



# Implementation Guide

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# Introduction

This guide discusses the process and key topics involved in launching a video site on the Waywire platform. It serves as an overview of the Waywire platform's main features, and helps to highlight areas where your editors, designers, developers, and ad sales teams have decisions to make and opportunities to integrate video into your workflow. The guide can help you and your team determine how to use the platform to your best advantage.

We've worked hard to make this process straightforward and easy, and don't worry - Waywire does most of the work!

If you have any questions at any point, we're here to help. Get in touch with your Waywire account representative, or email us at **WaywireSupport@Waywire.com**, and we will respond promptly.

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# I. Design

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# A. Design Process

Our design process happens in 3 steps.

1. First, we pull in your header and footer from your existing site.

## Required Resources

- Header and Footer HTML, CSS, meta tags, and favicon from your own website

## Considerations

- *Will you need dynamic headers?* If your existing header or footer changes frequently, implementing a dynamic header is recommended.
- If you are in the process of redesigning your site, or if your site is still in development, please let your account representative know. The CSS, images, and Javascript used to implement the header and footer on your video site must come from your own server, and it will take extra work to implement your design using a development server.

2. We do a first design pass to skin your site using CSS. Our design team will skin your video site pages to match the look and feel of your existing site. We will start with styling your **homepage**, **playlist pages**, and **search/browse pages**.

## Required Resources

- If you or your designers have a specific vision of

how these pages should look, we highly recommend sending detailed comps. (For more information on wireframing and designing for our video sites, please refer to our *Wireframing & Design Guide*.)

- Website comps must be sent as layered Photoshop (.psd) files.

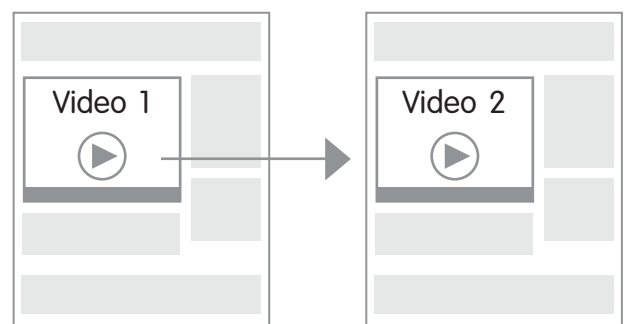
## Considerations

Please notify us if you have specific or custom fonts that you'd like to use (for example, **Typekit** or **Google Web Fonts**). If you are using custom fonts, please provide us with a .zip file of the fonts.

3. Our design team will skin the player page and the video player.

## Required Resources

- Indicate whether you will be using the **Continuous Play** or the **Modular** video player page template.
  - The **Continuous Play** page template has a static layout with a feature that automatically advances to the next video in a playlist when the loaded video completes.

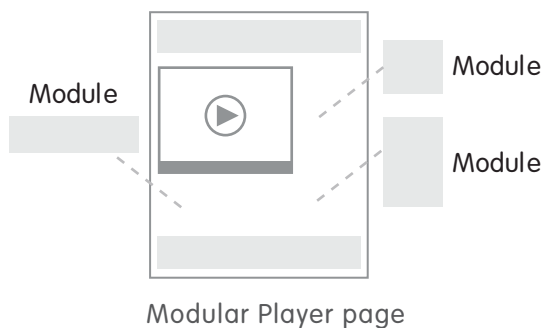


Continuous Play page

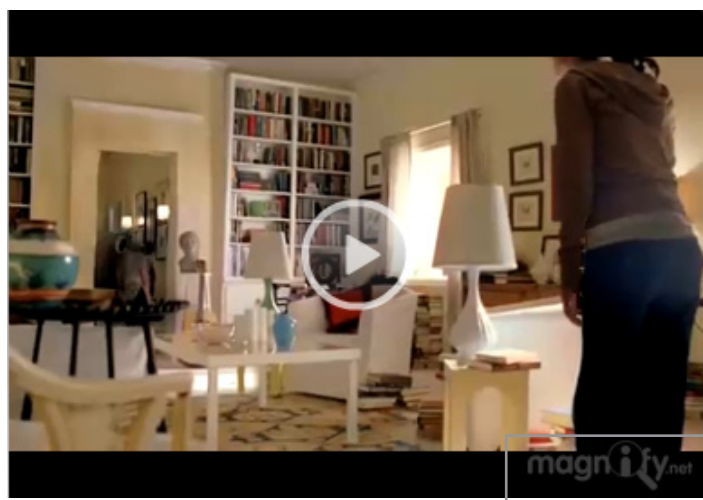


For more information on wireframing and designing for our video sites, please refer to our **Wireframing & Design Guide**.

- The **Modular** player page template has a *flexible layout* that allows you to drag-and-drop modules of your choosing into the template. For example, if you would like a *Related Resources* panel of social media links on your video player page, you must use the Modular layout.



