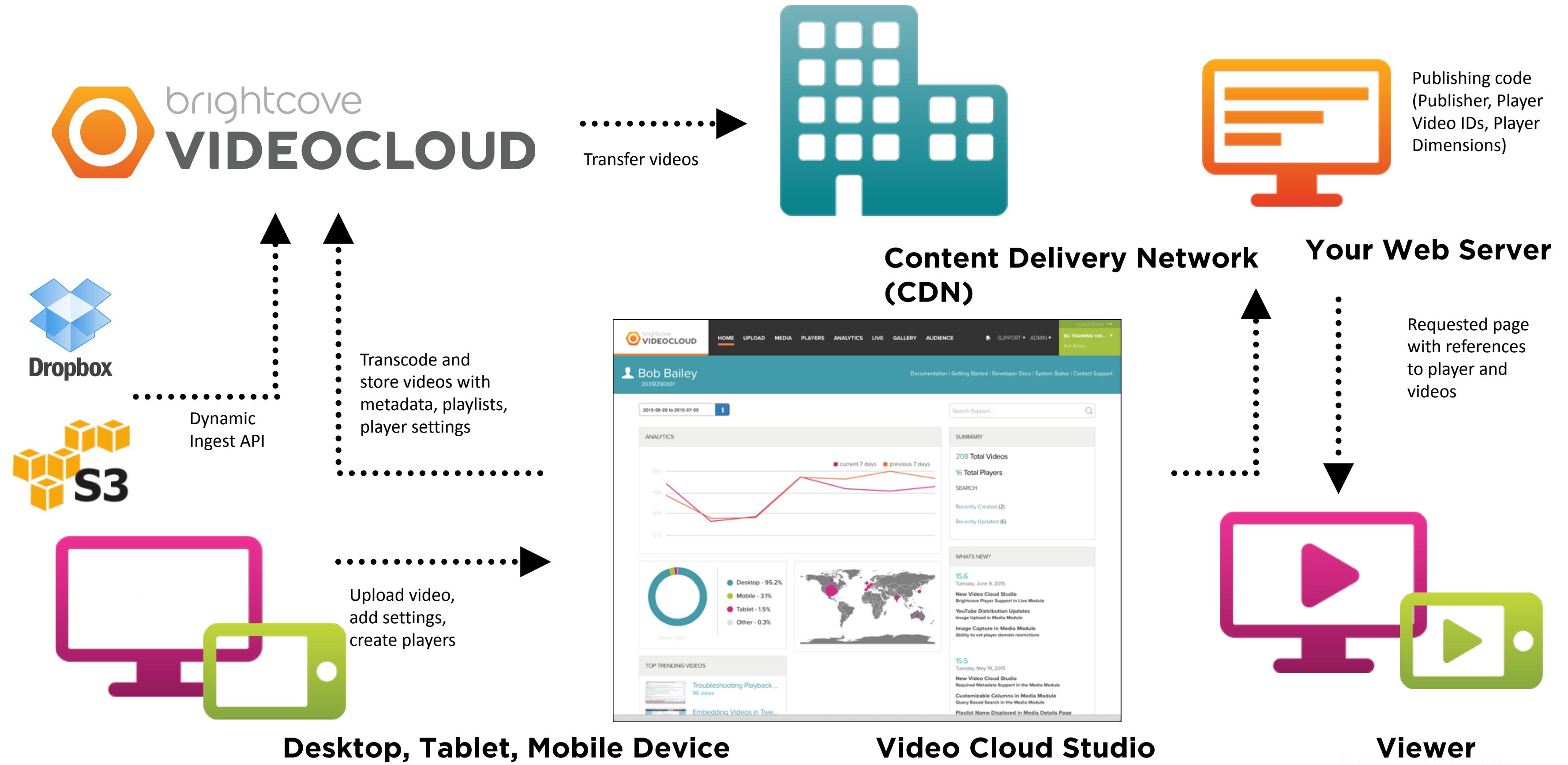
After completing this Quick Start you should be able to:

