



Sitecore Media Framework 2.1 Ooyala Edition

Content Authors Guide

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.

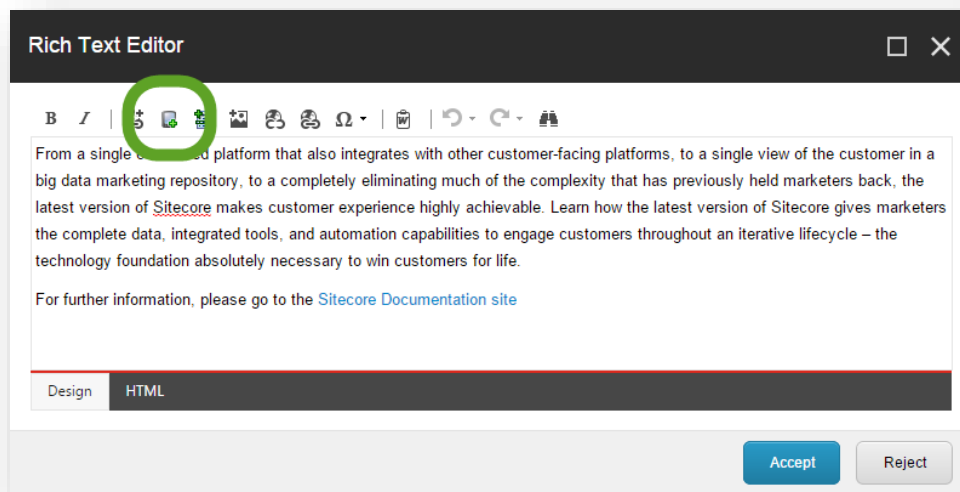
1.1 Rich Text Editor

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

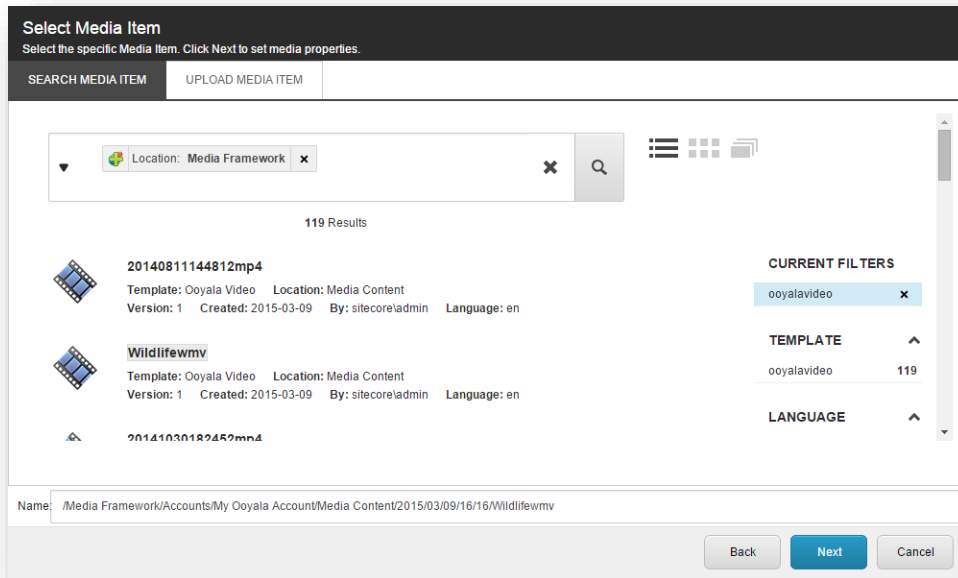
Media can be embedded directly in a rich text field.

