Blue Billywig

All you need. All in one.

Online Video Platform
Starter guide

We've created this step-by-step guide to show you how to upload a video into the platform and then publish it on your website.

First, log into the online video platform by navigating to your publication and logging in using your username and password.

https://<yourpublication>.bbvms.com

If you don't have a username and password yet (or forgot them), please contact your Video Consultant, Customer Success Manager or support@bluebillywig.com.

Step-by-step guide

📘 Media library   Once you're logged in, browse to the **Media Library.**

Let's start in the **Upload & Transcode** tab.

STEP 1 | Upload a video

There are three ways to upload a video:

1. Drag and drop a video file into the area under **Local Upload**
2. Click on **Select Files** and select a video file
3. Import a video using a URL
   For example: YouTube, Vimeo or Dropbox

STEP 2 | Add metadata

Your video has been uploaded to the OVP and can be found in the Media Library. Next, add your metadata.

Navigate to the **Media Clips** tab and select the video to edit. This automatically takes you to the **Metadata** tab of the clip.

- **Enter the title**

  Consider the number of characters (50 - 60 characters)

  Make sure you put the most important keyword at the beginning.

- **Add a description**

  Consider the number of characters (max. 300)

  Use the most important keywords in the description.

- **When relevant, add an author**

  Google can display these in the search results

- **Deeplink**

  Here, you enter the URL that leads to the page on which you want to index the video
  Tip: When you embed a video on your website, we advise you to enter the page URL where you placed the video.

- **Add tags**

  Use the most important keywords

  This allows you to create playlists and group clips together.
  Tip: Add a "standard tag" to all your clips so videos are automatically added to a clip list. For example, you can create the tag "video sitemap".

- **Customized fields**

  If you need custom fields to store clip data, make sure you fill those out. For example:

  - Category
  - Purpose

  Note: This only applies to publications with custom fields enabled.

STEP 3 | Add a thumbnail

Now that the metadata is in, the next step is to select a thumbnail.

Browse to the **Thumbnail** tab.

Choose a thumbnail using one of the following methods:

1. Choose one of the automatically generated thumbnails by clicking one and saving.

2. Use the Thumbnail selector. Click **"Select thumbnail from video"** in the left-hand corner. Press the **"Play"** button, and a camera icon will appear in the middle of the screen. When you spot an image from the video that you like, simply click on the camera icon. Click **Save** when you're done.

3. Upload a thumbnail directly into the system. Click on **Upload file,** select your file, and **Save.**

TIP: Be sure to consider which thumbnails will generate the most clicks. Read more about it in this blog.

STEP 4 | Publish your video

Have you added all the metadata and a thumbnail? It's time to publish the video.

- The slider on the top right of the screen is set to red/left by default. This means that the video is still in Draft mode.

| Draft | | Published |

- Slide the button to the right, and the button turns green. This means that the video is Published and can be viewed.

| Draft | | Published |

- Click **Save.**

STEP 5 | Embed your video

Your video is ready to be published. Get the embed code and put it on a page.

Click the **Embed** tab.

On the left side of the screen, select the Playout to display with the clip.
- Select an existing playout
- Create a new playout in the **Playouts** tab

Select the type of script to embed from the dropdown menu.
- Javascript
  The is the most commonly used option for players and content on websites.
- iFrame
  This option embeds the player within an iFrame on a page, so some player viewability statistics aren't captured.

- Click **Copy to Clipboard** and paste the code into the source code of the page where you want to see the video.