Videos

User experience:
As a user I like to consume information via a video or see some attractive animation on the website.

Editor experience:
As an online editor I would like to provide visual attractiveness by offering a video or animation in the context of content.

There are 2 different use cases to insert a video:

1. Placing a video in the content to provide information in a visual way.
2. Placing a mood video in the introduction of a content page to increase visual attractiveness.

Let´s have a deeper look into the different use cases and how to maintain the videos:

1. Placing a video in the content to provide information in a visual way.

Videos that are supporting content like explaining a technology, showing an interview or how to handle a product can be placed directly in the content with the C10_TextMedia module. Within this module the editor can choose the placement of the video: fullsize or half size, next to the content.

Such kind of Videos are generally **embedded from a Video streaming platform**:
either from Wistia or Youtube (if the OpCo as a Youtube Channel).
In the Mainland China the streaming platform Tencent is used.

Within the module you just insert the video ID that is provided by the streaming platform.

Example:
http://heraeus.wistia.com/medias/is2hfbb76z

Then a play button is automatically placed on the preview image of the video. If the user clicks on it, the video will be shown in full screen mode.

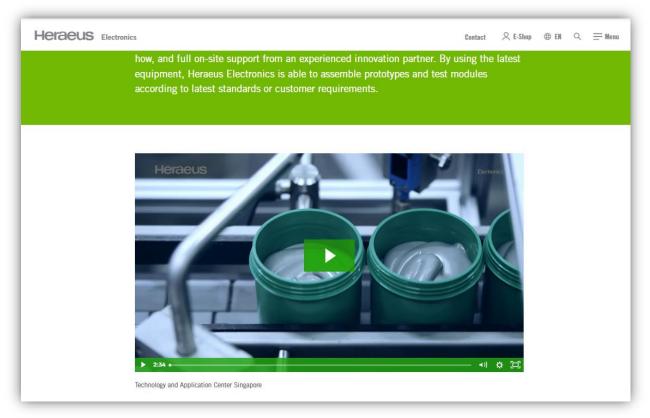## Example 1: Youtube video, half size

Example 2: Wistia video, full size

How to upload a Video in a streaming platform?

- For Wistia please contact the website key user from your business.
- For Youtube please contact the website key user from your business or Mrs. Isabell Daube from Corporate Communication team.
- For Tencent please contact Mr.Alan Le Kang from Corporate Communications China team.

2. Placing a mude video in the introduction of a content page to increase visual attractiveness.

Within the introduction of a page (C35_Intro) you might also like to insert a video. For that use case we just foresee mood videos, without audio and without real content. It is more about visual attractiveness and some kind of animation to get the users attention.

These kinds of videos are uploaded to the magnolia CMS itself in **mp4 format**.

The video is automatically played with the page load and is playing in a loop. So, no videos controls are available for the user.

Example mp4 mood video/animation: