



Developing with the Brightcove Player

Matt Boles

mboles@brightcove.com



brightcove
VIDEOCLOUD



Introducing the Course

What: Brightcove Player



- The Brightcove Player is based on the Video.js Player
- Three core elements:
 - **Video embed code** - Places a video into a website using the HTML5 `<video>` element falling back to Flash automatically
 - **JavaScript library** - Makes the player work across browsers, their various versions and around device / platform bugs
 - **Pure HTML/CSS skin** - Creates a uniform look across HTML5 browsers and easy custom skinning for a branded look

What: Brightcove Player Development

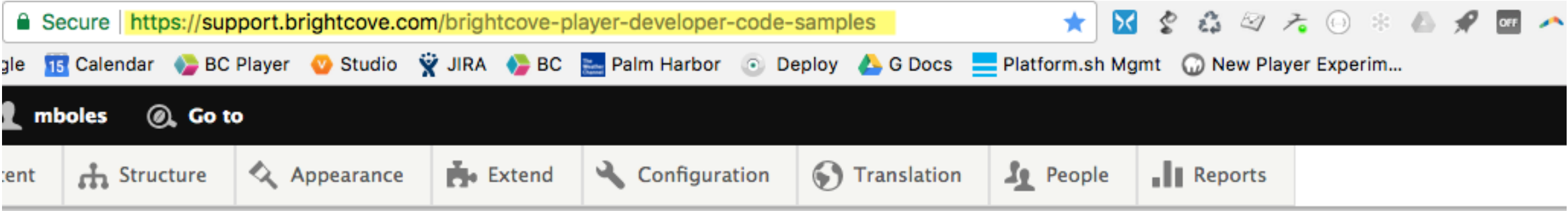


- Used to customize, integrate with, or add functionality to, your players
- Uses HTML5, CSS, JavaScript and the Player API



Cross-platform standards
Developer-friendly
technologies

Why: Code Samples



Code Samples - Categorized

Advertising

- [Ad Countdown Timer](#)
- [Ad Indicators in Playback Bar](#)
- [Displaying Ads Using Ad Cue Points**](#)

Audio

- [Horizontal Volume Control \(1.x Player Only\)](#)

Call to Action

- [Cue Points Display CTA**](#)
- [Dynamic Call to Action**](#)

Communicate with iFrame

- [Play Video from iframe Parent](#)

Control Player Loading

- [Loading the Player Dynamically](#)
- [RequireJS and Brightcove Player](#)

Control Video Currently Playing

- [Dynamically Change Source Videos**](#)
- [Kiosk App**](#)
- [Loading Video by Thumbnail**](#)
- [Selecting Rendition for Playback**](#)

Enhance Player Display Behavior

[Background Video](#)

Code Samples - Alphabetized

A

- [Accelerated Mobile Pages](#)
- [Ad Countdown Timer](#)
- [Ad Indicators in Playback Bar](#)
- [All Time Video Views**](#)
- [Age Gate](#)
- [Age Gate with ModalDialog](#)
- [Are You Still Watching?](#)

B

- [Background Video](#)

C

- [Creating a Video Loop](#)
- [Cue Points Display CTA**](#)
- [Custom Playlist](#)

D

- [Disabling the Progress Scrubber](#)
- [Display Next Video Name from Playlist**](#)
- [Display Random Bumpers**](#)
- [Display Thumbnails on Hover](#)
- [Display Views in Controlbar**](#)
- [Displaying Ads Using Ad Cue Points**](#)
- [Download Video Plugin**](#)
- [Dvnamic Call to Action**](#)



How: Agenda

- Introducing the Course
- Setting Up to Develop with Brightcove Player
- Using JavaScript with Brightcove Player
- Getting Started with Brightcove Player Development
- Task1: Using the API to Play a Video
- Using the Player Catalog
- Task 2: Dynamically Loading and Playing a Video
- Using the mediainfo Property
- Task 3: Displaying Video Information in the HTML Page
- Using the iframe Player Implementation
- Task 4: Changing the Video in an iframe Player Implementation



How: Agenda (cont)

