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Brightcove 4 Integration and Trafficking Guide

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Introduction

Using Brightcove’s application programming interfaces (APIs) and a custom “ad translation layer”, the Ad Delivery Solutions (ADS) ad server can be quickly and easily integrated with a Brightcove 4 platform account to manage, target, deliver and track advertising campaigns on an unlimited number of Brightcove players using all of Brightcove’s formats.

Quick –Start Guide: Implementation Overview

Here are the basic steps you need to do to integrate the ADS ad server with Brightcove 4 players:

1. Get a Brightcove platform account and create all of your videos (aka titles), playlists (aka lineups), and players. Be sure to enable the videos for advertising as needed.
2. Get an ADS ad serving account and provide your Brightcove technical account representative with two pieces of special information, to configure the “Account Level Defaults” for your account:
 - a. The account-level default “Base Ad Tag URL”:
<http://ahs2.adhostingsolutions.com/oasisi-i.php?w=1&h=1&u=ahs2.adhostingsolutions.com>
 - b. The account-level default “Ad Source”:

Ad Delivery Solutions

3. If you have multiple players, make a Section in the ad server for each player. If you only have one single player, no new sections need be created.
4. Create your advertisers in the ad server.
5. Create your campaigns in the ad server.
6. Within each campaign make your creatives for the campaign using the Brightcove rich media templates. Activate your campaigns.
7. Configure the advertising settings on your Brightcove players to enable each player for advertising, set the ad policy, enable your selected insertion points (Preroll, Midroll, Postroll), and set the custom ad server Key/Value Pairs for each insertion point.

If you require assistance, contact support@addeliverysolutions.com or call (415) 508-3645.

Brightcove Templates

The ADS ad server can deliver ads into any of Brightcove’s “3.0” out-of-the-box player templates including:

- Single Video Players 3.0
- Tabbed Navigation 3.0
- Compact Tabbed Navigation 3.0
- Widescreen with Horizontal List 3.0

To integrate the ad server with a custom player template, please contact ADS support. See Brightcove’s template page for more information:

<http://support.brightcove.com/en/docs/player-templates>

Brightcove Formats

Using built-in, user-friendly rich media templates, the ADS ad server can utilize any of Brightcove’s available formats (depending on the chosen Brightcove player template) including:

- Video Ads (pre-roll, mid-roll or post-roll)
- Banners and Leave-behind Banners
- Expandables (Video Ad Pods)
- Overlay Ads (Overlay Pods)

See Brightcove’s format page for more information about formats:

<http://support.brightcove.com/en/docs/supported-ad-formats-and-format-codes>

Ad Server Features

The ADS ad server allows a publisher to manage any number of advertisers and campaigns based on fixed price, CPM or CPC ad models and provides detailed reporting on impressions, clicks and click-through rate by advertiser, campaign, creative, player, insertion point and date. The ADS ad server also optionally allows a publisher to create formatted advertiser invoices for billing and calculate publisher revenue sharing payments for ad network models.

The ADS ad server provides an array of targeting and delivery parameters for Brightcove ad display including:

- Campaign and creative start-date and end-date scheduling
- Impression and click goal scheduling
- Dayparting by day-of-week and hour-of-day
- Frequency capping by selected time period
- Geo-targeting by country or U.S. state/Canadian province
- Targeting by player, insertion point, playlist, video title or category



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- Targeting by OS or browser

Ad Delivery Solutions has a partnership with a worldwide third-party content delivery network (CDN) to deliver the advertising creative assets including .flv, .swf, .gif, and .jpg files. All bandwidth consumption to serve creative assets is included in the ADS ad server account.

Technical Configuration of Brightcove and Ad Server

In order to get started, a publisher must first have secured an account on the ADS ad server and received a default “Base Ad Tag URL” for the account. Second, a publisher must obtain a Brightcove account. Work with your Brightcove account manager to make sure that the “Account-level Default Base Ad Tag URL” has been set for your Brightcove account, and that your Brightcove account has been configured to use the Ad Delivery Solutions “Ad Translator”.

Your default “Base Ad Tag URL” is:

<http://ahs2.adhostingsolutions.com/oasisi-i.php?w=1&h=1&u=ahs2.adhostingsolutions.com>

Your default “Ad Source” is:

[Ad Delivery Solutions](#)

Next, you should create your videos, playlists and players in the Brightcove console and publish your video content.

