



brightcove

wordpress plugin users guide (v3.0)

Chapter 1: Installing the Plug-in

To install the WordPress plug-in, you will need the bc_enable_v30.php file, an FTP client, and a web browser. If you're not familiar with FTP, contact your web host to learn how to connect to your web site's directory via FTP. If you need recommendations for an FTP client, here are a couple of options

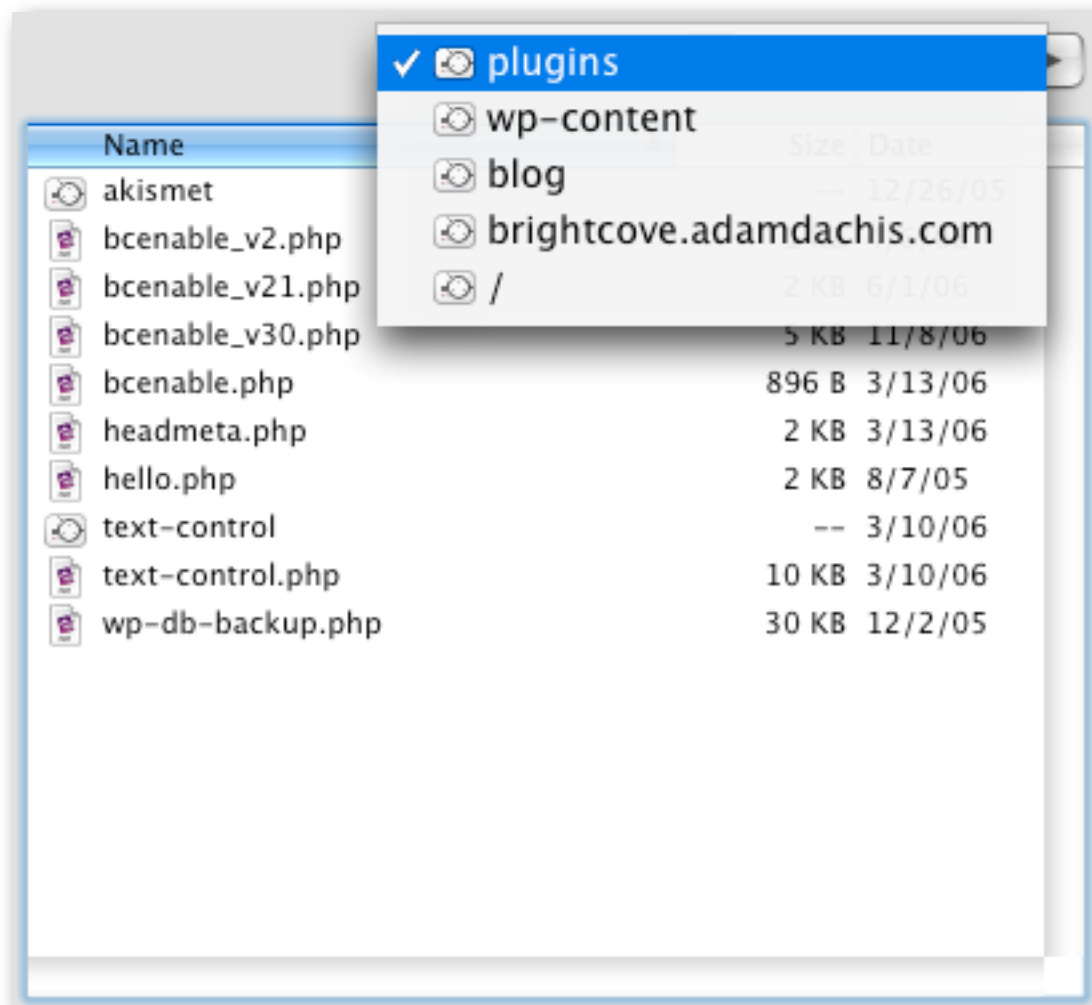
AceFTP (Windows)

http://www.download.com/AceFTP/3000-2160_4-10321125.html

Transmit (Mac OS X)

<http://panic.com/transmit/>

Using your FTP client, connect to your web server and locate your installation of WordPress. From here you'll need to find the "plugins" folder which you'll find in the "wp-content" folder. Put the bc_enable.php file in plugins and you're done with the installation.



Of course, you still have to turn the plug-in on. Log in to your WordPress Administration and click the Plugins tab. In the list you should see "BC Enable". Click "activate" and you're good to go.

Plugin Management

Plugins extend and expand the functionality of WordPress. Once a plugin is installed, you may activate it or deactivate it here.