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

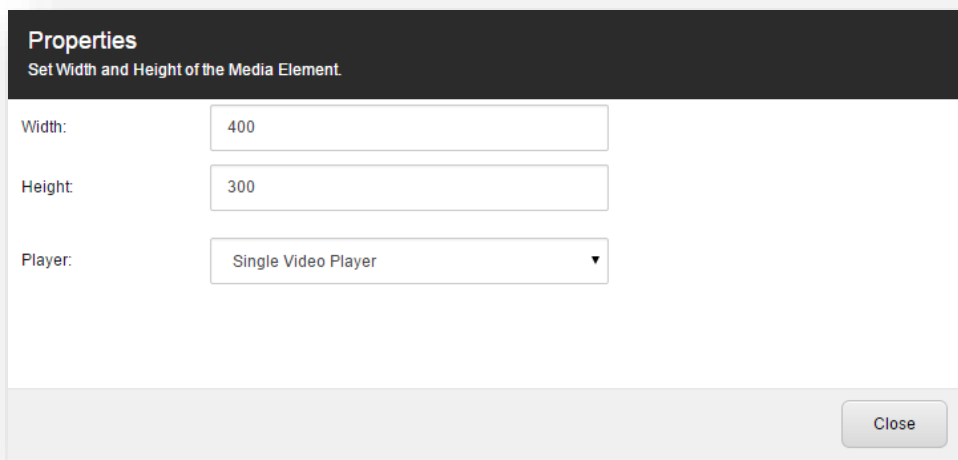


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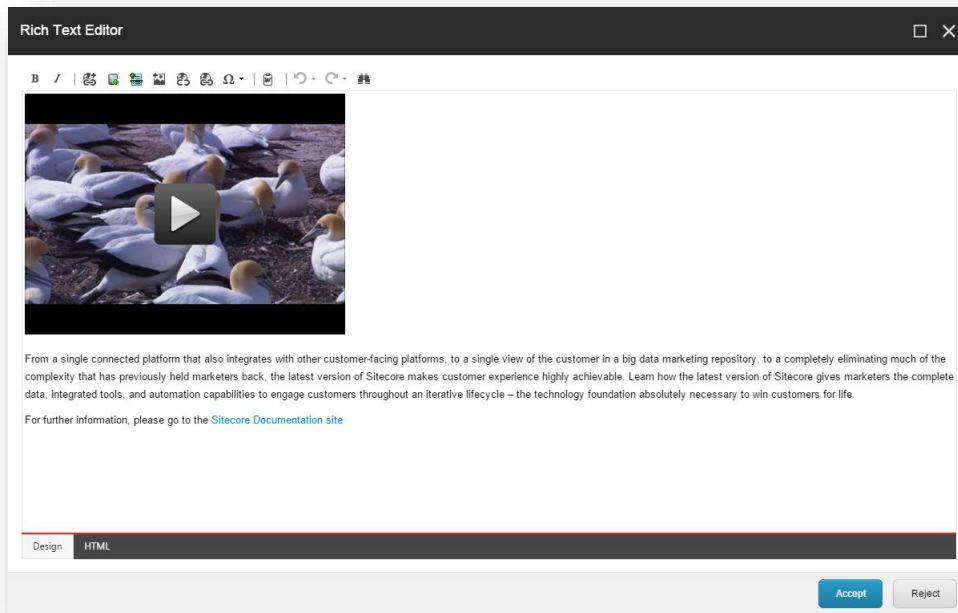
- Use the search screen to find the media you want to insert. Click the row that represents the media you want to insert. Click the Next > button.



- 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.



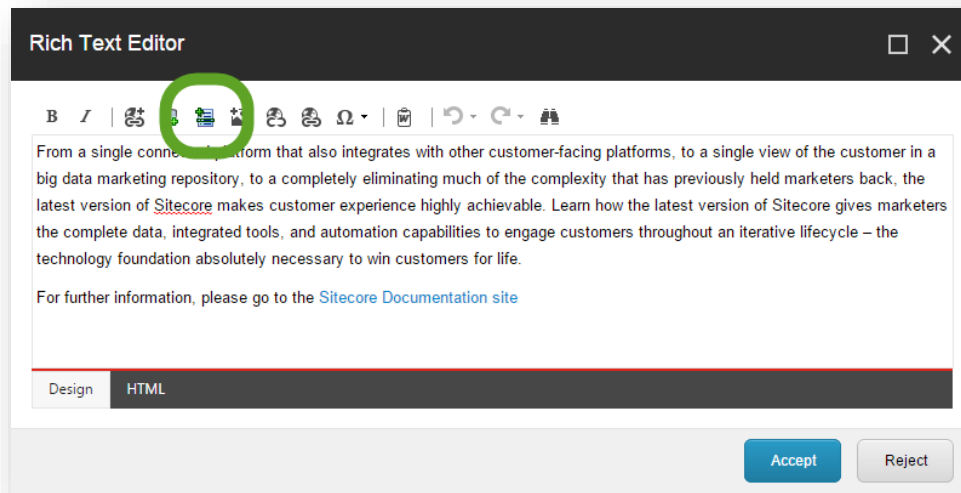
4. The media is embedded in the rich text field.



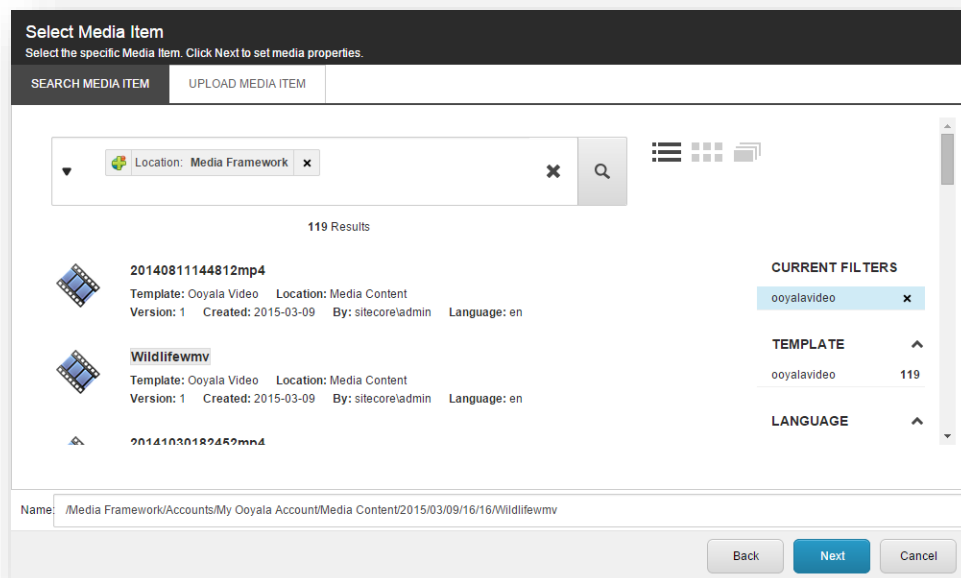
1.1.2 Embed Media Link

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.



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.

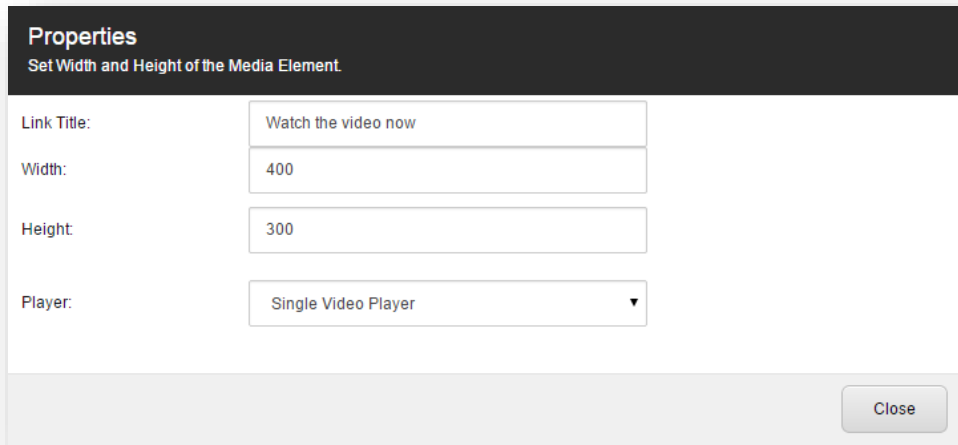


3. Enter a value for Link Title. This is the text that will appear for the media link.

In addition, depending on the type of media you select, you will see additional options. For

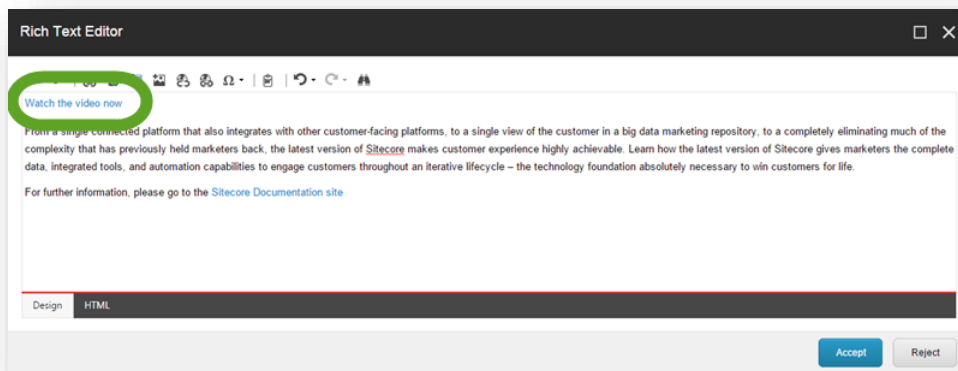
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example, if you select a video, you must specify the player that should be used to display the video, along with the dimensions for the player. Click Finish.



The screenshot shows a 'Properties' dialog box with the subtitle 'Set Width and Height of the Media Element'. It contains four input fields: 'Link Title' with the value 'Watch the video now', 'Width' with the value '400', 'Height' with the value '300', and 'Player' with a dropdown menu set to 'Single Video Player'. A 'Close' button is located in the bottom right corner.

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



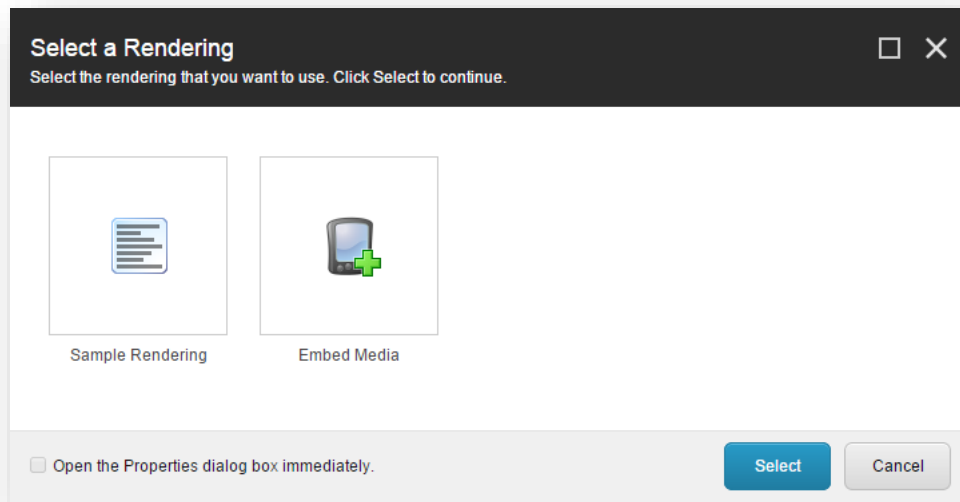
The screenshot shows a 'Rich Text Editor' window. The text 'Watch the video now' is highlighted with a green circle, indicating it is a link. Below the text is a paragraph of placeholder text: 'From a single connected platform that also integrates with other customer-facing platforms, to a single view of the customer in a big data marketing repository, to a completely eliminating much of the complexity that has previously held marketers back, the latest version of Sitecore makes customer experience highly achievable. Learn how the latest version of Sitecore gives marketers the complete data, integrated tools, and automation capabilities to engage customers throughout an iterative lifecycle – the technology foundation absolutely necessary to win customers for life. For further information, please go to the [Sitecore Documentation site](#)'. At the bottom, there are 'Design' and 'HTML' tabs, and 'Accept' and 'Reject' buttons.

1.2 Rendering

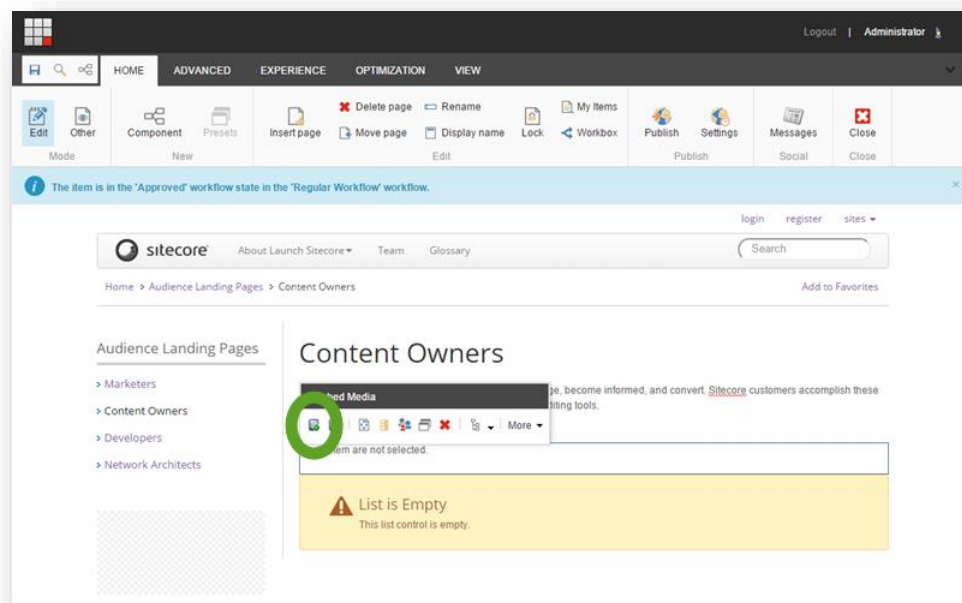
Renderings allow content to be positioned at a specific location on a page. Sitecore Media Framework includes a rendering that allows content authors to insert media in pages.

