

„Take movies with you“ – embedding movies in other websites

You can embed your movie in various websites real easily with the help of a link. This helps to present your movie and increases the chances of selling your movie (e.g. own website, Culturebase-homepage, blog, myspace). The following steps are necessary:

In general there are two different methods at hand. You can decide for yourself which one is more suitable for you by checking the following lists of special features of each method. After that, you will find the according step-by-step-guide.

[cb-player]

With the help of a simple link and its special internet address, you can open up an information page about your movie and the attached preview window anywhere within websites or databases.

- Only a short link will be embedded into the content of your page or editorial system.
- If you are using a CultureBase editorial system, the link will automatically be changed into a camera symbol. One click on the icon opens a player in a new window without a menu [<http://cb-player.de/example>]
- No expert knowledge is necessary
- The metadata from [cb-film] such as title, text, participating persons etc. will be shown together in the player window.
- Additional adjustments on the website regarding design and functionality can be done by Kulturserver.
- Without any problems, the link can also be embedded into websites which are not part of the CultureBase-network or are not based on the CultureBase-software
- The link to the video can also be used without any problems, if the data is shared with other partners, because the link cannot destroy or hinder the set up and layout of other websites.

Embedded Link

Through a code you can integrate a player window with your movie into your websites.

- You can embed a player window into the context of your own pages without much technical know-how
- You can choose the size of your player window

- *It is important that you do not apply this technology to parts of databases, where data is shared with other partners or is transferred to other content-partners. This could lead to interference with or even destruction of the page build-up (e.g. [cb-event], [cb-stage], [cb-address]).*
- Without any problems, the link can also be embedded into websites which are not part of the CultureBase-network or are not based on the CultureBase-software

[cb-player] – Step-by-step guide and further information

1. Creation of the [cb-player] link

- Please visit the detail page of the required movie on <http://onlinefilm.org> . Above you see the internet address of the page. The address ends with a number which is the identification number (ID) of your movie.
- To control the process, please open another browser window and use the following internet address:
 - o **Cb-player.de/** + **id_of_your_movie** -> e.g. <http://cb-player.de/25760>



2. Embed your link

- Open an event in [cb-event] or [cb-stage] or the homepage you have build at Kulturserver
- Embed the link anywhere before, in the middle or after a text area, i.e. the description, and save your data.
- Search for the data on e.g. <http://kulturportal.de> and check the result -> **Done!**

Hint:

- You can use this link also outside of the editorial system of CultureBase, as it is a “normal” link.

FAQ – [cb-player] (Frequently Asked Questions):

- **Can I change the content structure or the design of the player window?**

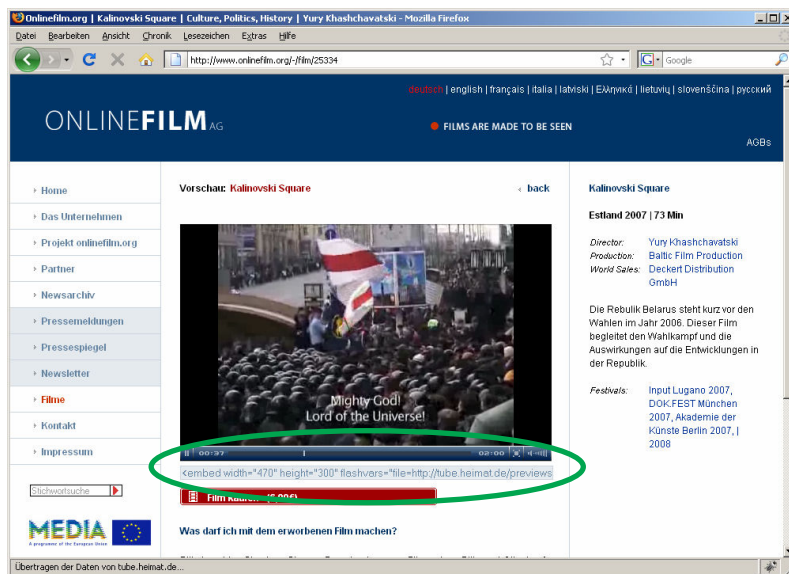
The above mentioned example describes the cost-free standard method to embed movies quickly and easily into websites. But there are other possibilities to influence the features – you can also embed a special player that features the design of a special project or institution.

Design, extended functionality as well as type and form of the embeddedness have no limits. This also comprises the adjustment of an individual camera icon for the player or special multi-language versions, which are already available for the entry [cb-film]. Adjustments in the text field of the window player enable individual combinations of texts or blend outs. For this, please contact the editors of Kulturserver

Embedded Link – Schritt-für-Schritt-Anleitung und weiterführende Informationen

1. Copying of information (embedded link)

- Go to <http://onlinefilm.org> and click on the detail page of the required movie.
- Underneath the player window there is a light blue area.
- Copy this text into the clipboard of your computer
(Code starts with: `<embed width="470" height="300" flashvars=...`)



The link that enables you to embed/play the movie on other websites is located underneath the player window.