ADS Ad Server Configuration

The first step in configuring your ad server is to make your sections in the user interface. Each section represents a Brightcove player. A new ad server account will be set up with one top-level publisher section, a player subsection (which represents a single Brightcove player) and three insertion point subsections (which represent Preroll, Midroll and Postroll insertion points for the player). **If you will only be using one Brightcove player, no new section creation is necessary.** If you will be serving ads to multiple players, you must create one new section in the ad server for each player, along with the player insertion point subsections. To create sections do the following:

1. Click on the Sections tab. Click on the top-level publisher section. On the Section Details page, choose the link to “Add New Subsection”. Name the new section to match the new Brightcove player’s name and save the section.
2. Click on the newly created player section. On the Section Details page, choose the link to “Add New Subsection”. Name the new section “Preroll” and save the section. Repeat for the “Midroll” and “Postroll” subsections. Note that it is only required that you create the insertion point subsections if you will actually be using them. If you are not going to serve Post-Roll ads, for example, there is no need to create the “Postroll” subsection.
3. Note that each insertion point subsection you create will have its own unique “sectionID” value. You will need to know the sectionID value when you configure the Brightcove players in [step #7 of the Brightcove player configuration](#) below. You can view the ad server sectionID by placing



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your mouse cursor over each section link in the section tree and looking in the browser's status bar to see the SectionID.

4. Repeat this entire process for each additional Brightcove player you have, on which you will be serving ads .



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Advertising Set-Up

In order to set up the ADS advertising campaigns for delivery, follow these basic steps:

1. **Advertiser Creation** – After creating your sections, you should create your advertisers. Click on the advertisers tab and choose to Add Advertiser. Fill in the advertiser details and save the advertiser. Repeat this process for each advertiser. Note that it is advised to create an advertiser called “Test” to be used for any test campaigns and an advertiser called “House” to be used for any house campaigns you run. Optionally, you can specify a login name and password for an advertiser if you wish to provide the advertiser access to the advertiser reporting tool.
2. **Campaign Creation** – After creating your sections and advertisers, you are ready to make ad campaigns.
 - a. Click on the Campaigns tab and choose to Add Campaign.
 - i. Fill in the campaign name and choose the appropriate advertiser. It is good practice to use a campaign naming convention to describe the campaign to include elements such as advertiser abbreviation, description, date range and targeting parameters. For example, the name HP_LenovoPromo_010108-022908_News would describe a Lenovo Promotion campaign from Hewlett Packard running from Jan.1 – Feb. 29, 2008 on the News lineup.
 - ii. Next enter the start date and end date for the campaign and an impression goal (if applicable). If the end date is left blank, the campaign will run indefinitely. If the impression goal is left blank, the campaign will serve an unlimited number of impressions. **Note that campaigns with a start/end date and an impression goal are given daily and hourly goals and are considered “guaranteed” campaigns. Those campaigns without impression goals are considered “remnant” campaigns. Guaranteed campaigns will always get delivery priority over remnant campaigns until there are no more available Guaranteed impressions to deliver for the time period.**
 - iii. If you have **not** entered an impression goal for the campaign (i.e. , it is a “remnant” campaign), configure the campaign’s weight setting to compete against other “remnant” campaigns. Campaign weight sets the delivery ratio for all remnant campaigns. Good practice is to set the weight to the percentage of remnant impressions you would like the campaign to receive. If you have two remnant campaigns running in the same player, for example, and you would like one to serve 30% of the time and the other to serve 70% of the time, set the



first campaign weight to 30 and the second to 70. If you have 3 remnant campaigns running in the same player and they should serve 50%, 25% and 25%, then set the campaign weights to 50, 25 and 25 respectively.

- iv. Click on Save to save the campaign.

3. Creative Creation

- a. Within a campaign, click on the Add Creative link to add a new creative. Fill in the creative name and click URL and click on Save. It is good practice to use a creative naming convention to describe the creative to include elements such as advertiser abbreviation, description, date range, ad type and insertion point. For example, the name GE_RangeOffer_030108-063008_Midroll_Overlay would describe a special offer campaign from GE running from Mar.1 – June 30, 2008, which shows an overlay midroll ad. After saving, you will be directed to the Creative Details page.
- b. Click on the Add/Remove Section Assignments link within the creative and choose to “Include” the insertion point section (Preroll, Midroll or Postroll) for each player to which you would like to deliver the creative and click on Save.
- c. (Optional) Click on the Add/Remove Delivery Controls link within the creative and set up any optional special targeting parameters (see item #4 below).
- d. (Optional) Select any frequency capping or dayparting parameters for the creative and save it.
- e. Click on Edit Rich Media to access the Brightcove rich media template selection. Choose the template describing the Brightcove format that you wish to use. Be sure to choose a format that is available for your Brightcove player. Once the chosen template opens, enter the value “1” for the height and “1” for the width (these values do not correspond to the actual ad size). Browse for and upload the template’s corresponding creative elements and click on the Update Rich Media button. Click to Save.
- f. (Optional) If you have received a “third party impression tracking pixel” along with the ad creative from the advertiser/agency, you can enter it into the rich media template’s “trackStartURL”, “trackMidURL” or “trackEndURL” fields. See Appendix A, item #2 for more information.