- 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

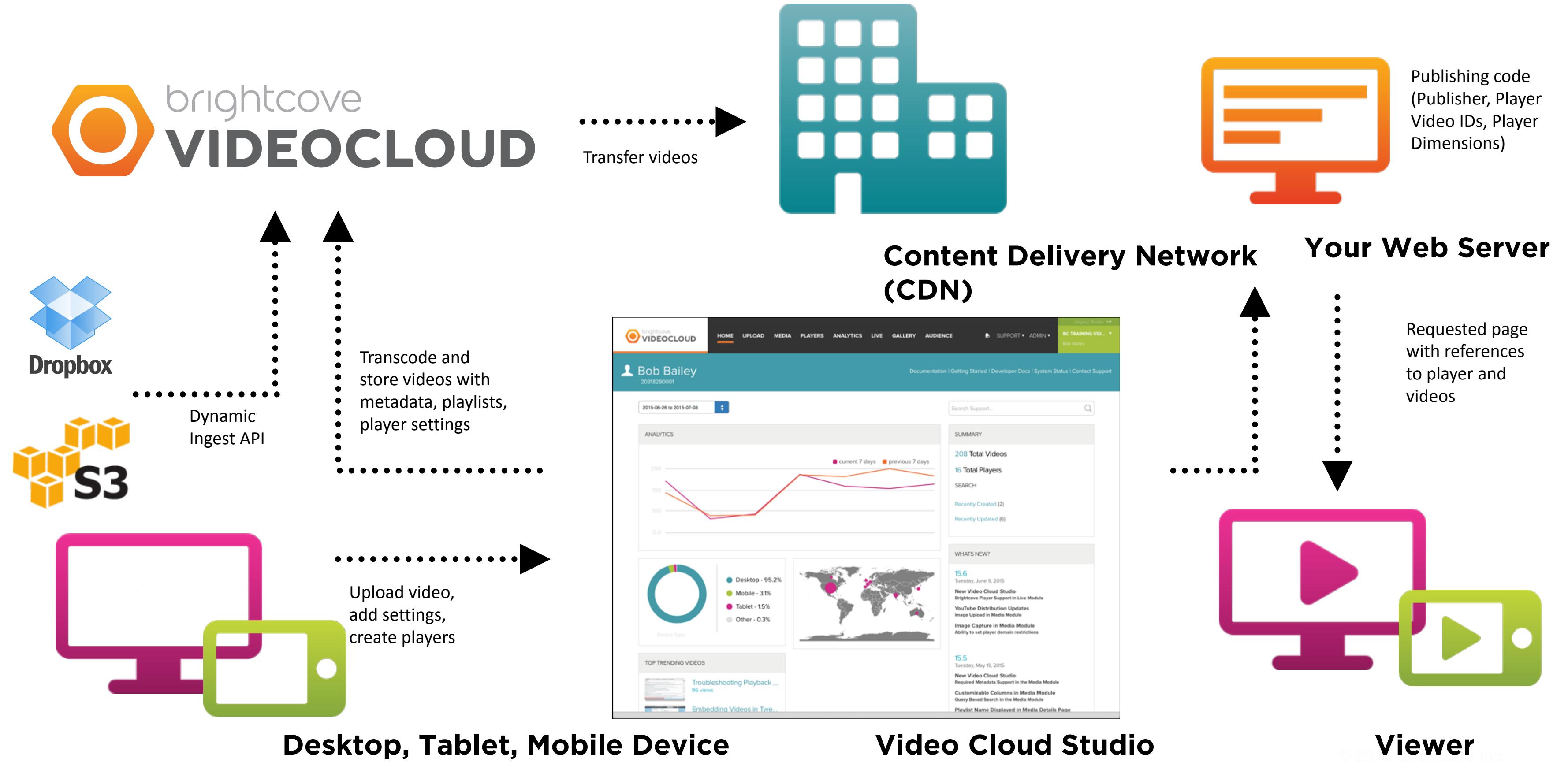


Reviewing the Video Cloud Architecture

The Video Cloud Platform Architecture



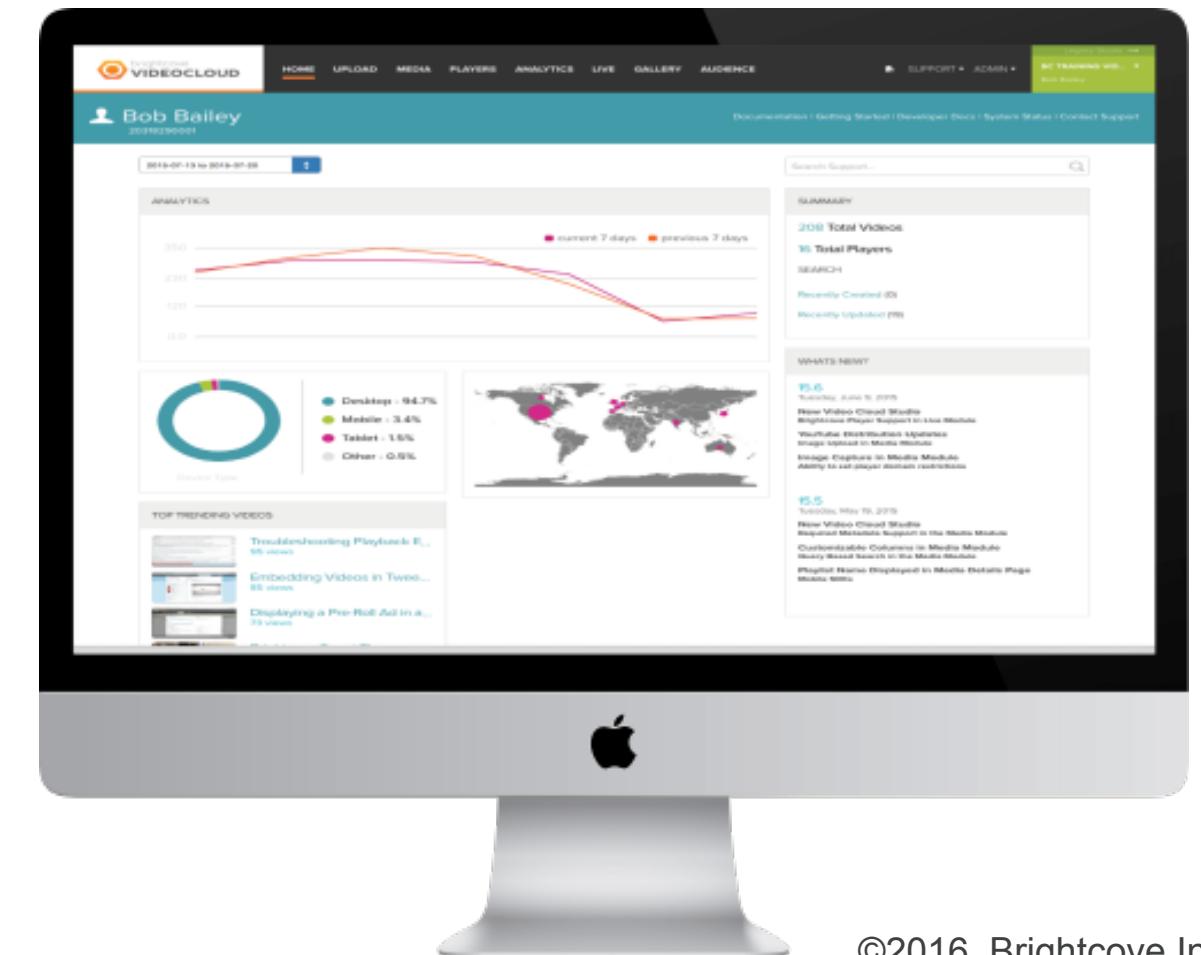
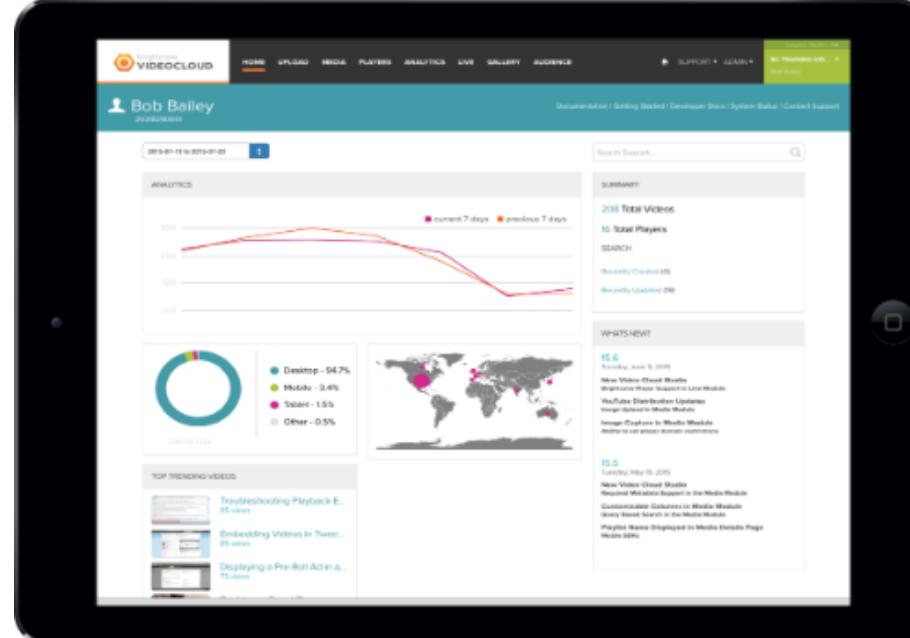
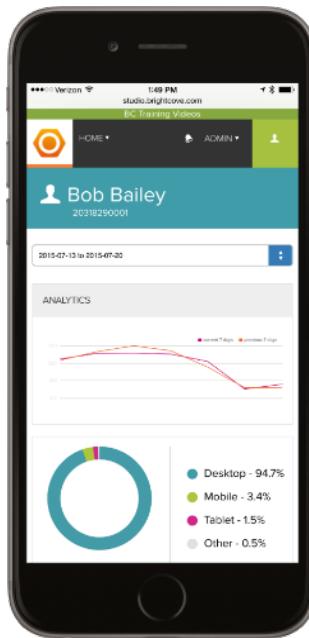
The Video Cloud Platform Architecture