1.2.1 Embed Media Rendering

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

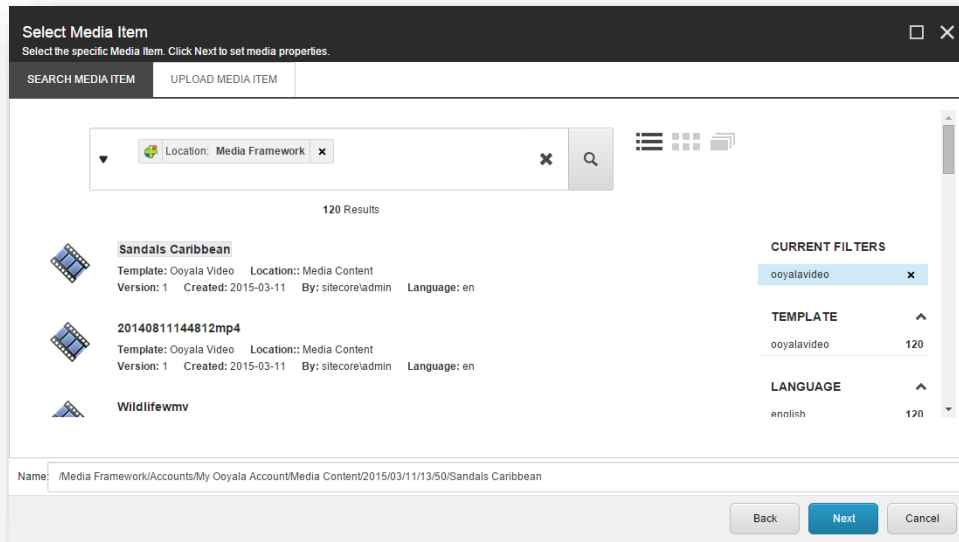


3. The rendering has been added to the placeholder. Now click the Embed Media Element button.

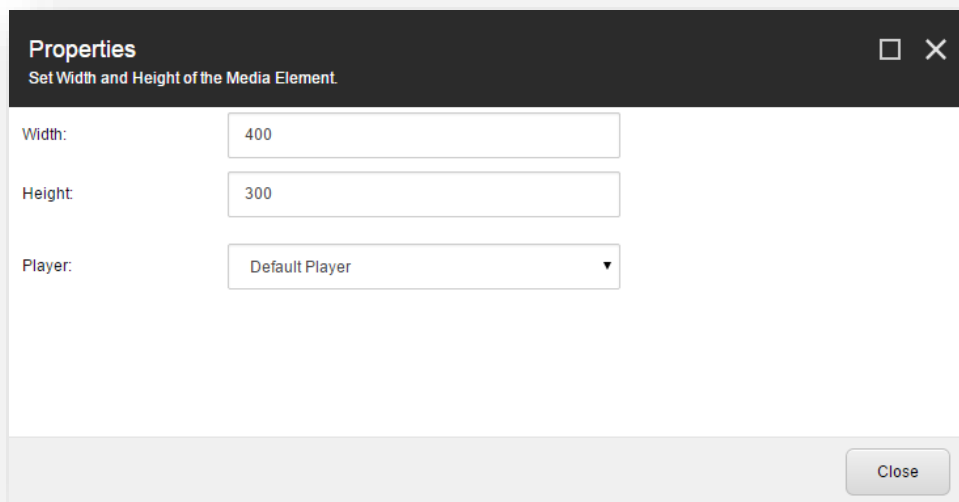


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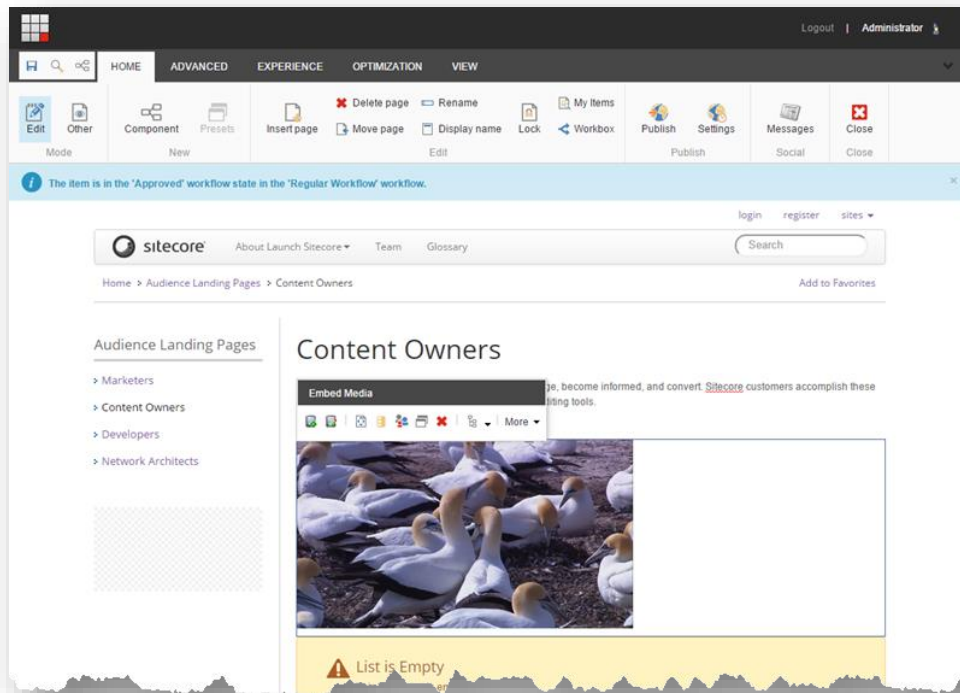
- Use the search screen to find the media you want to insert. Click the row that represents the media you want to insert. Click the Next > button.



- 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.



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.

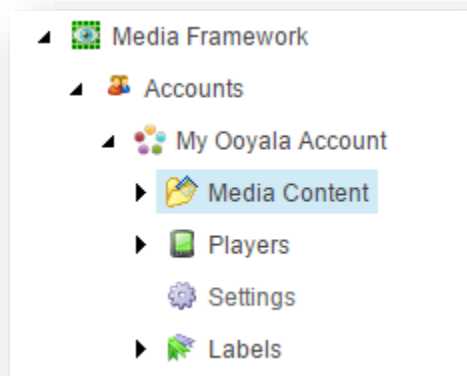
2.2 Channels

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.

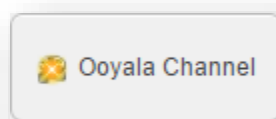
2.2.1 Add Channel

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.

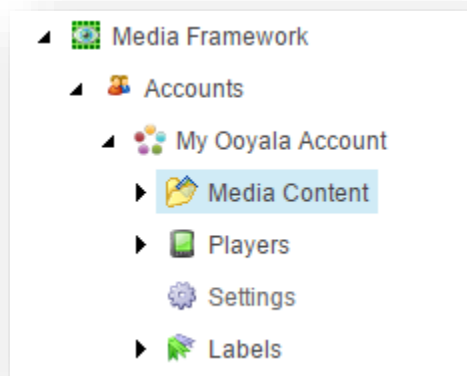
2.3 Videos

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

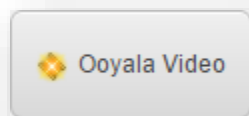
2.3.1 Add Video

Sitecore Media Framework allows content authors to add new videos.

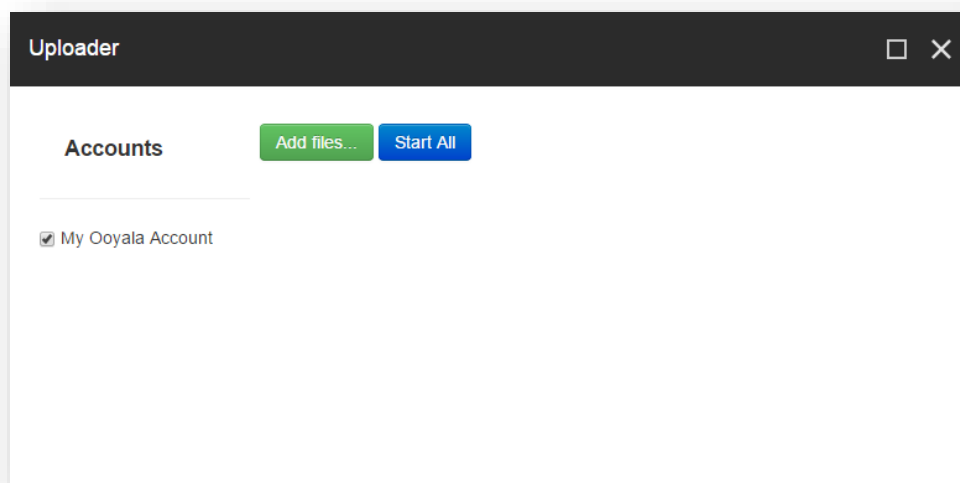
1. Open the Sitecore Media Library.
2. Navigate to the account with the videos you want to create a channel for.
3. Navigate to the Media Content item.



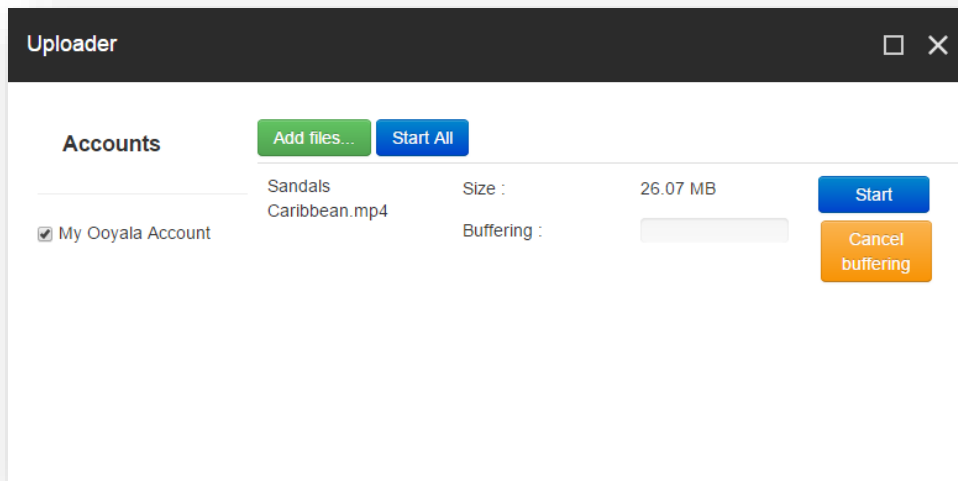
4. Click Ooyala Video.



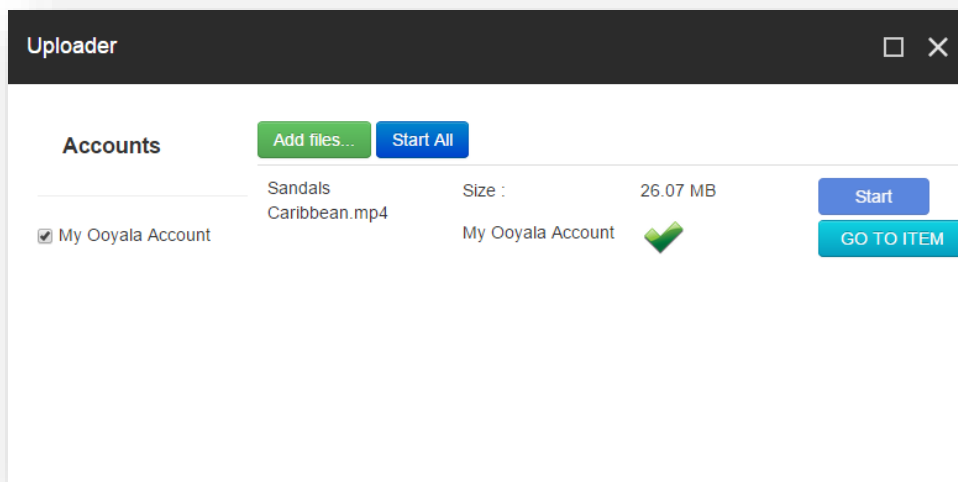
5. Click Add files.



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



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



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.

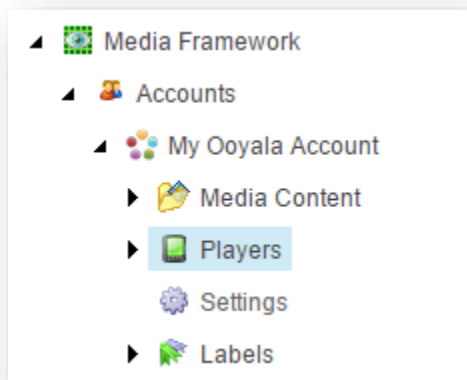
2.4 Players

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.

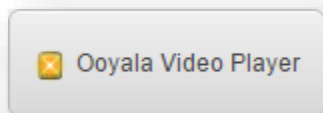
2.4.1 Add Player

Sitecore Media Framework allows content authors to add new players.

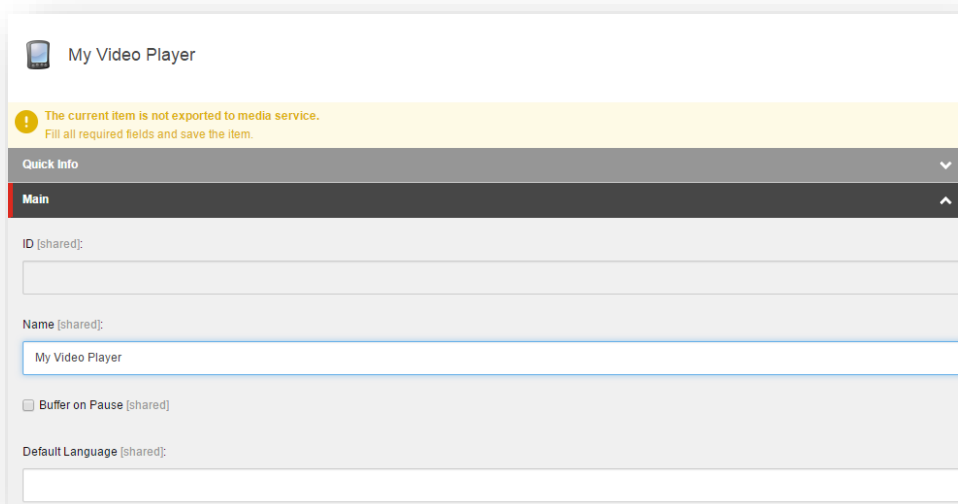
1. Open the Sitecore Media Library.
2. Navigate to the account with the videos you want to create a player for.
3. Navigate to the Players item.



4. Click Ooyala Video Player.



5. Enter a value for the Name field.



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.

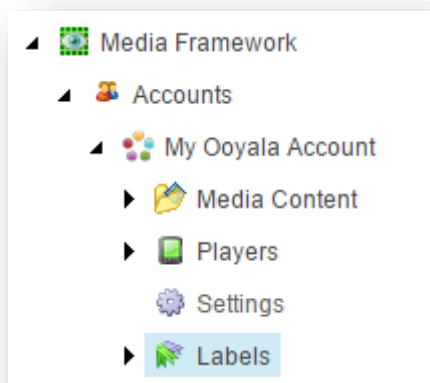
2.5 Labels

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.

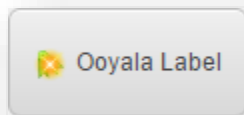
2.5.1 Add Label

Sitecore Media Framework allows content authors to add new players.

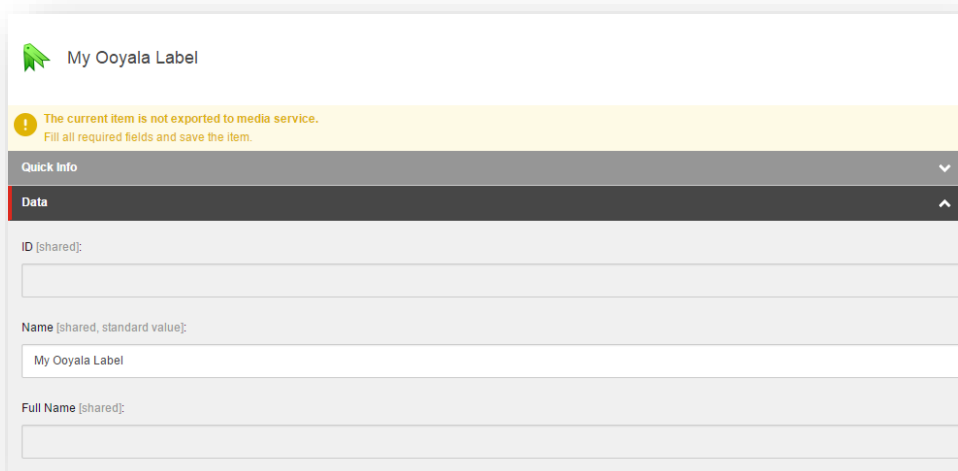
1. Open the Sitecore Media Library.
2. Navigate to the account with the videos you want to create a label for.
3. Navigate to the Labels item.



4. Click Ooyala Label.



5. Enter a value for the Name field.



My Ooyala Label

The current item is not exported to media service.
Fill all required fields and save the item.

