



# Brightcove Integration Technical Document

## Introduction

Adap.tv for Publishers is a complete video monetization solution designed to help you maximize the value of your video inventory. This document explains how to configure the Brightcove video player to include Adap.tv's ad serving plug-in.

## Product Requirements

This document is based on the assumption that you already have a Brightcove account for advertising.

## Data Passing Rules

Required metadata to be sent to Adap.tv through the Brightcove console are:

- *key* = the Adap.tv publisher id.
- *keywords* = comma delimited list of keywords identifying the video.
- *categories* = comma delimited categories identifying the video such as "Sports".

Optional metadata (see <http://help.adap.tv> for more metadata) that can be sent are:

- *zid* = a zone id used for targeting ads to a view (setup in the Adap.tv console).
- *context* = data, usually encoded, to be passed through to ad systems.
- *companionId* = the ID of a DIV on the html page for showing companion ads.

There are two levels where the metadata of *key*, *keywords*, *categories*, *zid* and *context* can be set:

1. *player* = See Step 3. below for setting the "Player Load Ad Insertion" section.
2. *video* = See Step 8. below for setting the video "Key/Value Pairs" metadata.

*video* takes precedence over *player*. So if an entry like *zid* is both on a video and on the player, the *zid* of the video will take effect when the video plays.

## Integration Details

Follow these steps to integrate your Brightcove players with adap.tv advertising:

1. Open your advertising console, <https://my.brightcove.com/#advertising>:

The screenshot displays the Brightcove Studio interface. The main area shows a list of players under the 'All Players' tab. The table below summarizes the data visible in the interface:

Ads	Active	Name	Last Updated	ID
	<input checked="" type="checkbox"/>	Chromeless Video Player Insert Ad: Pre-roll Base Ad URL: NONE	Nov 3 2010, 5:06PM	657939935001
	<input checked="" type="checkbox"/>	MobilePlayer Insert Ad: Pre-roll Base Ad URL: NONE	Dec 1 2010, 12:01PM	693828653001
	<input checked="" type="checkbox"/>	WideScreenHorizontalList Insert Ad: Pre-roll Base Ad URL: NONE	Nov 30 2010, 8:55PM	693353971001
	<input checked="" type="checkbox"/>	Tabbed3 Insert Ad: Pre-roll Base Ad URL: NONE	Nov 30 2010, 8:54PM	693342355001
	<input checked="" type="checkbox"/>	Single Video Player Insert Ad: Pre-roll Base Ad URL: NONE	Nov 30 2010, 8:42PM	657939933001
	<input checked="" type="checkbox"/>	Chromeless Video Player with Tabbed Playlists Insert Ad: Pre-roll Base Ad URL: NONE	Nov 24 2010, 7:30PM	657939934001
	<input checked="" type="checkbox"/>	Vanilla Insert Ad: Pre-roll Base Ad URL: NONE	Nov 19 2010, 4:09PM	681604562001
	<input checked="" type="checkbox"/>	VastEnabled Insert Ad: Pre-roll Base Ad URL: NONE	Nov 19 2010, 3:24PM	681604560001

The right-hand pane shows the configuration for the selected 'Chromeless Video Player', including details like 'Ad Requests On: true', 'Base Ad Tag URL', 'Ad Tag Translator URL', 'Ad Rules SWF', 'Player ID: 657939935001', and 'Player Type: Chromeless Video Player'.

2. Select the player you want adap.tv advertising on and click Edit:

Batch Edit Players: 1 Player Selected

Request ads from this Player

Yes  No

Player-Level Key/Value Pairs - [Edit](#)  
adap.tv.key=integration\_test

Ad Source

Custom Ad Rules SWF URL

Account-level Default: DART for Publishers

Ad Policy Settings

Advertising policies for players serving ads using the selected integration are managed by a third-party interface. To configure your ad policy settings, please sign into your third party ad management interface. For assistance with this integration, please contact the support team of the 3rd party who built this integration.

