



Channel Connect for In-Stream Implementation in Brightcove

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Introduction

This guide explains implementing In-Stream in Brightcove players.

In-Stream Ad Overview

The In-Stream video solution integrates video ads into video content played in a video player on a publisher's site. The video ad can be played as follows:

- **Pre-Roll:** The ad is played before the video content
- **Mid-Roll:** the ad is played somewhere in the middle of the video content
- **Post-Roll:** The video is played after the video content

In this scenario, the ad is played in a Brightcove player, and the ad is served by Brightcove.

Supported Players and Formats

Brightcove players 2 and 3 (for ActionScript versions 2 and 3) are supported. The players support Flash versions up to version 10 (for Brightcove 3).

Tracking Options

The Brightcove player can track the following interactions: impressions, clicks, Video Started, Video 50% Played, and Video Ended.

Agency third-party tracking is also supported.

Generating and Handling Code

The code generated for Brightcove players is XML code supported by Brightcove players. The code is placed in the Brightcove application.

To add the Eyebalster-generated code:

Locate the `<VideoAd>` in your Brightcove ad server template, and then replace the code between `<VideoAd>` and `</VideoAd>` with the generated code.

An example of the XML code:

```

<videoAd trackPointTime="" version="1" trackPointURLs="" duration="30"
trackStartURLs="http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=isi&interactionsStr=~UnSp
ecified~0^ebVideoStarted~0~0~1~0~1~0~0&pos=3477&ebRandom=
[timestamp]&cim=1" trackMidURLs="http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=isi&interactionsStr=~UnSp
ecified~0^eb50Per_Played~0~0~1~0~1~0~0&pos=3477&ebRandom=
[timestamp]" trackEndURLs="http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=isi&interactionsStr=~UnSp
ecified~0^ebVideoFullPlay~0~0~1~0~1~0~0&pos=3477&ebRandom
=[timestamp]">

<videoURL>http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=is&c=23&pli=258272&pi=0&
amp;vt=FLV8&pos=3477&ord=[timestamp]&cim=1
</videoURL>
<videoClickURL>http://bs.serving-
sys.com/BurstingPipe/adServer.bs?cn=bisi&pli=258272&pi=0&p=U
nSpecified&pos=3477
</videoClickURL>

</videoAd>

```

Notes:

- The tag requires the publisher to implement cache busting using the “timestamp” variable. Verify that your publisher’s player can identify the timestamp variable and replace it for cache busting purposes.
- It is up to Brightcove to call our tracking URLs, such as Video 50% Played, at the right time (in synch).

eyeblander 

Training Department

**Corporate Headquarters, Eyeblander, Inc.
135 West 18th Street, 5th Floor, New York, NY 10011
Tel: 646.202.1320, Fax: 212.686.9208
info@eyeblander.com www.eyeblander.com**

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