

JW Player™ for Flash WordPress Plugin

Overview

The JW Player™ for Flash Plugin enables you to deliver video content through your WordPress website. This plugin has been developed by LongTail Video, the creator of the JW Player™, and allows for easy customization and embedding of the Player in the body of your WordPress articles. It provides support for all of the player's configuration options, including skins, plugins and the LongTail Video AdSolution. In addition, it supports a powerful tag system that allows for dynamic customization at embed time, and gives you the capability of referencing external video content.

For more information about the JW Player™ and the LongTail AdSolution please visit <http://www.longtailvideo.com>.

Installation

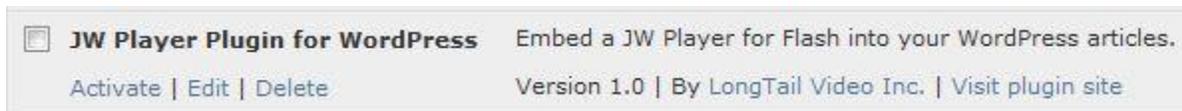


Figure 1

There are no requirements for this plugin other than having a WordPress 2.7 or later installation. To install the module, extract jwplayerplugin.zip and place the jwplayerplugin folder in your WordPress plugins directory (/wp-content/plugins) on your web server.

Download the non-commercial JW Player™ at <http://www.longtailvideo.com/players/jw-flv-player/>. Extract the contents of the zip file. Navigate to the jwplayerplugin directory (/wp-content/plugins/jwplayerplugin). Copy the player.swf and yt.swf file into the directory.

Login to your WordPress website and navigate to Site Admin > Plugins. The jwplayerplugin will appear in the list of plugins. Click the Activate link. The plugin is now installed.

Configuration

The plugin is very flexible in its management of the JW Player. In fact, you can begin embedding JW Players immediately after installing the plugin. However, you will be using the Out of the Box JW Player which may not fit with the theme of your site. The Out of the Box JW Player represents the default player without any customization.

As a result, the plugin allows for the creation of a custom JW Player™, giving you a wide range of configuration options including the Player's flashvars, the LongTail AdSolution and numerous Player

plugins. These options are presented in an intuitive wizard like interface meaning your configuration is only as advanced as you need it to be.

To access the setup page navigate to “Site Admin > Settings > JW Player™ Plugin.” You will see a page that contains a brief description and a single button (as seen in Figure 2).



Figure 2

Clicking the “Create Custom Player” button will begin the player configuration process. Note that you can save your Player at any time during the process. Only settings from screens you have visited will be saved as part of this Player. The first screen can be seen in Figure 3.

Basic Settings

The Basic Player Settings (see Figure 3) encompass the most commonly used flashvars for the JW Player™. It is very likely that you will be making adjustments to these settings with each Player configuration that you create. These involve setting the player dimensions, and its basic appearance. Descriptions of what each flashvar does are provided. In the “Selected Player” field you can enter a name for your custom player. This field is available on every screen of the plugin’s player wizard.

