Abstract

Manage and Use Your Brightcove Video Assets Within Sitecore 10.1

brightcove video connect for sitecore 10.1

User Guide

Table of Contents

[Installing Brightcove Video Connect for the Sitecore CMS 2](#_Toc87630079)

[Pre-requisites 2](#_Toc87630080)

[Prepare to Install Brightcove Video Connect for the Sitecore CMS 2](#_Toc87630081)

[Install Brightcove Video Connect for Sitecore on a CM server 2](#_Toc87630082)

[Installation in Scaled Environments 3](#_Toc87630083)

[Configure Brightcove Video Connect for Sitecore 4](#_Toc87630084)

[Release Page Events from Workflow 4](#_Toc87630085)

[Configure Reporting Database 5](#_Toc87630086)

[Linking Video Cloud Accounts 5](#_Toc87630087)

[Get Account Credentials from Brightcove 6](#_Toc87630088)

[Add Brightcove Account to Sitecore 7](#_Toc87630089)

[Defining Video Cloud Players 8](#_Toc87630090)

[Add Player 8](#_Toc87630091)

[Set Default Players 9](#_Toc87630092)

[Edit Player 10](#_Toc87630093)

[Delete Player 10](#_Toc87630094)

[Importing, Adding, Previewing and Deleting Videos 10](#_Toc87630095)

[Importing Video 10](#_Toc87630096)

[Add Video 10](#_Toc87630097)

[Edit Video 11](#_Toc87630098)

[Delete Video 11](#_Toc87630099)

[Search for Videos and Playlists 11](#_Toc87630100)

[Searching 11](#_Toc87630101)

[Filtering 11](#_Toc87630102)

[Importing, Adding, Previewing and Deleting Playlists 12](#_Toc87630103)

[Add Playlist 12](#_Toc87630104)

[Edit Playlist 13](#_Toc87630105)

[Delete Playlist 13](#_Toc87630106)

[Add Video to Pages 13](#_Toc87630107)

[Rich Text Editor 13](#_Toc87630108)

[Rendering 13](#_Toc87630109)

[Synchronization Between Sitecore and Video Cloud 14](#_Toc87630110)

[Playback Event Analytics 14](#_Toc87630111)

[Playback Events 14](#_Toc87630112)

[Reports 16](#_Toc87630113)

## Installing Brightcove Video Connect for the Sitecore CMS

This topic covers the installation process for the Brightcove Video Connect module on the Sitecore CMS.

### Pre-requisites

Before you install Brightcove Video Connect for Sitecore, you must have:

* Sitecore Experience Platform 10.1
* Sitecore Data Exchange Framework 6.0
* Access to a Brightcove Account along with an API key and secret. At a minimum this account must have rights to read and write video and playlist data to/from Brightcove Studio
* Network connectivity – you must install on a Sitecore server that has network connectivity to the Brightcove API. This can require configuration based on your network setup.
* To track Brightcove Player analytics within xDB, a Sitecore Experience Platform license must be available, and the environment must be configured according to Sitecore’s documentation to enable xDB and to allow session tracking.

Please refer to Sitecore’s documentation and support for the Sitecore Data Exchange Framework - https://dev.sitecore.net/Downloads/Data\_Exchange\_Framework.aspx

### Prepare to Install Brightcove Video Connect for the Sitecore CMS

With Brightcove Video Connect for Sitecore 10.1, the connector now utilizes the Data Exchange Framework (DEF) at its core. This is a welcome change that aligns Brightcove Video Connect for Sitecore with other Sitecore connectors such as Dynamics 365 and Salesforce Marketing Cloud. With this change, the Brightcove Video Connect for Sitecore no longer requires the Sitecore Media Framework to be installed but does require the Sitecore Data Exchange Framework.

**Important Notes:**

* The installation process outlined here assumes that you have a Sitecore 10.1 environment that does not have any artifacts from previous Brightcove Video Connect versions on it.
* If your organization is upgrading from a previous Sitecore version (prior to v10.1) on which you had installed the Brightcove Video Connect for Sitecore, you would need to do a cleanup of the old Brightcove Video Connect for Sitecore files and *.dll* assemblies. To do so, use the cleanup script that is included as part of the release package.