[Cancel](#) [Save Changes](#)

3. Select "Yes" in the "Request ads from this Player" section.

Request ads from this Player

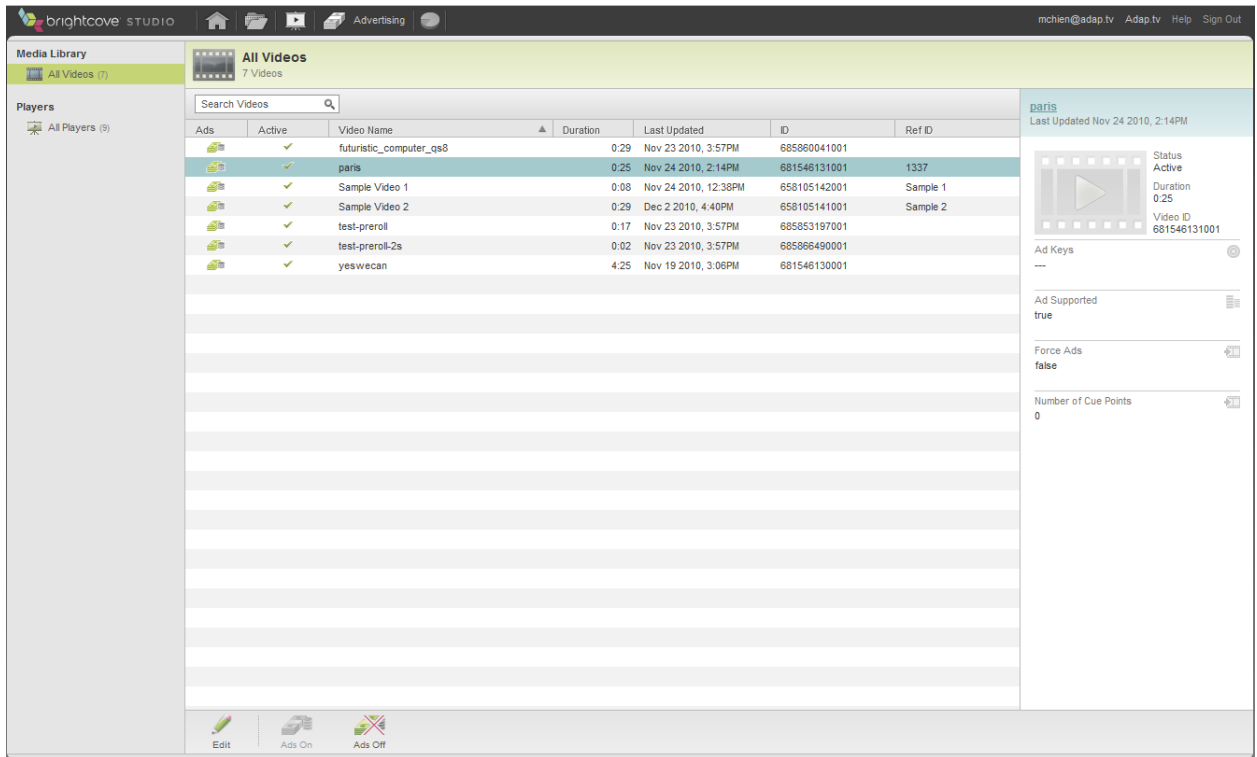
Yes  No

Player-Level Key/Value Pairs - [Hide](#)  
Separate with a semicolon; 1773 characters left

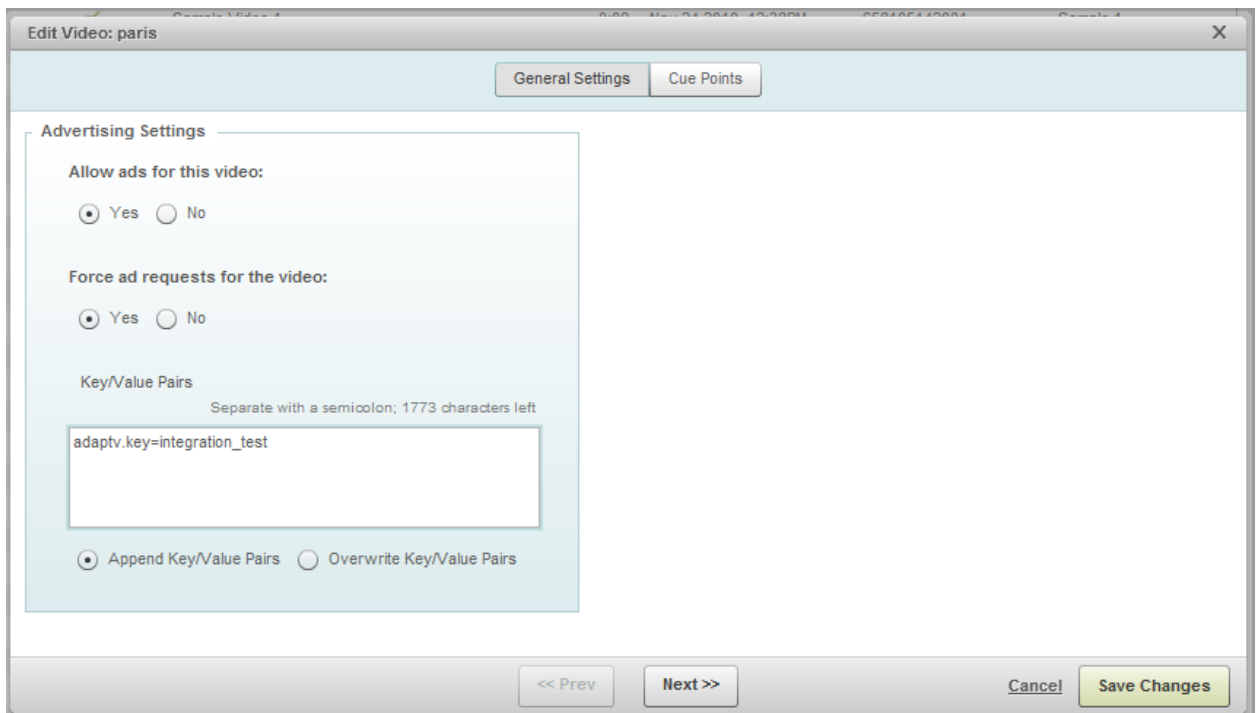
Append Key/Value Pairs  Overwrite Key/Value Pairs