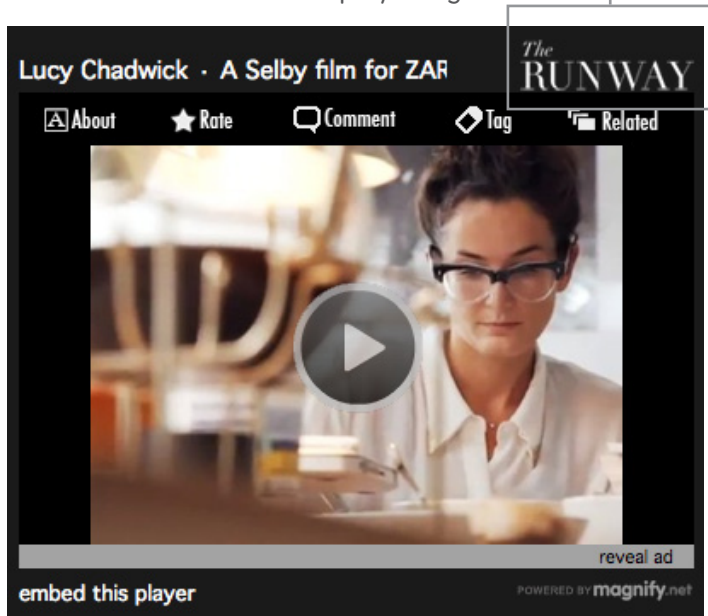
- *Will you be using a video watermark?* Watermark logos should be sent with a transparent background, preferably in a solid (white) color.



Video watermark

- Comps must be sent as layered Photoshop (.psd) files. For the player page, please choose the meta-data (options are: *video title, description, date posted, posted by, media duration, average rating, number of views, category*) you'd like to display.
- Logo (for the embeddable player) with a transparent background. Preferably as .png, .svg, .eps or .ai or .psd files.

Embeddable player logo



## Timeframe

Depending on the complexity of the design, CSS skinning for the first design pass will take approximately **1 - 2 weeks** from when we receive your design. Your team will be notified once the first design pass is complete. Any revisions or comments that you have will be implemented in a second design pass.

## II. Login Settings

A. Custom Domain Setup

B. Single Sign On

C. Admins/Editor Setup

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# A. Custom Domain Setup

The Waywire platform can be integrated into your existing domain by giving your video site a custom domain name. The first step in custom domain setup is to determine the domain name you will be using for your video site. You may choose any available domain name. You can use a sub-domain, such as “*video.example.com*,” or an exclusive domain name, such as “*example.com*.” Exclusive domains are only used when your Waywire site is not intended to integrate into another website.

To **add a sub-domain** to point to your video channel (such as *video.example.com*), you will need to set up a “CNAME” record.

To set up your Waywire site as an **exclusive domain**, you will need to set up a “root A record” and a “*www* CNAME record.” The root A record allows you to type in your new domain name without a prefix, such as *example.com*. Setting up the CNAME alias for “*www*.” allows you to handle people who type in your domain name with the prefix “*www*.”, like *www.example.com*.

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## Required Resources

Setting up a custom domain will require someone from your IT team with access to your domain name configuration.

## Considerations

***Can we use a frameset or redirect?*** Some domain registrars and hosting services use framesets or redirects to point visitors to a custom domain name when they type in a different web address. **Please note that Waywire does not support either of these methods for masking a URL.**

There are a number of reasons for this:

- Using a frameset can complicate browser navigation and bookmarking. When users click through to a particular video, their web browser will continue to display the URL for the homepage. Bookmarks and shared links will not redirect to the page that they were looking for.
- Internet Explorer may not accept cookies inside a frameset at some security level settings. This may block users from logging in to your site.

- Framesets and redirects provide for poor search engine optimization. Since search engines will only index the pages inside the iframe, your site will not be indexed at the masked domain.

## Timeframe

Generally speaking, setting up domain masking should only take a few minutes. It is essential that this be done early on in the process, as there are a number of other dependencies throughout implementation that require the domain to be masked.

## Using the Waywire Interface

The tools for domain masking are located in the **Channel** tab of the Waywire interface, under “*Add or Change Web Address*”.



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## B. Single Sign On

Waywire customers have successfully completed SSO integrations with the following platforms and popular authentication servers:

- Wordpress
- MovableType
- Django
- Joomla
- Central Authentication Service (CAS)
- Convio

For support of other platforms, please contact your Waywire account representative.

The Waywire platform can support three basic types of SSO authentication: **cookie-based**, **redirect-based**, and **CAS**. In all cases, the concept behind single sign-on is the exchange of a token between your server or authentication server and the Waywire application. Once the token exchange has been successfully completed, your server will know that it is safe to share information about the user who is authenticating with the Waywire application. Your users are always directed to your own site to authenticate. Your own application completes authentication as it always has, but then performs an extra step to share information with the Waywire platform when it is requested.

### **Cookie-based SSO**

In order to implement cookie-based SSO, both your site and the Waywire video site must share a domain name. This SSO technique requires that a single cookie be set that can be shared across all sites within a domain, in order to pass a unique token from your site to the video site during authentication.