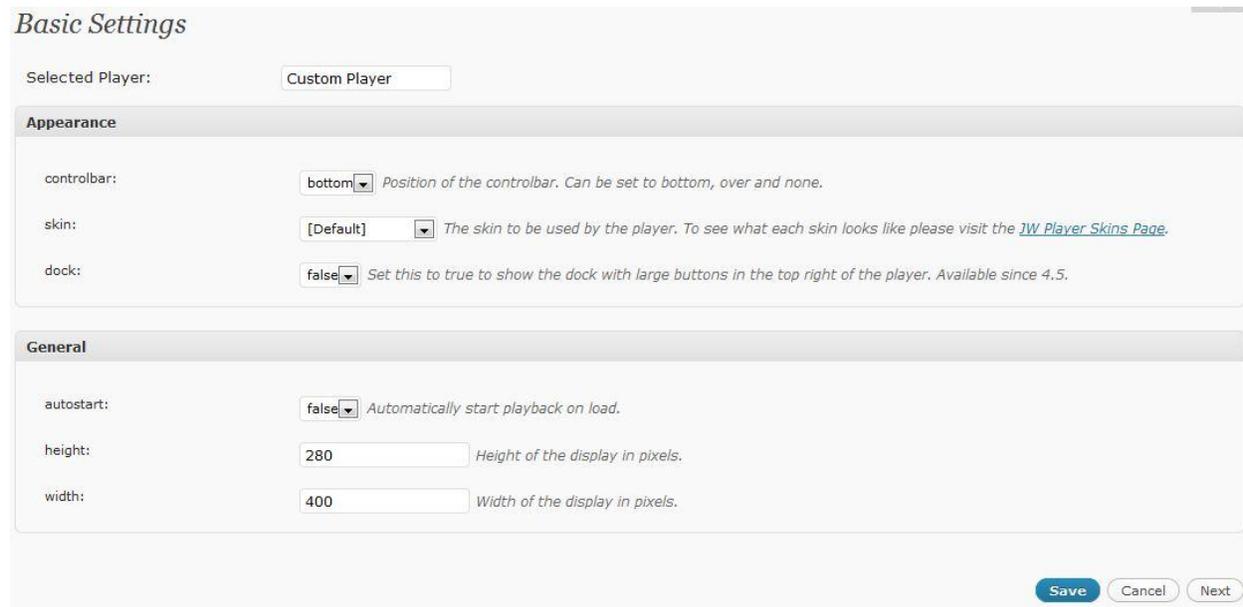
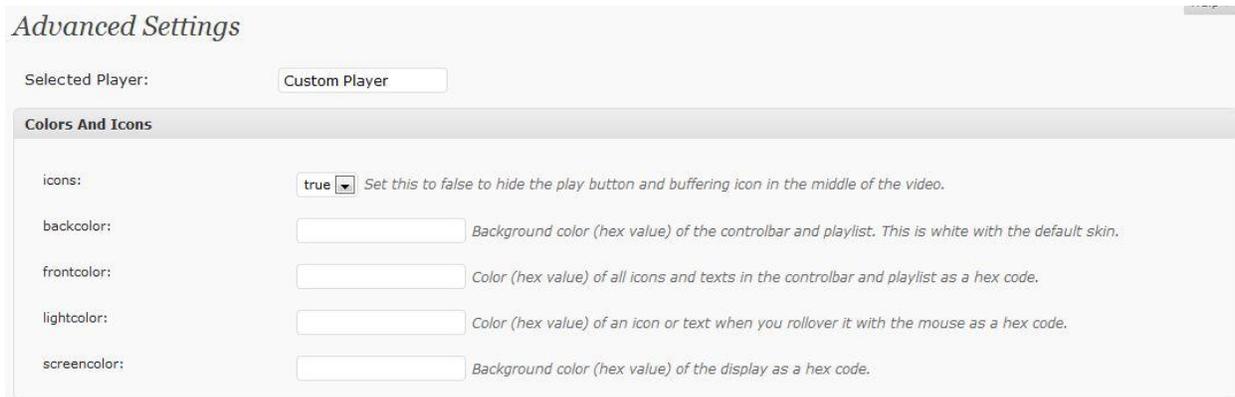


Figure 3

Advanced Settings

The Advanced Player Settings are used less than the Basic Player Settings and are not required for embedding the JW Player™. It is likely that you will make very few changes to the flashvars contained in this section. Again, descriptions of what each flashvar does are provided.

In general, the settings in *Colors and Icons* (Figure 4) help to alter the color of the player including the control bar and background color.

