

Managing and Using Ooyala Media



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# Chapter 1 Media Usage

Sitecore Media Framework allows content authors to insert media into their pages in a variety of ways. This chapter covers the options that are available.



# 1.1 Rich Text Editor

Rich text fields allows content authors to insert formatted content into their pages. Content authors use the rich text editor to create and edit this formatted content. This section covers the features that Sitecore Media Framework adds to the rich text editor.

#### 1.1.1 Embed Media

Media can be embedded directly in a rich text field.

1. In the rich text editor, click the Embed Media button.



Rich Text Editor		
B Z   5 🖪 🗄 🖾 🕄	₿Ω• ₿ ♡·ሮ·#	
big data marketing repository, to a co atest version of <u>Sitecore</u> makes cust		has previously held marketers back, the e latest version of Sitecore gives marketers
Design HTML		



2. Use the search screen to find the media you want to insert. Click the row that represents the media you want to insert. Click the Next > button.

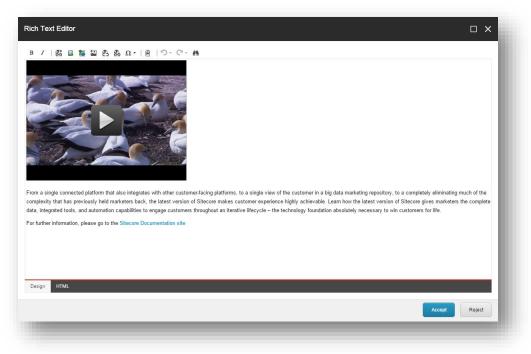
ARCH MEDI	IA ITEM UPLOAD MEDIA ITEM			
•	Cocation: Media Framework 🗴 🗙 🔍			Î
	119 Results			
	20140811144812mp4		CURRENT FILTER	s
	Template: Ooyala Video Location: Media Content Version: 1 Created: 2015-03-09 By: sitecore\admin Language: en		ooyalavideo	×
	Wildlifewmy		TEMPLATE	^
	Template: Ooyala Video Location: Media Content		ooyalavideo	119
	Version: 1 Created: 2015-03-09 By: sitecore\admin Language: en		LANGUAGE	~
A	20141030182452mn4			*
. <i>I</i> Media Fr	ramework/Accounts/My Ooyala Account/Media Content/2015/03/09/16/16/Wildlifewmv			
		Back	Next	Cancel

3. Depending on the type of media you select, you will see additional options. For example, if you select a video, you must specify the player that should be used to display the video, along with the dimensions for the player. Click Finish.

Properties Set Width and Height of t	he Media Element.	
Width:	400	
Height:	300	
Player:	Single Video Player 🔻	
		Close
_		



4. The media is embedded in the rich text field.





#### 1.1.2 Embed Media Link

A link to media can be inserted in a rich text field. When the link is clicked,

1. In the rich text editor, click the Embed Media Link button.

ich Text Editor		
B I   🐉 🚦	🏭 🎽 含 袅 Ω •   🖻   🖓 • 🤍 🏯	
ig data marketing repo atest version of <u>Siteco</u> he complete data, inte	section of the cust of the customer-facing platforms, to a single view of the cust pository, to a completely eliminating much of the complexity that has previously held marketers be one makes customer experience highly achievable. Learn how the latest version of Sitecore gives or grated tools, and automation capabilities to engage customers throughout an iterative lifecycle – absolutely necessary to win customers for life.	ack, the marketers
chilology foundation a	absolutely necessary to win customers for me.	



