



BRIGHTCOVE VIDEO CLOUD: A DETAILED GUIDE

A guide to the feature rich Video Cloud

2012 DETAILED FEATURE GUIDE



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UPLOAD ONCE AND LET BRIGHTCOVE VIDEO CLOUD TAKE CARE OF THE ENCODING

High-quality video keeps viewers engaged and watching longer. Present your media in its best light. Upload your video content and Video Cloud takes care of the rest with the most advanced encoding technology to deliver high-quality video to any desktop or device.

Multichannel Upload

Effortlessly upload single titles or an entire video library with tools to match your workflow. There are four powerful ways to upload content to Video Cloud: via the Video Cloud Studio, Media API, FTP Batch Provisioning, or the Video Cloud Mobile Upload application.

Video Cloud Studio

Upload directly from the browser with our easy-to-use web application.

FTP Batch Provisioning

Ingest assets and metadata into Video Cloud asynchronously, using FTP Batch Upload (XML). Get an early start on organization by setting video properties and creating playlists directly in the XML manifest.

Upload Acceleration

Save time and get your content live faster. Based on Aspera FASP™ technology, Video Cloud's Upload Acceleration eliminates the bottlenecks of conventional FTP and HTTP file transfer giving you up to 20 times faster uploads directly from your browser, desktop client or Aspera equipped server.

Upload Acceleration: Enterprise Edition

Making Upload Acceleration fit your workflow, the Enterprise edition supports an Aspera desktop client and server software for easy batch processing.

Adaptive Transcoding

Give your viewers gorgeous video every time. Video Cloud accepts your media in almost any format and encodes it using single or two-pass encoding technology to maximize quality and minimize file size. Video Cloud automatically generates multiple renditions of each source file based on default settings or your custom encoding profile.

Custom Transcoding Profiles

Fine-tune your transcoding settings with an easy-to-use web interface that allows you to add up to 10 unique transcoding profiles and customize bitrate, size, codecs and more to suit unique audience requirements. By default, Video Cloud creates 6 different transcoding renditions that range from HD quality to mobile ready. Video Cloud will automatically switch between renditions to ensure smooth playback based on device and bandwidth feedback.

CDN Propagation

Avoid the hassle of copying and managing files in content delivery network (CDN) storage. Video Cloud streamlines the process by automatically propagating encoded content to the content delivery services included in your account or directly to your preferred CDN.

Geo-Optimized Uploading

Geo-Optimized Uploading ensures your content is live quickly by processing new content in the closest geographic location to the upload origination point.

ORGANIZE AND MANAGE YOUR ENTIRE CONTENT LIBRARY

Whether you have a few video clips or thousands of full episodes, Video Cloud makes it easy to sort, manage and organize your entire media library. With convenient features like batch editing and drag-and-drop playlists Video Cloud provides everything you need to organize and manage all of your content.

Organize and Find

Video Cloud makes it easy to save, sort and search your entire video library with three ways to organize: Manual Playlists, Smart Playlists and Favorite Playlists.

Manual Playlists

Construct custom playlists for display on your website by selecting the videos and the order in which they appear.

Smart Playlists

Create Smart Playlists using tags and sort them by newest, most popular and other criteria to automatically surface the content you want. Smart Playlists dynamically populate with videos as they're added to your account. Set up Smart Playlists to reduce the amount of time you spend organizing and updating content as changes occur.

Favorite Playlists

Provide an easy-to-find bookmark for all your frequently used playlists. Drag and drop any playlist into "Favorites" for quick access and easy team collaboration and workflow.

Custom Metadata

Extend the Video Cloud data model with custom fields for text inputs or lists to store the information that's most important to you. Several workflow options are supported to cover every use case. Values can be set through batch FTP

upload, through the Media API, or in the Studio Web interface. Use the Media API to extract content based on specified values. You can also extract custom values at video runtime by using the Player APIs to display the values in the player, or send custom tracking information to a third-party analytics provider. Use custom fields to track unique identifiers or metadata from your CMS to keep vital information in sync.

Schedule and Control

Pinpoint exactly when and where your media is displayed to comply with content licensing restrictions or global launch roll-out schedules. Control access and schedules to define where and when your videos can be viewed. Eliminate the hassle and worry of manually monitoring media schedules with user-friendly interface to manage it all.