2. Embedding the link in websites

- Open the program tool that you use to work on your website.
- Embed the link in an appropriate position – **Done!**

Hint:

- Durch das Verändern der Zahlenwerte am Anfang des Links können Sie die Größe des Abspiel Fensters ändern. „*width*=“ definiert die Breite, „*height*=“ die Höhe des Player-Fensters. Andere Bereiche des Links dürfen nicht verändert werden.
- Through a change of the numbers at the beginning of the link you can adjust the height and width of the window. Other parts of the link shall remain unchanged.
- To get used to the function, you can create a test file on the desktop of your computer. You have to be connected to the internet during this process.
 - o Open your text editor.
 - For PC-User: Click on the right mouse key on the desktop in the menu under New => Document. Insert the complete embedded in the empty document.
 - For MAC-User: You can find TextEdit under programs. Open it and insert the complete embedded link in the empty document.
 - o In order to generate a webfile, save the document in TextEditor with the ending .html (file => save as).
 - o A double click opens the newly created html-document in your browser and displays the player window.
 - o When you upload this file onto a webserver and connect it with your homepage – or if you upload the link with the editor of your homepagecreator – you are now able to present the movie on the internet or to offer it for sale.
- Embedding into a Kulturserver-Homepage with help from the CultureBase-Homepagegenerator is quite simple:
 - o Open up your Kulturserver-Homepage (<http://accountname.community.de>) and log in by clicking on the [e] in the lower right.
 - o Insert the embedded link in to one of the desired “text blocks”
 - o With [preview/save] you can save the link and the movie will be shown on your Kulturserver-Homepage.

FAQ – embedded Link (Frequently Asked Questions):**- How do I copy the text into the clipboard of my computer (Copy/Paste)?**

- There are several possibilities. We describe the most efficient way via the keyboard.
 - Click once on the blue box with the link. The whole link will be marked.
 - For PC-User: Press “CTRL” and “C” simultaneously. The information will then be automatically in the clipboard. You can now insert the link into a text document through clicking the keys “Apple” and “V”.

- How can I set up a preview still instead of the black screen when the player is at rest?

Generally, the system within the embedded link has the possibility to show a preview screen. After the news reached us that several users had problems with the use in other editorial systems, we decided to mute the preview screen in the base version. You can turn it on again. In order to do so, you have to change the parameters of the link:

- Exchange the parameter of `&pic=` into `&image=` and you will get a preview still when you click on the player.

- Where does the “buy” button, i.e., the “free download” button come from at the end of the preview?

This button appears automatically, when the movie is offered for sale or free download. This setup is created by the owner of the movie when the movie is uploaded. When the movie is offered for free download on www.onlinefilm.org, this also applies to other websites in which the movie is embedded. The options for download (for free / for sale) lie in the hands of the one who claimed the rights of distribution at ONLINEFILM (usually it is the one, who also uploaded the movie).

- How do I influence the language displayed in the buttons at the end of the preview?

The buttons “to sell” or “for free download” will be displayed in the language, in which one copied the link from the homepage of ONLINEFILM. If you are on the English version of the website, the window for preview and download will be in English. In the French version one copies the link in the French language version and so forth.

- **What do the specific parts mean within the embedded link?**

Although it is not important for the usage of the link, we decided to display what is behind all this mess of signs:

Call for the embedded link	<embed
Width and height of the player	width="470" height="300"
Begin of the flash variables	flashvars=
LINK to film (FLV)	&file=http://tube.heimat.de/previews/1a/7c/a5/39/297/297.flv
Link to preview picture (JPG)	&pic=http://tube.heimat.de/previews/1a/7c/a5/39/297/00000001.jpg
Parameter Fullscreen allowed	&fullscreen=true
Link to ONLINEFILM setups	&plugins=http://www.onlinefilm.org/media/flashplayer/plugins/onlinefilm
Language versions of the buy button	&language=de_DE
IDS of CB-FILM	&loginandgetfilm=297&id=310
Price of the movie (empty = free)	price=1.00
Set Up Flash	wmode="transparent"
Set Up Flash	allowfullscreen="true"
Set Up Flash	allowscriptaccess="always"
Set Up Flash	quality="high"
Set Up Flash	name="single"
Set Up Flash	id="single"
LINK ABSPIELEINHEIT PLAYER	src=http://www.onlinefilm.org/media/flashplayer/player.swf
DEFINITION APPLICATION TYP	type="application/x-shockwave-flash">
ABRUF DES EMBEDDED LINK	</embed>

If you have anymore questions, feel free to ask the editors during work days in Aachen or Berlin. The contact data is underneath in the footer. We wish you lots of fun – your ONLINEFILM/Kulturserver.

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