



521 Fifth Avenue 16th Floor, New York, NY 10175
syndicaster.tv

Syndicaster Player 6

User's Guide

help@syndicaster.tv

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Notices

This edition applies to Syndicaster's products and to all subsequent releases and modifications until otherwise indicated by new edition.

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syndicaster.com

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About this information

This document contains information on working with Syndicaster's video player.

This document is written for system implementers and technicians. It assumes a high-level knowledge of your environment, configuration and various coding mechanisms.

How to use this information

This document is designed to help you integrate Syndicaster's video player into your business environment. Information contained here details integrating the Syndicaster player into your hosted network, securing communication between your domain and Syndicaster, and customizing the appearance and placement of the player.

The information detailed in this book should only be attempted by an experienced web developer, keeping in mind your own environment may have some unique aspects which require your attention.

Introducing Syndicaster Player 6

Player 6, built on JW Player, the world's most popular player, has been designed from the ground up to offer a better, faster playback experience.

To start with, you'll notice the interface has been streamlined: during playback there are no controls or buttons visible, and the video takes center stage. When controls are shown upon hover or pause the UI is clean and current.



Even more important than appearance is that Player 6 works *everywhere*. Whether it's on the desktop or mobile, you can count on your ads and content to play seamlessly. HTML5 and Flash are both fully supported.

Key Features

Some of the key features in Syndicaster's player 6 include:

Responsive Design

The player will expand or contract depending on the size of the container it's embedded in. So no matter the device you're playing the video on, the player expands to fit.

Social Sharing

Sharing videos increases your viewership, market share and monetization. Syndicaster Player 6 allows users to share videos to Facebook, Twitter, blogs and email.

Video Quality Switcher

Switch the video quality while you are watching, to get the most out of your available bandwidth.

Two Player Profile Types: Premium and Syndicated

You can set different rules per Player Profile type, such as domain permissions and auto-play.

Playlists

Utilize Syndicaster playlists to embed a single player instance which plays a series of clips and automatically updates as new clips are added to the list.

LiveStreaming

Player 6 supports both Syndicaster originated and external live video within the same player environment.

Advanced Settings per Player Profile

Each Player Profile has advanced settings such Maximum Video Quality, Embed Code Player Profile, Share Link format and Ad Message.

100% Edge Caching

Every element of the player has been pushed out to the CDN, resulting in blazing speed and protection from peaks in requests

Mobile Friendly

Devices such as phones and tablets present challenges such as different aspect ratios, screen sizes and operating systems. Syndicaster Player 6 is built to work on all these platforms. The video that plays on your desktop also plays on your tablet and phone.

Easy embedding

To enable sharing of videos the embed code must be easy to pass along. Syndicaster Player 6 uses an embed method which is easy for anyone to use whether it's an enterprise site or a small blog.

AdTech

Syndicaster Player 6 supports AdTech ad serving, allowing you to insert your own ads and grow revenue

Embedding Syndicaster Player 6 on your site

Syndicaster Player 6 can be incorporated into your website to display your video content. There are two ways to embed the player: using a JavaScript `<script>` tag or using an `<iframe>`. The JavaScript method allows you to create the player as a widget which can interact with the coding on your page. As such it is very robust and can be configured programmatically based on events in your environment.

The `iframe` embedding method is for environments where JavaScript coding is not allowed. It's meant for viral clips, where you want to share a specific video.

Embedding using JavaScript

To begin, you'll need the location of the main Syndicaster Player 6 JavaScript file:

<http://play.syndicaster.tv/static/scripts/embed.js>

This file defines your player instance and its attributes. You'll include calls to it from your own web pages.

Next, in the HTML file where you want to include the player, enter the declaration for this javascript file:

```
<script type="text/javascript" src="http://play.syndicaster.tv/static/scripts/embed.js"
language="javascript">
</script>
```

Next, in the same HTML file you'll enter the following in the location where you want to include the player:

```
<div id="player_here">
</div>
```

And enter the coding to further define the player attributes:

```
<script type="text/javascript">
  cm = new CMPlayer("player_here").setup({
    autostart: true,
    volume: 50,
    vid: "{video ID}",
    profile_id: "{profile ID}",
    tags:"tag,tag2,tag3",
    vertical:"vertical",
    plid:"playlist_id",
    width: 640,
    height: 360
  })
</script>
```

For more advanced users, the player supports event notification for *onError* and *onReady*. Hooking into these events must occur before the *setup* method, not after. Below is an example of how you could use these to provide page interaction.

```
<script type="text/javascript">
  cm = new CMPlayer("player_here").onError(
    function(error) {
      console.log( error );
    }
  ).onReady(
    function() {
      console.log("player ready")
    }
  ).setup({
    autostart: true,
    volume: 50,
    vid: "{video ID}",
    profile_id: "{profile ID}",
    tags:"tag,tag2,tag3",
    vertical:"vertical",
    plid:"playlist_id",
    width: 640,
    height: 360
  })
</script>
```