Quick Publish

Get your media live fast. Quick Publish saves you time enabling you to upload and publish a single video clip on a website or blog in one simple step. Just copy and paste the embed code and you are ready to go.

Advanced Search

Find video content quickly and easily. Advanced Search searches all textual meta data fields, returning the results in relevance order. Users can refine the search to narrow the results further if the initial results were not helpful.

Integrate and Share

Streamline your content workflows. Using our robust Media APIs, access and update assets and metadata from Video Cloud to integrate with popular CMS services such as WordPress, SharePoint, Drupal, Joomla, and Ektron, as well as Digital Asset Management (DAM) systems. Use secure token-based REST Media APIs (Read + Write) to access content in the Video Cloud CMS. Make your content available to your CMS via MRSS and JSON feeds.



Multi-Account Environment

Multiple accounts let you manage users, media and settings with flexibility and control. Set up separate accounts for public-facing user generated content campaigns, internal information sharing, or separate brands, subsidiaries and business units. Assign users permissions to one or many accounts and modules within accounts.

Media Sharing

Share content across affiliates, brands, properties or organizations with simplicity and control. Media Sharing allows account owners to instantly share individual videos or whole categories of content across multiple accounts while keeping separate analytics, advertising options and player templates.

Multi-User Roles

Allow team members to focus on their core tasks and ensure that accidental edits don't disrupt your editorial content, video players or active advertising campaigns. Video Cloud defines explicit roles and permissions for video producers, player developers and ad operations personnel.

Localized Video Cloud Studio Interface

Access the full Video Cloud Studio Web interface in English, Japanese, or Spanish.

STYLE AND BRAND PLAYERS

Video Cloud offers the fastest, most powerful players on the web. We have the largest built-in library of gorgeous, fast and lightweight player templates with point-and-click styling. Customize even more with BEM/L editing. No other online video platform gives you as many ways to control the viewer experience.

Player Templates

Get up and running fast with a library of 16 gorgeous, fast and lightweight templates for single title and multi-title players. Standard features for all players include full-screen playback, email sharing, link sharing, get player embed code, auto-start playback and localized player controls in 6 default languages with the ability to add more languages as needed.

Single Video Players

- › Single video player
- › Single title video player with logo
- › Chromeless video player
- › Mobile optimized video player
- › Accessible video player

Single Playlist Players

- › Widescreen with horizontal list
- › Widescreen with vertical video list
- › Widescreen with video text list
- › Video player with horizontal video list
- › Mobile optimized video player with horizontal video list

Multiple Playlist Players

- › Tabbed navigation 3.0
- › Compact tabbed navigation 3.0
- › Chromeless video player with tabbed playlists
- › Thumbnail navigation
- › Video player with drop-down navigation
- › Widescreen player with drop-down navigation

Mobile-Optimized Players

- › Mobile optimized video player
- › Mobile optimized video player with horizontal video list

Visual Player Styling

Change your player's appearance to better reflect your brand or design with WYSIWYG point-and-click tools for customizing colors, fonts, overlays and graphics. Upload player background skins or logos to match branded assets and choose from a variety of built-in themes and color sets to integrate with your site's look and feel.

Smart Players

Smart Players are a convenient and powerful way to deliver video in both Flash and HTML5. There's no need to create and manage separate players for each viewer environment and you don't need any additional code on your website. Using a single embed code, Smart Players automatically detect the devices viewing your video and deliver the appropriate format for that environment. Smart players support all of Video Cloud's advanced styling features, including point-and-click style editing and BEML customization. Player styles are automatically rendered in both Flash and HTML player instances.

In-Player Features

Broaden your reach by encouraging viewers to share videos on Facebook, Twitter, and other social media. Video Cloud is white-listed with

Facebook for in-stream playback of shared links. Configure social sharing features for any player or video to suit your strategy.

Advanced Customization

Build and skin custom player templates—no Flash development needed—with our XML-based Brightcove Experience Markup Language (BEML). Easily resize, change the layout, or add elements to your players such as ad spaces, images, labels and logo areas. Plug-in custom Flash controls or embed applications to enhance the playback experience. Use JS and AS Player APIs to integrate players within Ajax pages and Flash. Integrate third-party player plug-ins with our ActionScript SDK Partner Plugins to introduce in-player ratings, comments, widgets, chat modules and more.