2. Use the search screen to find the media you want to insert. Click the row that represents the media you want to insert. Click the Next > button.

		ia Item c Media Item. Click Next to set media properties.			
SEARC	CH MEDI/	A ITEM UPLOAD MEDIA ITEM			
					<u>^</u>
•	,	Cocation: Media Framework 🗙			- 11
		119 Results			- 11
	8	20140811144812mp4		CURRENT FILTER	s
R		Template: Ooyala Video Location: Media Conlent Version: 1 Created: 2015-03-09 By: sitecore\admin Language: en		ooyalavideo	×
	<b>\$</b>	Wildlifewmv		TEMPLATE	^
~		Template: Ooyala Video Location: Media Content		ooyalavideo	119
	<u>م</u>	Version: 1 Created: 2015-03-09 By: sitecoreladmin Language: en		LANGUAGE	^ _
ame /	Media Fr	amework/Accounts/My Ooyala Account/Media Content/2015/03/09/16/16/Mildlifewmv			
			Back	Next	Cancel

3. Enter a value for Link Title. This is the text that will appear for the media link.

In addition, depending on the type of media you select, you will see additional options. For example, if you select a video, you must specify the player that should be used to display the video, along with the dimensions for the player. Click Finish.

Properties Set Width and Height of the Me	idia Element.
Link Title:	Watch the video now
Width:	400
Height:	300
Player:	Single Video Player 🔻



4. A link is embedded in the rich text field.

Rich Text Editor	o x
Watch the video now         Your a single connected platform that also integrates with other customerfacing platforms, to a single view of the customer in a big data marketing repository, to a data, integrate to data marketing repository, to a data marketing repository and the latest version of <u>Sitecore</u> makes customer experience highly achievable. Learn how the latest version of data, integrate tools, and automation capabilities to engage use throughout an iterative lifecycle – the technology foundation absolute/necessary to win	f Sitecore gives marketers the complete
data, integrated toos, and automation capabilities to engage customers throughout an iterative lifecycle – the technology foundation absolutely necessary to win For further information, please go to the Sitecore Documentation site	customers for life.
Design kTML	
	Accept Reject



#### 1.2 Rendering

Renderings allow content to be positioned at a specific location on a page. Sitecore Media Framework includes a rendering that allows content authors to insert media in pages.

#### 1.2.1 Embed Media Rendering

- 1. Use Page Editor to add a rendering to a placeholder.
- 2. Select the Embed Media rendering.

Select a Rendering Select the rendering that you w	ant to use. Click Select to continu	e.		×
Sample Rendering	Embed Media			
Open the Properties dialog I	oox immediately.		Select Cancel	

3. The rendering has been added to the placeholder. Now click the Embed Media Element button.

Other	Component Presets		Delete page Move page	E Rename	Lock K Work		Settings	Messages	Close	
Mode	New			Edit		P	ublish	Social	Close	
The item is	in the 'Approved' workflow state	e in the 'Regular Wo	rkflow' workflo	w.						×
							loj	gin register	sites +	
	Sitecore Abo	ut Launch Sitecore •	Team	Glossary			C	Search		
	Home > Audience Landing Page	es > Content Owner	5					Add ti	o Favorites	
	Marketers		Vedia		je, become liting tools.	informed, and co	nvert. Sitecore	customers accom	plish these	
>	Content Owners Developers Network Architects			<b>∃ X</b>   % a						



4. Use the search screen to find the media you want to insert. Click the row that represents the media you want to insert. Click the Next > button.

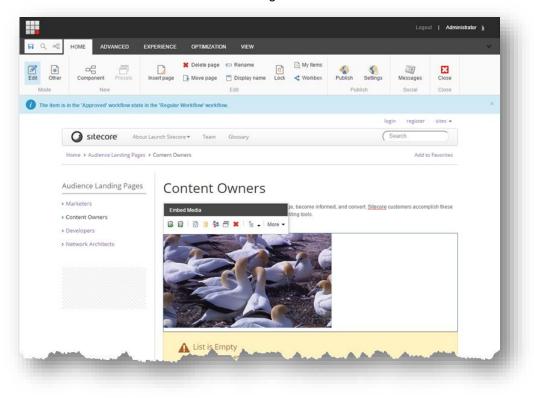
					<u>^</u>
,	Location: Media Framework X	Q			
	120 Results				
<u>^</u>	Sandals Caribbean		CURRENT FILTERS		
×>	Template: Ooyala Video Location:: Media Content Version: 1 Created: 2015-03-11 By: sitecore\admin Language: en		ooyalavideo	×	
	Version: 1 Created: 2015-03-11 By: sitecore/admin Language: en		TEMPLATE		
	20140811144812mp4			^	
××	Template: Ooyala Video Location:: Media Content		ooyalavideo	120	
	Version: 1 Created: 2015-03-11 By: sitecore\admin Language: en		LANGUAGE	~	
×	Wildlifewmv		enalish	120	-
/Media Fr	ramework/Accounts/My Ooyala Account/Media Content/2015/03/11/13/50/Sandals Caribbean				