Embedding using iframe

In the location where you want to include the player, include this in the HTML file:

```
<iframe frameborder="0" marginheight="0" scrolling="no" style="overflow: hidden; width: 100%; height: 100%;"
src="http://play.syndicaster.tv/v1/widgets/{profile_id}/player.html?vid={video ID}
&tags=&vertical=&plid=&autostart=1&volume=100" allowfullscreen>
</iframe>
```

Feature Comparison: Javascript versus iframe

When implementing the player on your site it's useful to know what behavior is expected and the advantages of one embed method over another. Use this table to understand the differences and decide which is best for you.

Criteria	Javascript	iframe
Responsiveness (dynamically adjusting size)	<p>If you omit width and height: The player will scale to 100% of the available width within the containing element and then set its height based on that width and a 16:9 aspect ratio.</p> <p>If you provide just width: The player will set its height based on the provided width and a 16:9 aspect ratio.</p> <p>If you provide just height: The player will scale to 100% of the available width within the containing element. If the provided height is too short, the control bar and Closed captioning may be hidden. We strongly discourage providing height when width is omitted.</p>	<p>If you omit width and height: This is not recommended since the iframe will render at 300px by 150px and your player will not function at that size. It's recommended that you specify both width and height on the iframe tag at 100% to take advantage of the parent page's settings. Only used fixed values if you do not want responsiveness.</p> <p>If you provide just width: The iframe will render at the browser default of 150px tall and your player will not function.</p> <p>If you provide just height: the player will only use 100% of the vertical area if the containing object has a discreet height value set.</p>
Mobile Friendly	Javascript coding makes the	Recommended for mobile

	player and page elements adjust dynamically to accommodate screen size. Recommended for mobile use.	use if the iframe height and width values are set to 100% which allows the iframe and player to pick up the parent page values and resize dynamically.
Companion Ads	Companion ads can be defined by specifying a new division (<div>) with the LiveRail ID.	Not available.
Web Hosting Environment	Player implementation code can be embedded inside existing frontend code on your site. You have full control over how and when the player is instantiated, and can set up listeners for the player's onReady and onError functions.	Best for pages where javascript is not allowed. Creates an instance where you simply want to showcase a video (such as a viral video) and as such becomes a standalone player. Better for blogs and personal web sites.

See the next section for full details on the parameters you can specify.

Configuring Syndicaster Player 6

Regardless of the embed method you choose you can use the following parameters to customize the appearance and behavior of the player. These parameters get added to the `<script>` or `<iframe>` tag.

Note: there are slight differences in parameters depending on the embed method you choose. These are noted in the following sections.

Required Parameters:

Parameter	Description
<code><div id="xxx"></code> (container ID)	The ID of the HTML container for the widget. This is only applicable for premium publishers using a <code><script></code> tag to embed their player. Enter the ID, such as: "player_here" Example: <pre> <div id="player_here"> </div> <script type="text/javascript"> cm = new CMPlayer("player_here") } </pre>
profile_id	The player profile ID, a hash which contains the values and customizations for a player instance. Note: this parameter is only applicable for publishers embedding the player using <code><script></code> tags. When embedding using an <code><iframe></code> , you enter the profile_id value itself in the path without the parameter.
vid	The video asset ID, which is the unique ID of the video. It's value is a number represented as a string.

Optional Parameters:

Parameter	Description
width	The player width, defined either in pixels or percentage. If you are specifying the pixel (fixed value), the value should be an integer. If you are specifying a percentage, the value should be string (e.g. "100%"). The default value is "100%". Note that when you specify a width the height is automatically adjusted to preserve the aspect ratio.
height	The player height, defined either in pixels or percentage. If you are specifying the pixel (fixed value), the value should be an integer. If you

	are specifying a percentage, the value should be string (e.g. "100%"). The default value is "100%".
tags	Metadata tags used for advertising. Enter any comma separated strings.
volume	Sets the initial volume of the player. Note that values which are below the minimum set by the player profile will be ignored. Enter a value 30-100. Default is 100.
vertical	A vertical advertisement tag. String value. Verticals must be set up in the liverail account. Each account can contain a maximum of 50 tags.
autostart	Automatically starts playing the first clip. Values: true false This will have no effect if the player profile has autostart disabled. Default is false .
plid	The playlist ID. A number represented as a string.