- Adding a Brightcove Plugin to a Player
- Task5: Adding the Overlay Plugin to a Player
- Task 6: Using the IMA Plugin to Play VAST Ads
- Using Playlists
- Task 7: Associate a Playlist with a Player

Review poll questions also asked periodically

Prerequisites



- The session is designed for developers with basic HTML and JavaScript experience

Setting Up to Develop with Brightcove Player



Setup



- Video Cloud Account
- You will also need an editor for HTML/JavaScript
 - Any plain text editor will work
 - An editor such as Atom, Chocolat, Sublime Text, Dreamweaver, BBEdit, or CoffeeCup, that provides code-hinting and syntax highlighting is recommended
- For iframe player implementation examples a web server is needed
 - XAMPP and WAMP free options

Getting Session Materials - GitHub



- Student files and slides
- <https://github.com/BrightcoveLearning/curriculum-developing-bc-player>
- <http://bit.ly/1EDWaCA>

mboles New zip file

Latest commit 8827a0c a minute ago

v1	New version - adding playlists	3 years ago
v2-playlists-added-June2015	Small edit	3 years ago
v3-6x-updates-Feb2018	Adding autoplay notes	10 minutes ago
v4-6x-updates-May2018-autoplay	New zip file	a minute ago
README.md	New zip file	a minute ago

README.md

Materials for Developing with Brightcove Player Session

Latest Materials

The latest materials for the essentials (beginning course) are in the **v4-6x-updates-May2016-autoplay > essentials** folder

The **Customizing the Player** and **Writing Your Own Plugin** sessions are under development

Brightcove Player Documentation



- <https://support.brightcove.com/brightcove-player-developer>

Getting Started

- [Learning Guide: Using the REST APIs](#)
- [Learning Guide: Video Advertising](#)
- [Overview: Brightcove Player](#)
- [Overview: Brightcove Player Plugins](#)
- [Quick Start: Brightcove Player](#)
- [Quick Start: Player Customization](#)
- [Training on Demand: Developing with the Brightcove Player](#)

References

- [Brightcove Player 5 to 6 Migration Guide](#)
- [Brightcove Player API Documentation \(external site\)](#)
- [Brightcove Player Error Reference](#)
- [Known Issues](#)
- [Player Feature Support by Browser](#)
- [Player Catalog](#)
- [Player Methods/Events API \(external site\)](#)
- [Brightcove Player System Requirements](#)
- [Guide: Playlist API](#)
- [Video Metadata from mediainfo](#)

Plugins

- [360° Video Plugin](#)
- [Ad Only Plugin](#)
- [Advertising with the FreeWheel Plugin](#)
- [Advertising with the IMA3 Plugin](#)
- [Advertising with the Once UX Plugin](#)
- [Custom Endscreen Plugin](#)
- [Display Error Messages Plugin](#)
- [Display Overlay Plugin](#)
- [Display Thumbnail Previews Plugin](#)
- [DRM Plugin](#)
- [HLS Plugin](#)
- [Live DVRUX Plugin](#)
- [Manual Rendition Selection Plugin](#)
- [Overview: Player Plugins](#)
- [Player/Plugin Version Testing](#)
- [Plugin Version Reference](#)
- [Playlist UI Plugin](#)
- [Social Media Plugin](#)
- [Google Analytics Plugin \(open source\)](#)

Advertising

- [Ad Events and Ad Objects](#)
- [Ad Only Plugin](#)

Publishing Videos / Players

- [Assigning a Video to the Player Programmatically](#)

Troubleshooting / Error Handling

- [Brightcove Playback Technology App](#)
- [Brightcove Player Error Reference](#)

Brightcove Player API Documentation



- <https://brightcovelearning.github.io/Brightcove-API-References/brightcove-player/current-release/index.html>

Brightcove Player v6.1.1

Modules ▾

Classes ▾

Mixins ▾

Events ▾

Q

Brightcove Player API Documentation

If you are new to the Brightcove Player API, look first at the [Player](#) class. An instance of the Player class is created when any of the Brightcove Player setup methods are used to initialize a video. The methods and events of a Player object are the most commonly used for managing the player and playback.

All classes, events & modules can be accessed via the dropdowns in the header.

Copyright 2017
Documentation generated by JSDoc 3.4.3 on 6 Jul 2017 using the DocStrap template.



