

Unleash the Power of your Content

The Brightcove APIs allow you to adapt the Brightcove platform to meet your specific needs, objectives, brand and website. Our APIs provide complete flexibility without compromising design, user experience, or the discoverability of your content.

ADVANCED DESIGN & SITE NAVIGATION

- Perform unique actions based on player events – i.e. serve advertising or load additional content
- Publish related metadata deep into your site
- Create intuitive navigation schemes that encourage increased consumption of video
- Display metadata such as ‘most popular videos’ throughout your site, with or without an accompanying a video player
- Integrate your Brightcove video catalog into your global site search

SEARCH ENGINE OPTIMIZATION (SEO)

The discoverability of your content is paramount to your success – we designed our APIs to help you pursue SEO best practices.

- Publish your video metadata in HTML, outside the confines of your flash video player, where it can be indexed by search engines and improve SEO
- Create search engine friendly URLs and overall site structure
- Easily display relevant video metadata in other areas of your site

3RD PARTY INTEGRATION

At Brightcove we understand that there are many internal and 3rd party technologies that are critical to the operation of your website. Our APIs allow seamless integration with these existing technologies to enhance your workflow and improve your end-user’s experience.

Partner with 3rd parties or create your own applications that read and write to your media library, or compliment your video experience - such as content management systems, content recommendation engines, consumer upload tools, distribution widgets, comments & ratings systems and many more.

Create custom feeds for your distribution partners via the Media API to syndicate your content and provide access to real-time updates.

TOTAL FLEXIBILITY

Brightcove’s open platform approach means that you have complete control over your content library and video player functionality. The opportunity for customization and innovation with your video experience has no limits.

The Media API interface enables nearly any query you might want to perform on your data:

- Query for videos and playlists dynamically
- Generate real-time lists of most viewed and recently uploaded videos
- Sort results by views and creation/modified dates
- Secure access to the API with token-based request architecture

The Player API allows you to customize player design and interactive elements to present your content in unique and powerful ways:

- Incorporate your own look and feel to all aspects of the player
- Add player modules separately as needed including the video player, content, menus, social/sharing tools, and advertising
- Enhance interactivity by leveraging playback, advertising, content, and user actions