Once you have prepped your Sitecore 10.1 environment, you can proceed to the installation process.

**Note**: The Sitecore Media Framework was depreciated and not carried forward into 9.x and later releases of Sitecore. Previous versions of the Brightcove Video Connect for Sitecore utilized a fork of the Media Connect code. Brightcove Video Connect for Sitecore 10.1 now uses the Data Exchange Framework.

### Install Brightcove Video Connect for Sitecore on a CM server

To install Brightcove Video Connect for Sitecore, download and install the following package from the [Brightcove Releases Page](https://github.com/BrightcoveOS/Sitecore-Connector/releases/tag/10.1.0.0)

The Brightcove Video Connect for Sitecore package is installed using the Sitecore Installation Wizard. Follow the instructions displayed by the installation wizard. The Video Connect for Sitecore plug-in is available for download via a link in the table above. Unzip it first and then upload the plug-in zip package to your Sitecore instance.

Graphical user interface, application, website

Description automatically generated

Note: When deploying packages in containerized environments, the IIS account must be granted the ability to write to the wwwroot folder on CM servers.

Additionally, the Content Security Policy (CSP) of the site on CM and CD servers must be updated to allow content from Brightcove.

### Installation in Scaled Environments

In scaled environments, installation must also include updating any CD servers to include files that Brightcove Video Connect for Sitecore renderings utilize to display video content.

Before you install Brightcove Video Connect for Sitecore on your content delivery (CD) server, you must have:

• Sitecore Experience Platform 10.1

• Data Exchange Framework 6.0.

The CD server does not have an interface to install Sitecore update packages, so you must update the OS manually.

To perform the installation:

1. Download the Sitecore Connect for Brightcove Video Connect for Sitecore package.

**NOTE**

For all the following file operations you must preserve the folder structure from the zip file folders. For example, if the changedfiles folder in the zip contains a bin subfolder, the files from this folder must go in the <website>\bin folder on your CD server.

In the update package file, open the package.zip file. The files in the package.zip file are in the following structure:

1. Add the folders in the addedfolder folder into the website root folder of your CD server.
2. Add the files in the addedfiles folder into the website root folder of your CD server.
3. Delete the folders in the deletedfolder folder from the website root folder of your CD server.
4. Delete the files in the deletedfiles folder from the website root folder of your CD server.
5. Add the files in the changedfiles folder into the website root folder of your CD server,
6. overwriting the existing files.

Restart the CD server.

### Configure Brightcove Video Connect for Sitecore

After installation of the Brightcove Video Connect for Sitecore, you must create and configure the Brightcove Tenant in Data Exchange Framework that will allow the synchronization of data between your Sitecore environment and the Brightcove Video Cloud.

#### Create Brightcove Tenant

1. Link your Brightcove Video Cloud account to the Sitecore environment as described in the “*Linking Video Cloud Accounts*” section below
2. In the Sitecore Launchpad, open the Content Editor
3. Go to **/sitecore/system/Data Exchange** and right-click on Data Exchange
4. In the Insert menu, click **Brightcove Tenant**
5. Go to **/sitecore/system/Data Exchange/<tenant name>**. On the Content tab, in the Administration section, click Enabled.
6. Save the item

#### Configure a Brightcove Endpoint

To configure an endpoint for the tenant:

1. In the Content Editor, go to /sitecore/system/Data Exchange /Brightcove Tenant/Endpoints/Providers/Brightcove/Web API Endpoint
2. In the Settings section, under Account, select the linked Brightcove Video Cloud account from the dropdown control
3. Save the item

#### Run the Sync Pipeline Batch to Sync with the Brightcove Video Cloud

After creating and configuring the Brightcove Tenant, you are ready to sync your Sitecore 10.1 environment with the Brightcove Video Cloud to populate Sitecore with your media assets – videos and playlists – from your Brightcove account. To do so:

1. In the Content Editor, go to /sitecore/system/Data Exchange /Brightcove Tenant/Pipeline Batches
2. Select the Sync Pipeline Batch
3. On the Data Exchange tab, click Run Pipeline Batch
4. Confirm the sync by going to /sitecore/Media Library/Brightcove/<name of account>
5. Right-click the <name of account> and click the Refresh menu item
6. Confirm that the Videos and Playlists folders are now populated. You can also confirm a successful sync by searching for videos and playlists and confirming that you get positive search results

### Release Page Events from Workflow

The Brightcove Video Connector for Sitecore includes a number of page events that must be released from workflow and published before they can be used.

Graphical user interface, text, application

Description automatically generated

1. Open the Sitecore Workbox
2. Select the Analytics Workflow
3. Deploy the following page events:
   * Playback Changed
   * Playback Completed
   * Playback Error
   * Playback Started
4. Publish the page events

### Configure Reporting Database

For the Sitecore reports to work, a new fact table must be added to the Experience Database (xDB) reporting database. A script that will create this new table is available on SDN. You must run this script on your xDB reporting database. This step should be completed by your database administrator.

**Note**: It is possible to install multiple Sitecore connectors. This script only needs to be run one time per reporting database, regardless of how many different connectors you have installed.

## Linking Video Cloud Accounts

This topic covers how to create an account in Sitecore that corresponds with a Brightcove Video Cloud account.

### Get Account Credentials from Brightcove

For Sitecore Data Exchange Framework (DEF) to connect to Brightcove Video Cloud, the account credentials from Brightcove must be added to Sitecore. This section describes how to locate the account credentials in Brightcove. The following section describes how to add those credentials to Sitecore.

1. Log into Brightcove Video Cloud. Note the Publisher ID value. You will need to enter this into Sitecore in the following section.

Background pattern

Description automatically generated

1. Navigate to Admin.

Background pattern

Description automatically generated

1. Navigate to API Authentication.

Graphical user interface, application, website

Description automatically generated

1. Register a new application.

Graphical user interface, background pattern

Description automatically generated

1. Name the application, set account access, and enable APIs.

Graphical user interface, text, application

Description automatically generated

1. Note the Client ID and the Client Secret. You will need to enter them into Sitecore in the following section.

Graphical user interface, text, application

Description automatically generated

### Add Brightcove Account to Sitecore

This section describes how to add a Brightcove account to Sitecore.

1. Log into the Sitecore Desktop.
2. Open Media Library.
3. Navigate to Media Library > Brightcove.
4. Right-click Brightcove and click the Insert and Brightcove Account
5. Add a new Brightcove Account item.
6. Enter the Publisher ID, Client ID and Client Secret values noted in the previous section.

Graphical user interface, text, application

Description automatically generated

1. Save the item.

## Defining Video Cloud Players

A player is needed in order to display a single video or a playlist of videos. A player defines what kind of capabilities are available to the visitor who wants to watch a video. Content authors can add new players, edit existing players and delete existing players.

### Add Player

This section describes how to manually create the Sitecore item that corresponds to a player.

1. In Brightcove Video Cloud, navigate to the Players section.

Graphical user interface, text, application

Description automatically generated

1. Select the player you want to create in Sitecore. Note the Player ID value. You will need to enter this into Sitecore in the following section.

Graphical user interface, application, website

Description automatically generated

1. In Sitecore, in the Media Library, select the Brightcove Account item.
2. Select the Accounts item.
3. Select the Players item.
4. Right-click Players and click the Insert and Brightcove Video Player
5. Add a new Brightcove Video Player item. You will be prompted to enter the player ID. Enter the value from Brightcove Video Cloud.

### Set Default Players

For videos and playlists to be previewed in Sitecore, the default players must be specified. This section describes how to set the default players.

1. In Sitecore, in the Media Library, select the Brightcove Account item.
2. Select the Accounts item.
3. In the Settings section, set the values for the Default Video Player field and the Default Playlist Player field.