Quick Review Poll

DwBP1

Using JavaScript with Brightcove Player



JavaScript Code Dilemma




- Purpose of this session is to teach Brightcove Player API code
 - Decided it is not appropriate to suggest too many best practices in JavaScript
- Good pattern to use is a basic version of the **Module** pattern
 - Keeps variables out of the global name space to avoid collisions with other scripts used in the page
 - All variable initialized at the top to make it easier to find them
 - Allows you to have both public and private data/functions
 - Used in numerous document solutions

API Is Event Driven



- Event driven framework: Behaviors driven by the production, detection and consumption of events

A large, light pink circle with a diagonal slash through it, resembling a 'no' or 'prohibited' sign, is overlaid on the code block on the left.

```
function foo() {  
  player = this;  
  player.loadVideo(123);  
  player.play();  
}
```

```
videojs("video").ready(function(){  
  var myPlayer = this;  
});
```

```
otherComponent.on("play", function(){  
  //Video is playing  
});
```



Callback Functions

- A function passed to another function to be called at a later time
- Example: `getVideo()` called, then the callback function called when video data returned, which is a variable amount of time

```
getVideo( function() {  
    ...  
});
```

1. `getVideo()` is called
2. Request sent for video
3. Video data returned (not sure how long this will take)
4. `function()` is called



Callback Function Implementations

- **Anonymous functions:** The function definition is the argument of the function
 - Function not named, hence anonymous
`getVideo(function() { ... })`
- **Function declaration** (“normal way”)
 - Loads before any code is executed
`function foo() { ... }`
- **Function expression**
 - Loads only when the interpreter reaches that line of code
`var foo = function() { ... }`



Callback Function Implementations

Anonymous Function – function definition is the argument of the callback function

```
videoPlayer.getVideo(function(videoDT0) {  
    document.getElementById("displayName").innerHTML =  
    videoDT0.displayName;  
});
```

Callback Function Implementations (cont)



Function Declaration

```
videoPlayer.getVideo(onGetVideo);
```

```
function onGetVideo(videoDT0) {  
    document.getElementById("displayName").  
        innerHTML = videoDT0.displayName;  
};
```

Callback Function Implementations (cont)



Function Expression

```
var onGetVideo = function(videoDT0) {  
    document.getElementById("displayName").  
        innerHTML = videoDT0.displayName;  
};
```

```
videoPlayer.getVideo(onGetVideo);
```




Quick Review Poll

DwBP2



Getting Started with Brightcove Player Development

Use Case: Play the video programmatically



Get Reference to Player

1. Create a `<script>` block
2. Use the `ready` method
3. Create variable that holds reference to the player instance

```
videojs("myPlayerID").ready(function(){  
    var myPlayer = this;  
});
```



Get Reference to Player - cont

- Note that using `ready()` functions correctly if you wish to interact with the player, for instance programmatically to change player behavior
- If you wish to immediately interact with the video, for instance use `play()`, another approach must be used
- Detailed in the coming **Events** section

Player Methods



- Docs:
https://brightcovelearning.github.io/Brightcove-API-References/brightcove-player/current-release/Player.html#toc6__anchor
- Method example
`myPlayer.play();`

Player Events



- Docs:
[//brightcovelearning.github.io/Brightcove-API-References/brightcove-player/current-release/Player.html#toc120__anchor](https://brightcovelearning.github.io/Brightcove-API-References/brightcove-player/current-release/Player.html#toc120__anchor)
- Use `on()`, `one()` and `off()` methods to add and remove event listeners
- Event example

```
myPlayer.on("timeupdate", showUpdate);
```



Player Events - cont

- If you wish to immediately interact with the video, for instance use `play()`, you should use the `loadedmetadata` event to initialize the player

```
videojs("myPlayerID").on('loadedmetadata',function(){  
    var myPlayer = this;  
    myPlayer.play();  
});
```

**Most likely NOT necessary to do this as you could use `autoplay` to immediately play video

**The need to use the event for player initialization is browser dependent



Considerations for autoplay

- Document
 - Autoplay Considerations
 - <https://support.brightcove.com/autoplay-considerations>
- Sample “solution”
 - Brightcove Player Sample: Autoplay with Unmute Button for iOS/Safari/Chrome
 - <https://support.brightcove.com/brightcove-player-sample-autoplay-unmute-button-iossafarichrome>



