



# Clipstream

*Playerless video and audio streaming*

## **Clipstream™ Video 2.2 Technical Guide – Section 17 Creating Clipstream™ Video Email**

**Disclaimer:** All content presented herein is subject to change without notice and is deemed as accurate as possible at time of publication. Please consult with Clipstream™ Video Support at <http://clipstream.com/help> for clarification if you encounter any erroneous or inconsistent material in this document.

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## Section 17 - Creating Clipstream Video Email

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## **Creating Clipstream Video Email**

This section will outline the basic steps needed to create a Clipstream Video enabled HTML mail. An HTML mail is basically a web page that can be viewed by an email client like Outlook or Eudora. Using the power of Clipstream, an HTML mail can be further enlivened by adding streaming video.

What is needed:

1. Clipstream Video codekey license
2. .vcs Clipstream Video formatted videos
3. FTP access to a web server
4. Graphics creation program like Photoshop
5. HTML page layout program or any text editor
6. An email client or mail server system

### **Designing Clipstream Enabled HTML Mail**

Designing a Clipstream Video enabled HTML mail uses the same process as placing a Clipstream Video in any web page with a few extra considerations. Use a graphics creation program and/or a page layout program to design the look of the email as you would a web page. Pay attention to the following rules:

- Leave enough room for the largest size of the high bit rate .vcs version.
- Keep in mind that an email client program usually has a smaller default window than a web browser. It usually has a narrower width.
- It is advisable to make the vertical height small to reduce the risk that the recipient of the mail misses vital information because they don't scroll the window.
- Therefore, place the Clipstream Video high in the web page to ensure that the recipient sees this rich element.
- Whenever possible reduce the number of graphic elements that must be sent to keep the size of the email down. Use text instead of graphic text in the body of the message.

### **Clipstream Video Encoding Considerations**

If you do not already have .vcs files of the video to be streamed, please take into consideration the following factors when creating a video to be streamed from an HTML mail.

- Again, the size of the window showing the mail is smaller than a web page usually. A recipient may not want to take the extra step of maximizing an email window in order to view it.
- Therefore, make the screen size of the largest bit rate video smaller to fit into an email window default size. If you want, you can always include a link to a larger size version that the recipient can choose to see in their web browser.
- Make sure that you include a low bit rate version for modem users. While most people have HTML enabled email clients, they may not have high bandwidth connections when they check their email. Pre-loading a shorter, high bitrate video may be advantageous here.
- It's not necessary to find a video of short length for an email, though. Since Clipstream Video is a streaming video file, any length may be shown without consequences for the size of the email. It's up to you to

decide how long you think a recipient will want to view a video. Movie trailers and greeting videos are perfect for this application.

### Absolute Linking / Relative Linking

The codebase statement that tells the applet the location of the Clipstream 'player' applet **must be absolute** linked in an HTML mail.

Example:

```
<codebase="http://yourdomain.com/folderlocationofvideoclipstream.zip/" archive="Clipstream Video.zip">
```

All other elements in the applet can be relative linked **relative to the codebase URL**.

Example:

```
<param name="VideoTitleImageEndURL" value="images/defaultfirstimage.jpg">
<param name="VideoURL1" value="500K,510,videos/thevideofile.vcs">
```

**Keep in mind that all the *relative*-linked files must be on the same domain as the videoclipstream.zip player.**

### Non-Java Images

Except for the codebase statement the only other element that **must be absolute** linked is the non-Java graphic that you optionally can include in the applet that shows up if the recipient does not have Java enabled in their email client.

Example:

```
<a href="http://www.pagenonjavarecipientissentto.com/index.html"></a>
```

And of course any page you want to send the recipient to in any email should be absolute linked

### Using Caching servers such as Akamai

If you use a caching server system such as Akamai (which is advisable if you are mailing throughout the world or a large country), akamaize or cache everything in your HTML mail including the applet links above and include the new cached server links in your applet code. However, you will need a separate code key for the cache server. Contact the sales department to arrange either a one-time code key or a permanent one if you foresee future mailings using a cache server.