### **How Cookie-based SSO Works**

1. A visitor to your video site needs to authenticate.

2. They are directed to your own site's login page and authenticate as usual.
3. Your server sets a cookie containing a unique token.
4. The user is directed back to the video site.
5. The Waywire server reads your cookie and sends a request containing your unique token to the validation script on your server.
6. Your validation script receives the unique token, and uses it to construct a response containing information about the authenticated user.
7. The Waywire application receives the user information and authenticates the user on the video site automatically.

### **Redirect-based SSO**

Redirect SSO is used in cases where the server that the user will be authenticating against does not share a domain with the video site (or perhaps even with your own site). It is implemented in situations where you may be using a third-party service, such as *Convio*, for managing your user database.

### **How Redirect SSO Works**

1. A visitor to your video site needs to authenticate.
2. They are directed to your own site's login page and authenticate as usual.
3. The user is directed back to the video site.
4. The Waywire server sends a request for a unique token to your authentication server.
5. Your server responds with a unique token.
6. The Waywire server sends a request containing your unique token to your authentication server.
7. The authentication server responds with information about the authenticated user.
8. The Waywire platform receives the user information and authenticates the user on the video site automatically.

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## **CAS SSO**

If you are already set up to integrate with a CAS server, all you will need is the address of your CAS server.

### **How CAS Works**

See [http://en.wikipedia.org/wiki/Central\\_Authentication\\_Service](http://en.wikipedia.org/wiki/Central_Authentication_Service)

### **Using the Waywire Interface**

The SSO setup interface is located in your admin at */admin/integration/sso/*. Complete documentation for configuring SSO for your video site can be found at *enterprise.waywire.com/developers/sso*.

If your SSO setup interface has not yet been enabled, please contact your Waywire account representative for activation. Your SSO developer can fill in a simple form and then test the SSO configuration to make sure the setup is functioning, before activating the single sign-on functionality.

## C. Admin/Editor Setup

In the Waywire platform, users can be assigned roles with different levels of access to the admin interface. Users designated as “**administrators**” have full access to all areas of the admin interface, while “**editors**” can only access the **Content** tab of the interface used for uploading, managing, and searching for content.

### Required Resources

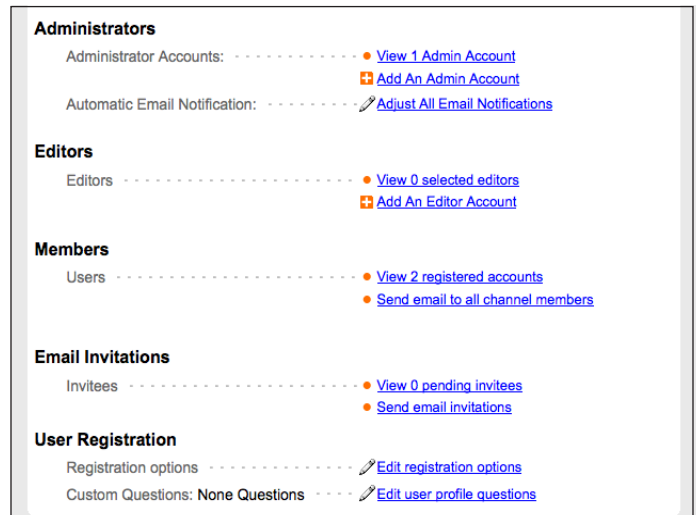
Please send your Waywire account representative a list of the email addresses and names of the users you would like to make admins and editors, and we will complete the initial setup.

### Using the Waywire Interface

Once the initial round of admins is set up, you can add or remove admins or editors from your site at any time by accessing the **Users** tab of the admin interface.

### User Uploading

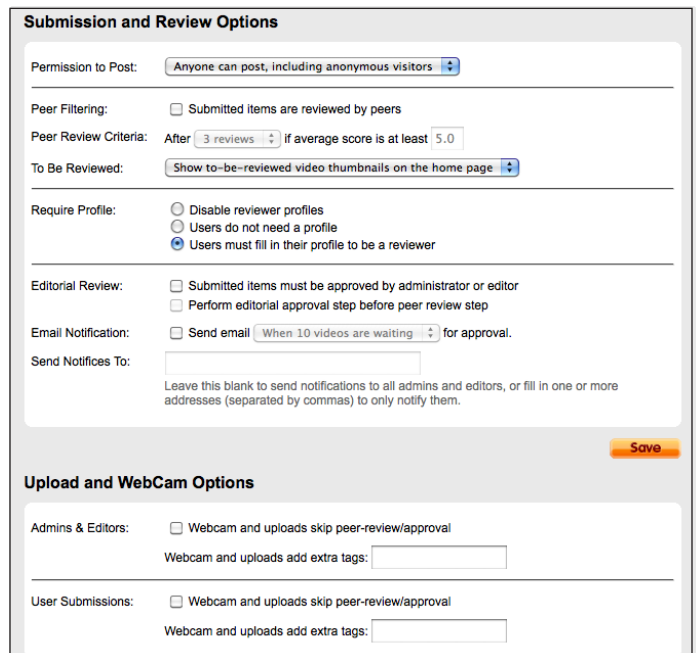
To control the requirements for posting content to your video site, go into the **Content** tab of the admin interface and click “*Adjust Submission and Review Rules*”. Here you can decide whether content must first be approved by a site admin before being posted to the video site, whether a user must be logged in to post content, or if only site administrators should be allowed to post content.



