Welcome to this key concepts guide to all the things you need to know to really maximise the potential of your dartfish.tv channel. This is not a tutorial; I can’t recommend enough that you take a look at the video tutorials to understand the tools and processes of dartfish.tv but that is not the purpose of this guide. Instead you will find explanations, not of which buttons to click, but of concepts, the mastery of which will give you complete control over your channel and its contents.
CONTROLLING ACCESS TO CONTENT

ACCOUNTS, LOGINS & SUBSCRIPTIONS

The anatomy of access to dartfish.tv is one of channels, collections and subscriptions: On browsing Dartfish.tv you’ll be able to find many channels, but what you see is just a small fraction of the total number because you only see those which have public content. Access to content is controlled by organisation into *collections*, so content in a public collection is visible to all, whereas content in a private collection is only visible to those who have a subscription to it.

KEY CONCEPT: USE COLLECTIONS TO CONTROL ACCESS TO CONTENT

Access to your channel’s content is controlled using *collections*. By allowing access to one set of collections to some viewers and another set to others you can effectively offer different types of audience their own unique experience of your channel. Therefore, one of your first tasks as an administrator is to think carefully about what collections are required.

You can think about collections as access groups. In the simplest case, your entire audience will have access to all content on your channel and in this case just a single collection would be required. To decide what collections you need, start by considering the different groups who will require unique access to content.

**Scenario**

A college has a channel for its sports teams, they will use it to share tagged game video. They create one collection each for the football team, the hockey team, the lacrosse team, and the rugby team. All the football players and coaches are subscribed only to the football collection so they only see football video and so on for the other teams.

So if this college has four football teams, should there be four football collections, one per team? There is only a need to do this if members of each team aren’t allowed to see the other teams’ videos. In other words, football can be considered as a microcosm of the entire channel and if it doesn’t matter that all football players and coaches are able to see all football videos then only one collection is required.

There is a tendency to think of collections as being similar to windows folders; in other words a way of organising content to make it easy to find. Collections can be used in this way but it isn’t a helpful comparison, not least because dartfish.tv offers much more effective ways for the members of each team to locate video relevant to them. Secondly, minimising the number of collections makes the channel easier to administrate. A football player gets subscribed to the football collection. Simple. No need to keep track of which players are playing in which team and add or remove subscriptions accordingly.

So far we have considered each of our access groups having access to their own collections with no shared content. If the college also has a strength and conditioning coach and physiotherapist who will publish video based exercises. Her videos are to be available to all teams and there are two possible solutions:

Solution 1: We can consider ‘everyone’ as being another access group and so our football players would each be subscribed to two collections; the football collection and the all teams collection.
Solution 2: Content could be uploaded to one collection and duplicated to the others. Duplication doesn’t copy the video file or double the disk space taken, it simply makes it viewable from different collections.

There is no right or wrong solution. Each has its own ergonomic advantages and disadvantages but the most likely solution to be adopted will be based on the subscription role we want to offer the strength coach – as we shall learn later.

**SUBSCRIPTION ROLE**

When thinking about controlling access we have thus far considered who gets access, it is also important to consider what level of access you want to offer. This is defined by subscription role.

**ABOUT SUBSCRIPTION ROLES**

A channel member can be subscribed to a collection as one of three roles, the rights of which are summarised below.

![Subscriber roles - 3 levels of audience access and 2 levels of administration access](image)

You also see here that there are also an additional two management roles but for these the subscription can only be to the entire channel. A moderator can access all the content management tools but only an administrator has access to the features of a channel’s admin section.

What subscription role do we want to offer the strength coach in our college team scenario? Remember that there were two possible solutions:

Solution 1: We have an all teams collection. The strength coach would be a contributor to this collection. The players and coaches subscribed as consumers would be able to download the video to view offline. All subscribers would get automatic notification of new content immediately after upload.

Solution 2: Content could be uploaded to one collection and duplicated to the others. In order for the strength coach to do all this, she would have to be a moderator for the entire channel because only a moderator has access to the duplication feature. Alternatively, she could be a contributor to any single collection and upload to that collection but then a moderator or administrator would have to respond to new content notifications by duplicating the videos into the other collections.
COLLECTIONS ARE NOT FOLDERS

As previously stated, collections should not be considered as a content navigation tool like MS Windows folders. It is not possible to create sub collections so what can be achieved is limited in this regard and as we shall see, keywords are a much more effective way of organising and browsing content.

Scenario

An athletics team wants to make competition video available to its athletes and coaches. The video is filmed and uploaded by a volunteer videographer. Coaches are contributors so that they can add observations in the form of key position markers. Athletes are consumers so that they can download and create an offline library of high quality video using the Dartfish player (freeware).

Initially the team created a new collection for each new competition but soon ran into problems as the number of collections grew and grew. After each competition or each time a new athlete or coach joined the club it became laborious to subscribe each member to relevant collections.

Instead they created a single collection into which all competition footage was uploaded. Each member only needs to be subscribed to one collection. Content is categorised by the keywords pertaining to the event, athlete and season. The athletes are free to filter or search by any of these criteria but the channel administrator also created keyword menus to help guide the audience to specific content.

The team’s channel also has personal collections, subscribed to by individual athletes and their coaches. Coaches with contributor access upload training footage which they have analyzed and critiqued but as this critique is personal only the athlete and coaches should be able to see it.

ABOUT PERSONAL COLLECTIONS

A personal collection has all the same properties and features of any other collection but the way it is created is different. Instead of creating the collection first and then subscribing members to it, the process is fast tracked by being initiated from the manage members page. Here, clicking the Create Personal Collection button creates the collection and subscribes the selected member as a contributor. Of course, because a personal collection is the same as any other, there is no reason why additional members cannot be subscribed to it or the subscription role of the original member modified.

WHAT YOU NOW KNOW

• Collections are used to control who can access what
• Any channel member can have subscriptions to multiple collections to give them access to the complete set of content available to them
• Content that needs to be available in multiple collections can be duplicated
• Subscription role should also be taken into consideration when deciding what collections are required
• A personal collection is simply a quick way of subscribing a member to their own collection.
KEY CONCEPT: SUBSCRIPTION ROLE AND COLLECTION PROPERTIES TOGETHER DEFINE WHAT CAN BE DONE WITH CONTENT

Looking at a video document you can see in the info panel below the video that various actions are possible:

**Comments** – video comments, comments markers, comments on key positions, comments on comments, can all be added to the video.

**Download** – a downloadable version of the video is available; this can be better quality than the online version.

**Upload** – video can be uploaded directly to this collection

**Embed** – embed code allows you to include a dartfish.tv player for this video on another website

It is possible to prevent these actions by setting the properties for the collection, either when it is created or later modified. That is true for all collection types although some of these features require the user to be subscribed and logged in. However, for private collections that is not the whole story because subscription roles interact with the collection properties in the following ways:

**COMMENTS**

If a collection is commentable, all roles are able to add comments and comment markers.

(NOTE: key position markers can still be added even if a collection is not commentable).

**DOWNLOADS**

If a collection is downloadable, subscriber roles of consumer and above (all except viewer) are able to download.

This opens up the possibility of a collection where some of the audience (consumers and contributors) are able to download and others (viewers) not. At other times you may wish to prevent download by all subscribers; without changing the subscription role you can achieve this by modifying the collection properties.

**UPLOADS**

If a collection is uploadable, subscriber roles of contributor and above are able to upload.

This opens up two possibilities. Firstly the administrator can control when content can be uploaded and secondly contributors have two main functions; they can upload content and they can annotate content, so if you require your contributors to be able to annotate but not upload a contributor role subscription to an non-uploadable collection makes this possible.

**EMBED**

If a collection is embeddable, all user roles can copy and paste embed code. However doing so doesn’t overrule the access type of the collection. If the video is in a private collection then it will continue to require login from the embedded player.

**Scenario**

A sporting governing body uses dartfish.tv to provide video on demand for its major games and sets up a public collection to do this. It has a coach travelling with the teams who will upload some games and also a channel moderator who will create highlights movies and get video from the television company where games are broadcast. However to ensure that all the latest video is available at the same time, the public collection is not uploadable. Instead the administrator creates a private uploadable collection where only the coach is subscribed (the moderator is already subscribed to the whole channel). When all videos are uploaded after each game the moderator moves them into the public collection.
**Scenario**

An organisation has a limited number of dartfish licences which are used by its senior coaches but it wants to introduce video analysis to lower levels of coach and athletes. However, the administrator fears a video free-for-all could damage the value of the channel and wants to ensure that only annotated video is made available to athletes. Coaches are subscribed as contributors to a personal collection which is uploadable but private. Coaches use the free Dartfish Player to upload and then use descriptions and key position markers to aid interpretation of the video by the athletes. Because the free player upload doesn’t include addition of keywords, adding a few basic keywords online is essential. This includes adding the keyword ‘annotated video’ that the moderator uses as an indicator that the video is ready to be moved to a collection where athletes are able to access it.

**WHAT YOU KNOW NOW**

- Contributor role controls what **individual** subscribers can do with a collection’s content
- Collection properties control what **all** subscribers are able to do with a collection’s content and take precedence over the possibilities of the contributor role
- Although we have considered collections as a way of controlling who has access to what, we have now seen that they are also used to control who can do what with video content.
HELPING YOUR AUDIENCE FIND VIDEO

KEY CONCEPT: THE BEST WAY TO HELP YOUR AUDIENCE TO FIND VIDEO IS TO USE KEYWORDS AND KEYWORD MENUS

Two starting points for browsing exist with dartfish.tv and these are reflected in the two tabs that you will see on every page of your channel: Subscribe and Explore.

SUBSCRIBE V EXPLORE

The subscribe page gives access to a channel’s collections. Here a member can see what they are subscribed to and subscribe to other collections that are available to them. They can also use this as the starting point of a video search - by showing a collection’s files they will enter the thumbnails view with the content already filtered by that collection.

The explore page by contrast, shows a thumbnail view of everything that the member is subscribed to. They can then search or filter for appropriate content. The explore page also allows the administrator to direct the audience to particular content by the provision of navigation menus. A simplistic view of a navigation menu is that it can be considered as a recommended filter but that description doesn’t do it justice, visually the result is more effective at directing the audience and more importantly, navigation menus allow for filters of filters.

UNDERSTANDING KEYWORDS

Whether or not you feel that the subscribe page or the explore page are the most effective starting point for browsing content on your channel it is essential that you have a good understanding of keywords.