### CodeKey Issues

Once the email has been sent, changing the page on the server will have no effect. (*test, test, test!*) We recommend taking advantage of the KeyURL parameter in the case that you will need to update your codekey. This way, an html email that has been saved for a long period of time will not fail due to an invalid code key.

### Incorporating Non-HTML or Non-Java Email Properties

Make sure *all* mail recipients get a message and are given the choice to see the Clipstream Video by creating separate versions of the email:

- Create an error image .jpg or .gif that shows up if the recipient's HTML-enabled email client does not have Java enabled. This image includes a message that urges them to click on a link to a duplicate HTML page of the HTML email with the Clipstream Video accessible by the recipient's web browser and allows the page design to stay intact.
- (optional) Create a pure text version of your email including links to launch a duplicate HTML page of the HTML email with the Clipstream Video accessible by the recipient's web browser.
- (optional) Create a duplicate of the HTML mail that resides on a web server that has the Clipstream Video.
- (optional) Create a second error image .jpg or .gif that appears if the user's *web browser* is not Java enabled. This image includes a message that urges them to go to a help page that tells them how to enable Java in their web browser if they want to see the video.
- (optional) Create a personalized help page that tells the user how to enable Java in their web browser and email client or direct them to see the Clipstream help page that tells them to do it..

### Non-HTML Email Recipients

A small percentage of email clients are not HTML capable and an HTML mail will not appear correctly in those email viewers. To ensure that the recipient receives a message, you must create a **multi-part** email containing a text version of the email that your mail server administrator sends out with the HTML mail. This means you must create a text version of your entire message where graphic text becomes standard formatted text. Body text is formatted using indentations, etc.

Clipstream Video will not play in a text-only email. However, you can include web links in the text that point the recipient to click on them so that they can open up a page where the video resides. Include a message that tells the recipient that they can view a streaming video and then include the link to that page. Some people create a complete duplicate of their HTML mail that exists as web page that they urge the non-HTML email recipient to click to.

### Non-Java Email Recipients

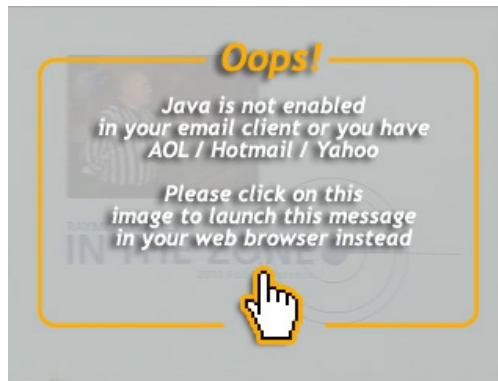
Some recipients with HTML capable email choose not to enable their Java or don't know how to enable it. This also includes email programs that currently do not directly support Java such as Hotmail and AOL email users. To accommodate these recipients, create an **error image** (.jpg or .gif) approximately the same size as the applet that appears if

Java is not detected in their email client. This image should contain a message that tells them that if they wish to view a streaming video, they should click on the image. If they choose to do so, it will launch their web browser and open up a duplicate of the HTML mail that exists on a web server.

Include a code like this in the Clipstream Video applet code that appears anywhere before the end of the </applet>:

```
<a href="http://www.yourdomain.com/duplicate_of_the_html_mail.html">  
  
</a>
```

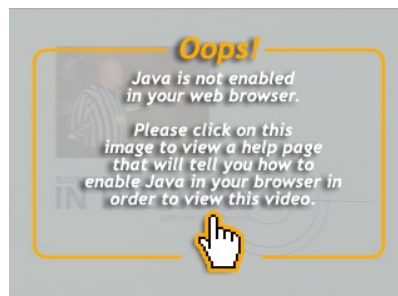
An example is the image below:



### Non-Java Enabled Browsers

Some users will not have Java enabled in their browsers that will prevent Clipstream Video from playing (although all popular browsers come with Java enabled as a default). To get Clipstream Video to play you must give the user a choice to enable Java by sending them to a help page that contains information on how to do this.

A good example of this is the visitor help page on Clipstream.com. A good way of directing users to such a page is to include another **error image** (.jpg or .gif) that appears in place of the disabled applet in the same way as your created an **error image** for the non-Java HTML mail. This error image will have a slightly different message that tells the user to click on it to go to the visitor help page. An example is the one below:



Include an image and link like this in the applet code in your duplicate HTML email page. Note: this image and link replaces the error image that you have in your actual HTML email that you sent out.