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 of players
 - Brightcove Player
 - Smart Player
- See the [Player Feature Comparison](#) document for information on the differences



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

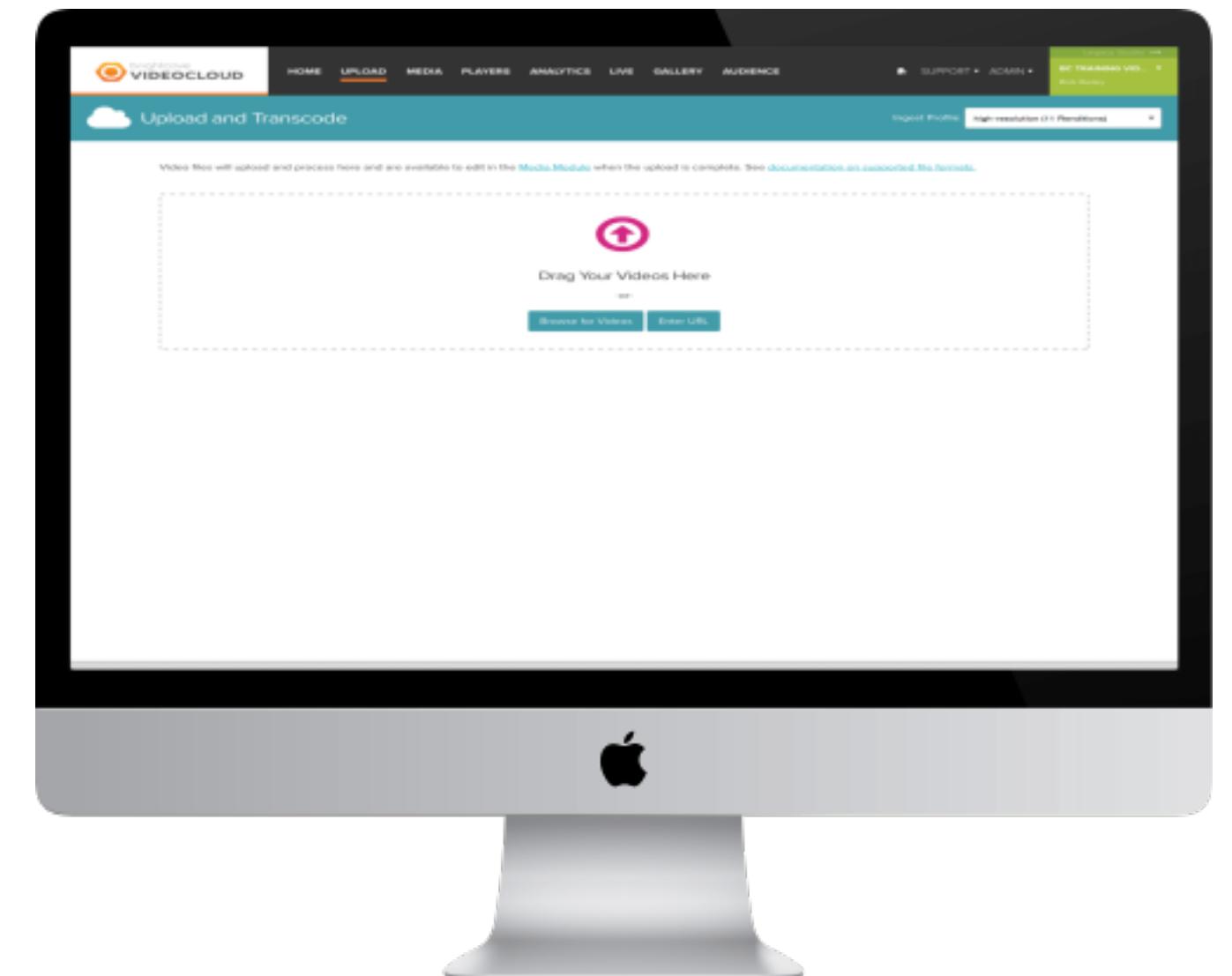
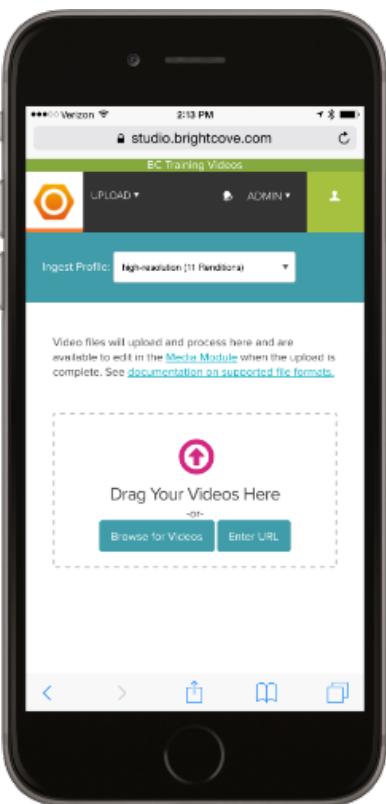