The screenshot displays the 'Users' tab of the admin interface, organized into several sections:

- Administrators:** Includes links for 'View 1 Admin Account', 'Add An Admin Account', and 'Adjust All Email Notifications'.
- Editors:** Includes links for 'View 0 selected editors' and 'Add An Editor Account'.
- Members:** Includes links for 'View 2 registered accounts' and 'Send email to all channel members'.
- Email Invitations:** Includes links for 'View 0 pending invitees' and 'Send email invitations'.
- User Registration:** Includes links for 'Edit registration options' and 'Edit user profile questions'.

*View of the Users tab of the admin interface*



The screenshot shows the 'Submission and Review Options' and 'Upload and WebCam Options' sections in the Content tab:

- Submission and Review Options:** Features a 'Permission to Post' dropdown set to 'Anyone can post, including anonymous visitors'. It includes checkboxes for 'Peer Filtering' (Submitted items are reviewed by peers), 'Require Profile' (Users must fill in their profile to be a reviewer), and 'Editorial Review' (Submitted items must be approved by administrator or editor). It also has a 'Peer Review Criteria' section with dropdowns for 'After 3 reviews' and 'If average score is at least 5.0', and a 'To Be Reviewed' dropdown set to 'Show to-be-reviewed video thumbnails on the home page'. An 'Email Notification' checkbox is set to 'Send email When 10 videos are waiting for approval'. A 'Send Notices To' field is present with a 'Save' button.
- Upload and WebCam Options:** Includes checkboxes for 'Admins & Editors' and 'User Submissions' to skip peer-review/approval, and text input fields for 'Webcam and uploads add extra tags'.

*View of User Uploading in the Content tab*



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## A. Content Ingest

If you have existing video assets that you would like to import into your video site during the integration process, Waywire can perform an automated content ingest for you. The Waywire team can ingest your existing content from a standard mRSS feed, or we can provide you with an FTP account to place your files, along with a meta-data spreadsheet, on our servers for ingest. For smaller content libraries (with less than 25 items), uploading files manually through the user interface is recommended.

If you cannot generate an mRSS feed for your content, you must fill out our standard “**Meta-data Ingest Template**” Excel spreadsheet and deliver it with your files in order to begin the process.

If you would like to upload your videos via FTP, we can provide a server for you, or you can give us the login to your FTP server. Please advise your account representative which method you would prefer.

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### Required Resources

Your team should determine how much content you have, where it is located, how you wish to deliver it to Waywire for ingest, and what meta-data you wish to associate with each video as early as possible during the implementation process.

### Considerations

- Are your video assets already uploaded to a content management application or hosted somewhere else on the internet, or do you need to organize and deliver them in another way?
- Can you produce an mRSS feed of your existing video assets, or do you need to compile meta-data information for your content?

### Timeframe

Depending on the method of your ingest, the size of each of your videos, the number of video assets you wish to ingest, and the transcoding specifications for your implementation, ingest can take from **3** to **10** days.

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## B. Video Search

Our aggregation tool allows you to simultaneously search for video across top video-sharing sites, such as Youtube, Metacafe, and Dailymotion. You also have the ability to review and organize videos before they are published to your site. Searches can also be automated with the **Automatic Video Discovery (AVD)** feature.

**AVD** is a feature that allows you to create and save searches based on keywords, and configure them to run on a specific schedule. These keyword searches either post search content directly to your site, or place results in a queue awaiting admin approval. Individual AVD searches can be customized to specify search sources, scheduling, and playlist addition.

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### Considerations

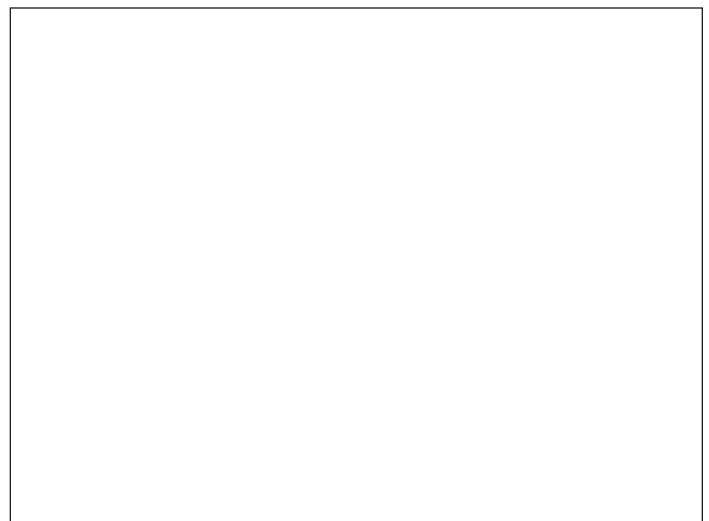
- What sort of content are your editors looking for? How much content do you need and how frequently do you need new content? These are considerations that may help you determine whether AVD may be helpful to you.
- What potential keywords will you run searches on?
- How many team members will be needed to curate, review, and approve search results? How often should searches be run?
- Once content has been ingested, how will it be organized?