### Final Considerations, Check List, specific Email Clients and Testing

There are a few considerations to be aware of before you send our your Clipstream™ Video email including the client you are using:

#### Microsoft Outlook Bug

Because of a bug in Microsoft's Outlook email client program, you should include the following code in the body of your HTML page that will prevent Outlook from crashing in certain cases. Note: This is not an issue with the newest Clipstream™ Video applet.

Type the following code into the <body> tag of your HTML email page to reduce this risk.

```
<BODY onUnload="this.focus()">
```

Although we have developed a workaround that should overcome this issue by default, we still recommend using that line of code as a precautionary measure. What it does is keep the focus of the email client on the email window instead of the Java applet.

#### "autoplay" Consideration

It is not advisable to make a Clipstream™ Video that plays automatically out of consideration for your email recipients. In some email clients, an autoplay video email in the preview window will start the video playing. Then if they double click to open the actual email, the video will play again. Having two videos playing at the same time will look and sound confusing and may cause the email program to bog down. Another possibility is an incoming mail arriving and launching automatically when the recipient isn't even at the computer.

If you would like to encourage playback, try the effective roll-over feature first available in Clipstream™ Video:

```
param name="AutoPlay" value="RollOver"
```

#### Check List

Upload and test the locations of the following files before you send out your email.

.vcs video files in various sizes and bit rates	
.HTML email page	
including embedded applet code	
with correct code key	
duplicate HTML email page	
text email version for non-HTML recipients	
all graphics files	
including titleimage	

including button graphics	
including non-Java error image for email	
including non-Java error image for web browser	
videoclipstream.zip applet player	
How to enable Java help page	

### Testing Your Clipstream™ Video HTML Email

**NOTE: Changes cannot be made after the html email is sent; even if it has not been viewed.**

The sure way of testing your Clipstream™ Video HTML email is to send it out as an email to a limited number of trusted recipients in various locations and using various programs/platforms who can be counted upon to provide feedback. Have some of your testers disable their Java in their emails to test the error images. Have some of your testers disable their HTML viewing capability to test the text-only emails. Have some disable their Java capability in their web browsers to test the second error image. Finally, performance test your Clipstream™ Videos using various web connections.

When you are satisfied, you are ready to mail out your HTML email. This process becomes quicker with each email.

### Sending Clipstream Video Enabled Email

Clipstream Video can be sent to Java and html capable mail programs such as Outlook, Messenger, and Eudora so that recipients can receive a video but not be required to load up their inbox with a weighty attachment.

Sending a Clipstream Video can be as easy as copying and pasting a previously created Clipstream Video into Outlook and pressing send. You must be sure, however, that the recipient has a Java and html capable mail program or an appropriate non-Java message is included.

### Using Outlook

1. Construct the page or find an already existing one
2. Make sure that *all* the reference links in the page you are about to send are *absolute* references. ex. "http://www.foo.com/vc/foomovie500.vcs" *not* "/vc/foomovie500.vcs" If you have any images in the rest of your page you should make sure that they also have absolute links otherwise they will show up as broken links.
3. Make sure that the following code appears in the line with "<body " in it.

**onUnload="this.focus()"**

**NOTE: this command must appear after <BODY**

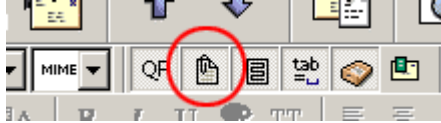
There is a bug in *Outlook* that could cause it to crash if this command is not included in the original page.

4. Select the **Clipstream Video** and its surrounding interface in the original page.
5. Paste into the body of your message.
6. Test it by sending it to yourself or friends.

### Using Eudora

Follow steps 1-3 as with the Outlook examples above and then:

1. To attach the Clipstream Video in your email, make sure the "text as attachment button" is **raised**.



2. Then, attach the page with the Clipstream Video embedded in it as an attachment. Do not cut and paste it into your message.
3. **Test it by sending it to yourself or friends.**