Uploading Videos



Uploading Videos

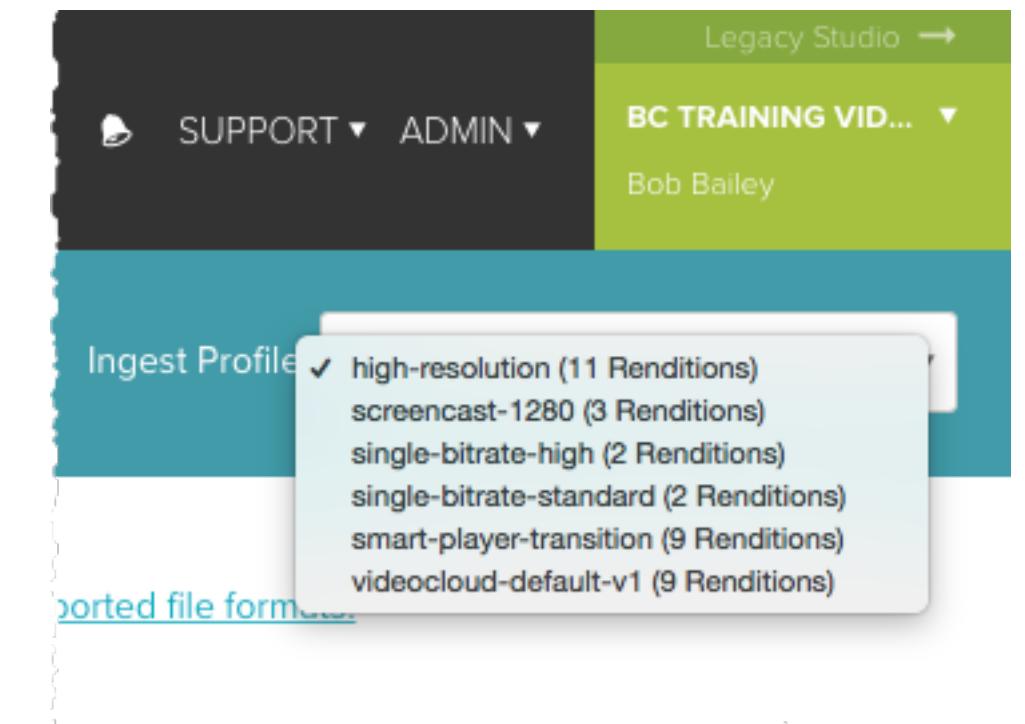
- Upload videos using the Upload module
- Source files can be:
 - On local machine
 - Located at an addressable URL:
 - Dropbox
 - Amazon S3





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

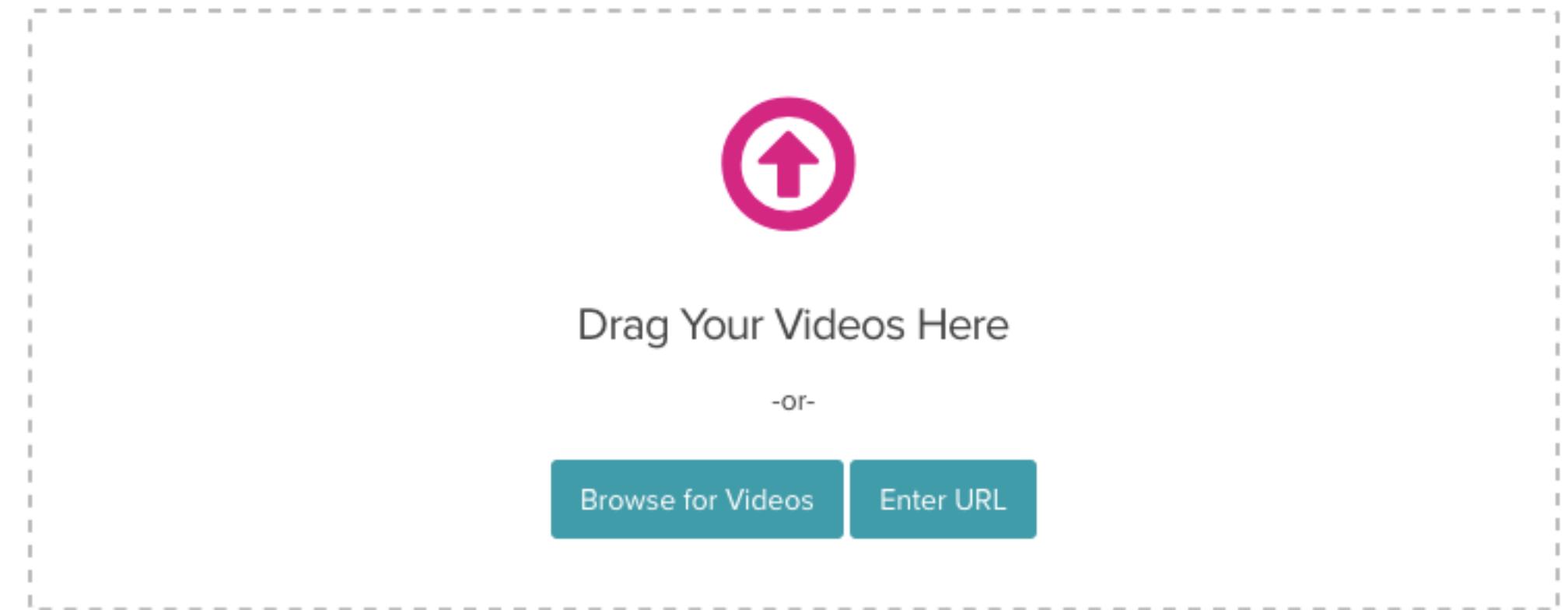




Uploading Videos

- 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](#).