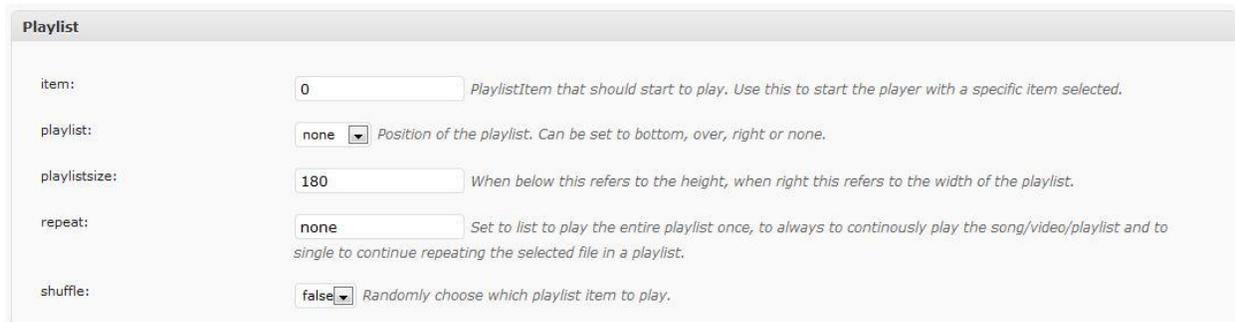


The screenshot shows the 'Advanced Settings' window for JW Player. At the top, 'Selected Player:' is set to 'Custom Player'. Below this is the 'Colors And Icons' section, which contains five settings:

- icons:** A dropdown menu set to 'true'. Description: 'Set this to false to hide the play button and buffering icon in the middle of the video.'
- bgcolor:** A text input field. Description: 'Background color (hex value) of the controlbar and playlist. This is white with the default skin.'
- frontcolor:** A text input field. Description: 'Color (hex value) of all icons and texts in the controlbar and playlist as a hex code.'
- lightcolor:** A text input field. Description: 'Color (hex value) of an icon or text when you rollover it with the mouse as a hex code.'
- screencolor:** A text input field. Description: 'Background color (hex value) of the display as a hex code.'

Figure 4

Playlist (Figure 5) is only necessary when using a playlist file and you require custom behavior.



The screenshot shows the 'Playlist' section of the JW Player Advanced Settings. It contains five settings:

- item:** A text input field with the value '0'. Description: 'PlaylistItem that should start to play. Use this to start the player with a specific item selected.'
- playlist:** A dropdown menu set to 'none'. Description: 'Position of the playlist. Can be set to bottom, over, right or none.'
- playlistsize:** A text input field with the value '180'. Description: 'When below this refers to the height, when right this refers to the width of the playlist.'
- repeat:** A dropdown menu set to 'none'. Description: 'Set to list to play the entire playlist once, to always to continuously play the song/video/playlist and to single to continue repeating the selected file in a playlist.'
- shuffle:** A dropdown menu set to 'false'. Description: 'Randomly choose which playlist item to play.'

Figure 5

Rendering (Figure 6) affects the quality and aspect ratio of the video.

Rendering

bufferlength: Number of seconds of the file that has to be loaded before starting. Set this to a low value to enable instant-start and to a high value to get less mid-stream buffering.

smoothing: This sets the smoothing of videos, so you won't see blocks when a video is upscaled. Set this to false to get performance improvements with old computers / big files. Available since 4.4.

stretching: Defines how to resize images in the display. Can be none (no stretching), exactfit (disproportionate), uniform (stretch with black borders) or fill (uniform, but completely fill the display).

Figure 6

Finally, Sound (Figure 7) lets you preset the mute status and the volume level.

Sound

mute: Mute all sounds on startup. This can be overridden by a user's cookie, which stores the user's last muting state.

volume: Startup volume of the player. Can be 0 to 100. The user's last volume setting is saved in a cookie and overrides this flashvar.

Figure 7

LongTail AdSolution

The LongTail AdSolution (LTAS) is a service provided by LongTail Video which allows you to run pre-roll, post-roll and overlay ads. This enables you to monetize your content. In order to make use of LTAS you will need to purchase a commercial JW Player™ license and acquire a channel code.

