Boxee/Brightcove How To

Introduction

Thanks for your interest in bringing your content to the TV screen with Boxee. This guide will walk you through a few easy steps to integrate your content into Boxee.

Boxee App Overview

Boxee Apps are based on RSS feeds either created by Boxee or by a 3rd party. Customized Apps are developed using a set of [APIs in Python](#) and [GUI XMLs](#). Each Application in the App Box also has an XML descriptor file that provides meta data information about the App. Fortunately for Brightcove users, we've done most of the work for you!

Integrating Your Content

Here's where we get to the good stuff. You will be asked to provide only a small amount of text and graphical assets. Everything you do here will need to be zipped up and emailed to app-submit@boxee.tv

Your Options:

You have 3 options.

1. Create a basic RSS application. (Not Recommended)

   This is the quickest way to get your content into Boxee. However, we strongly encourage you to use one of our pre-made templates for a cleaner, more customized look.

2. Pre-made templates for Brightcove customers.

   This is the optimal route to take. Templates are time savers and get your content into Boxee quickly, but with a bit of style. Follow the steps outlined below. In addition you'll need to follow the steps outlined in our [template documentation](#).

3. Create your own customized Boxee experience.

   This third option really opens the door, expanding your ability to bring the look and feel of your site/brand to the Boxee platform. While this takes some knowledge of xml/python, along with a good design background, it's not as hard as one may think! To get started with this, check out our [developer documentation](#). You can email Boxee's application/api manager listed below with any questions.

Step 1: The Basics

The following text will be required from each Brightcove customer.

- *Application Name*
  This is what users see when they hover over your channel icon in Boxee. Usually the name of your site/company is expected here.

- *Description*
  Brief, one line description that will be displayed in Boxee when users install your channel. This is the text that lets users know what they can expect in this Boxee application.

- *Channel/Application Thumbnail*
  200x200 PNG
  When users browse applications/channels, this is the icon that catches their eye. Please allow at least a 5% safe zone on each side.

- *Your Player ID* (Created in Step 2)
  Below are guidelines to follow when creating a new player for Boxee. After you create the player from your Brightcove dashboard, you'll receive the PlayerID. We need this so Boxee can not only play, but control your video with our OSD. Allowing users to interact via a remote control.

- *RSS Feed URL*
  Brightcove offers many ways to query your videos via RSS. One option is to tag videos you want displayed in Boxee with a simple 'boxee' tag. Then create a Brightcove RSS that pulls all videos with that tag. However you choose to do this is fine with us, but the more content the better!

  Feed Examples:
  Brightcove publishers can use a variety of API commands to query for videos from the Media API and return an RSS feed output. Here are a couple examples, more available here: http://docs.brightcove.com/en/media/#Video_Read.

  Find Videos by Tags ('h264'):
  http://api.brightcove.com/services/ library?command=find_videos_by_tags&output=mrss&token=<INSERT API TOKEN>&and_tags=h264

  Find Videos by PlaylistID ('16348994001'):
  http://api.brightcove.com/services/ library?command=find_playlist_by_id&output=mrss&token=<INSERT API TOKEN>&playlist_id=16348994001

  *NOTE: If you don't have a Media API token you can request one from Brightcove Customer Support here: http://support.brightcove.com/en/contact.

  In most cases, if not all, the RSS generated will work out of the box. However, just to make sure you have a feed that will work, we require the following tags to be in each item return by the RSS generator:

  - <title>
  - <description>
  - <pubDate>
  - <media:thumbnail>

- ◦ <bc:titleid>
- ◦ <bc:duration>

Step 2: Creating a New Brightcove Player

You will need to create a new player/template for Boxee in your Brightcove account and must follow a few simple guidelines to do so.

- Create a template using the following BEML (Brightcove Experience Markup Language)

BEML Code 16x9:
```
<Runtime>
 <Layout style="background-color:#000000" width="480"
height="270">
  <VideoDisplay id="videoPlayer"/>
 </Layout>
</Runtime>
```

BEML Code 4x3:
```
<Runtime>
 <Layout style="background-color:#000000" width="480"
height="360">
  <VideoDisplay id="videoPlayer"/>
 </Layout>
</Runtime>
```
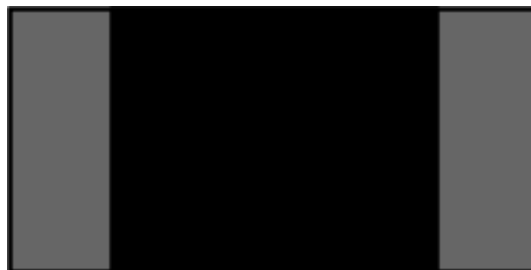
- You must check '*Enable Javascript/Actionscript API*' in your player settings after creating the new player.

- You must check '*Disable Overlay Menu*' in the player settings.

- The player itself should be the same size as your media. If you have widescreen content in a 4:3 player window, you will have black space around your entire video in Boxee. If you have content that comes in different sizes, then you should create a player that is 16:9. 4:3 aspect and OK only if ALL of your content is in 4:3.

(4:3 video in 16:9 player = OK)

(4:3 video in 4:3 player = OK)

(16:9 video in 16:9 player = OK)

(16:9 video in 4:3 player = BAD)

The reason behind this is that Boxee doesn't see your 16:9 content. It only sees the 4:3 player. So Boxee will take the 4:3 brightcove player and scale it full screen while keeping aspect. Giving you the result seen below...

4:3 player scaled to full screen in Boxee (720p)
The video itself does not scale properly, only the player.

Step 3: Using a Template

While not a requirement, we strongly recommend you choose an application template to display your content. This helps bring the look and feel of your brand/site to your new Boxee application. Follow the steps in our template documentation then continue on to Step 4.

Check out: [Boxee/Brightcove Template Documentation](#)

If you choose to not go this route, it's OK. Just continue on to Step 4.

Step 4: Submitting Your Application

Your almost done! By this point you should have everything needed to get your content on the Boxee platform. Place all text you have created here in a word or simple text document and zip that up along with any images you have included. Email this to app-submit@boxee.tv - we'll email you when your application is available in our app store or if there is any problem with your submission. Please allow 24 hours from the time you submit your application.

Any questions can be directed to Boxee's application/api manager listed below.

Advertising & Metrics

Boxee will play your ads. Boxee does not touch the content stream so any ads placed before, after, or during your content will play in Boxee. Additionally, because Boxee is referencing the video in the same way Firefox would, you'll continue to receive accurate video watching metrics.

If you have ads playing on your website that are not playing in Boxee, please contact Boxee's Application/API manager listed below.

Content Guidelines

To be considered for the official Boxee repository applications must be **at least 480p resolution and can not contain material which you do not have the rights to distribute.** If you have low resolution content that you would like to offer to Boxee users, you can setup your own repository following the instructions here: http://developer.boxee.tv/application-repository.

Custom Applications

We will be happy to assist you in this process. While our custom templates are great and stylish, we understand you may want a more customized experience. For this please contact Boxee's application/api manager listed below via email.

Contacts & Getting Help

Application/API Manager - Shawn Rieger (riegersn@boxee.tv)
Marketing - Andrew Kippen (pr@boxee.tv)

Business Development - Gidon Coussin (bizdev@boxee.tv)
Application Submission - Email (app-submit@boxee.tv)