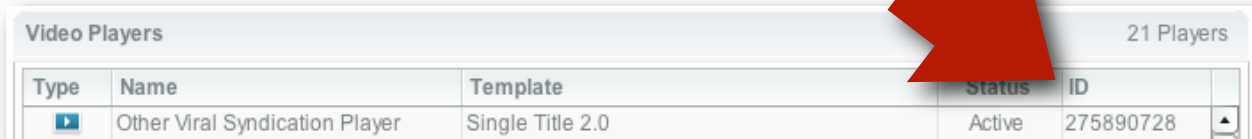
Plugin	Version	Description	Action
Akismet	1.12	Akismet checks your comments against the Akismet web service to see if they look like spam or not. You need a WordPress.com API key to use this service. You can review the spam it catches under "Manage" and it automatically deletes old spam after 15 days. Hat tip: Michael Hampton and Chris J. Davis for help with the plugin. By Matt Mullenweg .	Activate
BC Enable	1.0	This plug-in places the JavaScript needed for the BC player in the header of a post. By Adam Dachis .	Activate
BC Enable	1.1	This plug-in places the JavaScript needed for the BC player in the header of a post. By Adam Dachis .	Activate
BC Enable	2.1.1	This plug-in places the JavaScript needed for the BC player in the header of a post. By Adam Dachis .	Activate
BC Enable	3.0	This plug-in allows you to post Brightcove Players and Badges in your WordPress Blog By Adam Dachis .	Deactivate

Chapter 2: Embedding a Player

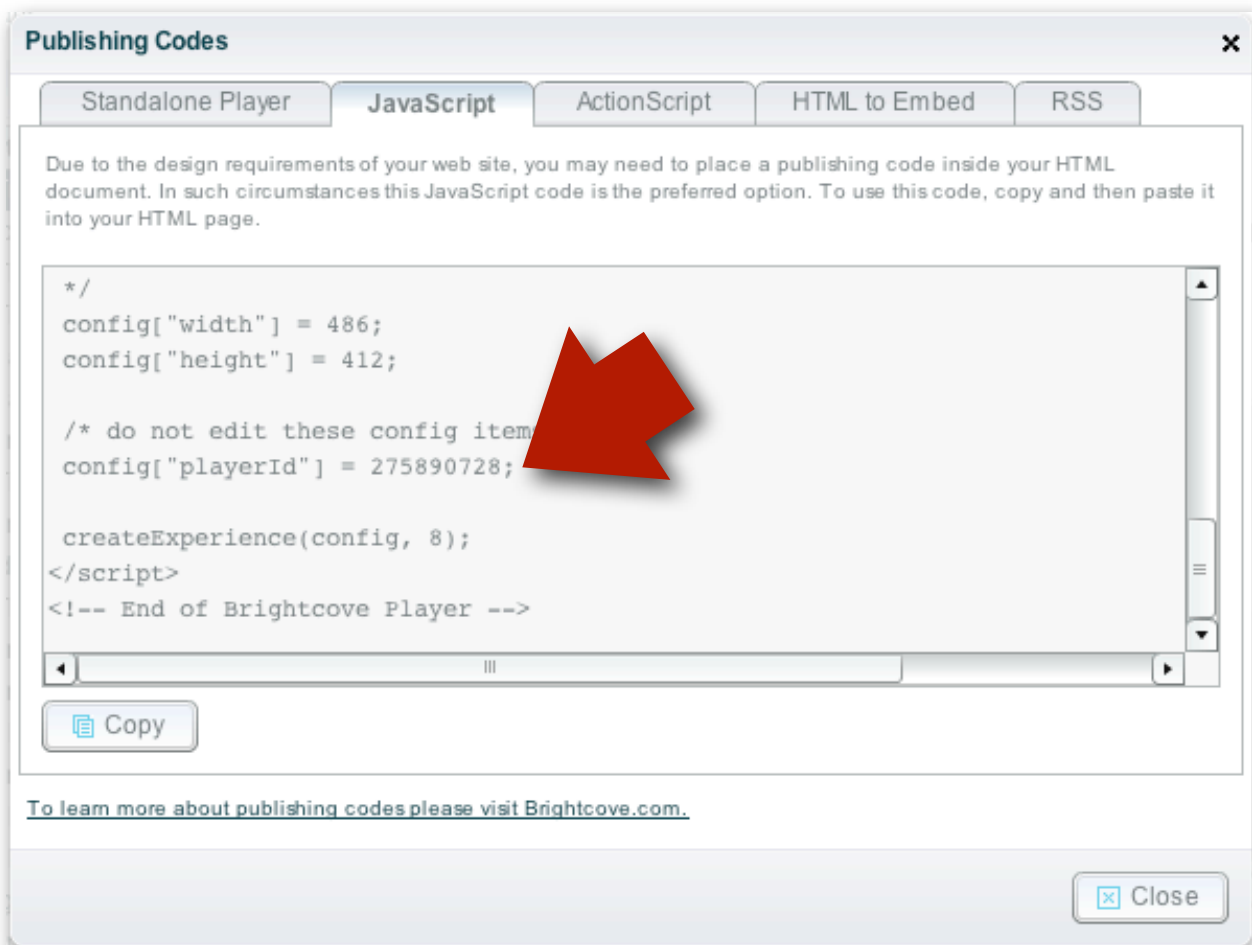
Embedding a player is now easier in version 3.0. You no longer need to edit in HTML mode. Instead, you can just place the following text in your post:

```
embedPlayer(PLAYERID)
```

You should replace PLAYERID with the playerId you see in the console or in your JavaScript code snippet.