5. Depending on the type of media you select, you will see additional options. For example, if you select a video, you must specify the player that should be used to display the video, along with the dimensions for the player. Click Finish.

Properties Set Width and Height of the I	Media Element.	□ ×
Width:	400	
Height:	300	
Player:	Default Player 🔻	
_		Close



6. The media has been selected for the rendering.





# Chapter 2 Media Management

Sitecore Media Framework allows content authors to manage media using the Sitecore Media Library. This chapter covers the options that are available.



#### 2.1 Read-only Mode

If Sitecore Media Framework is configured to be read-only, then the Ooyala media cannot be managed in Sitecore. This means that:

- Changes made in Sitecore will not be recognized by Ooyala.
- The next time Sitecore is synchronized with Ooyala, any changes made within Sitecore may be lost.



# 2.2 Channels

A channel is a collection of videos in a single player. Sitecore Media Framework allows content authors to add new channels, edit existing channels and delete existing channels.

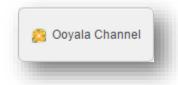
# 2.2.1 Add Channel

Sitecore Media Framework allows content authors to add new channels.

- 1. Open the Sitecore Media Library.
- 2. Navigate to the account with the videos you want to create a channel for.
- 3. Navigate to the Media Content item.



4. Add a new Ooyala Channel item.



- 5. For the Video List field, select the videos you want to include in the channel.
- 6. For the Name field, enter a descriptive name for the video.

#### 2.2.2 Edit Channel

Channel items are edited just like any other Sitecore items.

#### 2.2.3 Delete Channel

Channel items are deleted just like any other Sitecore items.



#### 2.3 Videos

Sitecore Media Framework allows a content author to upload videos from his local machine, as well as to edit and delete existing videos.

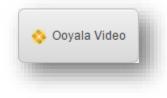
#### 2.3.1 Add Video

Sitecore Media Framework allows content authors to add new videos.

- 1. Open the Sitecore Media Library.
- 2. Navigate to the account with the videos you want to create a channel for.
- 3. Navigate to the Media Content item.



4. Click Ooyala Video.





5. Click Add files.

ploader		□ ×
Accounts	Add files Start All	
My Ooyala Account		

- 6. Select the file you want to upload from your local machine.7. Click Start upload.

Accounts       Add files       Start All         Sandals       Size :       26.07 MB       Start         Caribbean.mp4       Buffering :       Cancel buffering	×				Jploader
Caribbean.mp4	_				Accounts
			26.07 MB		My Ooyala Account
		Cancel buffering		Building .	



8. After the video is uploaded, close the uploader window.

lploader				□ ×
Accounts	Add files Star	't All		
	Sandals	Size :	26.07 MB	Start
My Ooyala Account	Caribbean.mp4	My Ooyala Account	<b>V</b>	GO TO ITEM
			•	

#### 2.3.2 Edit Video

Video items are edited just like any other Sitecore items.

#### 2.3.3 Delete Video

Video items are deleted just like any other Sitecore items.



# 2.4 Players

A player is needed in order to display a video or a channel. A player defines what kind of capabilities are available to the visitor who wants to watch a video. Sitecore Media Framework allows content authors to add new players, edit existing players and delete existing players.

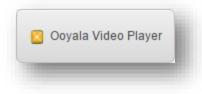
# 2.4.1 Add Player

Sitecore Media Framework allows content authors to add new players.