A large dashed rectangular area serves as a drop zone for uploaded files. In the center of this area is a pink circle containing a white upward-pointing arrow icon. Below the drop zone, the text "Drag Your Videos Here" is displayed. Underneath this text is the word "-or-". At the bottom of the interface are two teal-colored buttons: "Browse for Videos" on the left and "Enter URL" on the right.

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 'BC - BOB BAILEY' is visible on the right. The main content area is titled 'Videos' and shows 138 Videos. A toolbar below the title provides actions like Delete, Move To Folder, Add To Playlist, Deactivate, Share, Publish, and Quick Edit. The main area displays a table of video thumbnails, names, and details. The columns are: Video, Name, Status, Updated, Reference ID, and Created. Below the table are navigation arrows and page numbers.

Video	Name	Status	Updated	Reference ID	Created
	Feb 2016 VOD 4769829344001	✓	2/23/2016 10:47 AM		2/23/2016 10:40 AM
	Jan 2016 4769632432001	✓	2/23/2016 9:38 AM		2/23/2016 9:36 AM
	Video Cloud Architecture Overview 4752629795001	✓	2/12/2016 3:37 PM		2/12/2016 3:37 PM
	Brown Pelican 4328122736001	✓	2/5/2016 10:45 AM		6/29/2015 10:47 AM
	Horses Leaving the Paddock 4702534934001	✓	1/14/2016 10:06 AM		1/13/2016 3:51 PM
	Tampa Bay Downs 4655442855001	✓	1/13/2016 2:26 PM		12/10/2015 11:37 AM
	Flamingos 4655916690001	✓	12/21/2015 3:55 PM		12/10/2015 4:53 PM
	Reddish Egret to be Shared 4367631509001	✓	12/17/2015 9:18 AM		7/22/2015 11:49 AM
	Brown Pelican 4646291903001	✓	12/10/2015 3:31 PM		12/4/2015 1:40 PM

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 like HOME, UPLOAD, MEDIA (which is highlighted in orange), PLAYERS, ANALYTICS, LIVE, GALLERY, AUDIENCE, SUPPORT, ADMIN, and user info (SC - BOB BAILEY). Below the navigation is a toolbar with buttons for Capture, Add to, Deactivate, and Publish. The main content area shows a video player window displaying a brown pelican on a rock. To the left of the player is a preview of the video frame. Below the player is a timeline. The right side of the screen contains several panels: 'VIDEO INFORMATION' (with fields for Name, ID, Short Description, Tags, Ref ID, Related Link URL, Related Link Text, Long Description, Folder, Advertising, Ad Supported, Manual Playlists, and Sharing); 'IMAGES' (with sections for Video Still and Thumbnail, each showing a small image of the pelican); 'CUSTOM FIELDS' (with fields for producer, year, and YouTube Privacy Status); 'AVAILABILITY' (with Scheduling set to Always Available and Geo Filtering set to Unrestricted); and 'TEXT TRACKS' (which is empty). A large orange arrow originates from the text 'Click on video name to open video properties' and points towards the video thumbnail.

Editing Video Properties



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

VIDEO INFORMATION

Name *
Brown Pelicans on the Rocks

ID
4215373348001

Short Description
Brown Pelicans on the Rocks at Fort Desoto Park.

Tags
florida facebook clearwater pelicans birds

Ref ID

Related Link URL

Related Link Text

Long Description

Advertising
 Free Ad Supported

Folder
--

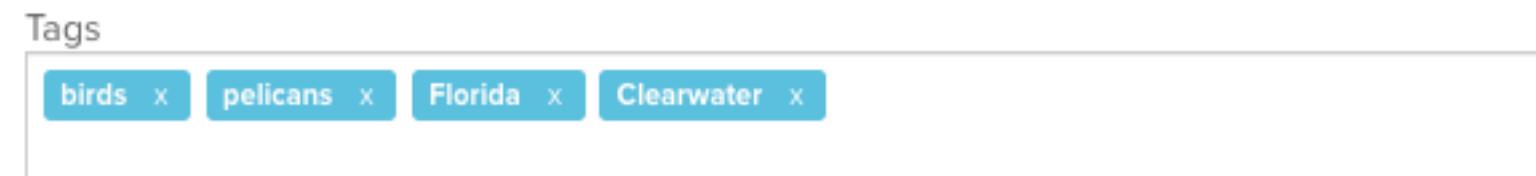
Manual Playlists

Cancel Save



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.



Brown Pelicans on the Rocks

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>

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 area displays a table of player configurations:

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' configuration is shown on the right side of the screen. It includes fields for 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.), and 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 area displays a preview video titled "Sample Cloud Video" showing a sky with clouds. Above the preview are buttons for Back to Players, Sample Player, and Edit.