Because we have been saving files in MS Windows folders our entire computing lives, we are usually familiar with the concept of saving and locating files from a specific location. As we create more and more files we start to organise files into a folder tree similar to the one shown here.

Using folders to organise files has some limitations. What happens when we save a file in the wrong place? It becomes impossible to find. What happens when the files you want to work with are located in different folders? You find yourself double clicking up and down folder trees to find those files.

A keyword can be defined as a label which describes the file. More and more modern software now uses keywords to organise and locate files. Keywords encourage you to forget about the hierarchy of folders; consider the example above. Each step in the folder tree describes some feature of the video, so we could take any file from this structure and describe it with keywords.

In Dartfish software and on Dartfish.tv these keywords are searchable and filterable so for this example it becomes easy to find video from all competitions or competitions from 2010 or competitions by athletes X and Y from 2010 and 2009.

Keyword filters offer huge flexibility to how you locate files and once freed from the constraints of windows folders you can see and at you have wrong place? It becomes impossible to find. What happens when the files you want to work with are located in different folders? You find yourself double clicking up and down folder trees to find those files.

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Keyword filters offer huge flexibility to how you locate files and once freed from the constraints of windows folders you
can think creatively about what keywords you might add to files to help you or your audience find videos.

IF I’M USING KEYWORDS, WHERE SHOULD I PUT MY FILES?

Files on your computer have to be stored in folders and videos on dartfish.tv have to be in collections. The simple answer is that, from the point of view of keyword filtering, it doesn’t matter where you store your files! If you want to maintain a complex folder structure you can, but Dartfish will simply treat that folder and its subfolders as one library and show the keywords (values) from all the files it finds.

It is the same principle on dartfish.tv, because the explore page is looking for files from all subscriptions rather than a single collection, you can focus your effort on applying keywords that help your audience find what they want rather than trying to organise video into more and more collections.

Let’s remind ourselves again – collections should be used to control access to content. Keywords should be used to organise and find content.

USING KEYWORDS TO ORGANISE DARTFISH.TV CONTENT

If you are used to using Dartfish software’s category/value system you will find dartfish.tv keywords much more versatile.

**Keyword groups:** This is the situation you may be familiar with from Dartfish software. Related keywords are grouped together under a heading which makes them easier to find and use. For example you might have a group of keywords under the heading of ‘Athlete’ and another group of keywords under the heading of ‘Competition’.

With these keyword groups you can use as many keywords from the group as are applicable. For example, if you have a keyword group ‘Senior A Team’ with the names of all the senior A team players. It is possible to apply the keywords for more than one player from this group if the video clip shows several players. If the clip shows the entire team rather than specific players, it is possible to apply the ‘Senior A Team’ keyword without applying any of its sub keywords.

**Applying single keywords** On dartfish.tv you can create and apply single (ungrouped) keywords. This offers the benefit of giving a single point of access to all the keywords associated with this file.

**Scenario**

A tennis instructor uses keywords to identify the skills being executed by his players. To do this he has a keyword group ‘Skill’ with keywords such as ‘Serve’ and ‘Topspin forehand’. He has another group ‘Player’ which allows each player to find their own clips and cross reference with ‘Skill’. Furthermore he has a number of reference clips which show model examples of each skill. He can distinguish these clips by applying a single keyword ‘Reference clip’.

**Multilevel groups** It is possible to organise keywords into multiple levels. Consider the example here:

This offers the benefit of giving a single point of access to all the keywords associated with this club’s teams.

Beware when using multi-level groups. There is a temptation to recreate the complex window folder trees which didn’t give us the browsing freedom that we gained with using keywords. Here are some other things to consider before using multilevel keyword groups:

- Clips may only be correctly categorised online. Categorisation from the Dartfish software library can only use pairs of keywords and if a multilevel keyword is included on the upload...
template only that keyword and the values from the level below will be represented on the upload wizard.

- Creation of keyword based navigation menus becomes more difficult or perhaps impossible. See the navigation menus key concept to better understand this.

All that said, if you want to offer your audience a windows folder style browsing experience then multilevel keywords make this possible – just be aware that this may limit the possibilities of Dartfish.tv and make sure that your navigation trees are easy to understand by your audience.

**KEYWORD DILEMMAS**

Let's rethink the previous example. There was a second possibility for how we could have categorised these clips; rather than a single group, two groups ‘Team’ and ‘Player’ could have been used. Consider a situation where the players may play for both the A team and the B team. Now for any player to see their clips they may have to look in two places. Now think further, if the team’s physiotherapist wants to upload player assessments he needs to have a way of identifying which player has been assessed. So should he add the player name keyword from Team A or Team B groups? Or does he create a new keyword group of ‘Player assessments’ with the list of players? If he does this will he players understand when browsing the channel that they have to filter in two places to see technical assessments and physical assessments?

The question marks in the above statements are not rhetorical. One may consider situations where these are acceptable solutions but in general as more and more keyword groups are added, the riskier this strategy becomes. In general:

**If it is necessary to search under more than one keyword group for the same keyword then your keyword structure probably needs to be simplified.**

**KEY CONCEPT – KEYWORD NAVIGATION MENUS SIMPLIFY THE EXPLORE PAGE**

Until now I have been critical the rigidity of windows folders structures or the overuse of collections to organise content and I have praised the freedom of keywords. One benefit of a tree structure, whether created in folders or keywords is that it offers the audience direction, it gives them an entry point and a path to follow.

This is the purpose of dartfish.tv’s navigation menus. They guide the audience to recommended entry points and lead them forward from there. Here are some other benefits:

- Navigation menus stand out visually to the audience on arrival at the explore page.
- At the point that the user chooses to view the videos they have established a breadcrumb trail. They can continue to navigate that trail in the Player view.
- The keyword panel is context sensitive so keyword menus can be used to simplify the keywords to those relevant to a selection of videos.

**HOW NAVIGATION MENUS WORK**

Navigation menus allow you to take a keyword and display it in a menu at the top of the navigation screen. When that menu is selected, sets of videos are shown, each set representing sub keywords of the menu such as the example below. In the case that there are no sub keywords i.e. a single level keyword or the last level keyword in a keyword group, then the videos tagged with that keyword are shown.
The order of the menus is important because the first menu, Last competition in the example here, is selected on entering the explore page. Administrators can use this to prioritise what their audience first see.

MULTILEVEL NAVIGATION MENUS

It is possible to have up to two further submenus of the main menu. Each of these submenus is a further filter of the previous results. This is part of the power of keyword menus. Consider these examples:

These examples use the same keywords in different orders. In the first case the user is invited to select a conditioning type and then filter further to the targeted muscle groups and in the second case the user selects the body area they want to work on and then select the type of exercise they want to do. The
results are similar but the way the user is guided is subtly different and in fact this channel may actually want both menus.

**Important!** A common, but false, expectation when creating navigation menus is to believe that they can be used to recombine keywords into multilevel keyword groups. It is more correct to think of them as a series of sequential filters, the results of the first filter are further filtered by the results of the second filter and the results of that are further filtered by the third filter. If any of these filters produce no further results then the next filter is ignored and the videos resulting from the previous filters are displayed.

**Scenario**

The World Taekwondo Federation has a 3 level navigation menu: Competitions > Country > Weight category. Say a Swiss viewer starts by selecting the competitions menu then browses the World Championships 2009 group. If none of those videos are assigned a keyword representing the competitors’ country then all videos from the World Championships 2009 will be displayed and the possibility to select a weight category is not offered.

If the same user then selects World championships 2010 where the videos have been assigned a keyword representing country then he will be able to select his country then filter further by weight category. Now, at the end of the filter series, he sees the videos.

It is worth reminding ourselves that Dartfish.tv allows us to add many keywords from each group. Useful in this case because each Taekwondo contest involves competitors from two different nations.

**ENSURING CONSISTENT USE OF KEYWORDS**

The second lesson that we can learn from the previous scenario is that consistency of keyword use is important – especially so when keywords form part of a navigation menu; it would be reasonable for the viewer to assume that when they select a competition they can see all countries taking part. In other words, inconsistent application of keywords makes finding all the relevant content difficult.

Administrators have three strategies that they can adopt to help ensure that keywords are used consistently across their channel’s content and these three strategies reflect the three points at which keywords can be assigned:

**BEFORE UPLOAD**

The category/values assigned from the Dartfish software library are retained as keywords. Teaching your contributors how to use keywords relevant to the uploads they will make will save both you and them time later.

You can ensure that all contributors are using the same category/value set by exporting a set from one Dartfish library for import into another. This is achieved using the library menu button found at the top of the library in Categories view.

**DURING UPLOAD**

When single videos or Mediabooks are uploaded it is possible to add keywords or deselect keywords which are not relevant to online browsing. Administrators can also define channel keywords which should be included during upload. In the following example, the first four keywords are added to the upload template from the channel and resource type is mandatory. The keywords ‘Dance’ and ‘All languages’ come from values in the Dartfish library.
AFTER UPLOAD

Of course it is possible to add keywords after upload but perhaps you want to ensure that new content is correctly categorised before it is made available to its wider audience. You can achieve this by allowing upload to an administration collection and then checking the new uploads for absence of keyword before moving to their final destination.

All channels have an admin collection which is accessible by administrators and moderators.

KEYWORD USE WITH COLLECTIONS

Keywords can also be assigned to collections. Their use is less sophisticated than that of video keywords in that only single level keywords can be applied but they are very useful if your list of collections is long and you want to help your audience find those which are of interest to them. Two approaches might be taken to applying keywords to collections:

01 **Create search terms.** The Search Collections tool looks for words in the collection name, description and keywords therefore to allow your audience to make best use of the collection search you should consider the words of the description carefully. If there are any words missing that you think that your audience might search for you can add them as keywords.

02 **Create categories of collection.** Imagine listing your collections under headings – the keywords applied would be those headings. Now the audience can select which category of collection they want to see by filtering.

**Scenario**

Sign Enhancers are an American Sign Language teaching company who use dartfish.tv business collections to sell their courses online [www.dartfish.tv/signenhancers](http://www.dartfish.tv/signenhancers). Each of their collections represents a group of content requiring a paid subscription and they have over 40 collections. Collection keywords are used to group relevant collections under their curriculum titles.

Note: Business collections are not available by default on your channel. If online selling of your video is of interest, contact Dartfish.

WHAT YOU KNOW NOW

- Keywords are a more effective than collections as a way of helping your audience find video
Keywords can be single or grouped

- Multilevel keywords can be used to create hierarchical browsing similar to windows folder trees
- Keywords can be searched, filtered or arranged into navigation menus
- Navigation menus direct your audience to content by allowing levels of sequential filtering. This differs from normal filters where a combination of keywords form a single filter.
- Ensure consistent use of keywords by controlling how contributors use Dartfish software or by having strategies to manage content after upload
- Keywords can also be applied to collections to aid the audience in finding subscriptions
MANAGING YOUR CHANNEL’S MEMBERS & SUBSCRIPTIONS

This document has previously discussed the control of access to content using subscriptions to collections. In this section we turn our attention to key concepts about managing the people who will access your content. We will also draw a distinction between public and private access to content.

KEY CONCEPT: ACCOUNTS BELONG TO THE USER NOT YOUR CHANNEL

For a Dartfish.tv viewer to be able to view their subscription only content they have to login and to do that they need an account. They can create their own account from the login page or you, as an administrator, can create their account when you make them a member of your channel. By either route, it is important to note that their account and login is for all Dartfish.tv and is not specific to your channel.

An account is identified by user name and email address, this has the following implications:

- You cannot create a new account with a user name already being used by another account
- You cannot create multiple accounts with the same email address

ADDING SOMEONE WHO ALREADY HAS AN ACCOUNT

When you add a member to your channel you provide a user name and email address to create their Dartfish.tv account. For the reasons above, if you attempt to do this for someone who already has an account, Dartfish.tv will warn you that the addition of that member failed.

To add this member simply provide their email address or user name (but it is more likely that you know their email address) and the existing account will become a member of your channel.

KEY CONCEPT: MEMBERS ARE UNLIMITED, SUBSCRIPTIONS ARE UNLIMITED, ONLY SEATS ARE LIMITED

Dartfish.tv has an unusual way of restricting the size of your channel based around the number of seats owned. The purchase price of a channel is partly based on the number of seats you need. Rather than buying seats for every potential member you can budget for the maximum number of seats which are required at any one time. The admin process for allowing access to content is:

01 Add channel members - a channel can have unlimited numbers of members. This is the pool of people who will potentially require a subscription.
02 Allocate a seat to members.
03 Subscribe members to a collection - only seated members can be subscribed to collections and a seated member can have unlimited subscriptions.

KEY CONCEPT: PUBLIC SUBSCRIPTIONS DO NOT USE A SEAT

Public collections allow you not only to reach out to a wider public but because subscription to a public collection does not use a seat it can be a way of maximising your audience while making best use of your available seats.

Fully public collections are accessible by anyone, whether or not they choose to subscribe... so why would they subscribe at all? The answer: Subscription offers more than just access to content.
• Gain rapid access to subscriptions (public or private) via My Channel. Also allows rapid access to favourite videos and favourite channels.

• Receive notifications when there are additions or changes to subscribed content.

• Be able to download. Admins can optionally restrict download to those subscribed to the collection.

That reflects the benefit to the user but the benefits to channel owners and administrators are similar as a presence in the user’s My Channel and receipt of notifications result in repeat visits to your channel.

*Furthermore, they will become members of your channel with a default subscription of consumer but their public subscription does not use a seat.* This will allow you to email them, resend subscription information, remove, suspend or limit their subscription etc. However you cannot create a subscription or modify a subscription role for an unseated member.

**FORCING SUBSCRIPTION TO PUBLIC COLLECTIONS**

You can create or modify a public collection which requires subscription. This subscription will be free and unrestricted but the user can’t see the content of the collection without subscribing. You may want to promote some ‘free samples’ from this collection to encourage subscription.

*Scenario*

Your organisation has 200 athletes and coaches but a large number of these don’t require access to private video. Your channel has 50 seats used for those requiring access to private collections. You create memberships (and accounts) for the remaining 150 and then use Dartfish.tv to email them a link to relevant public collections asking them to subscribe. You monitor their subscription or last login from the admin pages to check that they have done so.

**KEY CONCEPT: SUBSCRIPTION ROLE DOES NOT CONTROL DOWNLOAD OR COMMENTS FOR PUBLIC COLLECTIONS**

If a public collection is downloadable it is possible for anybody to download, although it is possible to restrict download to those who subscribe by defining the subscription process for a collection.

If a public collection is commentable anybody can add comments. They need to be logged into their account but do not need to be subscribed to the collection.

**WHAT YOU KNOW NOW**

• Accounts and logins are for Dartfish.tv and are not specific to your channel

• The number of people that you can subscribe is limited by the number of seats you purchase but only private subscriptions use the seat allocation

• The properties of a public collection solely define its functionality – user role has no influence
UPLOADING CONTENT

There are five different routes by which you can upload content to Dartfish.tv and although these are comprehensively demonstrated in the Dartfish.tv video tutorials it is worth considering which is the best tool for your purposes.

KEY CONCEPT: DARTFISH.TV DOCUMENTS ARE MORE THAN VIDEO

We refer to uploading videos throughout the documentation but in fact it is more correct to talk about **video documents** because much more than video is being published. Videos, descriptions, markers, attachments all might be included. Furthermore, multiple videos can be uploaded to the same document – each represented as a scene on the timeline and as an individual video on the details and downloads panels.

In addition to all the added value, a further consideration is how keyword classification is included with upload. The possibilities for reusing your Dartfish category/values as online keywords vary from process to process.