Quick Info

Data

ID [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

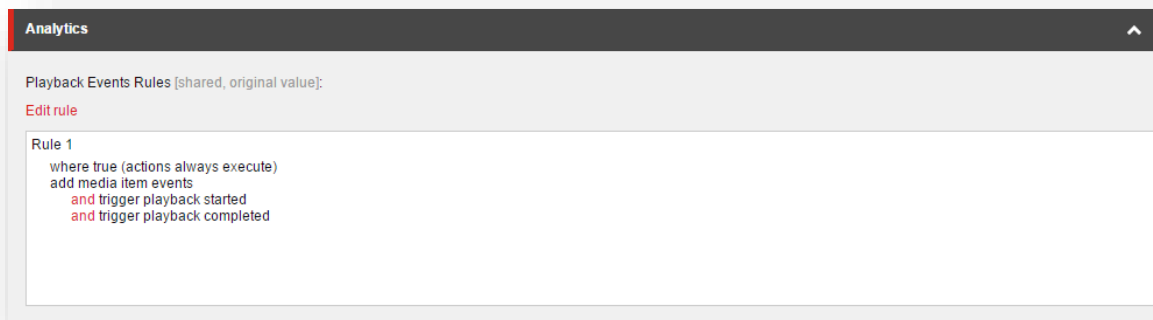
Ooyala Video Connector comes with the following playback events:

- 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.

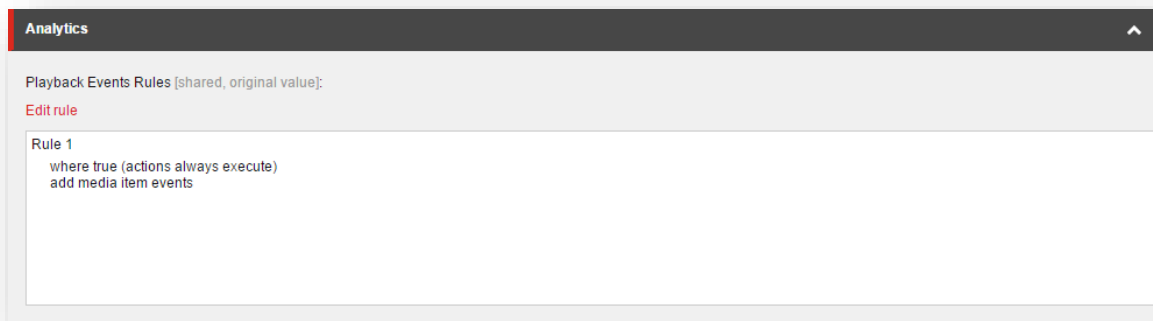


3.1.3 Disable Playback Events for Account

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

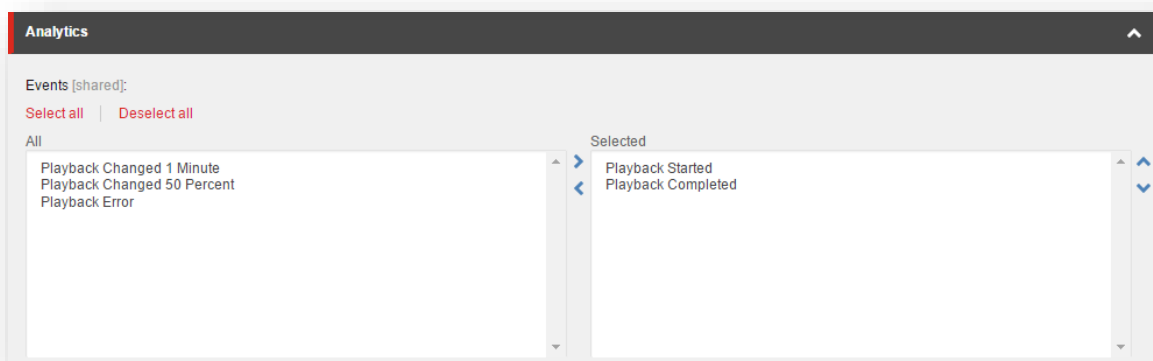
- The Playback Events Rules field describes the conditions that must be met in order for playback events to be registered. By default, the condition is "where true", meaning "always". Click the Edit Rule button to change the condition, or to remove the existing rule.



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:



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.

- In Content Editor navigate to System > Modules > Media Framework > Playback Events
- Add a new item using the template Playback Event
- For the Page Event field select Playback Changed
- For the Parameter field you can enter a value in one of the following formats:
 - Number - after the video is played this number of seconds, the page event is recorded. An example of a valid value is 15
 - Percent - after the video is played this amount, the page event is recorded. An example of a valid value is 50%

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5. Save the item
6. Publish the item
7. Now you can add the new page event to your channels and videos

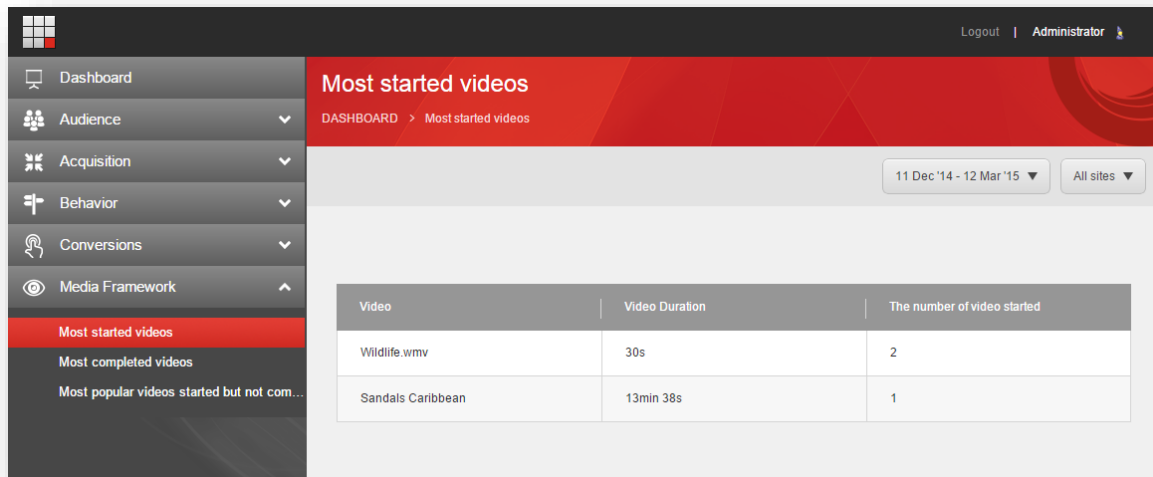
NOTE: Remember to assign the new playback event to your channels and videos. Otherwise the event will not get recorded.