Task 1: Using the API to Play a Video and Display Event Object



Using the Player Catalog

Use Case: Change the video on user interaction

Player Catalog



- Player Catalog is a helper library for making requests to the Video Cloud catalog
- The catalog makes it easy to get information on Video Cloud media/playlists and use
- Numerous methods available, but in this session will focus on
 - `myPlayer.catalog.getVideo(videoID, callback)`
 - `myPlayer.catalog.getPlaylist(playlistID, callback)`
 - `myPlayer.catalog.load(videoObject)`

Returned Object from getVideo()

- Catalog returns an object of type XMLHttpRequest

```
▼ XMLHttpRequest {statusText: "", status: 0, responseURL: "", response: "", responseType: ""...} ⓘ  
  onabort: null  
  onerror: null  
  onload: null  
  onloadend: null  
  onloadstart: null  
  onprogress: null  
  ▶ onreadystatechange: function () {return d.readyState===XMLHttpRequest.DONE?d.timeout?b(new Error("timeout"),d):d.readyState  
  ontimeout: null  
  readyState: 4  
  response: '{"duration":8242,"ad_keys":null,"custom_fields":{"customfield1":"Approved","customfield2":"Verified"},"name":'  
  responseText: '{"duration":8242,"ad_keys":null,"custom_fields":{"customfield1":"Approved","customfield2":"Verified"},"name"  
  " "  
  responseType: ""  
  responseURL: "https://edge.api.brightcove.com/v1/accounts/1507807800001/videos/2114345471001"  
  responseXML: null  
  status: 200  
  statusText: "OK"  
  timeout: 0  
  ▶ upload: XMLHttpRequestUpload  
    url: "https://edge.api.brightcove.com/v1/accounts/1507807800001/videos/2114345471001"  
    withCredentials: false  
  ▶ __proto__: XMLHttpRequest
```




Task 2: Dynamically Loading and Playing a Video



Quick Review Poll

DwBP3



Using the mediainfo Property

Use Case: Display information about the video on the HTML page

mediainfo Property



- The `mediainfo` property is an object which contains information on the current media in the player
- The property is created and populated after the `loadstart` event is dispatched
- After the mediainfo object is populated, use it for convenient data retrieval when wishing to display video information, like the video name or description



39

Access mediainfo Data



- Access the data in the mediainfo object by simple `object.property` notation

```
dynamicHTML = "<p>Video Title: <strong>" +  
myPlayer.mediainfo.name + "</strong></p>";
```

```
dynamicHTML += "<p>Description: <strong>" +  
myPlayer.mediainfo.description + "</strong></p>";
```

```
document.getElementById("textTarget").innerHTML =  
dynamicHTML;
```



Task 3: Display Video Information in the HTML Page

****Uses the ready() event/method**

CodePen: <http://codepen.io/team/bcls/pen/KzyoNG>



Using the iframe Player Implementation

Use Case: Utilize the iframe implementation of the player and change the video on user interaction

Advantages of iframe Player Implementation



- No collisions with existing JavaScript and/or CSS
- Automatically responsive (nearly)
- The iframe eases use in social media apps (or whenever the video will need to "travel" into other apps)

When You Cannot Use iframe Implementation



- Code in the containing page needs to listen for and act on player events
- The player uses styles from the containing page
- The iframe will cause app logic to fail, like a redirect from the containing page



Dynamically Change Video in iframe

- To dynamically change video in an iframe change the query string's the **src** property

```
<iframe src='//players.brightcove.net/921483702001/a5f0f07c-  
ce3b-48a4-af02-f5f6c38546ac_default/index.html  
?videoId=4341341161001' ...></iframe>
```

- Need to remove the existing query string then add a new one



Dynamically Change Video in iframe (cont)

- Plan of action
 1. Get a handle on the `<iframe>` tag
 2. Create a variable with the new query string (new video ID)
 3. Assign the `src` property of the `<iframe>` to a variable
 4. Remove the existing query string from the source
 5. Add the new query string to the source
 6. Assign the new source to the `<iframe>`