4. Targeting

- a. **Targeting by Playlist or Video Title (optional)** - If you wish to target the creative by Brightcove playlist or title, you must create a delivery control. Click on the Add/Remove



Delivery Controls link for the creative. Playlist and video title targeting is controlled using keyword targeting against special parameters that are automatically passed to the ad server in the ad request. In order to target by playlist or title, you must first obtain the Brightcove PlaylistID or VideoID by you will target to by referencing your Brightcove administration panel.

- i. To target the creative **only to a specific playlist** with PlaylistID equal to 64558433, for example, build the following delivery control: “Deliver **only when** keyword matches the string Inid64558433”
 - ii. To give a creative **special delivery priority to a specific playlist while still allowing it to serve to other playlists**, build the following delivery control: “Deliver **when** keyword matches the string Inid64558433”
 - iii. To target the creative to multiple playlsts, build the delivery control separating the keyword values with commas like: “..... when keyword matches the string Inid82558621,Inid64558433” which will deliver if any one of the values is matched.
 - iv. To **exclude delivery to a specific playlist**, build the delivery control like: “**Do not deliver when** keyword matches the string Inid64558433”
 - v. The above delivery control constructions apply in the same way for targeting by individual video title using “ttid” instead of “Inid”, coupled with the appropriate VideoID number.
- b. **Targeting by Category (optional)** - If you need to target to all titles which belong to a specific category but which live within different playlists, you need to do two things:
- i. Assign your videos to a category. For each video, go to the video’s Economics tab within the Brightcove console and set the video’s keyvalue to the category name. For example, for a video about an athlete sponsored by Nike, enter a keyvalue of “nike” and Save it. If the video belongs to multiple categories, separate the category names using a plus (+) symbol like “nike+basketball”.
 - ii. In your creative, set a delivery control to do keyword targeting by the category name.
 1. For example, to target a specific Nike creative **only to videos featuring Nike athletes**, choose “Deliver **only when** keyword matches the string nike”.



2. To give a creative **special delivery priority to a specific category while still allowing it to serve to other categories**, build a delivery control like: “Deliver **when** keyword matches the string nike”
3. To target the creative to multiple categories, build the delivery control separating the keyword values with commas like: “..... **when** keyword matches the string nike,soccer” which will deliver if any one of the values is matched.
4. To **exclude delivery to a specific category**, for example, to guarantee that a Puma creative will not serve on a Nike sponsored athlete’s video, choose “**Do not deliver when** keyword matches the string nike”.

5. Campaign Activation

- a. After you make the creatives for a campaign and it is ready to launch, change the status of the campaign to Active and save it. At the top of each hour all new Active campaigns and edits to Active campaigns will take effect when the ADS ad server delivery engine reloads.

Brightcove Player Configuration

You will next configure your Brightcove player(s) to use the external ad server as follows:

1. In the Advertising tab of your Brightcove 4 account, choose to Edit the player.
2. Click on Yes on the button for “Request Ads from this Player?”
3. Select an advertising policy, either “Time Based” or “Video Based”, depending on your preference.
4. In the policy settings, set the video number on which you want the first ad request to occur.
5. Depending on the advertising policy chosen, choose the frequency you would like an ad to display, either based on the number of video plays or a determined time interval.
6. Enable the required ad insertion points for the player: Pre-Roll, Mid-Roll or Post-Roll Ad Insertion. If you will be doing Mid-roll ads, please also see the special Mid-Roll cue point information in Appendix A.
7. For each enabled insertion point, Edit the Key/Value Pairs as follows:
 - a. For Pre-roll, enter the value: **&s=xxx&k=**
where xxx corresponds to the ad server sectionID for the player’s Preroll section.
 - b. For Mid-roll, enter the value: **&s=yyy&k=**
where yyy corresponds to the ad server sectionID for the player’s Midroll section.
 - c. For Post-roll, enter the value: **&s=zzz&k=**
where zzz corresponds to the ad server sectionID for the player’s Postroll section.
 - d. See [item #3 in the ADS Ad Server Configuration](#) instructions above for information about obtaining the insertion point sectionID values.
 - e. Always choose the radio button setting to “Overwrite Key/Value Pairs”.
8. Click on Save Changes.