Enter the Player-Level Key/Value Pairs. For testing, you can enter adap.tv.key=integration\_test.

4. Select "Custom Ad Rules SWF URL" and enter <http://redir.adap.tv/redir/integrations/brightcove/AdRules.swf>
5. Next the metadata for the videos is entered in the Advertising Tab in "All Videos" section. Select one or more videos for which you want to set the adap.tv metadata:



6. Edit the video that you wish to set adap.tv metadata. Then enter under "Key/Value Pairs" metadata specific to the video. Normally at least the categories=<list of categories separated by commas> and keywords=<list of keywords separated by commas> are entered. Each key/value pair is separated by semi-colon, ";". You may also want to include "zid" for the zone id of the videos, and "context" for information to pass through an advertiser.



7. Finally the following changes on the HTML pages is recommended:
  - a. Wrap the Brightcove embed code in a DIV with ID="adaptvDIV":
  - b. Put in the following parameter entries in the OBJECT element:

```
<div id="adaptvDiv">
<!-- Start of Brightcove Player --
> <div style="display:none">
</div>

<!-- By use of this code snippet, I agree to the Brightcove Publisher
T and C
found at http://corp.brightcove.com/legal/terms\_publisher.cfm. -->

<script language="JavaScript" type="text/javascript"
src="http://admin.brightcove.com/js/BrightcoveExperiences.js"></script>

<object id="..." class="BrightcoveExperience">...
</object>
<!-- End of Brightcove Player --
> </div>
```

- **companionId** - The id of a div that will hold the 300x250 adap.tv companion ad. This id is required if you wish to have companion ads in your player.

To use this option enter a DIV in the page where the companion ad appears:

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

- **wmode** - "opaque" or "transparent". **(required)**
- **allowscriptaccess** - "always". **(required)**
- For example:

```
<object id="myExperience..." class="BrightcoveExperience">
<param name="bgcolor" value="#FFFFFF" />
<param name="width" value="486" />
<param name="height" value="412" />
<param name="playerID" value="2133653001" />
<param name="publisherID" value="2133336001"/>
<param name="isVid" value="true" />
<param name="wmode" value="transparent" />
<param name="allowscriptaccess" value="always"
/> <param name="@videoPlayer" value="..." />
<param name="companionId" value="companionAd"
/> </object>
```

## Testing

To test the zid can be set to "flash\_ads" to test flash integration, "html\_ads" for html integration or "preroll\_with\_companion" for companion ad testing. This will tell the server to return test ads to your video player of the type chosen. If you have properly integrated the AdPlayer, you will see test ads (for instance, a preroll ad and overlay ads for "flash\_ads") displayed when videos are played using your video player. When done testing, remember to change the zid to the correct zone id or blank if none.

## Next Steps

Once you have completed the integration, contact your adap.tv Account Manager for final launch instructions.

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adap.tv  
One Waters Park Way  
Suite 250  
San Mateo, CA 94403  
Office: 650. 286. 4420  
Fax: 650. 312.9223 \_  
[www.adap.tv](http://www.adap.tv)

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