A screenshot of a computer

Description automatically generated

1. Save the item

### Edit Player

Player items are edited just like any other Sitecore items.

### Delete Player

Player items are deleted just like any other Sitecore items.

**Note**: Deleting a player from Sitecore will not result in the player being deleted from Brightcove Video Cloud.

## Importing, Adding, Previewing and Deleting Videos

Sitecore Data Exchange Framework is used to synchronize content between Sitecore and the Brightcove cloud. Content authors can also upload new videos to the Brightcove cloud using the upload option in the Brightcove ribbon in the Content Editor (see “Add Video” below).

### Importing Video

A Sitecore content author or administrator can trigger the video import process by running the pull or sync pipeline batches in the Brightcove DEF tenant. Note that the sync pipeline batch will export any pending edits to Brightcove as well as import pending changes from Brightcove.

### Add Video

Brightcove Video Connect for Sitecore allows content authors to add new videos. Content Authors can upload a new video to the Brightcove cloud by clicking the upload button in the Brightcove ribbon in the Content Editor.

### Edit Video

Video items are edited just like any other Sitecore items, but the changes must be synchronized with Brightcove using the push or sync pipeline batches.

### Delete Video

Deleting a video item will NOT delete it from the Brightcove cloud. If you want to delete the video item as well as remove it from the Brightcove cloud you must check the “Delete” checkbox under the “Synchronization” tab on the video item and then run the push or sync pipeline batch.

## Search for Videos and Playlists

Videos and playlists can be found by searching for text strings in their name and descriptions. Videos can also be found by searching for text strings in their custom fields.

### Searching

Click the Search tab to search for media. Enter text to search for in the name or description fields.

Graphical user interface, text, application, email

Description automatically generated

Click the magnifying glass to perform a search.

Graphical user interface, application

Description automatically generated

### Filtering

Search results can be filtered by type, such as video or playlist, by date and by other attributes.

Graphical user interface, text, application

Description automatically generated

Search results are displayed.

A screenshot of a computer

Description automatically generated

## Importing, Adding, Previewing and Deleting Playlists

A playlist is a collection of videos in a single player. Sitecore Data Exchange Framework is used to synchronize content between Sitecore and the Brightcove cloud.

### Add Playlist

Brightcove Video Connect for Sitecore allows content authors to add new playlists.

1. Open the Sitecore Media Library.
2. Navigate to the account with the videos you want to create a playlist for.
3. Navigate to the Media Library item.
4. Navigate to the Playlists folder and right-click on it.
5. Add a new Brightcove Playlist item.
6. Graphical user interface, application

   Description automatically generated
7. For the Name field, enter a descriptive name for the video.
8. For the Video Ids field, select the videos you want to include in the playlist.

### Edit Playlist

Playlist items are edited just like any other Sitecore items.

### Delete Playlist

Deleting a playlist item will NOT delete it from the Brightcove cloud. If you want to delete the playlist item as well as remove it from the Brightcove cloud you must check the “Delete” checkbox under the “Synchronization” tab on the playlist item and then run the push or sync pipeline batch.

## Add Video to Pages

Brightcove Video Connect for Sitecore allows content authors to insert media into their pages in a variety of ways. This chapter covers the options that are available.

### Rich Text Editor

Rich text fields allow content authors to insert formatted content into their pages. Content authors use the rich text editor to create and edit this formatted content. This section covers the features that Brightcove Video Connect for Sitecore adds to the rich text editor.

#### Embed Media

Media can be embedded directly in a rich text field.

1. In the rich text editor, click the Embed Media button.
2. Use the search screen to find the media you want to insert. Click the row that represents the media you want to insert. Click the Next > button.
3. Depending on the type of media you select, you will see additional options. For example, if you select a video, you must specify the player that should be used to display the video, along with the dimensions for the player. Click Finish.
4. The media is embedded in the rich text field.