Player Accessibility

Ensure that your media is accessible to everyone. Publish your content with our Section 508-compliant player with full support for screen reader accessibility, keyboard control and closed captioning. Video Cloud players can display closed captioning files in the DFXP format and we provide tools for developers to build CC plugins for timed text authoring.

Custom Player Themes

Custom Player Themes give interactive designers with basic Flash skills fine-grained control over the appearance of video player templates using Brightcove Experience Markup Language (BEML) without expensive actionscript development.

White Label Players

Remove all Brightcove branding from the player template and make it appear as if you designed your player in-house.

DELIVER WITH QUALITY AND CONTROL

Brightcove Video Cloud securely delivers the highest quality on-demand and live video experiences to reach your audience—no matter where they are. We simplify delivery to an increasingly complex ecosystem of devices and standards across the Web, mobile devices and connected TVs.

HD Streaming

Give your audience the best quality video every time. Video Cloud creates at least 6 different renditions for each video you upload, automatically detects user bandwidth, and dynamically switches between renditions mid-stream to ensuring smooth playback at the highest quality possible.

Advanced Live Streaming

With Video Cloud's Advanced Live Streaming, you can broadcast live events with professional quality. Give each viewer the best possible experience with multi-bitrate delivery. Let your viewers take control with advanced DVR "rewind" and "jump to live" functionality. On-demand streams can be available instantly at the conclusion of the broadcast. Advertise on your live broadcasts with integrated pre-roll ads, overlays and bumpers.

Universal Delivery

Video Cloud's Universal Delivery Service uses multi-bitrate streaming via Adobe Flash Media Server, Akamai HD, Apple HTTP streaming or progressive download to ensure the best possible viewing experience for any device.

Apple HTTP Live Streaming

Deliver great looking long-form content to iPhones and iPads with support for Apple HTTP Live Streaming. Video Cloud gives you the ability to create renditions of your video specifically targeted for iOS devices to support long-form content, multi-bitrate delivery and audio only content.

Content Protection

Ensure your video is safe. Use RTMPE stream encryption and SWF verification to prevent stream ripping and content theft and ensure that your video plays back only in your authorized players. You can also protect your content with digital rights management (DRM) security through Adobe Flash Access, which encrypts videos individually and packages them in the cloud with unique individual encryption keys at the origination point. Video Cloud also enables you to protect your iOS video with HTTP Live Streaming (HLS) Encryption. This provides AES-128 encryption to your HLS (iOS) renditions.

Access Control

Pinpoint exactly when and where your content is displayed to comply with content licensing restrictions, global launch roll-out schedules or secure behind-the-firewall delivery. The user-friendly graphical interface allows you restrict access by date, domain, geography, player or IP address. For even greater control restrict access to sensitive materials by IP address range and ensure content is accessible only from within approved networks.

Three Screens

Video Cloud gives you the most advanced delivery capabilities to support your Three Screen Strategy and deliver the highest quality video to any desktop, device or connected TV.

Bundled CDN Delivery

Enjoy turnkey video delivery services from a single vendor. Each Video Cloud package includes Bundled Content Delivery Network (CDN) Services to offer high performance local caching and delivery of players, metadata and video content. Video Cloud sources capacity from leading CDN providers to ensure fast and reliable delivery at competitive rates.

Third Party CDN Sync

If you have an existing relationship with a supported third party CDN, Video Cloud can automatically synchronize your media library with your CDN account. Enjoy the simplicity of managing your library through Video Cloud while taking advantage of your corporate CDN relationship.

Remote Asset Delivery

Enjoy the power and convenience of Video Cloud without disrupting your existing encoding and asset management workflow. If you already have a large media library that you directly manage on a third-party CDN or on internal delivery infrastructure, Video Cloud can configure your account to reference remote assets. Remote assets can be added easily through the Video Cloud Studio UI. Video Cloud provides also metadata management, player customization, advertising orchestration and analytics for video assets you self-manage on your supported third party CDN provider or internal network.

Behind the Firewall Delivery

Keep sensitive video assets on your private network while referencing and managing them within the Video Cloud Studio.

REACH VIEWERS ON MOBILE DEVICES, EVERYWHERE

Mobile video usage is expected to grow 131% annually through 2014, making use of the most personal and ubiquitous screen to reach audiences. However, delivering high quality video experiences across an increasingly diverse set of mobile platforms can be prohibitively costly and complex.

Brightcove Video Cloud provides mobile-ready video encoding, robust software development kits, intelligent device detection and powerful mobile web player templates that make it dramatically easier to realize a cross-platform mobile video strategy that spans both the mobile web and mobile apps.

Smart Players

Smart Players are a convenient and powerful way to deliver video content in both Flash and HTML5. There's no need to create and manage separate players for each viewer environment

and you don't need any additional code on your website. Using a single embed code Smart Players automatically detect the devices viewing your video and deliver the appropriate format for that environment. Smart players support all of Video Cloud's advanced styling features, including point-and-click style editing and BEML customization. Player styles are automatically rendered in both Flash and HTML player instances.

Universal Delivery Service

The Video Cloud Universal Delivery Service lets you upload once to deliver across both desktop browsers and iOS devices. Simplify your publishing workflow with the ability to publish across platforms from a single source file and account to bring fresh media to your entire audience in no time at all.

Deliver to iOS

iOS APPS

The Video Cloud App SDK for iOS makes it easy to utilize Video Cloud's Media APIs to deliver videos and playlists to iPhone, iPad or iPod Touch devices through apps. Complete documentation and developer articles in the Video Cloud support center accelerate your app development project. Inspiring sample apps for iPhone and iPad give you an advanced starting point with support for distinctive iOS visual effects like cover flow navigation and built-in social sharing controls.

iOS MOBILE WEB

Accounting for over 60 percent of mobile Internet traffic, iOS devices reach highly engaged audiences with rich, branded mobile video experiences. Video Cloud gives you everything you need to get up and running fast with captivating mobile websites that leverage the full power of this platform, including HTML5 player templates and automatic device detection.

Deliver to Android

ANDROID APPS

The Video Cloud App SDK for Android provides the tools you need to accelerate development of highly interactive video app experiences. The fully-supported and -documented SDK includes a sample application, libraries for accessing and playing your media and full reporting capabilities.

ANDROID MOBILE WEB

With more than 100,000 new smart phones, tablets and connected TVs coming online daily, the Android platform is breaking records for growth. Organizations of all sizes are developing mobile websites and setting up their content for Android mobile browser delivery. Video Cloud provides everything you need to reach this rapidly growing audience and deliver breakthrough video experiences to Android devices.

HTML5: STANDARDS-BASED WEB VIDEO

Brightcove Video Cloud simplifies the complexity of HTML5 video delivery and allows you to effortlessly reach iOS devices like the iPhone, iPad and iPod Touch. With the industry's only HTML5 Smart Players and new advancements in streaming, advertising and analytics, Video Cloud gives you the most innovative HTML5 video capabilities available.

Smart Players

Smart Players are a convenient and powerful way to deliver video content in both Flash and HTML5. There's no need to create and manage separate players for each viewer environment and you don't need any additional code on your website. Using a single embed code, Smart Players automatically detect the devices viewing your video and deliver the appropriate format for that environment. Smart players support all of Video Cloud's advanced styling features, including point-and-click style editing and BEML customization. Player styles are automatically rendered in both Flash and HTML player instances.

HTML5 Analytics

Get deep insight into how your viewers are engaging with your content across every device and playback environment. Unlike other HTML5 solutions, Video Cloud analytics cover both Flash and HTML5 playback to give you comprehensive insight into audience behaviors.

Geographic reports track global trends and hot-spots. Engagement and attention span reports summarize viewed minutes and drop-off rates. Use player comparison data to test how the same content performs in different locations on your site and take advantage of detailed traffic reporting to see what keywords and links are driving visitors to your site.

HTML5 Advertising*

Use advertising solutions from DoubleClick, FreeWheel, Tremor, LiveRail, Videoplaza to deliver HTML5-compatible contextual advertisements into your video stream.

Apple HTTP Streaming

Apple HTTP Live Streaming support allows you to deliver great looking long-form content to iPhones and iPads. Create renditions of longer television shows or feature-length movies for viewing on iOS and other devices requiring the Apple HTTP standard.

* These HTML5 advertising solutions are planned to be released throughout 2012

BROADCAST ON THE WEB WITH LIVE STREAMING

Brightcove Video Cloud makes it easy to deliver high-quality live broadcasts to any device or browser. Capture your audience with crystal-clear multi-bitrate streaming and take advantage of innovative features for live playback and advertising.

Multi-Bitrate Live

Deliver high-quality, smooth live video with multi-bitrate streaming. Video Cloud accepts multiple streams at different quality levels and delivers the rendition that best fits each viewer's available bandwidth, processor utilization and player size.

Live DVR

Give your viewers the remote control. Live DVR features let your viewers pause, rewind, review and replay live streaming video throughout the event. "Jump to live" with a single click and resume seamlessly smooth live video.

Easy Workflow

Streamline your content management workflow. Live video assets are managed exactly like your video on-demand content. Using the same intuitive web-based tools, you can easily organize your live and on-demand assets into playlists, groups and favorites. You can even mix and match live and on-demand content in the same playlists.

Advertising

Monetize live events with advanced advertising. Live event advertising is managed with the same intuitive interface as your on-demand advertising set up. You can insert pre-, mid- and post-roll advertising, use the cue-point editor to schedule specific ad insertions, or automatically display ads every few minutes. Overlays and bumpers are easy to insert for persistent branding and promotion.

Live Support

Get instant access to a live streaming expert to ensure that your live event is flawlessly delivered. Brightcove offers complete turnkey support options for your live event including video setup and real-time monitoring.

DISTRIBUTE AND SYNDICATE FOR MAXIMUM REACH

Brightcove Video Cloud helps you drive site traffic and expand your audience. With advanced search, social media sharing, SEO indexing and syndication capabilities, Video Cloud supports a blended distribution strategy across the web.

YouTube Sync

Save time and expand your audience by automatically synchronizing selected media and related video metadata in your Video Cloud account with your YouTube channel. With YouTube Sync you can create rules to automatically push video assets to YouTube and sync with pre-defined YouTube categories. Whenever you add or update videos that match the criteria, Video Cloud automatically pushes the asset to YouTube according to your rules.

Feeds and API-Based Syndication

Expand your reach with automated syndication. Video Cloud simplifies sharing with distribution partners to let you deeply integrate your videos and metadata into their websites. Utilize MRSS feeds to make content accessible to external sites and applications.

Affiliate Programming Control

Centrally manage and control the content available for all your affiliate partners. Create unique players for each partner and identify available content through syndicated or smart playlists.

Custom Sharing Domain

Identify a custom domain name at the account level for use in your players. That custom domain name replaces link.brightcove.com in the RSS feeds for your players as well as in the links to your players (for example, when a viewer clicks "get link" in your player).

Affiliate Domain Restrictions

Limit where affiliate players can be hosted, either to specific domains or to pages within an affiliate website.

Direct Links to Video Titles

Create HTML pages and URLs for each video in your library so search engines can link to them individually.



Feed-Based Syndication

Give distribution partners the ability to use Media RSS to integrate your content into their web properties.

Player-Level Syndication

Expand your audience by harnessing the social network of your viewers. Viewers can share your videos on Facebook, Twitter and other popular social media destinations. Configure social sharing features for any player or video to suit your strategy. Make it easy for consumers to embed your players on their blogs, profile pages, and personal websites. Facebook supports Video Cloud playback in the Facebook Timeline.

COORDINATE YOUR ONLINE VIDEO STRATEGY WITH YOUTUBE SYNC

Rules Based Push/Delete

Create rules to automatically push video assets that meet specific metadata criteria to YouTube. Whenever you add or update videos that match the criteria, Video Cloud automatically pushes the asset to YouTube according to your rules. The same rules can be used to automatically delete video assets from YouTube by updating metadata within Brightcove.

YouTube Category Matching

Select from pre-defined YouTube categories to classify the content that you push to YouTube.

Incorporate these categories into your push/delete rules.

Metadata Sync

Whenever you add, update or delete metadata such as title, descriptions or tags in your Video Cloud media library, these changes are automatically synchronized with the equivalent metadata for your assets on YouTube.

SOCIAL MEDIA SHARING AND USER PARTICIPATION

Reach new audiences by surfacing and distributing your content on social media platforms like Facebook, Twitter, Wordpress, LiveJournal, et al.

Integrated Social Sharing Controls

Encourage viewers to spread compelling media to their friends with sharing buttons directly in your branded Video Cloud players. Facebook, Twitter, Wordpress, LiveJournal and email sharing are natively supported and you add your own sharing controls to other social platforms with BEML extensions.

Facebook Whitelisted Playback

Send the branded player experience wherever your videos travel with calls-to-action displaying directly in the Facebook Timeline. Facebook whitelists the Video Cloud player, making in-stream playback possible next to status updates and shared links.

Social Context Extensions

Encourage audience participation during live broadcasts with social interactions and chat interfaces. Add social context to your content with comments, ratings and recommendation buttons. Brightcove Alliance partners offer extensions and add-ons that introduce a social dimension to your video without expensive custom development.

Link Shortening

When character limits matter, use the automatic link shortener that makes it easier to share videos on social networks like Twitter with the shortened <http://bcove.me/> address.

GENERATE ADVERTISING REVENUE AND MONETIZE YOUR MEDIA

Brightcove Video Cloud helps you grow and monetize your content without the cost and complexity of in-house development. Ad-supported businesses take advantage of the comprehensive suite of advertising features with intuitive tools for ad insertions and built-in ad server and network integrations. Marketers increase conversion and drive brand engagement with point-and-click tools for in-player calls to action and overlays for persistent branding.

Advertising Workflow

Quickly and easily insert ads into your video content to drive revenue. Video Cloud provides built-in support for all standard IAB video ad formats, and accommodates pre-, mid- and post-roll ads with tools to easily define insertion points. For more customized implementations, the Video Cloud advertising SDK and ad policy SDK offer more fine-grained control.

Rich-Media Banners

Use player templates that include graphical or rich media ad spots in standard IAB sizes.

Synced Ad Units

Synchronize in-stream video advertising with other ad units on the page.

Overlay & Pre/Mid/Post-Roll Ads

Easily integrate any standard format advertising including Overlays, Pre-, Mid- and Post- roll ads.

Video-Based Ad Insertion

Configure players to insert ads when consumers switch videos, either after every video or at other custom frequencies.

Time-Based Ad Insertion

Set players to insert ads—including banner changes, overlays and video roll synced with banners—based on the time spent watching by a viewer.

First Play Rules

Establish time-based or title-based criteria for the first ad played during a user session.

Ad Unit Frequency

Set the specific number of video and rich media ads to be played at each insertion point.

Video Targeting

Target ads to specific video titles in your library.

Key Value Identifiers

Target ads to specific criteria (KVPs) that you associate with all or some insertion points in your players using your ad server's targeting capabilities.

Standards Compliance

Emerging industry standards VAST and VPAID give advertisers and publishers uniform ways of creating, trafficking, and tracking campaigns across properties. Ad serving technologies work universally across Flash and HTML5 video environments. Video Cloud supports VAST 1.0, VAST 2.0, and VPAID and is a leading contributor to the development of these standards. Or use ad display SWFs to display unique ad formats in your players.

Ad Network Integration

Monetize a portion or all of your content, including remnant inventory, through ad networks. Turnkey integrations with leading networks including Tremor Media, ScanScout and BrightRoll let you get started quickly.

Ad Server Integration

Integrate with your own ad serving platform. Built-in integrations are available for Ad Delivery Solutions, AdTech, Atlas AdManager,

DoubleClick's DART For Publishers (DFP), DART For Enterprise, OAS by 24/7 RealMedia, Yahoo APT (YVAP), OpenXTM, and many more.

Merchandising

Motivate audiences to take action without ever leaving the video player. Video Cloud offers a number of ways convert browsers to buyers, including point-and-click tools to set up in-player calls to action and a visual cue point editor to insert offers and actions at any point throughout your video.

Monetization Analytics

Video Cloud's integrated analytics present critical information to optimize and support your advertising and merchandising strategy. Engagement and attention span reports show how long your viewers watch and pinpoint drop-off points. Monitor and adjust ad placement to match video performance statistics.

PUT YOUR VIDEOS TO WORK WITH PERFORMANCE ANALYTICS

Make better decisions and drive results with comprehensive built-in analytics and reports. Identify your best content and discover audience behaviors with insightful details.

Country Level Geographic Viewership

Displays viewership for a selected Country with mouse-over details and drill down.

Region/State Geographic Viewership

Displays viewership for a selected Region or State with mouse-over details and drill down.

City Geographic Viewership

Displays viewership metrics for a selected City with mouse-over details.

Runtime Environment Trends

Displays player loads, views and viewed minutes for each player runtime environment viewing your content.

Browser Trends

Displays player loads, views and viewed minutes for each Web browser viewing your content.