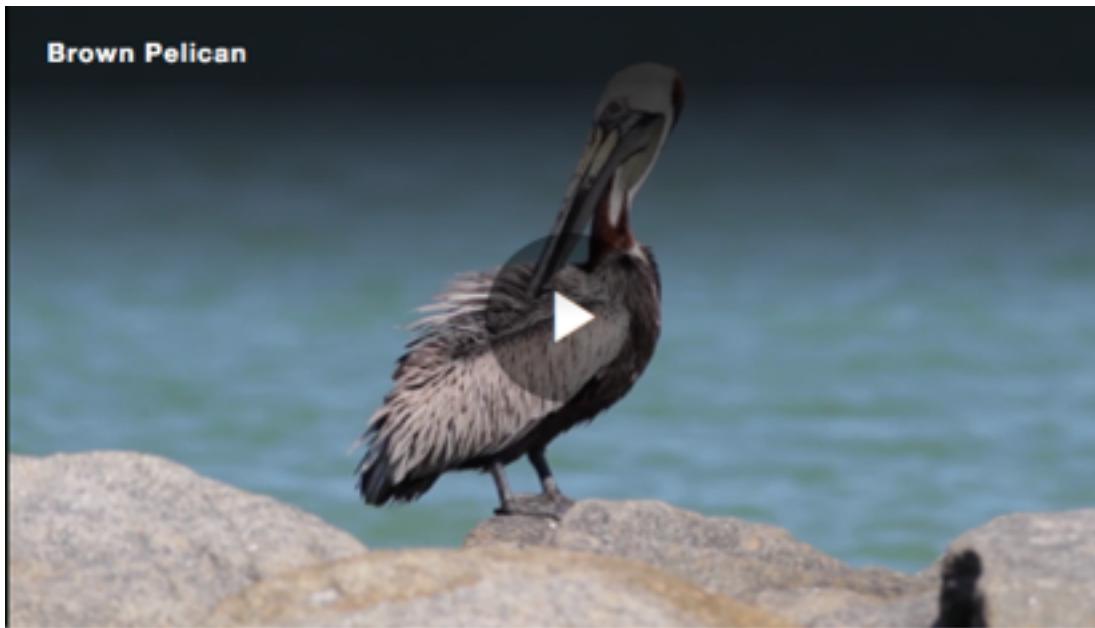
The interface is organized into several sections:

- 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 (Luna), options to Enable Title and Description Dock (Yes), and preview swatches for Icons (white), Progress Bar (pink), and Background (black).
- SOCIAL SHARING**: Sets sharing options, currently showing Allow Sharing (No).
- ENDSCREEN**: Configures the endscreen, currently showing Endscreen (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).