### Rendering

Sitecore renderings allow content to be positioned at a specific location on a page. Sitecore allows two kinds of renderings: Brightcove Video Connect for Sitecore includes a rendering that allows content authors to insert media in pages.

#### Embed Media Rendering

1. Use Page Editor to add a rendering to a placeholder.
2. Select the Embed Media rendering.
3. The rendering has been added to the placeholder. Now click the Embed Media Element button.
4. Use the search screen to find the media you want to insert. Click the row that represents the media you want to insert. Click the Next > button.
5. Depending on the type of media you select, you will see additional options. For example, if you select a video, you must specify the player that should be used to display the video, along with the dimensions for the player. Click Finish.
6. The media has been selected for the rendering.

## Synchronization Between Sitecore and Video Cloud

This section covers keeping videos and playlists synchronized between Sitecore for the following scenarios:

* When videos and playlists are deleted from Brightcove
* When videos and playlists added in Sitecore
* When videos and playlists are deleted from Sitecore

Importing from Brightcove to Sitecore was covered previously [here](https://integrations.support.brightcove.com/sitecore/getting-started-brightcove-video-connect-sitecore-experience-platform.html#videos).

## Playback Event Analytics

The Brightcove Video Connect for Sitecore allows video playback events to be recorded for use in the Sitecore Digital Marketing System (DMS). This section covers the options that are available.

### Playback Events

Playback events are used to record DMS page events as the result of video player actions. For example, when video playback starts, a DMS page event can be written.

#### Default Playback Events

Brightcove Video Connect for Sitecore comes with the following playback events:

* Playback Started
* Playback Completed
* Playback Error

#### Configure Playback Events for Account

By default, the playback started, and playback completed events are recorded. This is enabled on the Settings section of the Brightcove Account item.

The Settings section has a field named Playback Events Rules. A rule is defined that tells the Brightcove Video Connect for Sitecore to record the events that are specified under videos and playlists.

Background pattern

Description automatically generated with medium confidence

#### Disable Playback Events for Account

All playback events can be disabled for a specific account.

1. In Content Editor navigate to the account under Media Library > Brightcove > [Account Name].
2. The Playback Events Rules field describes the conditions that must be met for playback events to be registered. By default, the condition is "where true", meaning "always". Click the Edit Rule button to change the condition, or to remove the existing rule.

A picture containing background pattern

Description automatically generated

#### Specify Playback Events for Media

Each playlist and video item has a field named Events. This field determines which playback events will be handled for the specified item.

The following screenshot indicates that playback events have been specified for the video:

Graphical user interface, application

Description automatically generated

Note: Standard Values can be used to ensure certain events are recorded for all playlists and videos, but the field also allows individual playlists and videos to have their own events selected.

Note: These events will only be recorded if the Settings item under the Brightcove account item has its Playback Events Rules field configured to with the "add media item events" action. See section 3.1.2.

#### Create New Playback Events

You can add new playback events in order to capture more detailed information about video playback metrics.

1. In Content Editor navigate to Media Library > Brightcove > [Account Name].
2. Add a new item using the template Playback Event
3. For the Page Event field select Playback Changed
4. For the Parameter field you can enter a value in one of the following formats:
   1. Number - after the video is played this number of seconds, the page event is recorded. An example of a valid value is 15
   2. Percent - after the video is played this amount, the page event is recorded. An example of a valid value is 50%
5. Save the item
6. Publish the item
7. Now you can add the new page event to your playlist and videos

Note: Remember to assign the new playback event to your playlist and videos. Otherwise, the event will not get recorded.

### Reports

Brightcove Video Connect for Sitecore includes several reports that pertain to video playback.

#### Started Playback

This report shows a list of the videos that have triggered the video started event.

A screenshot of a computer

Description automatically generated

#### Completed Playback

This report shows a list of the videos that have triggered the video completed event.

A screenshot of a computer

Description automatically generated with medium confidence

#### Incomplete Playback

This report shows a list of the videos that have triggered the video started event but not the video completed event.

A screenshot of a computer

Description automatically generated