Player Embed Examples

iframe example

```
<iframe frameborder="0" marginheight="0" scrolling="no" style="overflow: hidden; width: 100%; height: 100%;"
src="http://play.syndicaster.tv/v1/widgets/fe36db80-bf76-0132-ab9d-7a163e1f7c79/player.html?vid=5702609&tags=&vertical=&plid=&autostart=1&volume=100" allowfullscreen>
</iframe>
```

JavaScript example

```
<script src="http://play.syndicaster.tv/static/scripts/embed.js"></script>
<div id="player_here">
</div>
<script type="text/javascript">
  cm = new CMPlayer("player_here")
  .setup({
    // autostart: true,
    volume: 50,
    vid: "5702609",
    profile_id: "fe36db80-bf76-0132-ab9d-7a163e1f7c79",
  })
</script>
```

Adding Companion Ads

You can increase the value of the ad opportunities for views on your site by adding companion ad spaces to your video landing pages. The purpose of these spaces is to provide screen real estate for rendering the companion ads that are coupled with your video ad creatives. This real estate, outside the player, allows your advertisers to leave behind a static ad when the video ad completes, creating more opportunity to generate a click through from the viewer. Advertisers typically pay a higher cpm for ad impressions where a companion ad can be rendered. The ad inventory of a given publisher is rarely populated exclusively by campaigns that deliver companion ads with their video ads so we advise against dedicating screen real estate solely for the purpose of rendering companion ads. Rather, we advise that you use the same space as your site's display ads. On load of the page, your site's display ad will render. The companion ad will overtake that screen real estate *only* after playback begins, and then, *only* when the campaign has a companion ad to render.

To include a companion ad space, you simply add another <div> (division) tag with an ID identifying this as a LiveRail companion ad space, such as a banner ad:

```
<div id="lr_comp_default_728x90" style="width: 728px; height: 90px;"></div>
<div id="lr_comp_728x90" style="width: 728px; height: 90px; display:none;"></div>
```

Notice the ID contains a specific companion size. This size indicates that there is a space on the page available to render the companion ad that was delivered in the campaign. When this ID is placed on a heading, LiveRail knows to insert the appropriate companion ad in that spot. Player 6 knows which LiveRail account is yours by the entry in your player profile.

The example shows two divisions (<div>). The first (div id="lr_comp_default_728x90") should be wrapped around your site's display ad tag. The next (div id="lr_comp_728x90") is for the companion ad that you want displayed. When the companion ad is inserted in the page, your existing display ad will be hidden and your site's layout preserved.

Here's another example specifying a box ad:

```
<div id="lr_comp_default_300x250" style="width: 300px; height: 250px;"></div>
<div id="lr_comp_300x250" style="width: 300px; height: 250px; display:none;"></div>
```

Keep in mind companion ads only work when using the Javascript method of displaying the player.

Transitioning to Player 6

For existing partners who have configured their environments for Player 4 there are some changes when moving to Player 6. These changes support the changed embed parameters. The following shows the parameters in Player 4 and the Player 6 replacement.

Player 4	Player 6	Description
pf_id	profile_id	The player profile ID.
pl_id	plid	The playlist ID.
va_id	vid	The video asset ID.
auto_start	autostart	Setting to play the clip as soon as it's loaded.

Troubleshooting

Use the following table to troubleshoot player issues.

Symptom	Issue
error video: THE OWNER OF THIS VIDEO DENIED PERMISSION TO PLAY ON THIS WEBSITE	Permissions problem. Ensure you are authorized to play videos from the provider.
The player does not load properly or displays the error: "This website is blocked from using this player."	The web site host address is on ClipSyndicate's banned list.
error video: THE OWNER OF THIS VIDEO DENIED PERMISSION TO PLAY ON THIS WEBSITE	The website's host is on the public provider's blacklist and is prevented from playing videos. The provider will need to address this for videos to play on the website.
error video: THE OWNER OF THIS VIDEO DENIED PERMISSION TO PLAY ON THIS WEBSITE	The website's host is not on the private provider's whitelist and is prevented from playing videos. The provider will need to address this for videos to play on the website.
error: "No Video ID provided"	Ensure that you're providing the valid video ID (vid) in the embed.
error: Invalid Player Profile	Ensure you are using the correct profile ID in

	<p>your player coding.</p> <p>If migrating from using Player 4, ensure you are not using the "pf_id" parameter and that you have changed it to "profile_id".</p>
error: "Invalid player profile for this website."	The web site has embedded a player using a premium profile ID but the website host is not listed in the Publisher's approved host list (white list).
error: "Invalid player profile for this website."	The web site has embedded a player using a non-premium profile ID but the website host is on the Publisher's banned host list (black list).
error: "Invalid player profile."	The player profile has been deleted or never existed.
error: "This player may be too small."	The player embed is smaller than the minimum size specified in the profile.