



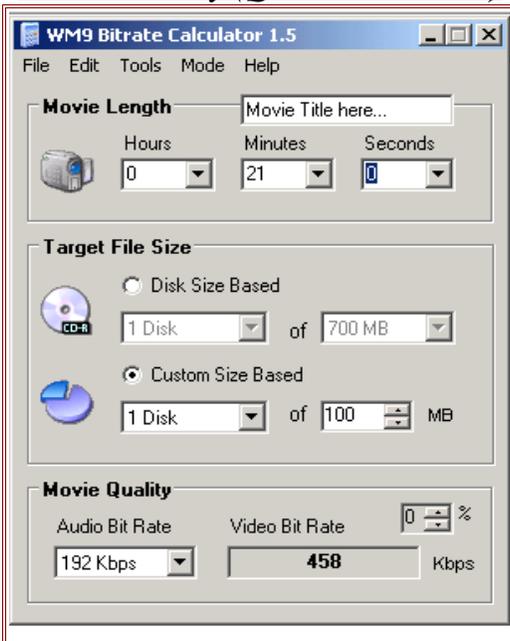
We are pleased to announce that we are able to accept and host videos made by the streamkeeper community. This tutorial will explain the guidelines to be met in order to upload videos, and how to achieve them.

## ***Video File Formats That We Accept***

We can accept .wmv (Windows Media Video), and .avi files. What is the difference? You would use .wmv if you have edited your video using a video editing program. Windows Movie Maker, included for free with the Windows operating system, is such a program. It allows you to remove unwanted footage from your video, as well as re-order the video clips, add music and narration. Digital still cameras that are capable of shooting video often use .avi as the file format. These video clips are probably already compressed, as video files use a lot of storage space, and digital cameras have limited memory available.

***“Bit rate” explained:***  
The bit rate of a video file is the number of bits of information that can be pushed through a specific computer pipeline (that is, the visitor's Internet connection) in a certain length of time (typically one second).

## ***The Short Story (Quick Instructions)***



In order to upload your video, the file size must be a 100mb or smaller Windows Media file (.wmv). Some video editing programs come with the capability of encoding video to .wmv within their own features. You will need to check your program's documentation if it can export your video project as a “.wmv” file, and for specific instructions on doing so. Microsoft has a free, stand-alone program called “Windows Media Encoder” which will do this, if your program is not capable of doing so. Unfortunately, at this time, Macintosh computers are not supported in this procedure. If you have a Macintosh, and a video you wish to upload, send it on a MiniDV tape (preferably) or DVD (possible, but not recommended) to the PSkF address noted below.

## ***Encoding Basics***

Encoding requires balancing between three variables. Duration of video, file size, and bit rate. To the left is an example of a bit rate calculator that can be downloaded for free from the Internet (see download site below). Simply enter the length of the video under “Movie Length”, then, under “Target File Size”, select “Custom Size Based”, and choose “1 Disk of 100mb” from the drop down menu. The bit rate (Kbps, or kilo bytes per second) will be displayed in the lower left corner, where it currently says 458. Consult your video editing program how to use this information to encode your video. If your program does not have .wmv support, you can download the free Windows Media Encoder

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(see download site below) to convert your program. You will need to export your video as an .avi file (consult your editing software instructions), and then import that file into Windows Media Encoder. This procedure introduces one more operation, which is both time consuming and potentially damaging to the final video (the original file should be ok), so if at all possible, do as much as you can within your editing program.

I recommend that your video be 10 minutes or shorter. Although there is no restriction to the duration, the longer your video is, the larger its file size will be. The bit rate will have to be reduced in order to keep the file size below the 100mb limit. As the bit rate decreases, the picture quality will suffer.

Be sure that when you do create your final compressed video, it is in a location in your computer that can navigate to later.

Download the bit rate calculator

<http://www.softpedia.com/progDownload/WM9-Bitrate-Calculator-Download-20031.html>

Download Windows Media Encoder

<http://www.microsoft.com/windows/windowsmedia/forpros/encoder/default.msp>

## Uploading Basics

The two images below are the first screens you will encounter when uploading videos. If you don't have an account with Brightcove, you will need to create one. Note that the fields marked with asterisks (\*) are required. You do not need to create a profile if you don not wish to do so.