Dynamically Change Video in iframe (cont)

```
<function changeVideo() {  
  var iframeTag = document.getElementsByTagName("iframe")[0],  
    newVideo = "?videoId=3742256815001",  
    theSrc = iframeTag.src,  
    srcWithoutVideo = theSrc.substring( 0, theSrc.indexOf( "?" ) ),  
    newSrc = srcWithoutVideo + newVideo;  
  iframeTag.src = newSrc;  
}
```

- JavaScript's `theString.substring()` extracts characters from the first parameter to the second





Communicate Between HTML Page and iframe

- It is possible to communicate between the parent page and the iframe
 - Uses HTML postMessage
- Example doc: *Play Video from iframe Parent*
 - [//docs.brightcove.com/en/player/brightcove-player/samples/listen-for-play-button.html](https://docs.brightcove.com/en/player/brightcove-player/samples/listen-for-play-button.html)
- Example doc: *Implementing Playlists Programmatically: Passing video ID on URL page request for iframe*
 - [//support.brightcove.com/implementing-playlists-programmatically#Set_initial_video](https://support.brightcove.com/implementing-playlists-programmatically#Set_initial_video)



Quick Review Poll

DwBP4



Task 4: Changing the Video in an iframe Player Implementation

CodePen: <http://codepen.io/team/bcls/pen/WwXVNm>



Adding a Brightcove Plugin to a Player

Use Case 1: Play IMA3 ads

Use Case 2: Display an overlay that uses data from the mediainfo object



Plugins for Brightcove Player

- A plugin for the Brightcove player uses a combination of HTML, JavaScript and/or CSS to somehow customize the player
 - In other words, anything you can do in a web page, you can do in a plugin
- Broadly, plugins can be developed to
 - Modify default behavior
 - Add functionality
 - Customize appearance



Brightcove Supplied Plugins

- Brightcove has released, and continues to release, plugins
 - 360 Video
 - Ad Only Plugin
 - Advertising with FreeWheel (beta)
 - Advertising with IMA3
 - Advertising with OnceUX
 - Custom Endscreens
 - Display Errors
 - Display Overlay
 - DRM
 - HLS
 - Live DVRUX
 - Playlist UI
 - Quality Selection
 - Social Media

Brightcove Plugins Loaded by Default



- The following are plugins loaded by default
 - Errors
 - HLS



Implementing Plugins Using Studio UI

- One of three ways to use a plugin
- Use the Studio UI to supply the plugin's
 - JavaScript
 - Name
 - Options (if needed)
 - CSS (if needed)
- Plugin associated with ALL instances of the player



Implementing Plugins Using Custom Code

- Second way use a plugin
 - Use a `<script>` tag to manually include the plugin's JavaScript
 - Use a `<link>` tag to manually include the plugin's CSS (if needed)
 - Call the plugin as a method, supplying required options

```
myPlayer.overlay({  
    ...  
});
```

- Plugin associated ONLY with the instance of the player on the page
- Provides flexibility, such as dynamically supplying options



Implementing Plugins Using curl Statements

- Can configure the player, and associated plugins, using the Player Management API
- Details on using curl not part of this course

```
curl --header "Content-Type: application/json" --user $EMAIL --request PATCH \  
  --data '{  
    "stylesheets": ["http://.../plugin-dev.css"  
  ],  
    "scripts": ["http://.../plugin-dev.js"  
  ],  
    "plugins": [{ "name": "pluginDev", "options": {"overlayText": "This ..."}  
  }]  
}' \  
https://players.api.brightcove.com/v1/accounts/$ACCOUNT_ID/players  
  /$PLAYER_ID/configuration
```



Task 5: Play IMA3 Ads (Studio based task)