For information about purchasing a commercial license and installing your commercial player please refer to the Additional Considerations section later in this document. For more information about LTAS please visit <http://www.longtailvideo.com/adsolution>.

Once you have been approved check the “Enable LTAS” check box and enter your channel code in the “ltas.cc” field (see Figure 8).

LTAS

Selected Player:

Enable LTAS

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ltas.cc: Your LTAS channel code.

Figure 8

Plugins

The JW Player™ has a number of plugins available that enhance player functionality, or alter existing functionality. This section contains a list of the available plugins, providing a description of its function (Figure 9). To use a particular plugin, check the checkbox next to the plugin. A tab will appear with the checked plugin's name. This tab will contain the configuration options available for the plugin.

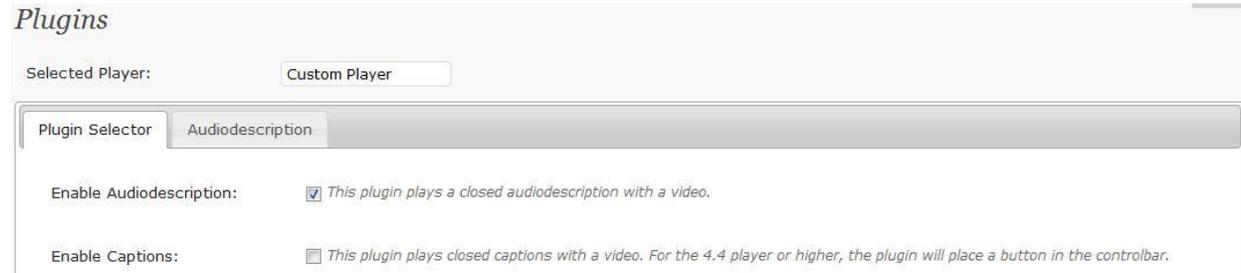


Figure 9

Player Embed

The actual embedding of a JW Player™ into an article body is controlled by the tagging system. The tagging system is quite flexible and allows for varying levels of complexity in your embedding.

The basic syntax for the tagging system is as follows: `[jwplayer param1="value1" param2="value2" ...]`.

This means that the simplest case would be to simply type `[jwplayer]` into your node body. Without specifying any parameters the plugin will use the default player settings and attempt to use the first piece of content you have uploaded via the Media Manager. Uploading content through the Media Manager will be covered later.

In most cases there are three parameters that you will likely always use and are as follows: `config`, `file` and `image`. The `config` parameter refers to a specific Player that you have configured. However, it is optional if you only wish to use the current default player. The content you wish to play is identified by the `file` parameter and the static image you wish to use is set by the `image` parameter. So a typical embed will take the following form:

```
[jwplayer config="myplayer" file="http://www.mywebsite.com/myvideo.flv"
image="http://www.mywebsite.com/myimage.jpg"]
```

In this case URLs are being used to specify where the content is located.

In addition to the three primary parameters you can also specify any number of flashvars. This gives you the flexibility of having node specific players without creating a new Player. Perhaps the most useful aspect of specifying flashvars at embed time is the fact that you can use them in conjunction with a Player configuration and they will override the settings specified by the Player you're using. This allows you to take advantage of an existing Player but make a slight adjustment for a special case. A complex embed would look like the following:

```
[jwplayer config="myplayer" file="http://www.mywebsite.com/myvideo.flv"
image="http://www.mywebsite.com/myimage.jpg" bgcolor="000066" frontcolor="3333FF"
lightcolor="FFCC00"]
```

In this case the color of the player has been customized. Again, even if the “myplayer” Player specified colors, the colors defined in the tag will take precedence.

Advanced Player Management

Once you have created your first player the Player management section updates with additional options. A table appears listing the Player you have created, detailing its Basic Settings for your reference (Figure 10). You will notice that the custom Player you have created has been marked as the default Player for your site. This means any time you embed the Player it will be used if the config is not set.