This screenshot shows the 'Step 1: Create Account' form. It includes radio buttons for 'I have a Brightcove Account' and 'I need to create a Brightcove Account'. The form has a progress bar with three steps: 'Step 1: Create Account', 'Step 2: Create Profile', and 'Step 3: Upload Video'. Required fields are marked with an asterisk (\*): Email Address, Confirm Email, Password (6 to 20 Characters), and Re-type Password. There is also an unchecked checkbox for 'I am 13 years of age or older'.

This screenshot shows the 'Step 2: Create Profile' form. It includes a progress bar with three steps: 'Step 1: Create Account', 'Step 2: Create Profile', and 'Step 3: Upload Video'. Required fields are marked with an asterisk (\*): Screen Name (6 to 20 Characters), Your Location, Gender (Male/Female), and Brief Bio (Maximum of 200 Characters). A disclaimer at the bottom states: 'We may display the information you provide in connection with your use of the service and may share it with our partners.' The footer includes the Brightcove logo, 'About Brightcove', 'Privacy Policy', and 'Secure Connection'.

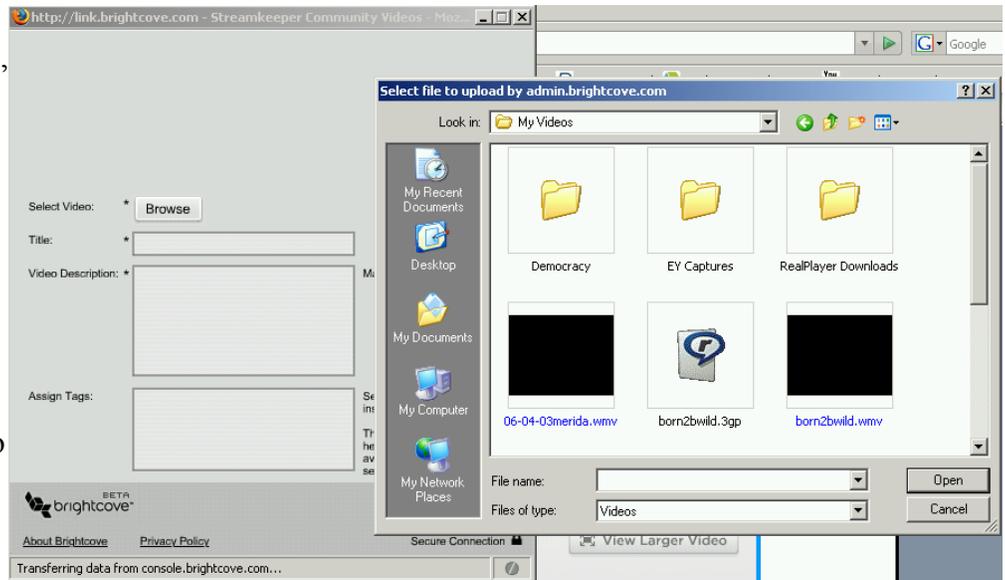
This screenshot shows the 'Step 3: Upload Video' form. It includes a progress bar with three steps: 'Step 1: Create Account', 'Step 2: Create Profile', and 'Step 3: Upload Video'. The 'Select Video' field has a 'Browse' button. Other required fields are marked with an asterisk (\*): Title and Video Description (Maximum of 200 Characters). There is also an 'Assign Tags' field with instructions: 'Separate each tag by inserting a comma. The tags you assign will help to make your video available within popular search engines.' The footer includes the Brightcove logo, 'About Brightcove', 'Privacy Policy', and 'Secure Connection'.

Once you have joined, you will be directed to the upload screen. The "Browse" button will allow you to navigate through your own computer to find the file you wish to upload. This is why I mentioned earlier that you should save your video in a location on your computer that you

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can easily find. This is when you need to find it. Once you click the “Browse” button, a new window will open, displaying a folder on your computer. It may not be the one you are looking for, so you will need to navigate to the folder yourself. Enter the title of your video, and a brief description. Tags will make the video easier for people to find via a search, but are not necessary.



Click on the “Upload” button and it will be uploaded. Do not close the window until the file is completely uploaded. Once the upload is complete, the video will be reviewed by PSKF, and you will be alerted if it was accepted or rejected.

## Why would we reject videos?

First, content must be appropriate for all viewers of all ages. Offensive or inappropriate material will be rejected. Second, it should relate to streamkeepers, and stream ecology. Third, if the quality of the video is so poor it cannot be viewed comfortably, it will be rejected.