### Timeframe

The amount of time it takes to create a curated selection on your site varies, depending on the quantity and type of videos being added. It is encouraged to start curating content as early in the process as possible. We conduct a curation training early in the implementation process, so it is possible to get a good portion of content on the site before launch.

### Using the Waywire Interface

Video search and content management is located in the **Content** tab of the admin interface.



*View of the video search page in the Content tab*

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## C. Taxonomy/Navigational Structure

Creating the taxonomy and navigational structure for your site is an important step in organizing your video library. We will set up the initial taxonomy for you, but the tools for setup are also available in the admin interface if you ever need to change or add anything.

The basic building block of organizing content in the Waywire platform is the **tag**. A tag is a keyword (or keywords) that indicates the subject matter of the video. Tags can provide context and associations, and link videos together based on common characteristics. You can assign specific tags to the videos in your library.

Once tags have been assigned to your videos, you can then create **tag-based playlists**. Tag-based playlists automatically populate with all the videos containing a particular tag. For example, you can set up a tag-based playlist called “*Bloomingdales*” to automatically populate with videos tagged “*bloomingdales*”.

You can also turn specific tags into navigational **categories** and **sub-categories**. Adding categories creates an organizational structure for viewing your video content.

By default, navigational categories allow you to browse your video library by tag in a fixed-grid module layout. However, categories can also be associated with **custom pages**. Custom pages allow greater flexibility for adding your own modules and building a highly curated user experience using your tag-based playlists.

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### Required Resources

- Please send your account representative an email listing your site’s **categories** and **sub-categories**.
- Indicate whether you wish to use **custom pages** or our **auto-generated browse pages**.

### Timeframe

The taxonomy and navigational structure of your video site needs to be determined at the beginning of implementation. The taxonomy and navigational structure must be set up properly before content is ingested.

### Using the Waywire Interface

Setting up managed tags, navigational categories, and tagging and organizing video content occurs in the **Content** tab of the Waywire interface. Custom page setup is managed in the **Design** tab of the Waywire interface. During implementation, Waywire conducts two trainings, an initial content training, and a final admin interface training that details how content organization is managed through the interface.

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## D. Encoding

Waywire allows for encoding of multiple video types and formats. This section outlines some best practices for creating optimum video source files. Please note that it is not required to follow these recommendations to successfully upload video to your Waywire site - they simply illustrate optimum file configuration.

There are five key things to consider when encoding your video: codecs, container files, bit rate, aspect ratio, and resolution.

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### 1. Codecs

Codecs encode by taking data out of your video to make the file smaller. For example, some codecs reduce file size by converting gray colors to black. There are numerous ways to encode video, and our Waywire encoders accept most types of file codecs.

After the Waywire encoding process, the final version of your uploaded video will be delivered to viewers in the **h.264 codec**. Therefore, it is recommended that you encode your video with h.264 - this keeps all of the data being taken out of your video consistent, and you will get the best results. Using a different codec will still work, but the quality of the video may be less than optimal.

**Enabling progressive scan** is recommended when encoding videos. If you are using a camera from the late 90's or earlier, your video footage will be *interlaced*. Interlaced video cause many problems when uploaded to our encoders. Enabling progressive scan helps to avoid this problem. Note that most modern cameras (such as HD and newer SD cameras) do not have this problem, but enabling progressive scan keeps you on the safe side.

### 2. Container Files

After the Waywire encoding process, the final version of your container file is encoded to a **.mp4 file**. Therefore, it is recommended that you encode your video to .mp4 files. If you create video in a file type other than .mp4, you will ultimately be losing vital information in the final output file.

### 3. Bit Rate

The higher the bitrate of your encoded file, the better it will look after it goes through our encoder. All videos passed through our encoder are compressed to the bitrate at which they are delivered on your site. If you have questions about specific settings, contact your Waywire account representative.

- *Audio:* We generally recommend keeping your audio at **128Kbps**. If you must exceed 128Kbps, shoot for 192Kbps. Going any higher is unnecessary, as the human ear will not be able to distinguish a difference.

- *Video:* The higher the bitrate of the video, the more information our encoders have to look at when compressing the video. Generally, a good bitrate to shoot for is **2Mbps to 3 Mbps**. Keeping under this file size ensures that you are able to upload without hitting your upload file size limit.

### 4. Aspect Ratio

- The Waywire application allows you to choose whether you would like to display videos in a **16:9** or **4:3** aspect ratio player. Our video players automatically detect if a video is in a 4:3 or 16:9 ratio, and adjust video playback by placing black bars either at the top/bottom or to the left/right side of your video.