PUBLISHING PROCESSES

SHARE

The Share button on the library is used to upload video and is especially useful for bulk upload of multiple video files. In fact it is the only process which creates a new document for each file uploaded. Key positions are not uploaded but video descriptions can either be added during upload or by modifying the video properties before upload.

Users should be aware that the categorization step is skipped when sharing multiple videos; all video category/values will become keywords with no opportunity to deselect those which are not required. Likewise, any mandatory keywords from the upload template can’t be assigned during upload although the contributor will be warned when this is the case.

MEDIABOOK

All editions except Dartfish Live can create mediabooks from the Analyzer. Multiple storyboard items can be uploaded, but in a single document, represented as scenes, making this an extremely effective way of pulling related videos together on a single timeline.

Of course all the other features of the Analyzer are uploaded: keypositions, video descriptions, audio comments but the document title and description are set during upload.

Of particular note is the way that category/values are used. Only the common values for all selected storyboard items are used. For example, if every video has a value ‘athlete/Philippe S’ then it will be suggested for upload.

PUBLISH GAME

Publish game is an option in Tagging used to upload all the files comprising a tagging analysis. Use it to publish a tagged video or set of videos. It is similar to the share process in that it uploads the content of the Tray but with important differences: The selected video files become scenes on a single timeline; and events become event markers. The values describing each event become event keywords – these are filterable and searchable. If only selected events are to be uploaded they should first be selected (highlighted) before beginning the publish.
Marker titles are based on the Name field of the events list and this can be edited prior to upload. Marker descriptions can also be set prior to upload by right clicking an event and selecting properties from the quick menu.

**PUBLISH HIGHLIGHTS**
A second option from Tagging is to publish only selected events instead of the whole video file. Again each event is denoted by event markers and event keywords.

**DARTFISH.TV PLAYER**
The free Dartfish.tv Player (see [www.dartfish.tv/dartfishplayer.aspx](http://www.dartfish.tv/dartfishplayer.aspx)) allows anyone to upload to Dartfish.tv. It is a simple tool which uploads only video with description, but keywords and scenes are only published when a downloaded mediabook is republished from the Player. So if additional annotation is required, it can be added after upload.

**PUBLISHING OPTIONS SUMMARY**
The following is a summary of which document features are uploaded with each publishing tool.

<table>
<thead>
<tr>
<th>Software editions</th>
<th>Share from the library</th>
<th>Mediabook from Analyzer</th>
<th>Publish game from Tagging</th>
<th>Publish highlights from Tagging</th>
<th>Upload from Dartfish.tv Player</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>All except Live</td>
<td>TeamPro, Connect+ and Classroom+</td>
<td>TeamPro, Connect+ and Classroom+</td>
<td>Dartfish.tv player (free download)</td>
<td></td>
</tr>
</tbody>
</table>

**Descriptions**
Set during upload or using video properties
- Scene descriptions from Storyboard, document description added during upload
- Set during upload or using video properties
- Set during upload
- Set from Player

**Markers/descriptions**
- Not uploaded
- Keypositions become markers
- Events become event markers and keywords
- Events become event markers and keywords
- Only when republishing. Player doesn’t create markers.

**Scenes**
- No scenes
- Storyboard items become scenes
- Multiple game videos become multiple scenes
- No Scenes – events from multiple video clips become one movie
- No

**Keywords**
Set during upload or from Dartfish cat/val
- Scene descriptions from Storyboard, document description added during upload
- Set during upload, the keywords which are applied to all storyboard items are included
- Set during upload, the keywords which are applied to all video files are included
- Keywords corresponding to those of the channel are used.

**Marker keywords**
- No
- No
- Yes – based on tagging
- Yes – based on tagging
- No

**When to use**
Upload of video only and bulk upload of documents
- Share key position analysis, create documents containing multiple scenes
- Upload video with event markers, when game is multiple files, each file becomes a scene
- Create a new video comprising of selected events
- Contributor doesn’t have Dartfish software

**WHAT YOU KNOW NOW**
- There are up to 5 ways to upload content to Dartfish.tv depending on which edition of Dartfish software you have. Each offers different possibilities, it is worth thinking carefully about the best method(s) for you
- The Dartfish.tv Player is a free tool for content consumption and upload
VIDEO FOR OFFLINE VIEWING

MAKING VIDEO DOWNLOADABLE

If you want your audience to view content offline you need to set the collection’s downloadable property. If the collection is public that is all you need to do but if it is private then subscribers have to have consumer role or higher.

KEY CONCEPT: TWO VIDEO QUALITIES CAN BE OFFERED TO YOUR AUDIENCE

Optionally video downloads can be of a significantly higher quality than that viewed online. This is decided by the contributor during the upload process and cannot be changed after upload so some administrators might consider advising contributors of the best choice for their channel and its audience. So why not simply advise to offer a high quality choice in every case? Because provision of a high quality download increases the time taken to produce and upload the video. The additional storage space used by the higher quality video may be a consideration for some channels. On the other hand, higher quality video may be essential for effective analysis by your audience.

KEY CONCEPT: THE DARTFISH PLAYER RECREATES THE DARTFISH.TV EXPERIENCE OFFLINE

Video downloaded from Dartfish.tv is in Windows Media (.wmv) format and can therefore be played by any computer’s media player software. However, only video drawings will be retained after download. The best solution for viewing all the other notes and key position markers is to use the Dartfish Player – a free download from the downloads section of any dartfish.tv video document.