Additionally, a check box near the bottom of the form appears. This lets you easily go back to using the Out of the Box Player as your site default without needing to delete the custom Player you created.

JW Player Setup

The JW Player™ is used to deliver video content through your WordPress website. This configuration page enables you to customize any number of players for use throughout your site. For more information about the JW Player™ please visit [LongTail Video](#).

This page allows you to customize your Players. It is possible to customize the Player flashvars, enable the LongTail AdSolution and add plugins.

Default	Players	Control Bar	Skin	Dock	Autostart	Height	Width	Actions
<input checked="" type="radio"/>	Custom Player	bottom	default	false	false	280	400	<input type="button" value="Edit"/> <input type="button" value="Copy"/> <input type="button" value="Delete"/>

New Player:

Set the Out of the Box Player as the default.

Figure 10

For larger WordPress installations, where different parts of your site may require different Player configurations, the plugin supports the management of multiple Players. To create an additional Player simply enter the name that you would like for it in the “New Player” textbox and click the create button. This will take you through the plugin’s Player wizard. Once you have completed the creation of any additional players they will also show up in the Player table (Figure 11).

JW Player Setup

The JW Player™ is used to deliver video content through your WordPress website. This configuration page enables you to customize any number of players for use throughout your site. For more information about the JW Player™ please visit [LongTail Video](#).

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Default	Players	Control Bar	Skin	Dock	Autostart	Height	Width	Actions
<input checked="" type="radio"/>	Custom Player	bottom	default	false	false	280	400	<input type="button" value="Edit"/> <input type="button" value="Copy"/> <input type="button" value="Delete"/>
<input type="radio"/>	Custom Player_copy	bottom	default	false	false	280	400	<input type="button" value="Edit"/> <input type="button" value="Copy"/> <input type="button" value="Delete"/>

New Player:

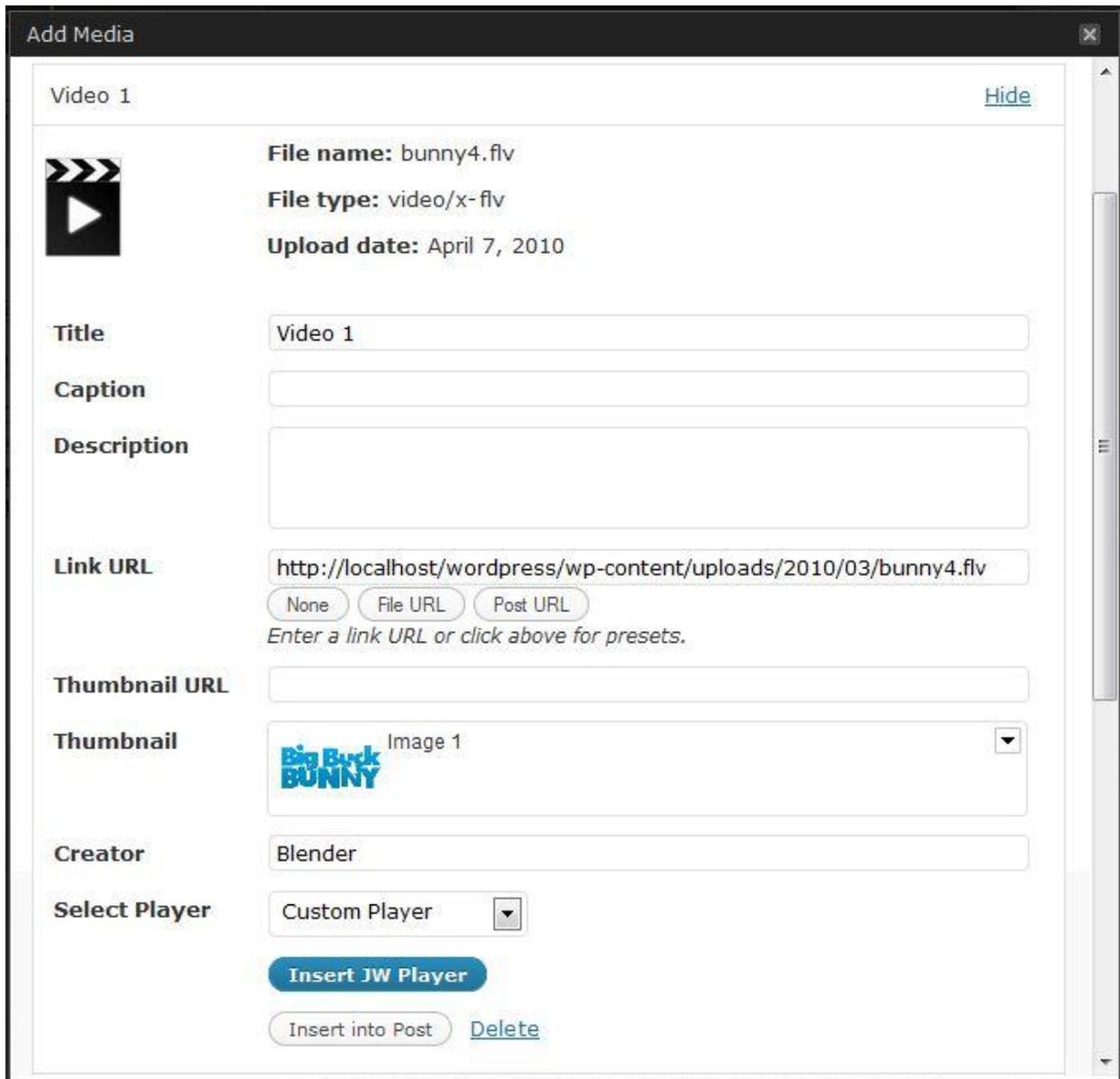
Set the Out of the Box Player as the default.

Figure 11

The Player table lets you set which of your custom Players you would like to be the default. Additionally it provides a series of “Actions” that you can perform on the corresponding Players. Clicking the “Edit” button allows you to make adjustments to the Player. “Copy” allows you to create a new Player using the existing Player as a basis for it. Finally, “Delete” permanently deletes the Player.

Media Management

The JW Player™ Plugin for WordPress also extends the media management capabilities of WordPress. This allows you to embed the player into your post through the Add Media Interface. In addition, it provides a fully functional playlist manager and allows you to import external media files into your Media Library.



The screenshot shows the 'Add Media' dialog box in WordPress. At the top, it says 'Add Media' with a close button. Below that, the media item is identified as 'Video 1' with a 'Hide' link. A video icon is shown on the left. The file details are: File name: bunny4.flv, File type: video/x-flv, and Upload date: April 7, 2010. The form includes fields for Title (Video 1), Caption, and Description. The Link URL field contains 'http://localhost/wordpress/wp-content/uploads/2010/03/bunny4.flv' and has buttons for 'None', 'File URL', and 'Post URL'. Below the Link URL field is the instruction 'Enter a link URL or click above for presets.' The Thumbnail URL field is empty. The Thumbnail field shows a preview of a 'Big Buck BUNNY' image with a dropdown menu set to 'Image 1'. The Creator field is set to 'Blender'. The Select Player dropdown is set to 'Custom Player'. At the bottom, there are three buttons: 'Insert JW Player' (highlighted in blue), 'Insert into Post', and 'Delete'.

Figure 12

To insert a JW Player, simply click on the Add Media button while editing your post. You should be presented with a list of all the media that has been uploaded to your WordPress installation. Click the show link next to the media you would like to embed. You will be presented with a form similar to that

shown in Figure 12. From here you can enter a manual Thumbnail URL, or select a thumbnail (with a preview) from the images you have uploaded to your WordPress installation.