- When choosing your player aspect ratio, keep in mind that 16:9 video in a 4:3 player screen will have black bars on the top and bottom (*letter-boxed*). If you are playing a 4:3 video in a 16:9 screen, the player will have black bars on the sides (*pillar-boxed*).



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## 5. Video Resolution

Generally, video should be encoded at the same resolution in which it was filmed. Magnify's encoders will scale the video up or down to fit the player size on your video site. The exception is any video shot in *1080p*: due to the large file sizes, we recommend downscaling resolution to *720p* in order to shrink the file size.

# IV. Advertising

- | A. Advertising Options & Setup
- | B. Elastic Inventory

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# A. Advertising Options & Setup

This section details the advertising offerings available through the Waywire platform, and relevant setup information to be used by ad traffickers and salespersons. All of the advertising features mentioned here are optional, and not necessary for a successful implementation. The Waywire platform facilitates three types of advertising: Display Ads, In-Stream Video Advertising, and Targeted Ad Campaigns/Sponsorships.

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## 1. Display Ads

The Waywire platform accommodates most standard display ad tags from widely-used ad servers such as DoubleClick, Atlas, OpenX, and 24/7 RealMedia. Waywire also supports use of display ad tags from most ad networks. Our platform can serve display ads as “Run of Site,” or on a targeted basis.

To configure “Run of Site” display ads, provide your ad tags to your Waywire account representative according to size. Supported sizes are:

- 728 × 90
- 160 × 600
- 300 × 250
- 468 × 60
- 728 × 90
- Background takeover ad unit

## 2. In-Stream Ads

Waywire supports 3 basic types of in-stream ads: **Pre-Roll**, **Post-Roll**, and **lower 3rd Overlay Ads**, depending on the ad server. Currently Waywire supports the following video ad delivery platforms:

- DoubleClick For Publishers [DFP] (Pre-Roll)  
*Please note that the “In-Stream” module is required as part of your DFP configuration in order to set up video advertising with Waywire.*
- OAS (Pre-Roll, L3rd, Post-Roll)
- OpenX (Pre-Roll, L3rd, Post-Roll)
- YuME (Pre-Roll, L3rd, Post-Roll)

- Adify (Pre-Roll, L3rd, Post-Roll)
- Google AdSense for Video (Pre-Roll, L3rd, Post-Roll)

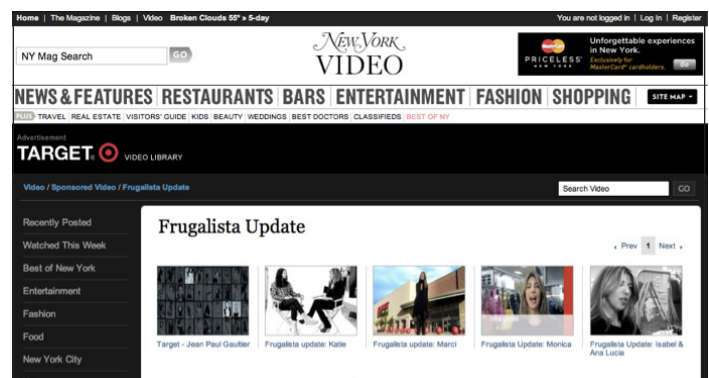
## 3. Targeted Ad Campaigns / Sponsorships

The ad campaign tool allows you to target display and in-video ads to:

- One or more playlists of videos
- Videos embedded within a specific domain
- Custom Pages (pages featuring specific categories)
- A specific video player, or a specific video

You can also create custom sponsorships with the **Ad Campaign Manager** tool. Sponsorships allow for advertisers to target specific ad units, background takeover ads, and page branding for designated videos and video playlists.

**Example 4.1:** New York Magazine webpage sponsored by Target



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Waywire can set up an example sponsored ad campaign that you can use as a template. Please request this from your account representative. For more information about using the ad campaign manager tool, see the Waywire publication “**Using the Waywire Ad Campaign Manager.**”

### **Required Resources**

Please provide us with your ad tags (both video ad tags & display) as soon as they are available.

Waywire can do the initial ad tag setup, but any site admin can access or modify ad tags at any time.

### **Timeframe**

Please provide Waywire your ad tags no later than 2 weeks before your expected launch date.

### **Using the Waywire Interface**

Advertising setup is located in the **Ads** section of the Waywire admin. The ad campaign manager tool can be accessed by clicking on “*Configure Ad Campaigns*”.

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To enable elastic inventory, contact your account representative. Once it has been enabled, you can manage your elastic inventory settings at the “*Manage Elastic Inventory*” link in the **Ads** section of the admin interface.

## **B. Elastic Inventory**

Magnify’s elastic inventory product allows publishers to run pre-roll ads in front of videos delivered from participating hosting services. Currently, *Dailymotion* and *iFoodTV* participate in the Waywire elastic inventory program. Customers using the Waywire platform can run their own pre-roll advertising in front of videos delivered from content sources participating in the program.



