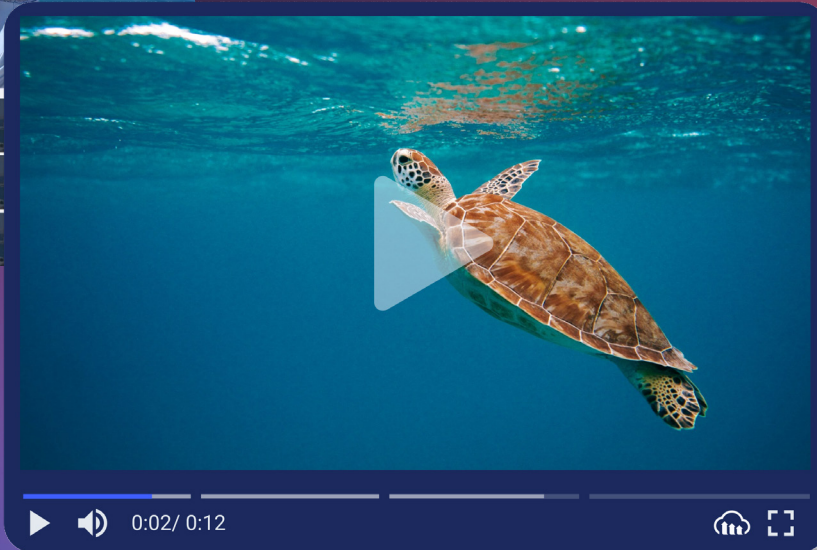
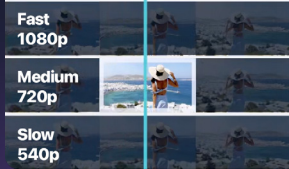




MIGRATION GUIDE

Switching From Brightcove to Cloudinary

This guide walks you through how to seamlessly migrate all your video assets from Brightcove Video Cloud to the Cloudinary Image and Video Platform.



Premigration Considerations

Before starting your migration to Cloudinary from Brightcove, you should:

- **Define a migration schedule.** Migrating assets and cutting over your end-user traffic may take time. Plan well in advance for the migration.

To allow ample time for migration and for your team to learn Cloudinary, we recommend starting the process three to six months before your Brightcove contract expires.

- **Map existing workflows to Cloudinary.** Cloudinary offers several new and advanced features, such as image and video presets, AI-based auto cropping, and DAM with auto tagging. Mapping your existing workflows to these features can maximize the value of your migration and automate certain tasks going forward. Cloudinary Professional Services can help configure these features before the migration begins.
- **Assess the technical expertise on your end.** Migrating videos involves custom scripting through Cloudinary's Upload API and Brightcove's CMS APIs. If your organization can't spare the developer resources for that task, Cloudinary Professional Services can help.

- **Consider metadata enhancements.** Cloudinary offers powerful metadata tools, such as automatic tagging of images and videos as well as customized structured metadata to facilitate the search of assets. Before transferring assets to Cloudinary, examine your metadata and decide what enhancements, if any, to implement post-migration.

Note: While it's a best practice to assess your asset metadata before the migration, you can always complete this step post-migration as well.

- **Identify and delete outdated assets.** Are there out-of-date assets in your Brightcove account? If so, remove them from Brightcove before migration to save time and keep the setup clean.

Migration Options

Bulk Transfer Through a Manifest

Asset migration begins by creating a manifest of the videos that you want to bring over to Cloudinary. By looping through the manifest in conjunction with Brightcove APIs, you can retrieve the videos and migrate to Cloudinary.

Process:

1. Log in to the Brightcove portal. Navigate to **Portal > Media > Export**. This will let you download a comma-separated list of videos available on your Brightcove account.
2. Generate Brightcove API credentials for working with the APIs.

Here are the steps to generate the API credentials:

- Log in to Brightcove portal
 - Go to **Admin > Account Settings**.
 - Click **API Authentication**.
 - Click **Register New Application**.
 - In the selection for **Select Accounts for Authorization**, make sure you've chosen the right applications.
 - Ensure the **Playlist Read** and **Video Read** permissions are granted to the API. (see below)
 - Finally, copy the credentials and share it with Cloudinary.
3. For each video listed on the manifest file, generate the download link by using Brightcove's CMS API. Note that the video URL contains an authentication token, which will be valid for a fixed duration.
 4. Once the video URL is generated, upload it to Cloudinary by using the [Upload API](#). Ensure that the videos are uploaded within the token expiry period.

5. Optionally, include any metadata or tags that need to be included during the upload time.

By following this process, all the videos can easily be migrated from Brightcove to Cloudinary.

Ready to migrate to a modern video platform?

[Contact us](#) or your designated contact at Cloudinary.

"Cloudinary enables us to customize the video player to suit our brand and optimize videos to reduce both our bandwidth usage and our website visitors' bandwidth requirements. Being able to make these changes in real-time is quite impressive."

— Stefano Castelli, Creative Production Manager, [lastminute.com](#)



Cloudinary is the image and video technology platform that enables the world's most engaging brands to deliver transformative visual experiences at global scale. More than 1.5 million users and 10,000 customers, including Apartment Therapy, Bleacher Report, Bombas, Grubhub, Hinge, NBC, Mediavine, Minted, Paul Smith and Peloton, rely on Cloudinary to bring their campaigns, apps and sites to life. With the world's most powerful image and video APIs backed by industry-leading artificial intelligence and patented technology, Cloudinary offers a single source of truth for brands to manage, transform, optimize, and deliver visual experiences at scale. As a result, the most engaging brands across all industries are seeing [up to a 203% ROI](#) using Cloudinary with benefits including faster time to market, higher user satisfaction and increased engagement and conversions.

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