



Video Recommendation Service Integration Document For Brightcove publishers

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V 3.5.5
Nov 15, 2009

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1. Introduction

Taboola provides a seamlessly integrated flash layer of personalized recommendation and advertisement solution within the publisher's flash player.

The R-Player module includes both recommendations during the video in the form of a ticker or side-bar panel, as well as a recommendations after the video ended in the form of an animated recommendation screen.

1.1. Purpose

The goal of this document is to outline and explain the process of implementing Taboola's products into publishers' sites using Brightcove service, as well as provide a step-by-step instruction of the procedure.

1.2. Overview

Implementing Taboola's solution on a publisher's site is divided into 2 general sections:

1. Crawling information
 - Provide Taboola with your Brightcove publisher number
 - Provide Taboola with your Brightcove media API read key
2. Loading the R-Player™ (Flash) video recommendation solution
 - Locate the Brightcove player template for your video player
 - Add Taboola R-Player to your Brightcove template

2. Step-by-step Instructions

2.1. Crawling information

2.1.1. Brightcove publisher ID

Please provide your Taboola integrator / Account manager with your Brightcove publisher ID. The Brightcove ID number can be found on the Brightcove 3 Studio, under the “Profile” screen accessible from the Studio “Home” screen.

2.1.2. Brightcove Media API Read Key

Please provide your Taboola integrator / Account manager with your Brightcove media API read key. If you do not yet know your Brightcove Media API keys, you can request a token from Brightcove customer support using Brightcove's Support Request form at <http://support.brightcove.com/contact> . Brightcove should provide you with a “Read Key” as well as a “Write Key” - Taboola only uses the key that provides read access.

2.2. Load the R-Player in your Brightcove video player

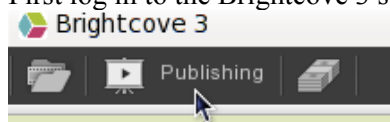
In order to enable Taboola R-Player on a Brightcove video player, the Brightcove player template needs to be modified to add the R-Player component.

After publishing a Brightcove player based on the modified template, the Taboola R-Player “during” visual will automatically be displayed whenever a video is playing in that player, and the Taboola R-Player “after” visual will automatically be displayed after the ending of a video that was played in that player.

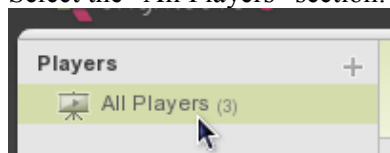
To add the Taboola R-Player to your existing Brightcove video player follow these easy steps:

2.2.1. Locate the Brightcove player template for your video player

- First log in to the Brightcove 3 studio and select the “Publishing” module:



- Select the “All Players” section:



- Now locate your video player in the list to the right and note the second line of text under the player name which is the template name, for example:



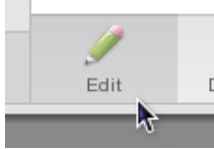
- The template name in the above example is “taboola implementation”. Now select the “All Templates” section on the left side:



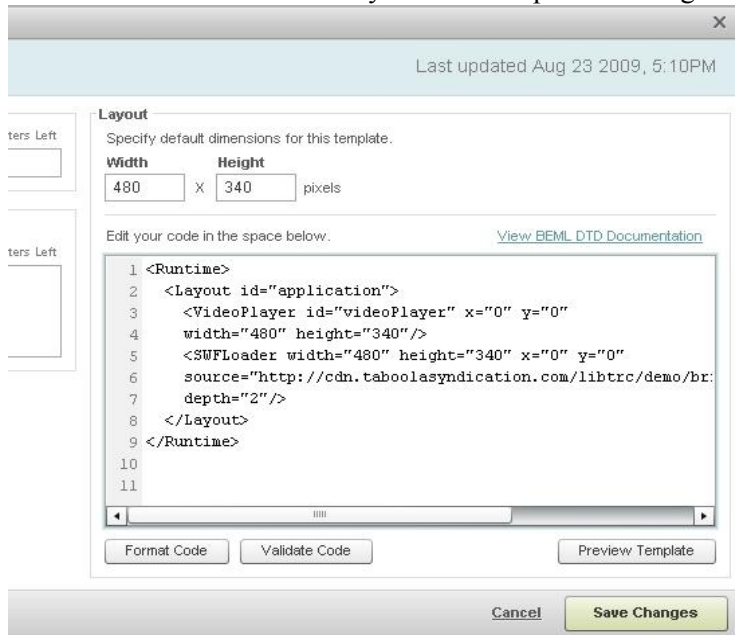
- The template your video player was using should be listed on the right.

2.2.2. Add Taboola R-Player to your Brightcove template

- Select the template for your video player so it is highlighted and double click it or press the “Edit” button to edit it:



- In the “Edit Template” dialog, in the BEML template code box, locate the <VideoPlayer> tag. The code to load the Taboola R-Player should be positioned right after it, using the BEML <SWFLoader>:



An example BEML tag for loading the R-Player for the default Brightcove player is listed here:

```
<SWFLoader width="480" height="369" x="0" y="0"
source="http://cdn.taboolasyndication.com/libtrc/publisher-id/brightcove.swf"
depth="2"/>
```

The source parameter must be set to the full URL for the R-Player implementation, where publisher-id is set to the publisher identifier assigned by Taboola.

Other parameter depend on the exact layout of your BEML, but often the parameters width, height, x and y should be set to the same values as in the <VideoPlayer> tag while the parameter depth should be set to a value higher than the same value for the <VideoPlayer> tag.

After the new <SWFLoader> was entered into the template code box, click “Validate Code” and if validation was completed successfully, click “Save Changes” to publish the new Taboola R-Player component to all video players based on this template.

2.3. Brightcove Playlist Support

The Taboola R-Player “after” component only shows if Brightcove player stops playing after each video. If you use Brightcove playlists and you want to show the R-Player “after” component, make sure to disable the “auto-advance” option in your Brightcove studio3. The “auto-advance” feature should be disabled both in the template's BEML code, as well as in the video player's properties dialog.