For more information about using the ad campaign manager tool, please refer to the Waywire publication **Using the Waywire Ad Campaign Manager.**

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# V. Analytics

- A. Third-Party Page Analytics
- B. Omniture Media Analytics
- C. Waywire Analytics Suite

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## A. 3rd-Party Page Analytics

The Waywire platform supports integration with popular 3rd-party analytics packages like **Omniure SiteCatalyst** and **Google Analytics**. We use your own tracking tags to integrate seamlessly with your existing metrics reporting.

### *Omniure*

Waywire supports a customizable integration with your Omniure SiteCatalyst account. Your analytics team should determine the data you would like to track on your video site and deliver a list of data mappings to the Waywire team for implementation.

### *Google Analytics and Others*

Waywire can implement the same tracking tags that you use on your main site to ensure that analytics from your video pages are integrated with your existing metrics reporting.

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### **Required Resources**

Your Analytics team should coordinate to deliver the appropriate tracking tags to Waywire.

### **Timeframe**

Integration with Omniure SiteCatalyst usually takes about **1 week**. Implementation of tracking tags from other 3rd-party analytics packages takes **1-2 days**.

### **Using the Waywire Interface**

Tracking tags can be managed in the **Channel** tab of your site admin by clicking on the “**Enter Custom Tracking Tags**” link in the “**Analytics**” section.

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## B. Omniure Media Analytics

The Waywire platform supports a custom integration

with **Omniure SiteCatalyst’s Media plugin** to gather engagement data about the videos’ visitors that are watching both on your video site and in embeddable players.

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### **Required Resources**

Your Analytics team should determine how they would like to track video engagement: either by milestone, or by sampling data every  $n$  seconds.

If you are using **SiteCatalyst 15**, please fill in the “Video measurement conversion variables and events” section of the **Omniure Video Implementation Worksheet** here: [http://microsite.omniure.com/t2/help/en\\_US/beta/video/index.html#Video%20Implementation%20Worksheet](http://microsite.omniure.com/t2/help/en_US/beta/video/index.html#Video%20Implementation%20Worksheet)

### **Timeframe**

Implementing custom Media tracking usually takes about **1 week**.

### **Using the Waywire Interface**

Tracking tags can be managed in the **Channel** tab of your site admin by clicking on the “**Enter Custom Tracking Tags**” link in the “**Analytics**” section.

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## C. Waywire Analytics Suite

The Waywire platform also provides metrics about site traffic, video plays, user activities (such as rating and commenting), video engagement, and embeddable player impressions. Reports can be generated for a specific timeframe and downloaded as Excel spreadsheets for offline analysis.

### **Using the Waywire Interface**

On-site analytics can be found in the **Channel** tab of your site admin by clicking on the “**Review Channel Analytics**” link in the “**Analytics**” section.

# VI. Syndication

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# YouTube

Waywire can syndicate videos to YouTube automatically as they are uploaded. To enable this feature, click on the “**Configure YouTube Syndication**” option in the **Channel** tab of the admin interface. You will need to have your YouTube username and password available. You will also need to select the category in which you would like your videos to appear on YouTube.

## Custom Feeds

Waywire clients can create custom MRSS feeds to syndicate videos to partners. To access this feature, go to “**Manage Custom RSS Feeds**” on the **Channel** tab of the admin interface. Here, you have the option of using off-the-shelf feeds that have already been created for you, or creating a custom feed (*see below*).

### Create a Syndication Feed

**Playlist:**

**OR Search Term:**

**Permalink:**

**Format:**

**Number of Items:**

**Link to Video Files:**  Yes  No

**Thumbnail Size:**  Medium (160x120)  Large (400x300)

**Images in Text:**  Yes  No



# VII. API Access

A. Channel Access API

B. Waywire Embeddable Player

C. Integrating video into your mobile application

D. Video File / Thumbnail URL API

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# API Access

Waywire provides several APIs for programmatically accessing your video content. Please let your Waywire account representative know if you need API access enabled for your video channel.

## A. Channel Access API

The Channel Access API is a REST-based API that allows you to search for or browse content, playlist, and user data for your video site.

Complete API documentation can be found here: [enterprise.waywire.com/developers/api/guide](http://enterprise.waywire.com/developers/api/guide)

## B. Embeddable Player API

The Waywire platform offers an intuitive *Single-View* and *Multi-View* embeddable player simply by constructing URLs based on the video permalinks on your video site.

### Getting a basic Single-View player from a URL

If you have the URL for a video player page on your video site, you can grab the embeddable player for that video simply by adding a slash (“/”) and the word “*player*” to the end of your video player page URL.

#### Example 7.1

```
Player Page URL:  
http://runway.Waywire.com/  
video/Brizo  
Embeddable Player URL:  
http://runway.Waywire.com/video/Brizo/  
player/svp
```

### Getting a basic Multi-View player from a URL

To create a Multi-View player, add “*/player/mvp*” to the end of your video player page URL.

#### Example 7.2

```
Player Page URL:  
http://runway.Waywire.com/  
video/Brizo  
Embeddable Player URL:  
http://runway.Waywire.com/video/Brizo/  
player/mvp
```

### Loading a specific playlist into a Multi-View Player

If no playlist is specified when building a Multi-View player, the player loads a list of built-in playlists (“*Recently Posted*”, “*Highest Rated*”, “*Most Viewed This Week*”, “*Most Discussed*”). If you would like to load a specific playlist, load a list of playlists, or build a list of videos on-the-fly from search results, you can follow these examples:

- *Loading a single playlist using the playlist permalink*

You can load a single playlist into a Multi-View player by starting with the player page URL, appending the playlist permalink, and then requesting a Multi-View player embed.

### Example 7.3

Player Page URL: `http://runway.Waywire.com/video/Brizo`  
Embeddable Player URL: `http://runway.Waywire.com/video/Brizo;Donna-Karen/player/mvp`

- Loading a list of playlists using playlist CIDs

A list of several playlists can be loaded into a Multi-View player by passing in a list of playlist CIDs separated by spaces. Playlist CIDs can be found using our playlist search API.

### Example 7.4

Player Page URL: `http://runway.Waywire.com/video/Brizo`  
Embeddable Player URL: `http://runway.Waywire.com/video/Brizo/player/mvp/playlist/3QWQB811XQRPLP62 9R9D850LXG3HSZL3 THCXL51GMWZ0402V`

- Loading a list of videos from search results

You can populate a “playlist” of videos for a Multi-View player on-the-fly by passing in a search command in place of a playlist.

### Example 7.5

Player Page URL: `http://runway.Waywire.com/video/Brizo`  
Embeddable Player URL: `http://runway.Waywire.com/video/Brizo/player/mvp/playlist/search:fashion`

## Configuring Additional Player Features

The Waywire embeddable players support a range of additional features that are not activated by default, but can be turned on when requesting an embeddable player using the URL API.

Any of these features can be triggered by simply appending their name and the desired configuration value to the player request URL, separated by slashes (“/”).

### Example 7.6, Activating a Leave Behind

Player Page URL: `http://runway.Waywire.com/video/Brizo`  
Embeddable Player URL: `http://runway.Waywire.com/video/Brizo/player/mvp/playlist/search:fashion/lb/1`

**Table 7.1: Feature Names and Values**

Description	Name	Values
Start Autoplaying on load	init_autoplay	0, 1
Load a leave-behind with related video	lb	0, 1
Configure the leave-behind countdown	lb_counter	Any positive number sets the countdown time to that number of seconds, 0 will skip the leave behind entirely and move onto the next video immediately, -1 will disable the counter and the player will not auto-advance to the next video
Load a specific playlist into the leave-behind panel	lb_playlist	A playlist CID
Hide the playlist panel in the Multi-View player	hp	0, 1
Remove the ability to grab an embed code	embed_hidden	0, 1

---

## C. Integrating video into your mobile application

The **Waywire Channel Access API** and the **Waywire Embeddable Player API** can be used in conjunction to integrate your video library into apps for popular mobile devices.

## D. Video File/Thumbnail URL API

The Video File/Thumbnail API is a quick URL-based method for accessing thumbnails and video files for the content items you have uploaded to the Waywire application. This API uses the video player page URL for that Content Item as a base.

### **Example 7.7, Retrieving thumbnails using the Thumb-nail URL API**

Player Page URL: *http://runway.Waywire.com/video/Brizo*

Small Thumbnail URL: *http://runway.Waywire.com/video/Brizo/file/thumbnail/small*

Large Thumbnail URL: *http://runway.Waywire.com/video/Brizo/file/thumbnail/large*

### **Example 7.8, Retrieving video files using the Video File URL API**

Player Page URL: *http://runway.Waywire.com/video/Brizo* Highest Possible Quality Video File URL:  
*http://runway.Waywire.com/video/Brizo/file/mp4/high*

Suitable for Mobile Delivery Video File URL:

*http://runway.Waywire.com/video/Brizo/file/mp4/mobile*

# VIII. Training & Other Resources

A. Training Process

B. FAQs

C. Tutorials

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## A. Training Process

Before Waywire conducts your “Kickoff Call” for implementation, it is important to figure out who will be curating, editing, and creating content for your Waywire video site. We will want to have these specific people join us for two training sessions:

1. The first call, which occurs shortly after the kickoff call, is a **Content Training** for editors. The goal of this training is to show your editors how to set up video content for your site.
2. The second training, which takes place one week before your scheduled launch date, is an Admin Training detailing how to use the admin interface. Team members involved with the ad trafficking, analytics, and content aspects of your video site should be involved in this training.

## B. FAQs

As your team gets acquainted with the Waywire platform, we’re here to help should any questions arise. Please contact us at **WaywireSupport@Waywire.com**. You can also find FAQs on our website here:

*[enterprise.waywire.com/faq/](https://enterprise.waywire.com/faq/)*

# CONTACT

As an Enterprise Customer, you can contact us at  
[WaywireSupport@Waywire.com](mailto:WaywireSupport@Waywire.com)