Fig 17 The download section offers simple video download and download to the Dartfish Player library.

The player can also be downloaded from www.dartfish.tv/dartfishplayer.aspx. This option might be useful for administrators who want to distribute an installation file.

WHAT YOU KNOW NOW

- Uploading higher or original quality video renders and uploads a second video along with the web quality video. This takes more time but offers better quality downloads
- The Dartfish Player can also be downloaded from the downloads section. This offers substantially better offline viewing than standard media players.
PROMOTING YOUR CHANNEL AND ITS CONTENT

KEY CONCEPT: DARTFISH.TV AUDIENCES BROWSE WITHIN CHANNELS

Dartfish.tv audiences can’t search for video without first locating the channel that they wish search. Compare this concept with other video sharing sites where searches are for the entire website; on Dartfish.tv you retain your audience within your channel.

This has the implication that your audience needs to be able to be directed to or be able to discover your channel. Your job as administrator is to make this possible and to make your channel worth a repeat visit.

DIRECTING YOUR AUDIENCE TO YOUR CHANNEL

The admin home page lets you define a channel link, this is the URL (internet address) that you can publicise. It is worth changing this from the default to something more memorable then making sure that everyone knows it.

MAKING YOUR CHANNEL DISCOVERABLE

If you have public or business collections casual browsers find your channel by searching. Words found in the channel title and description are searchable so your description has a dual purpose of explaining what your channel offers and making your channel discoverable. Channel title and description are set on the admin home page.

NOTIFICATIONS

Anybody subscribed to a collection receives an email notification when videos are added or modified. This should keep your audience coming back for more so there is no need for contributors or administrators to notify. Subscribers can switch off notifications via their personal admin page and this is out with admin control.

It is also possible for admins to contact their subscribers

RECOMMENDATIONS

A recommendation is the administration equivalent of a user making a favourite, the recommended collection will be listed on the user’s My Channel under a heading of recommendations. You are saying to your subscriber that this collection contains content of particular value.

Recommendations are made from the Edit channel members subscriptions page. It is only possible to recommend private collections to which the user is already subscribed.
YOUR CHANNEL’S HOME PAGE

The home page of your channel is its shop window and even if all your content is private it is worth giving some thought to its appearance and content because like any website its content may be judged by appearance. It is also your chance to push useful content to your audience.

FEATURED VIDEO

The featured video updates automatically to show the latest upload.

Scenario

A sporting governing body has personal collections for each of its top level coaches. Each coach sees a different featured video based on their subscription. At a glance they can see when new content has been added and whether it is of interest to them.

It is also possible for administrators to set a video as a featured video. With the video document in edit mode look for the button immediately below the video display.

It is only possible to set one featured video per channel; although if the featured video is in a private collection, only those subscribed to that collection will see that featured video. Everybody else will see the latest upload as if no featured video had been set.

FEATURED COLLECTION

A collection can be set to be the featured collection in its properties, like a featured video, forcing it to be displayed on the home page.

HOME PAGE DESCRIPTIONS

Apart from the channel description, the other text that you have control over on the home page are the descriptions of the featured video and featured collection. If you don’t set these the descriptions used
will be the video and collection description – which may be adequate, but on the other hand may not be suitable or not fully exploit the opportunity to provide valuable information on the home page. Change home page descriptions from the channel’s admin page.

**Scenario**

A company providing bike fitting services uses the featured video to showcase a sample of the analysis made available to each customer. The video description is a detailed description of the fit and so on the home page the description is set to advertise how Dartfish video analysis contributes to the fitting process. The featured collection offers added value to customers by giving access to a collection of cycling specific flexibility routines and it also contains promo videos about the company’s services.

**PROMOTING VIDEO**

Dartfish.tv offers many ways of getting your videos seen a wider public: sharing links, sharing to social media, embedding etc. This topic specifically looks at how you can offer ‘free samples’ of content to encourage your audience to sign up to collections which allow them to self-subscribe...

- Public collections where subscription is required
- Private collections protected by access key or administrator approval
- Business collections

The value of this feature should be obvious; would your audience choose to subscribe without examples what they get? By clicking the *promote* button, found below any video in edit mode, it will be viewable without subscription but marked as ‘Free sample’.

**WHAT YOU KNOW NOW**

- Set the channel link to offer a more memorable URL to distribute to your audience
- Channel name and description are searchable so it is worth making sure that they use the words and phrases that your audience will be searching
- Notifications, recommendations and good use of ‘My Channel’ encourage repeat visits by your audience
- Featured video, featured collection and their home page descriptions allow you to customise the content displayed on the home page
- Videos can be promoted so that they become fully public free samples. The aim is to encourage subscription.
USING DARTFISH.TV VIDEO ON OTHER WEBSITES

Darfish.tv offers two types of embeddable content; the embedded video player created by copying and pasting the embed code from any video in a collection where the embeddable property is selected; and the *Smart Playlist* where the content updates automatically.

ABOUT SMART PLAYLISTS

The traditional playlist as you might understand it is a set of videos that you select. What makes a Smart Playlist smart is that video selection is based on a keywords filter – the keywords you select define the content of the playlist. The benefit of this approach is that content will adapt according to which videos are currently filtered by the Smart Playlist, removing the need to modify your web page with new embed code to change the content of your embedded playlist.

