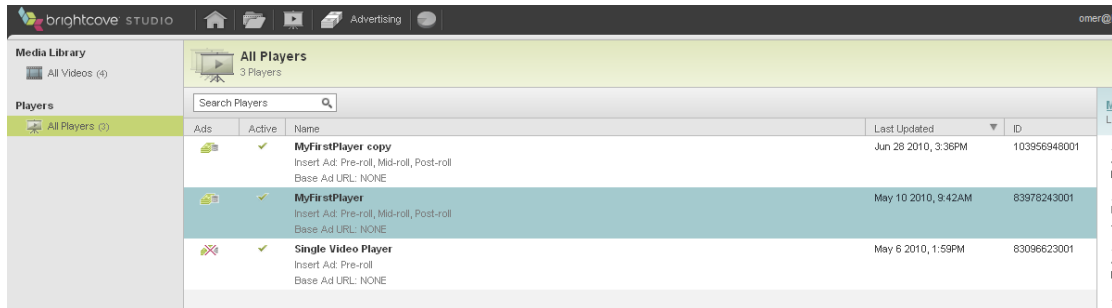


HIRO Brightcove integration

The HIRO adServer adds a wide and unique set of video advertising and ad planning capabilities to the Brightcove platform. The integration is simple and fast.

Setting and configuring of the HIRO-Media ad translator is done within the player configuration in just two steps:



1. Choose the player and set the ad Source to be “Custom Ad Translator SWF URL” and set the URL to: <http://videos.hiro.co.il/HiroLayers/brightcove/AdTranslator.swf>

Ad Source

Custom Ad Translator SWF URL ▼

<http://videos.hiro.co.il/HiroLayers/brightcove/AdTranslator.swf>

Account-level Default: DART for Publishers

2. Set the “Key/Value” Pairs at the player level by clicking on the Edit button.

Request ads from this Player

Yes No

Player-Level Key/Value Pairs - [Edit](#)

version=1.0.0.0.dev;domain=demo-ec2.hiro.co.il;externalPub...

Set the following configuration:

- domain=demo-ec2.hiro.co.il;
- version=<the version you got from Hiro-Media>;
- externalPublisherID=<the publisher you got from Hiro-Media>

Request ads from this Player

Yes No

Player-Level Key/Value Pairs - [Hide](#)

Separate with a semicolon; 1729 characters left

version=1.0.0.0.dev;domain=demo-ec2.hiro.co.il;externalPublisherID=1948

Append Key/Value Pairs Overwrite Key/Value Pairs

Alternative way is to set the HIRO module as the default ad source at the account level.