- 1. Open the Sitecore Media Library.
- 2. Navigate to the account with the videos you want to create a player for.
- 3. Navigate to the Players item.



4. Click Ooyala Video Player.





5. Enter a value for the Name field.

The current item is not exported to media service. Fill all required fields and save the item.	
uick Info	~
lain	^
) [shared]:	
ame [shared]:	
My Video Player	
Buffer on Pause [shared]	
efault Language [shared]:	

6. Save the item.

#### 2.4.2 Edit Player

Player items are edited just like any other Sitecore items.

#### 2.4.3 Delete Player

Player items are deleted just like any other Sitecore items.



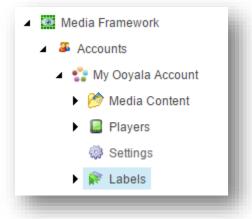
# 2.5 Labels

Labels are used to describe videos and channels. Sitecore Media Framework allows content authors to add new labels, edit existing players and delete existing players.

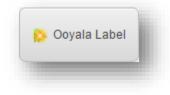
#### 2.5.1 Add Label

Sitecore Media Framework allows content authors to add new players.

- 1. Open the Sitecore Media Library.
- 2. Navigate to the account with the videos you want to create a label for.
- 3. Navigate to the Labels item.



4. Click Ooyala Label.





5. Enter a value for the Name field.

The current item is not exported to media service. Fill all required fields and save the item.		
Quick Info		~
Data		^
D [shared]:		
Name [shared, standard value]:		
My Ooyala Label		
Full Name [shared]:		

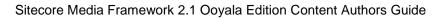
6. Save the item.

# 2.5.2 Edit Label

Label items are edited just like any other Sitecore items.

#### 2.5.3 Delete Label

Label items are deleted just like any other Sitecore items.





# Chapter 3 Analytics

Sitecore Media Framework allows video playback events to be recorded in DMS. This chapter covers the options that are available.



#### 3.1 Playback Events

Playback events are used to record DMS page events as the result of video player actions. For example, when video playback starts, a DMS page event can be written.

#### 3.1.1 Default Playback Events

Ooyala Video Connector comes with the following playback events:

- Playback Started
- Playback Completed
- Playback Error

#### 3.1.2 Configure Playback Events for Account

By default, the playback started and playback completed events are recorded. This is enabled on the Settings item under the Ooyala Account item.

The Settings item has a field named Playback Events Rules. A rule is defined that tells the Media Framework to record the events that are specified under videos and channels.

Analytics	 ^
Playback Events Rules [shared, original value]:	
Edit rule	
Rule 1 where true (actions always execute) add media item events and trigger playback started and trigger playback completed	

#### 3.1.3 Disable Playback Events for Account

All playback events can be disabled for a specific account.

- 1. In Content Editor navigate to the account under Media Library > Media Framework > Accounts
- 2. Select the Settings item



3. The Playback Events Rules field describes the conditions that must be met in order for playback events to be registered. By default, the condition is "where true", meaning "always". Click the Edit Rule button to change the condition, or to remove the existing rule.

nalytics	^
layback Events Rules [shared, original value]:	
dit rule	
Rule 1 where true (actions always execute) add media item events	

#### 3.1.4 Specify Playback Events for Media

Each channel and video item has a field named Events. This field determines which playback events will be handled for the specified item.

The following screenshot indicates that playback events have been specified for the video:

Analytics		^
Events [shared]: Select all Deselect all All	Selected	
Playback Changed 1 Minute Playback Changed 50 Percent Playback Error	Playback Started Playback Completed	
	¥	*

NOTE: Standard Values can be used to ensure certain events are recorded for all channels and videos, but the field also allows individual channels and videos to have their own events selected.

NOTE: These events will only be recorded if the Settings item under the Ooyala account item has its Playback Events Rules field configured to with the "add media item events" action. See section 3.1.2.

#### 3.1.5 Create New Playback Events

You can add new playback events in order to capture more detailed information about video playback.

- 1. In Content Editor navigate to System > Modules > Media Framework > Playback Events
- 2. Add a new item using the template Playback Event
- 3. For the Page Event field select Playback Changed



- 4. For the Parameter field you can enter a value in one of the following formats:
  - a. Number after the video is played this number of seconds, the page event is recorded. An example of a valid value is 15
  - b. Percent after the video is played this amount, the page event is recorded. An example of a valid value is 50%
- 5. Save the item
- 6. Publish the item
- 7. Now you can add the new page event to your channels and videos

NOTE: Remember to assign the new playback event to your channels and videos. Otherwise the event will not get recorded.



#### 3.2 Reports

Sitecore Media Framework includes a number of reports that pertain to video playback.

#### 3.2.1 Started Playback

This report shows a list of the videos that have triggered the video started event.

<b>—</b>	Dashboard		Most started videos		Logout   Administrator 🧎
<u>.</u>	Audience	~	DASHBOARD > Most started videos		
Ж	Acquisition	~			11 Dec '14 - 12 Mar '15 🔻 All sites 🔻
₽-	Behavior	~			
R	Conversions	~			
0	Media Framework	^	Video	Video Duration	The number of video started
	Most started videos				
	Most completed videos		Wildlife.wmv	30s	2
	Most popular videos started but	not com	Sandals Caribbean	13min 38s	1

# 3.2.2 Completed Playback

This report shows a list of the videos that have triggered the video completed event.

Dashboard Most completed videos   Audience DashBOARD Most completed videos   Acquisition In Dec'14-12 Mar'15 All sites F   Behavior In Dec'14-12 Mar'15 All sites F   Conversions Video Duration   Most started videos Video Duration   Most completed videos Video Duration   Video Video Duration   Video Video Duration   Video Video Duration					Logout <b>  Administrator</b> ,	3
It Dec'14 - 12 Mar'15   It Dec'14 - 12 Mar'15     It Dec'14 - 12 Mar'15     All sites     Video     Video Duration     The number of video completed     Widlife.wmv     30s     2			Most completed videos			
In Dec'ld - 12 Mar'15     Alistes       In Dec'ld - 12 Mar'15     In Dec'ld - 12 Mar'15       In Dec'ld - 12 Mar'15     In Dec'ld - 12 Mar'15       In Dec'ld - 12 Mar'15     In Dec'ld - 12 Mar'15       In Dec'ld - 12 Mar'15     In Dec'ld - 12 Mar'15       In Dec'ld - 12 Mar'15     In Dec'ld - 12 Mar'15       In Dec'ld - 12 Mar'15     In Dec'ld - 12 Mar'15       In Dec'ld - 12 Mar'15     In Dec'ld - 12 Mar'15       In Dec'ld - 12	Audience	~	DASHBOARD > Most completed videos			
Image: Normal State     Video     Video Duration     The number of video completed       Most started videos     Wildlife.wmv     30s     2	K Acquisition	~			11 Dec '14 - 12 Mar '15 🔻 All sites	•
Wedia Framework         Video         Video Duration         The number of video completed           Most started videos         Widlife.wmv         30s         2	Behavior	~				
Video         Video Duration         The number of video completed           Most started videos         Wildlife.wmv         30s         2	ရှိ Conversions	~				
Most completed videos Wildlife.wmv 30s 2	Media Framework	^	Video	Video Duration	The number of video completed	Ľ.
Most popular videos started but not com			Wildlife.wmv	30s	2	
	Most popular videos started	but not com				



# 3.2.3 Incomplete Playback

This report shows a list of the videos that have triggered the video started event but not the video completed event.

Dashboard		Most popular vid	eos started bu	t not completed		
Audience	~	DASHBOARD > Most popular	videos started but not comp	eted		
K Acquisition	~				11 Dec '14 - 1	2 Mar '15 ▼ All sites ▼
Behavior	~					
Conversions	~					
Media Framework	^	Video	Video Duration	Started Count	Completed Count	Videos started and
Most started videos Most completed videos		Sandals Caribbean	13min 38s	1	0	100%
Most popular videos started b	ut not com					