In addition, you can select from a dropdown one of the players you have configured or leave it as the default. When you are satisfied with your selections, click the “Insert JW Player” button and the JW Player™ tag will automatically be inserted into your post body. You can customize the tag further if you wish.

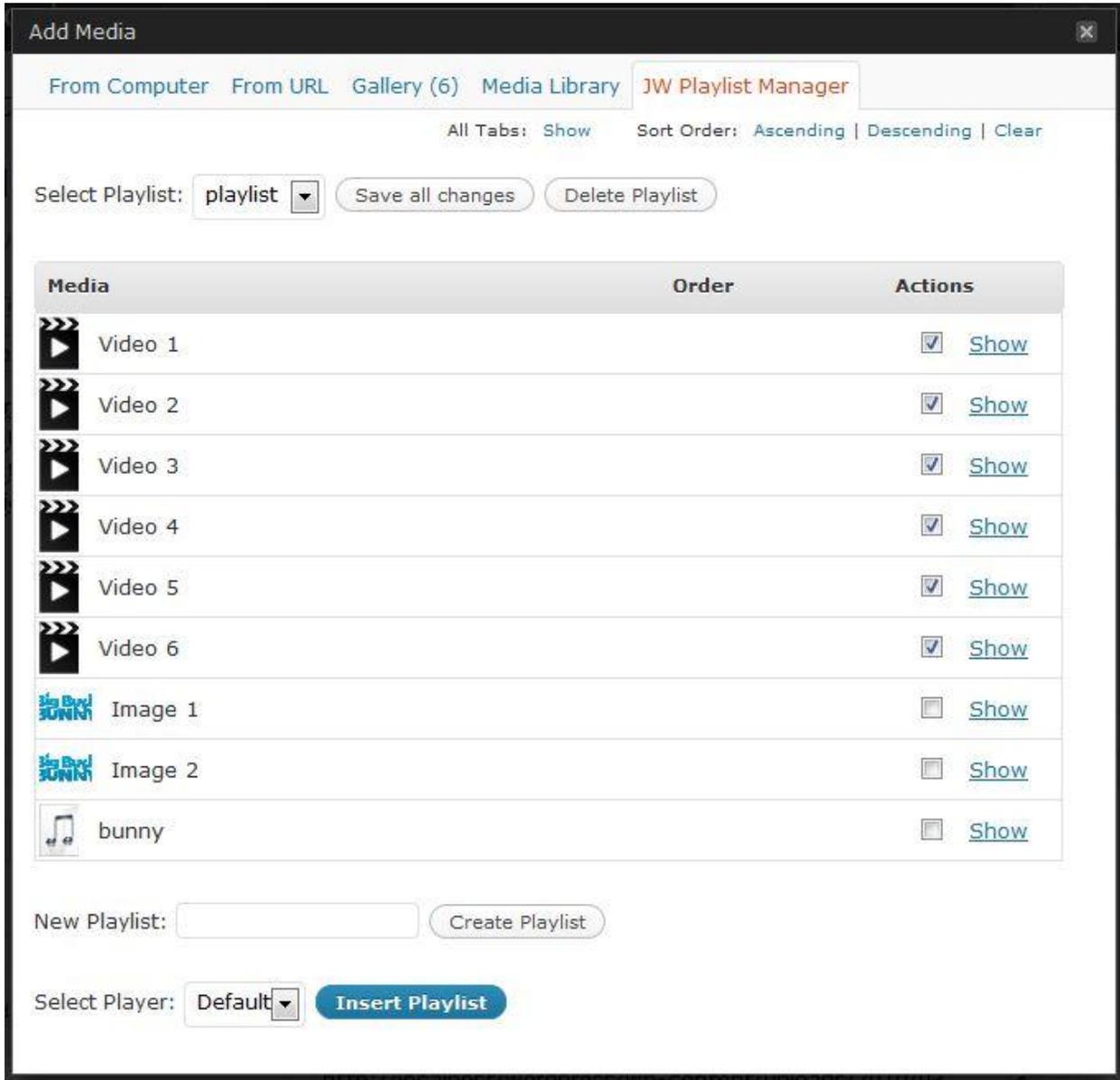


Figure 13

External Media



Figure 14

The External Media tab allows you to create references to external media files by providing a complete URL. Once you enter the URL and click the “Add Media” button (as seen in Figure 14), you will be presented with the familiar media editing form which allows you to customize the metadata for the file. When using YouTube URLs the metadata will be pre-populated for you through the YouTube API. There is also limited mime-type detection for URLs that end in a file extension. If the URL does not contain a file extension it will be assumed that you are linking to a video file.

JW Playlist Manager

To insert a playlist, click on the newly added JW Playlist Manager tab (as pictured in Figure 13). Here you will see an interface similar to that used by the Gallery tab. However, in this case it lists all media that has been uploaded to your WordPress installation. To include a piece of media in the Playlist click the associated checkbox. To change the relative ordering of items in your playlist, simply drag the item to the desired position.

You can then enter a name for the playlist and click the “Create Playlist” button. Every playlist that has been created is presented in the dropdown at the top of the form. Using this dropdown you can select an existing playlist and make changes to it. In order to save your changes click the “Save all changes” button. Once you have selected and configured your playlist, inserting it is similar to inserting a single piece of media. Select the desired player configuration and click the “Insert Playlist” button. This will then insert the configured JW Player™ tag into your post body.

If you no longer need a playlist, you can delete it using the “Delete Playlist” button. Playlist deletion is permanent.

Additional Considerations

Player Licensing

The player included with the plugin by default is the non commercial player. This version of the player is fully functional but purchasing a license provides you with several additional benefits. These include the