Type	Name	Template	Status	ID
	Other Viral Syndication Player	Single Title 2.0	Active	275890728



Publishing Codes [X]

Standalone Player | **JavaScript** | ActionScript | HTML to Embed | RSS

Due to the design requirements of your web site, you may need to place a publishing code inside your HTML document. In such circumstances this JavaScript code is the preferred option. To use this code, copy and then paste it into your HTML page.

```
*/
config["width"] = 486;
config["height"] = 412;

/* do not edit these config items
config["playerId"] = 275890728;

createExperience(config, 8);
</script>
<!-- End of Brightcove Player -->
```

[Copy]

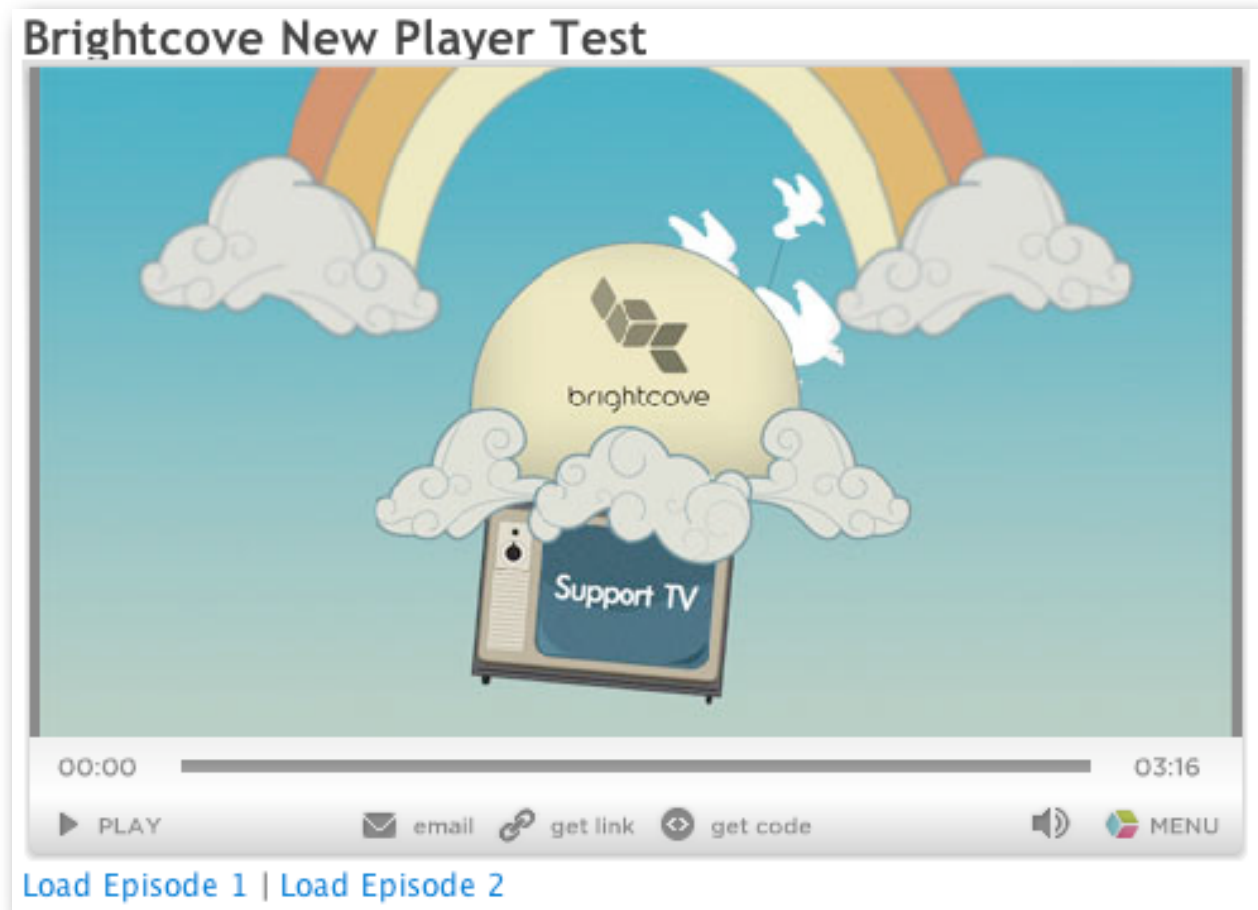
[To learn more about publishing codes please visit Brightcove.com.](http://Brightcove.com)

[Close]

That code, however, is only for embedding a Single Title 2.0 player. Because that player is the most common for blogs, it made the most sense to require the least amount of configuration. Because the Single Title 2.0 player is also resizable, you now have the option of resizing it as well:

```
embedPlayer(PAYERID,"single_title_2",486,317)
```

That would produce the following result:



This functionality also works for the Embedded player, the Chromeless Player, and the Single Title 1.0 player.