AND/OR

**Task 6: Display an Overlay that Uses
mediainfo Data**

Task 6 CodePen: <http://codepen.io/team/bcls/pen/PNEWQJ>

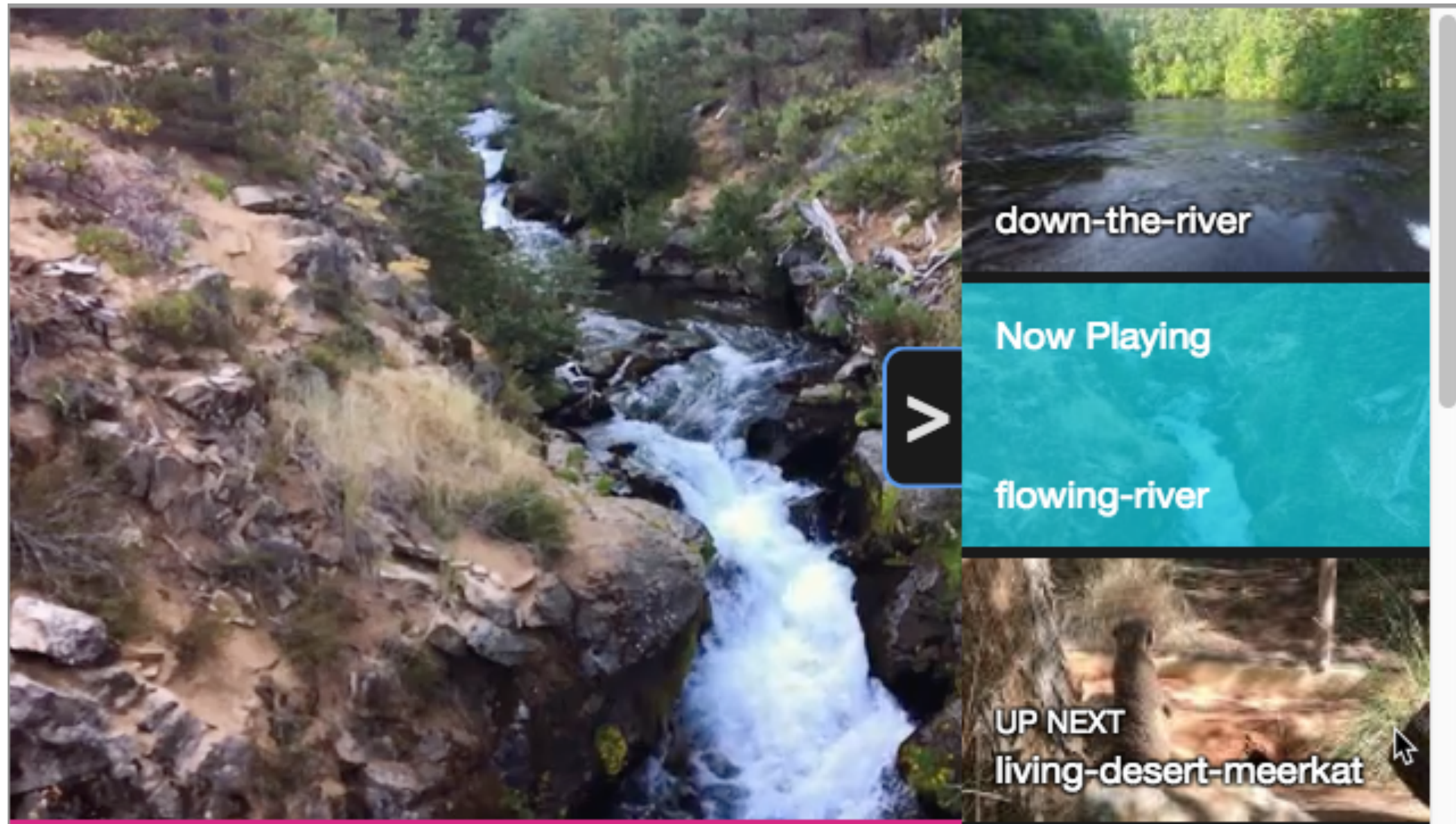


Using Playlists

Use Case: Allow users to select a video to watch from a playlist

Playlists

- Create playlists in Studio's **Media** module
- Default playlist appearance



Enable Playlists in Studio

- **Players module > Settings section**

Auto-Start Video on Player Load
☒ Yes ☐ No

Allow Fullscreen
☒ Yes ☐ No

Show Quality Selector
☐ Yes ☒ No

Display Playlist
☒ Enabled ☐ Disabled

Auto Advance to Next Video
☒ Yes ☐ No

Play On Select
☒ Yes ☐ No

Playlist Version
V2 (Default) ▾

Sizing
☒ Responsive ☐ Fixed

Aspect Ratio
16:9 ▾

Player Dimensions(Width, Height)