OS Trends

Displays player loads, views and viewed minutes for each operating system viewing your content.

Viewer Attention Span

A graphical summary of drop-off metrics across all content displays what percentage of your viewers watched what duration of your videos.

Video Engagement

Displays the exactly how long viewers watch each video, with percentage of views that reached the 50%, 75% and 100% completion mark as well as play along preview showing your video next to the data.

New Viewers

Displays the total number of new viewers of your videos during the report time span as well as the average, max and total new viewers per day across a desired time frame and interval.

Unique Viewers

Displays the total number of unique viewers of your videos during the report time span as well as the average, max and total unique viewers and minutes per day.

Top Domains

Track players embedded on your site and other locations. The Top Domains report lists the top 1000 domains that host your players, the number of video views, minutes and percent of total views for that domain.

Top Traffic Sources

Lists the top referring sites to your players, the number of views and minutes viewed and the percent of your accounts total views.

Top Search Terms

Lists the top search terms users enter in search engines (Google, Yahoo, Bing) to find your players, the number of views and minutes viewed and the percent of your accounts total views.

Player Level Viewership

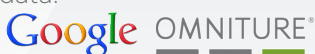
Test and compare how the same content performs in different locations on your site - on your homepage, your mobile app player, your video library player. Optimize player options and locations based on real feedback. Reports include views per player with additional details as you drill down into any one player.

HTML5 Analytics

Get deep insight into how your viewers are engaging with your content across every device and playback environment. Unlike other HTML5 solutions, Video Cloud analytics cover both Flash and HTML5 playback to give you comprehensive insight into audience behaviors. and links are driving visitors to your site.

Web Analytics Integration

Access your site metrics and video analytics in one convenient place so you can understand how video affects time on site, engagement and conversion. The Video Cloud Web Analytics SDK integrates directly with leading web analytics packages like Omniture and Google Analytics to consolidate your audience data.



Data Export & Download

Perform deeper analysis by downloading detailed reporting data into a .csv file or Excel spreadsheet. Export snapshot report graphics as images for use in your presentations.

BUILD WITH THE BEST

Create incredible online video experiences and implement custom workflows with a host of developer-centric tools and resources. Video Cloud APIs, SDKs, and an active developer ecosystem enable you to create custom implementations to suit any project.

APIs

Utilize comprehensive APIs to customize, extend, and integrate with the Video Cloud platform. With Video Cloud token-based REST Media APIs (Read + Write), you can easily access all your content and metadata, integrate with third party technologies like CMS services and DAM systems, create custom player templates with BEM and extend video players to add functionality and plug-ins.

Media Read API

Access the content and metadata in your Video Cloud account through our REST-based API to integrate with your environments.

Media Write API Access

Use Write Access to create, update or delete videos and playlists from outside your Video Cloud account.

Player API

Customize the viewer experience using JavaScript and ActionScript APIs to integrate Video Cloud players within AJAX pages and Flash-based Rich Internet Applications. Integrate multiple third-party player plug-ins from our rich ecosystem of partners to add ratings, product recommendations, chat modules, captioning and more to your players.

SDKs

SDKs accelerate your projects. Video Cloud SDKs give you the tools you need to jump-start projects and deliver great video applications. Mobile App SDKs for iOS and Android give you mobile-ready player templates and beautiful sample applications. The advertising SDK gives you everything needed to develop custom ad policies and player behaviors. Learn from sample code and SDKs for JavaScript, Python and PHP.

Documentation

Get the answers you need, when you need it. Brightcove's Developer Center gives you unlimited access to comprehensive product documentation, sample code, developer articles and technical videos making it easy for you to get the information you want when you need it. With over 1000 pages of product documentation in English, French, German, Japanese and Spanish, Video Cloud gives you the information you need to succeed.

Ecosystem

Brightcove Technology Partners build complementary products and services that you can easily integrate with your online video

experiences and back-end workflows. From transcoding to social sharing to advertising, our partners enable you to do more with video than ever before.

Community

Get Connected and Learn More. There are many ways you can get connected with other Video Cloud developers to learn about the latest features, compare best practices and share tips and tricks. Check out Video Cloud community forums to see thousands of posts from developers on a wide variety of topics, connect through Facebook and LinkedIn and join us for one of the many live meetups and informal user groups that are scheduled around the world.