If course, you are not limited to only single title players. Here is a list of all the different players you can use and how to embed them:

Chromeless 1.0	<code>embedPlayer(PAYERID,"chromeless")</code>
Single Title 1.0	<code>embedPlayer(PAYERID,"single_title_1")</code>
Single Title with Logo 1.0	<code>embedPlayer(PAYERID,"single_title_with_logo_1")</code>
Minimizing 1.0	<code>embedPlayer(PAYERID,"minimizing_1")</code>
Scrolling List 1.0	<code>embedPlayer(PAYERID,"scrolling_1")</code>

Vertical List 1.0	<code>embedPlayer(PAYERID,"vertical_1")</code>
Tabbed Navigation 1.0	<code>embedPlayer(PAYERID,"tabbed_1")</code>
Thumbnail Navigation 1.0	<code>embedPlayer(PAYERID,"thumbnail_1")</code>
Single Title 2.0	<code>embedPlayer(PAYERID)</code> <code>embedPlayer(PAYERID,"single_title_2")</code> optional parameters: width, height
Single Title with Logo 2.0	<code>embedPlayer(PAYERID,"single_title_with_logo_2")</code>
Single Title with Logo and Banner 2.0	<code>embedPlayer(PAYERID,"single_title_with_lab_2")</code>
Minimizing 2.0	<code>embedPlayer(PAYERID,"minimizing_2")</code>
Compact Tabbed 2.0	<code>embedPlayer(PAYERID,"compact_tabbed_2")</code>
Tabbed Navigation 2.0	<code>embedPlayer(PAYERID,"tabbed_2")</code>
Thumbnail Navigation 2.0	<code>embedPlayer(PAYERID,"thumbnail_2")</code>
Embedded Player	<code>embedPlayer(PAYERID,"embedded",WIDTH,HEIGHT)</code>

Also, if you'd like to embed your player with custom width and height (note: this will *not* resize players that do not allow resizing—it will only crop them), you can use this code:

```
embedPlayer(PAYERID,"custom",WIDTH,HEIGHT)
```

There are two **IMPORTANT** things to note when embedding your player:

1. If the player doesn't fit in your blog, there's nothing that can be done that doesn't involve changing your blog template. This is a limitation of WordPress.
2. Version 3.0 of the plugin **WILL NOT WORK** with methods used to embed players in older versions of the plug-in. You will need to reformat your players to use the new method (described above) or your players and badges will not load.

Chapter 3: Embedding a Brightcove Badge

Perhaps the best update of this release has to do with embedding badges. You can not only embed the badges without editing your HTML, just like embedding players, but you can also use HEX color codes instead of the RGB solution previously implemented. Here's the code you use to embed a badge

```
embedBadge(ROWS, COLUMNS, PLAYERID, "BACKGROUNDCOLOR")
```

Here's what this code looks like with actual values in it:

```
embedBadge(3, 4, 27654704, "FFFFFF")
```

Notice that the HEX color code for BACKGROUNDCOLOR does not have a # in front of it. Please do not use a # sign. This is added automatically.

Also, you are not required to specify a background color. If you simply use...

```
embedBadge(3, 4, 27654704)
```

...the badge will automatically have a white background (which is what FFFFFFF designates).

That is all you have to do to embed a badge.

Chapter 4: API Support ^[BETA]

API support is partially implemented, sort of works, and is something you should use with *extreme caution*. Well, maybe not extreme caution, but don't expect too much right now.

You can use pretty much any API call in a link tag now. For example:

```
<a href="javascript:callFlash('playVideo')">Play!</a>
```

That is a simple button that will play the video currently loaded into the player. You can call other API methods this way as well. If you're interested in learning more about what API options are available to you, check out our Developer Center:

<http://studio.brightcove.com/developers/index.cfm>

A little work has already been completed for you, however. By using this plug-in, you are given the `loadVideo()` function as well. Pass it a `titleId` and it will load that title into your player. *Currently this function only works with titles already in your player, but in a later release this will be account-wide.*

```
<a href="javascript:loadVideo(TITLEID)">Load Some Video</a>
```

Due to the nature of the JavaScript API, these links won't load videos until all data has loaded into the template. There are other quirks like this when using API support and this will be improved in the future.