300

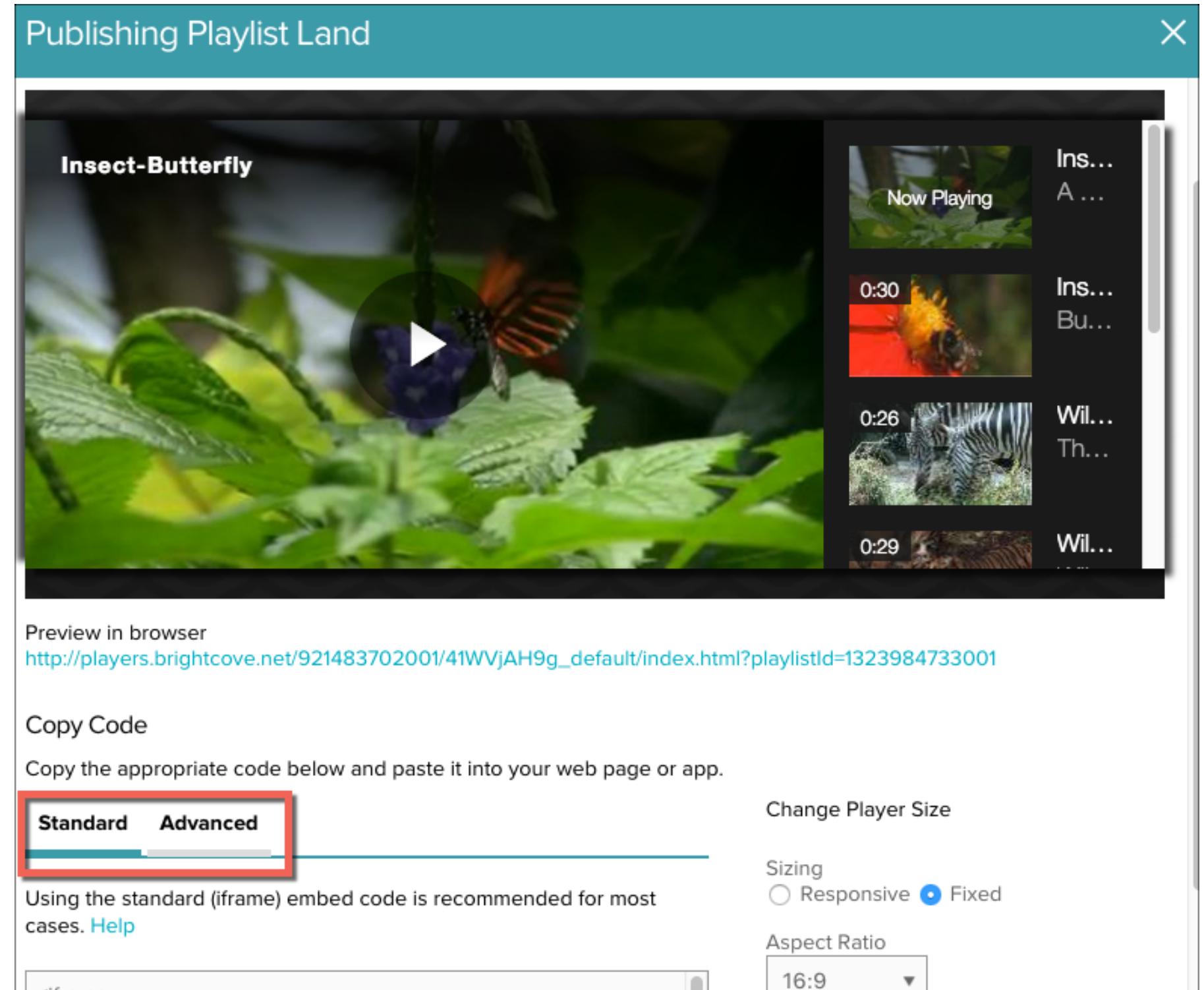
×

168.75

px ▾

Associate Playlist with Enabled Player

- Select playlist in Media module
- Select an enabled player
- Use desired code implementation