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.

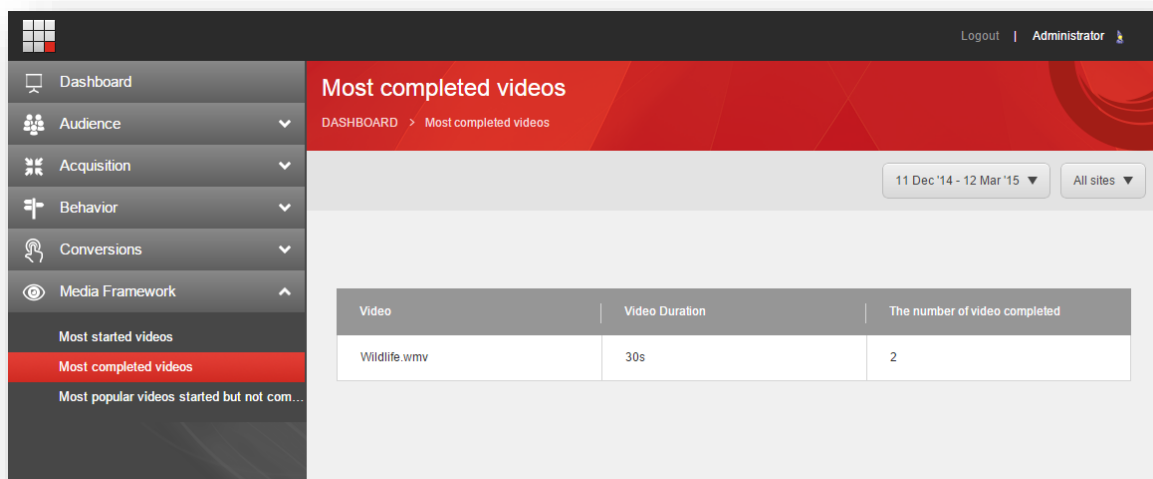


The screenshot shows the 'Most started videos' report in the Sitecore Media Framework interface. The left sidebar contains navigation options: Dashboard, Audience, Acquisition, Behavior, Conversions, Media Framework, Most started videos (highlighted), Most completed videos, and Most popular videos started but not com... The main content area has a red header with the title 'Most started videos' and a breadcrumb 'DASHBOARD > Most started videos'. Below the header, there are filters for the date range '11 Dec '14 - 12 Mar '15' and 'All sites'. A table displays the following data:

Video	Video Duration	The number of video started
Wildlife.wmv	30s	2
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.

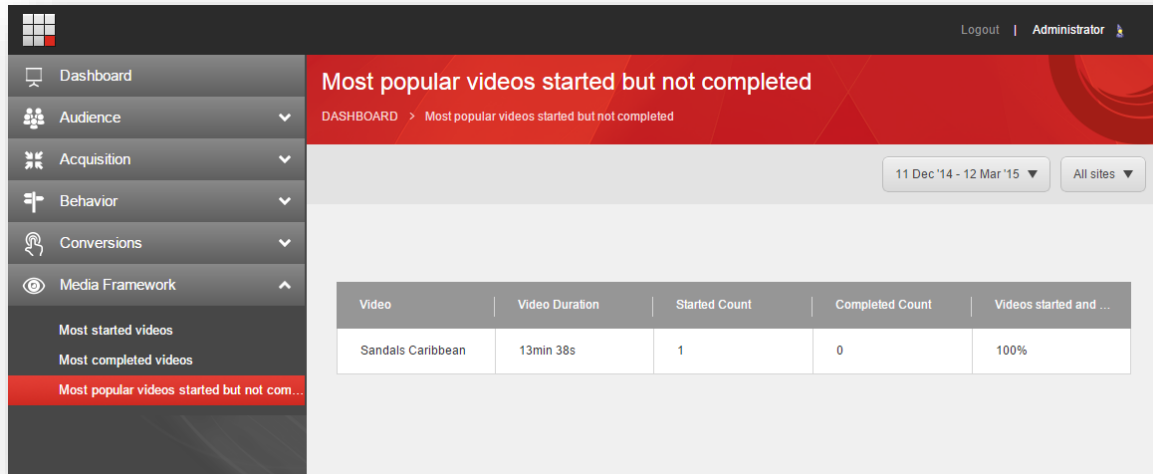


The screenshot shows the 'Most completed videos' report in the Sitecore Media Framework interface. The left sidebar contains navigation options: Dashboard, Audience, Acquisition, Behavior, Conversions, Media Framework, Most started videos, Most completed videos (highlighted), and Most popular videos started but not com... The main content area has a red header with the title 'Most completed videos' and a breadcrumb 'DASHBOARD > Most completed videos'. Below the header, there are filters for the date range '11 Dec '14 - 12 Mar '15' and 'All sites'. A table displays the following data:

Video	Video Duration	The number of video completed
Wildlife.wmv	30s	2

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.



The screenshot shows a dashboard interface with a sidebar on the left containing navigation items: Dashboard, Audience, Acquisition, Behavior, Conversions, and Media Framework. The main content area has a red header with the title 'Most popular videos started but not completed' and a breadcrumb 'DASHBOARD > Most popular videos started but not completed'. Below the header, there are filters for the date range '11 Dec '14 - 12 Mar '15' and 'All sites'. A table displays the following data:

Video	Video Duration	Started Count	Completed Count	Videos started and ...
Sandals Caribbean	13min 38s	1	0	100%