Appendix A - Technical Notes

1. Mid-Roll Cue Points

If you will be running mid-roll ads such as overlays or video commercials, your players or videos must be configured with “cue points”. The “cue points” tell the Brightcove player when the Mid-Roll ad request will be made during video playback. There are many ways to set cue points, the easiest being the “Setting ad Cue Points using the Brightcove Advertising Module”. To learn how to set cue points, see:

<http://support.brightcove.com/en/docs/adding-cue-points-videos>

2. Third-party ad code and third-party impression/click tracking

- Standard third-party banner ad tags cannot be served into a Brightcove player. In order to serve third-party network ads into a Brightcove player you need to obtain a VAST Wrapper from the ad network. Information on VAST Wrappers can be found here: <http://support.brightcove.com/en/docs/vast-wrapper-ads>
- Alternately, a simple affiliate or third-party ad server IMG SRC URL can be used instead of uploaded ad creative to serve the ad image. Note that when using an IMG SRC URL, the third-party can only return a static banner (.gif or .jpeg).
- Google AdSense for Video (ASV) ads can be served as preroll video ads or midroll overlay ads. This is done using the Ad SWF template in conjunction with your ASV account. For more information on serving Google ASV, see: <http://support.brightcove.com/en/docs/google-adsense-video-integration>
- If a third-party wishes to track impressions and clicks, in addition to the ad creative they must provide two items:
 - An impression counting pixel URL – When making the ad creative in the ad server rich media template, enter the pixel URL into either the “trackStartURL”, “trackMidURL” or “trackEndURL” fields, depending on when during the ad play you want the impression count to occur.
 - A click redirect URL – When making the ad creative in the ad server rich media template, enter the click redirect URL into the “Click URL” field.

3. Ad Format special notes:

- If you wish to run only the expandable ad in conjunction with a banner ad (without an overlay ad or video ad being shown), you must utilize the Overlay Pod format and upload a transparent .swf for the overlay creative, along with the normal expandable .swf/.gif/.jpeg and banner .swf/.gif/jpeg files. The length of time in seconds that the expandable is shown depends on the duration setting of the .swf file itself.

4. Coordinating Brightcove player advertising with external, non-Brightcove banner advertising within your webpages

Using special Brightcove player parameters and the Brightcove Media API, it is possible to coordinate the delivery of external banner, text and rich media advertising with the Brightcove video advertising. Please contact support@addeliverysolutions.com for more information. This could be done for various reasons, including:



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- to run special sponsorships or roadblocks on a webpage with ad coordination between the video player ads and ad banners outside of the player.
- to target both video advertising and banner advertising together by using attributes of the video being played, such as category or other content classification.
- to pass special keywords or parameters from the page to the video player for targeting.

Appendix B

Notes about ad creative for Brightcove creatives:

- Video ads must be either .flv, .swf, static .gif, or .jpg formats.
- Expandable, leave-behind banner, and overlay ad creative must be in either .swf, .jpg, or static .gif formats. No .flv allowed.
- The ideal ad creative sizes in pixels (WIDTHxHEIGHT) for each Brightcove ad component are:
 - Video Ads: Ideal size is 480x360, but smaller dimensions such as 300x250 can be used.
 - Overlays: Ideal size is 480x90, but the standard 468x60 size works well.
 - Expandables: 300x250 is required.
 - Leave-behind banners: 728x90, 468x60 or 300x60 is required, depending on the player template you are using.
- Ad file size for .flv files should not exceed 2 MB. Ideal file size for .swf, .gif and .jpg creative is <60KB.
- If the creative is a Flash ad with .swf format, the Flash ad must be configured by the designer to use the clickTag element so that click-throughs can be counted by the ad server. To apply the clickTag function to a Flash banner, do the following:
 - Edit the Flash movie file (.fla). Apply the following 4 lines of code to a button in Flash for the entire banner. This button should be the top layer of the Flash ad:

```
on (release)
{
getURL(clickTag, "_blank");
}
```
 - Note that the word clickTag is case sensitive! Do not edit the code above. The final click-through URL will be handled externally by the ad server.
 - Recompile the Flash movie into a shockwave file (.swf).
 - If you wish to see the video content underneath an overlay .swf, a transparent background should be used.
 - See this page for more information: <http://studio.brightcove.com/library/help/ad-specs-clickTag.cfm>