The screenshot shows the 'Publishing Playlist Land' interface. At the top, there's a teal header with the title and a close button. Below the header is a large video player area. The video is titled 'Insect-Butterfly' and shows a butterfly on a green leaf. To the right of the video player is a playlist sidebar. The first item is 'Now Playing' with a thumbnail of a butterfly. Below it are three other items: '0:30 Ins... Bu...', '0:26 Wil... Th...', and '0:29 Wil...'. Below the video player, there's a 'Preview in browser' section with a URL: http://players.brightcove.net/921483702001/41WVjAH9g_default/index.html?playlistId=1323984733001. Below that is a 'Copy Code' section with the text 'Copy the appropriate code below and paste it into your web page or app.' There are two tabs: 'Standard' and 'Advanced'. The 'Standard' tab is selected and highlighted with a red box. Below the tabs, there's a note: 'Using the standard (iframe) embed code is recommended for most cases. [Help](#)'. To the right of the tabs, there's a 'Change Player Size' section with 'Sizing' options: 'Responsive' (unselected) and 'Fixed' (selected). Below that is an 'Aspect Ratio' dropdown menu set to '16:9'.

iframe Code - Responsive



```
<div style="position: relative; display: block; max-width: 640px;">
  <div style="padding-top: 56.25%;">
    <iframe
      src="//players.brightcove.net/921483702001/SJZX2mZG8f_default/index.html
      ?playlistId=5724723652001"
      allowfullscreen
      ~~~~~~
      webkitallowfullscreen
      ~~~~~~
      mozallowfullscreen
      ~~~~~~
      style="position: absolute; top: 0px; right: 0px; bottom: 0px; left:
      0px; width: 100%; height: 100%;"></iframe>
    </div>
  </div>
</div>
```

In-Page Code Needs `<div class="vjs-playlist"></div>`



- If using in-page code you must
 - Place the HTML `<div>` where you want the playlist to appear
 - Must use `vjs-playlist` as class
- Also MUST style the player and playlist

Advanced (In-Page Embed) Code



```
<style type="text/css">
```

```
.video-js {  
  height: 350px;  
  width: 640px;  
  float: left;  
}
```

```
.vjs-playlist {  
  width: 280px;  
  height: 350px;  
}
```

```
</style>
```

```
...
```

```
<video data-playlist-id="5724723652001"
```

```
  data-account="921483702001"
```

```
  data-player="SJZX2mZG8f"
```

```
  data-embed="default"
```

```
  data-application-id
```

```
  class="video-js"
```

```
  controls></video>
```

```
<script src="//players.brightcove.net/921483702001/SJZX2mZG8f_default/index.min.js"></script>
```

```
<div class="vjs-playlist"></div>
```

```
<script src="//players.brightcove.net/921483702001/41WVjAH9g_default/index.min.js"></script>
```




Task 7: Display a Playlist

Task 7 CodePen: <http://codepen.io/team/bcls/pen/oxpaaO>

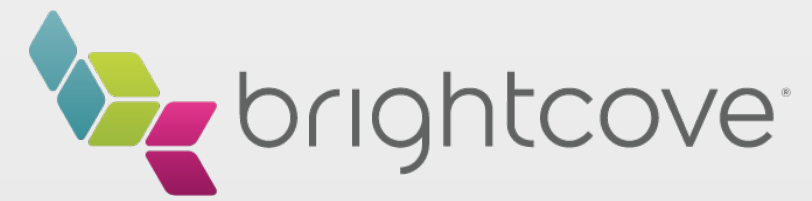
Power Without (Much) Coding Pain



Tools More Developers Should Know About



- Video.js Middleware
 - Brightcove Player Sample: Disable Forward Scrubbing
 - <https://support.brightcove.com/brightcove-player-sample-disable-forward-scrubbing>
 - Brightcove Player Sample: Playback Rate Adjuster
 - <https://support.brightcove.com/brightcove-player-sample-playback-rate-adjuster>
- Catalog's search methods
 - Player Catalog
 - https://support.brightcove.com/player-catalog#getSearch_method



Thank You!

Matt Boles

mboles@brightcove.com