ability to use the player for commercial sites and to set your own watermark. If you would like to purchase a commercial license please visit <https://www.longtailvideo.com/players/order>.

After purchasing a commercial license you will need to install it. To do so, please follow these steps:

- Download the JW Player™ Pro .swf file.
- Navigate to the jwplayerplugin directory (/sites/all/plugins/jwplayerplugin).
- Delete the player.swf file located in the directory.
- Copy your JW Player™ Pro .swf file into the directory ensuring that the copied file is named player.swf.

The commercial player allows you to set your own watermark by making available an additional flashvar called logo.file. To make use of this flashvar you will need to set it in your Player Embed tag by giving it the URL of your logo file.

Using Your Own Skins

If you would like to include custom skins with the plugin, copy your .swf or .zip file to the jwplayerplugin/skins directory.

Using Your Own Plugins

All of the JW Player™ plugins provided with this WordPress plugin are actually stored on the LongTail Video plugin repository and are remotely loaded by the player. However, the included plugins are only a subset and were selected for their popularity. If you wish to use any of the other plugins that are available you will need to leverage the Player Embed tag system and set the plugins flashvar to the plugin's repository name. To see all available plugins and their associated repository name please visit <http://www.longtailvideo.com/addons/plugins>. An example would be as follows:

```
[jwplayer config="myplayer" file="test_video" image="test_image" plugins="path/to/plugin"
plugin_name.flashvar_one="value"]
```

In addition, LongTail Video provides an easy to use Plugin SDK that is free for download. As a result it is possible for you to develop your own JW Player™ plugin for use in conjunction with this WordPress plugin. If you develop your own plugin and you believe it will be beneficial to other users of the JW Player™ please feel free to submit it to LongTail Video for review. If your plugin is approved it will be added to the LongTail Video plugin repository for use by every user of the JW Player™.

Clearing the Cache

If you have made a change to a Player configuration and it doesn't seem to be reflected in the relevant embedded players try clearing your web browser's cache. In a lot of cases your browser will not detect that a change has been made and load the old version of the JW Player™. This is a common problem with Flash content on web pages.