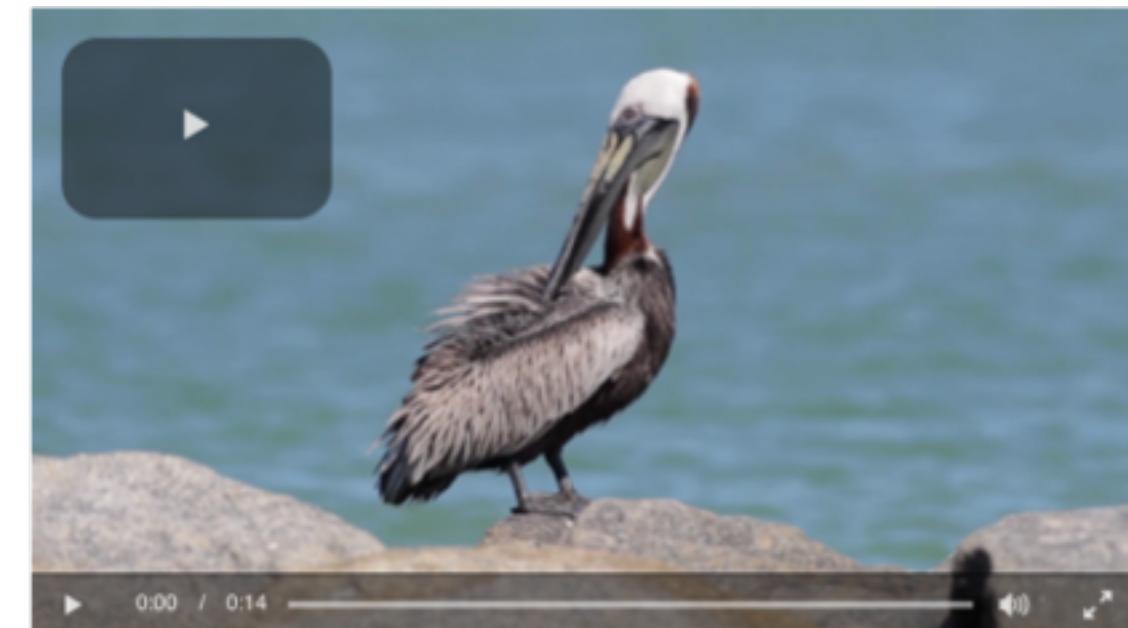


Styling a Player

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



Luna Skin

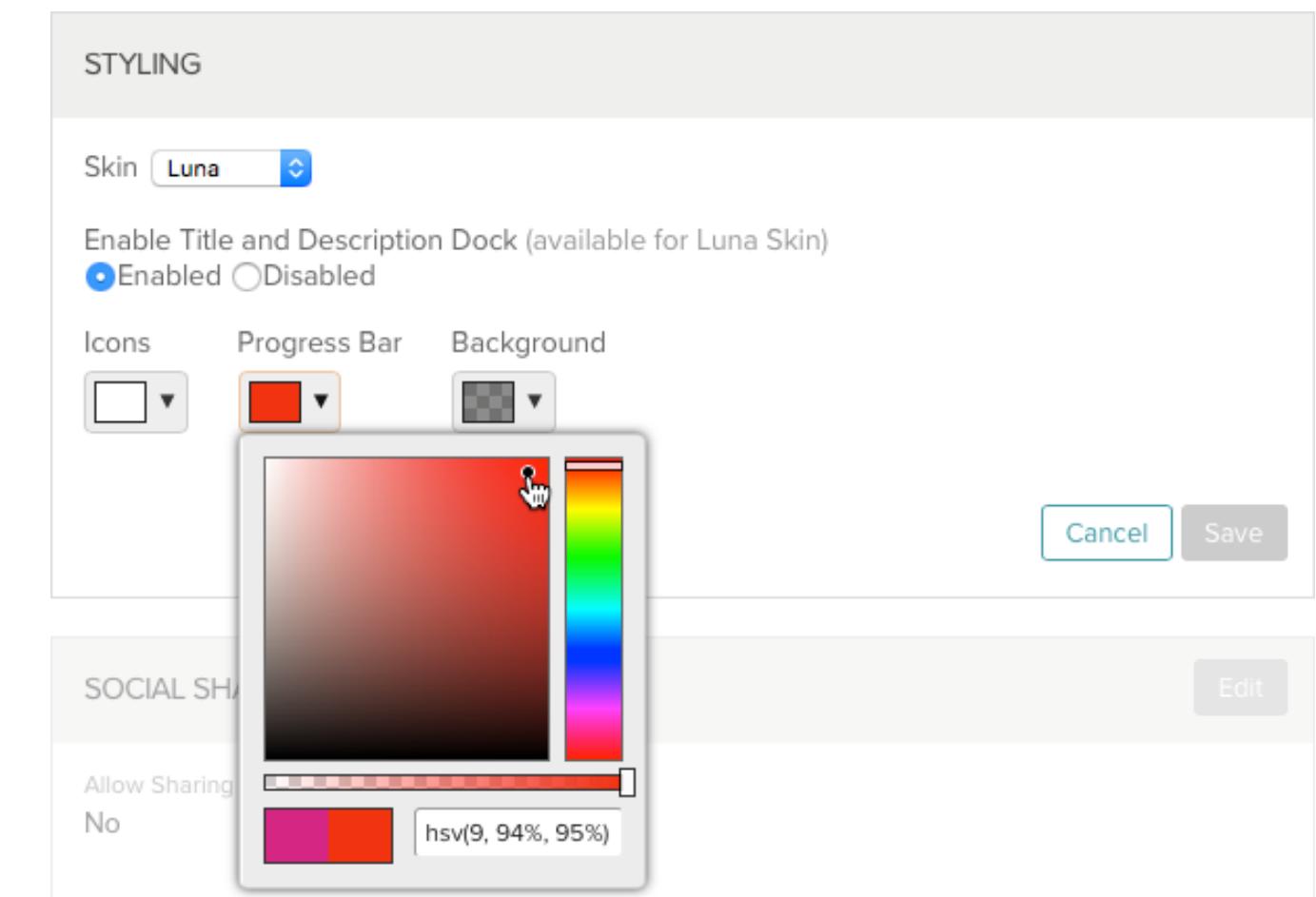


Graphite Skin



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 Manager 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>

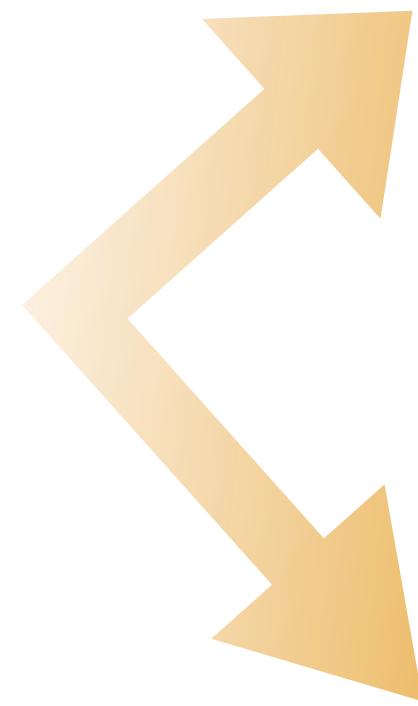


Creating a Playlist



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

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>

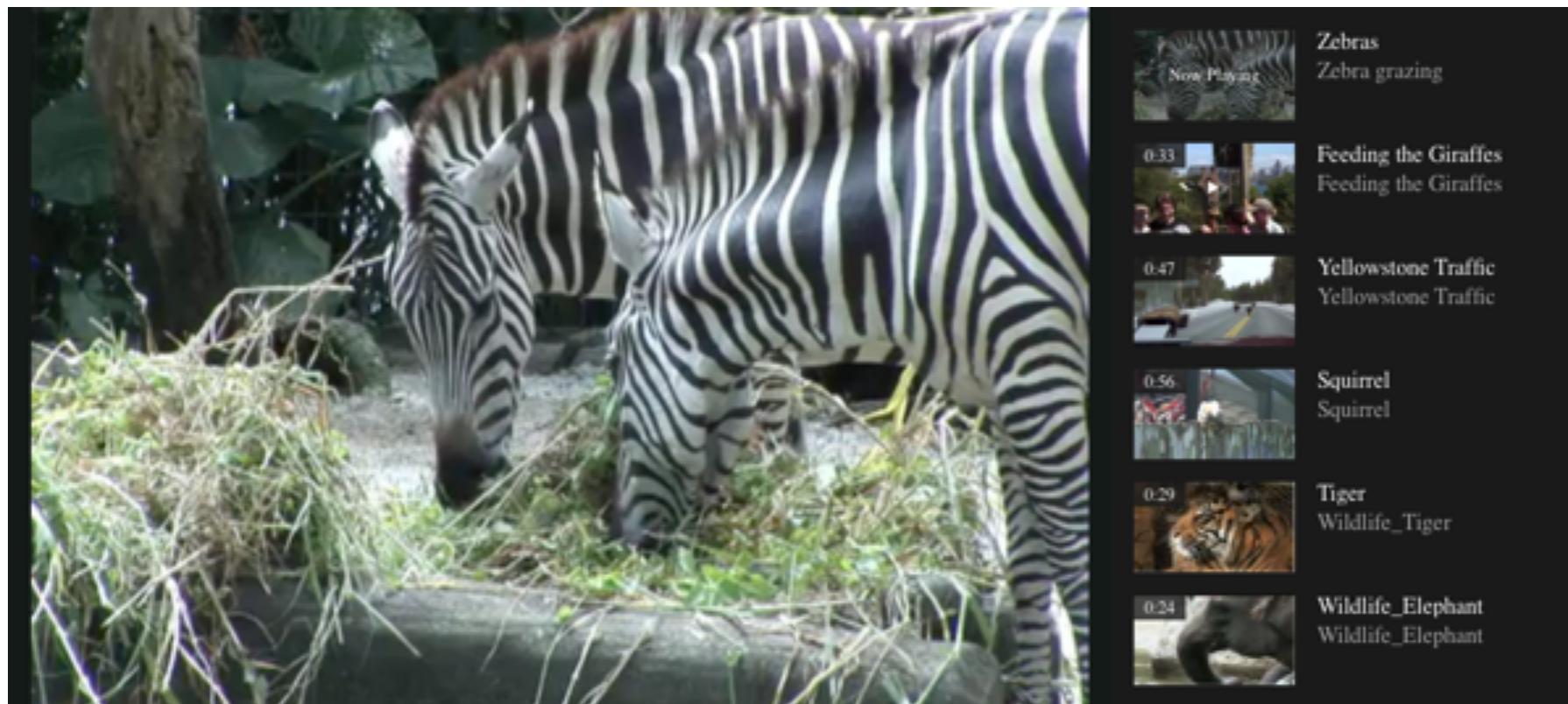


Publishing a Playlist



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 the Brightcove Player Properties interface. It includes the following configuration options:

- 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 right are 'Cancel' and 'Save' buttons.