An embedded Smart Playlist can actually contain multiple playlists, each one based on a different selection of keyword filters.

Smart Playlists are an add-on feature to the standard channel configuration. If your channel has this capability you will see a Playlist tab next to the Subscribe and Explore tabs. Otherwise the feature can be added by contacting Dartfish.

![Smart Playlist screenshot](image)

**Key Concept: Nominated Domains Can Display Private Content Without Login**

It is perhaps reassuring to know that contents of your subscription only and private collections still require login to access – even when embedded in other websites. This is something you need to consider before making private collections embeddable or embedding content from these collections.

In the case of a Smart Playlist, the playlist will only display publically accessible content.

ABOUT NOMINATED DOMAINS

A nominated domain is a website where any dartfish.tv content is treated as being public, regardless of the type of collection in which it is contained. Although it is possible to nominate multiple domains, administrators cannot set this up themselves; nominated domains must be arranged by contacting dartfish.tv support.

Hang on a minute! If private content is going to become public, why not just put it in a public collection? The nominated domain approach is typically used by organisations that want to control access to dartfish.tv content from their own website.
**EMBED CODE PARAMETERS**

Embed code contains a number of variable parameters which you can use to control how the player is displayed. The following is a guide to the changes you can make:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Values</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>videoWidth</td>
<td>=480</td>
<td>Width of the video window. This parameter shouldn’t be less than 480. If you want to have a smaller video window, you should scale down the application by specifying smaller values for width and height in the object id tag: <code>&lt;object id='WebPresenterSilverlightControl' ... width='480', height='270'&gt;</code></td>
</tr>
<tr>
<td>videoHeight</td>
<td>various</td>
<td>Height of the video window (270 for 16:9, 352 for DV 4:3, 360 for other 4:3)</td>
</tr>
<tr>
<td>Autoplay</td>
<td>=1</td>
<td>Video automatically plays</td>
</tr>
<tr>
<td></td>
<td>=0</td>
<td>Video plays only when play button clicked</td>
</tr>
<tr>
<td>autoShowMenu</td>
<td>=1</td>
<td>The description panel is displayed at the end of the video</td>
</tr>
<tr>
<td></td>
<td>=0</td>
<td>Only displayed when menu button clicked</td>
</tr>
<tr>
<td>matchPanelBelow</td>
<td>=1</td>
<td>Info panel is displayed below the video controls</td>
</tr>
<tr>
<td></td>
<td>=0</td>
<td>Info panel is displayed above the video controls (embedded player uses less space but when info is displayed there is less space for video)</td>
</tr>
<tr>
<td>matchPanelHeight</td>
<td>=202</td>
<td>Height of the info panel, containing info, comment, etc.</td>
</tr>
<tr>
<td>previewVideoSource</td>
<td>=0</td>
<td>Use streaming</td>
</tr>
<tr>
<td></td>
<td>=1</td>
<td>Use progressive download</td>
</tr>
<tr>
<td>DFPlayerLink</td>
<td>=0</td>
<td>Download Dartfish Player button is hidden</td>
</tr>
<tr>
<td></td>
<td>=1</td>
<td>Download Dartfish Player button is shown</td>
</tr>
<tr>
<td>uiCulture and culture</td>
<td>=en-US</td>
<td>Defines the language used by the player interface. Default is English.</td>
</tr>
<tr>
<td></td>
<td>=de-DE</td>
<td></td>
</tr>
<tr>
<td></td>
<td>=fr-FR</td>
<td></td>
</tr>
<tr>
<td>Playlists</td>
<td><code>&lt;Pll&gt;....&lt;/Pll&gt;</code></td>
<td>For smart playlist only. Use the dartfish.tv editor to define these parameters</td>
</tr>
<tr>
<td>playListWidth</td>
<td>=300</td>
<td>Width of the playlist. Note: the width of the <code>&lt;object id='WebPresenterSilverlightControl' ...&gt;</code> should be <code>videoWidth+playListWidth</code></td>
</tr>
<tr>
<td>playListPlayAll</td>
<td>=0</td>
<td>Playback pauses at the end of each item in the playlist</td>
</tr>
<tr>
<td></td>
<td>=1</td>
<td>All items in the playlist play as a continuous sequence</td>
</tr>
</tbody>
</table>
Scenario

An organisation already controls access to parts of its website by login. They don’t want to have to manage a second set of user accounts and subscriptions on dartfish.tv. By nominating their website’s domain they achieve this by embedding relevant Dartfish.tv content on pages accessible only to specified accounts on their site.

On their home page they have a ‘Video of the month’ this is created by using a keyword assigned to that month’s selected videos. A Smart Playlist based on that keyword is used to display that video removing the need to update the home page. Parameters of the embed code are adjusted to display the video without its details panel. The info panel is retained to give context to the video.

WHAT YOU NOW KNOW

- Dartfish offers two types of embed code for videos and Smart Playlists
- Smart playlists show a set content based on a keyword filter
- Embedded content retains the same properties that it would if displayed on dartfish.tv
- Embedded content from non-public collections can be treated as fully public if your channel is set up with a nominated domain.
- Various embed code parameters can be manipulated to control features of the embedded player.