Hands-on Task: Publishing a playlist

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

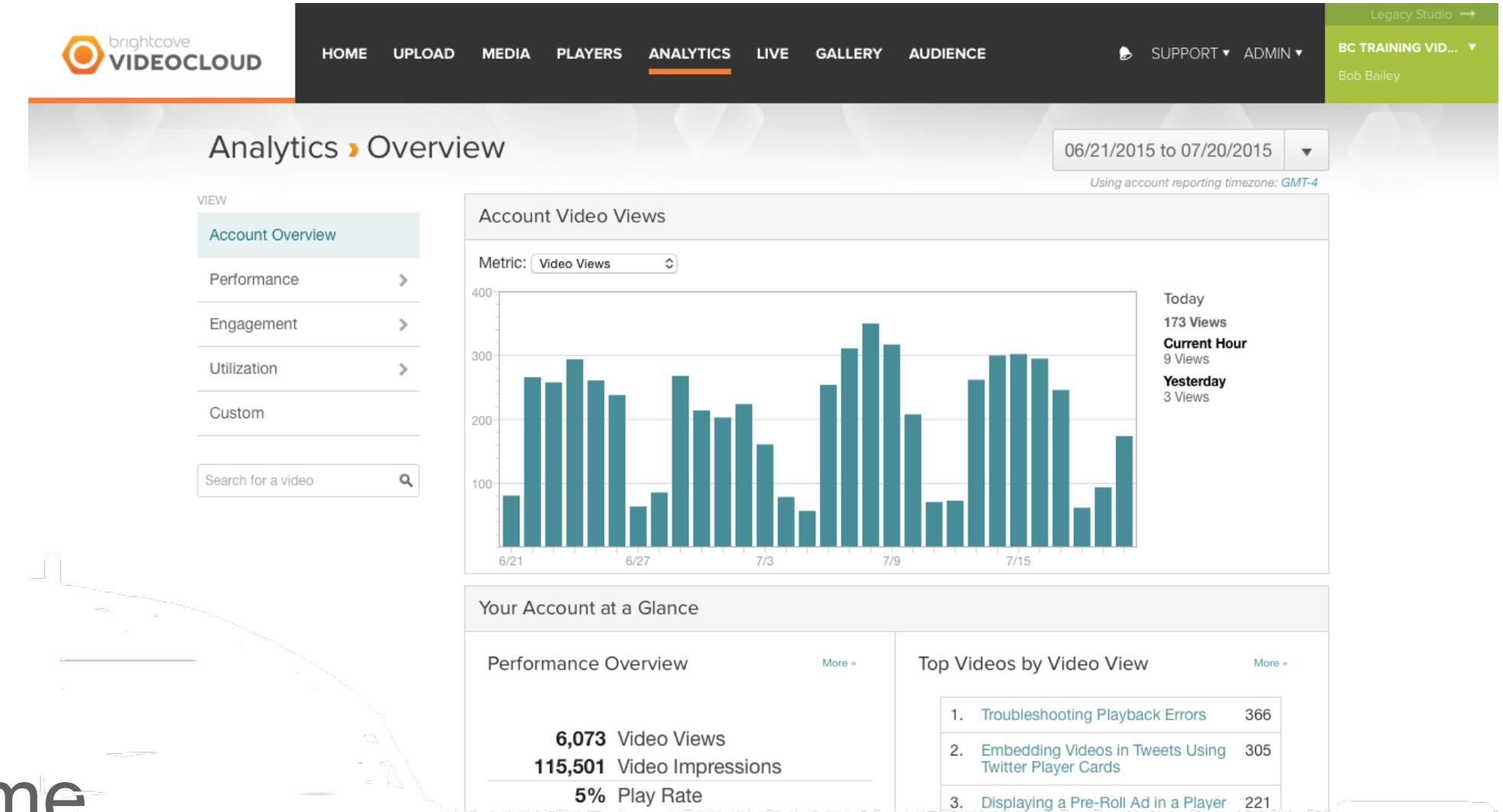


Reviewing Video Analytics

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 Products, Solutions, Customers, Services (which is highlighted in blue), Partners, Company, and Video Hero. To the right of the navigation are links for +1 888 882 1880, English, Blog, Support, and Customer Sign In. Below the navigation is a search bar with a magnifying glass icon and a 'Contact us' button. The main content area has a teal header 'Training'. Underneath it, a text block explains that Brightcove offers no-cost, instructor-led, online training classes led by expert instructors. It also mentions on-site training and provides contact information for account managers. A section titled 'On-Demand Training' lists courses like Video Cloud Essentials, Video Cloud Analytics, Gallery Essentials, Developing with the Smart Player API, and Developing with the Media API. Another section, 'Instructor-led Training', describes the New Video Cloud Studio Training class offered on June 23rd. A callout box for 'Video Cloud Essentials' provides a brief description and a 'read more...' link. On the right side, a sidebar titled 'Overview' lists various training topics: Video Cloud Essentials, Video Cloud Analytics Essentials, Gallery Essentials, Developing with the Brightcove Player, Smart Player API, Media API, Contact Sales, Give us a Call +1 888 882 1880, and Work at Brightcove.

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 Smart Player API
- Developing with the Media API

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

On June 23rd, the Video Cloud Essentials class will be taught using the New Video Cloud Studio. This will be a beta class with the final version of the updated class being offered starting in July. Training on the legacy Video Cloud Studio will only be available on an on-demand basis. 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

Overview

- Video Cloud Essentials
- Video Cloud Analytics Essentials
- Gallery Essentials
- Developing with the Brightcove Player
- Smart Player API
- Media API

[Contact Sales](#)

[Give us a Call +1 888 882 1880](#)

[Work at Brightcove](#)

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. 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		

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The Video Cloud Platform Architecture

GETTING STARTED

Video Cloud Architecture Overview

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