

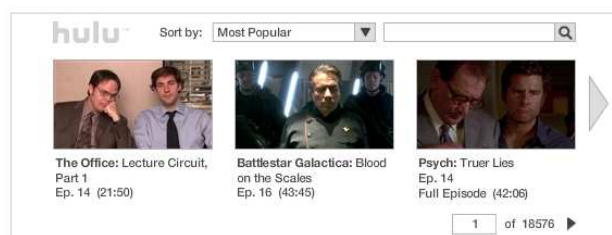


VIDEO PANEL QUICK-START GUIDE Version 1.0

This guide will help you get your video panel up and running on your site in a manner of minutes.

The video panel has three key elements:

1. The Panel



The **panel** is the thumbnail container that will appear on your web page. You can customize:

- **Content** – selected show, genre, clip/full episode
- **Size** – from 1 to 4 thumbs, fine tune the dimensions, vertical or horizontal orientations
- **Colors** – to match your site

2. The Player



The **player**, is where the video plays. You can customize:

- **Placement** – animated open in the middle of the browser (default), placed in a specific area on the page, draggable, etc.
- **Size** – scaled up or down by 20%

3. The Embed Code

This is the code snippet you cut and paste into the html on your site. If you choose not to customize the panel, all you need to do is put the default code on your site. To customize, there are three 'tags' you may need to change, one for the panel, one for the player, and another that grabs JavaScript code from hulu.com (the details of which you don't need to worry about).

Example 1: Embedding the panel with basic customizations

Note: All of these examples **require** that you obtain your **partner ID** from hulu. It should be included in the code below that says '[Partner_ID]'

Step 1: Cut and paste the code below into your HTML, or into your blog editor.

```
<div id="huluPanell1" PanelLayout="Horizontal" PanelItems="3"></div>
<div id="huluPlayer" PlayerMode="floating" ></div>
<script id="HULU_VP_JS"
src=http://player.hulu.com/videopanel/js/huluVideoPanel.js?partner=[Partner ID]
type="text/javascript"></script>
```

Step 2: Hit save and then refresh the page.

You should now see a horizontal carousel with 3 thumbnail images like Figure 1.

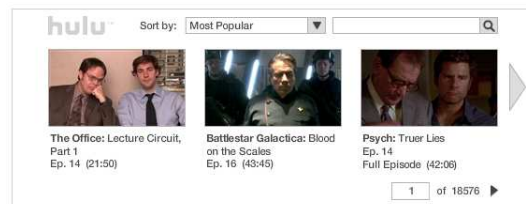


Figure 1: Default horizontal video panel

Now we can make some basic customizations so the panel can fit into the space on your page where you'd like it to appear by changing the *orientation* and *number of thumbs*. (Note, each of the examples below

Step 3: Change attributes of the panel tag.

Look for the attributes named PanelLayout and PanelItems highlighted below:

```
<div id="huluPanell1" PanelLayout="Horizontal" PanelItems="3"></div>
<div id="huluPlayer" PlayerMode="floating" ></div>
<script id="HULU_VP_JS"
src="http://player.hulu.com/videopanel/js/huluVideoPanel.js?partner=[Partner ID]"
type="text/javascript"></script>
```

Change the value of PanelLayout to 'vertical' and PanelItems to '2'. It should look like this:

```
<div id="huluPanell1" PanelLayout="Vertical" PanelItems="2"></div>
<div id="huluPlayer" PlayerMode="floating" ></div>
<script id="HULU_VP_JS"
src="http://player.hulu.com/videopanel/js/huluVideoPanel.js?partner=[Partner ID]"
type="text/javascript"></script>
```

Your video panel should now look like Figure 2.

When a user clicks on the thumbnail, the player will open in the middle of their browser, above the content on the page.

The next example explains how the player works and can be further customized.



Figure 2: Vertical two-thumb video panel

Example 2: Customizing the player

By default, the player will appear in the middle of the user's browser and 'floats' above the content on the page. It does not make a difference where you place the video panel.

However, if you'd like to customize where the player appears, and its behavior, you can do this by setting the `PlayerMode` attribute in the player tag. There are 4 different options:

- Fixed** The player opens in a location you specify through style tags.
- Fixed-Open** Like fixed, except the player is opened when the user loads the page. The video begins to play when the user clicks on a thumbnail.
- Floating** Described above in the default state. Player opens in middle of browser and floats above content.
- Floating-Draggable** Just like floating, except the user can drag the player anywhere within the browser they'd like.
(Please note, this option may not work on all sites, especially those that make heavy use of JavaScript. Always be sure to test your video panel before deploying it.)

Here is an example of a fixed player that opens directly above the video panel.



You only need to change the player element:

```
<div id="huluPlayer" PlayerMode="fixed" style="position: relative; top: -625px; left: 25px"></div>
```

To move the player up and down or left and right, you can change the values for 'top' and 'left'.

In the above, top: -625px means that the upper left hand corner of the panel will appear 625 pixels below the left hand corner of the player.



Example 3: Customizing content

You can also choose the content you would like to appear in your video panel. You can specify a specific show like 30 Rock, an entire network like NBC, or a channel (i.e. genre) like 'comedy'.

To do this, you need to add an attribute to the panel video div element like below:

```
<div id="huluPanel1" PanelLayout="Horizontal" PanelItems="3" PanelShow="30-Rock"></div>
```

The tag above will cause the panel to only show episodes for the show 30 Rock. You can specify any distributable show on Hulu, but you *must* insert a dash '-' between each word in the show title. If you wanted to show only comedy shows on your site, you would set the PanelShow attribute to:

```
<div id="huluPanel1" PanelLayout="Horizontal" PanelItems="3" PanelChannel="comedy"></div>
```

Please see hulu.com for a complete list of channels. As with shows, you *must* insert a dash between each word in the channel name.

There are a lot more things you can do with your video panel, in the next section there is a list of all the different elements you can customize. Some of these are:

- The colors of various parts of the panel
- Scale the size of the panel and player
- Hide the search and sort boxes
- Show just clips or full length videos
- Place multiple panels on one page.

See the list below for all the possible customizations.

Multiple Panels

Multiple video panel support is available by giving each panel a unique ID as in the following example

```
<div id="huluPanel1" PanelLayout="Horizontal" PanelItems="3"></div>
<div id="huluPanel2" PanelLayout="Horizontal" PanelItems="3"></div>
<div id="huluPlayer" PlayerMode="floating" ></div>
<script id="HULU_VP_JS"
src=http://player.hulu.com/videoplayer/js/huluVideoPanel.js?partner=[Partner ID]
type="text/javascript"></script>
```

Each panel can be configured independently as described in the customization steps above. Only a single huluPlayer div element needs to be present because a single player is shared between all panels and communication is coordinated between them.

Complete list of customization attributes

General & Layout	
Id (for Panel)	This is the id of the tag for the panel. It must start with huluPanel, however, you can append any unique name you'd like, e.g. HuluPanel_NewsSection1. If it does not start with huluPanel, it will not appear on the page. Please be sure to make sure the 'h' in hulu is lowercase, and the 'P' in panel is uppercase. It must be a unique name when placing two panels on one page. <i>Values:</i> HuluPanel[unique name]

Id (for Player)	This is the id of the tag for the player. It must start with HuluPlayer, however, you can append any unique name you'd like, e.g. HuluPanel_MyPlayer. Please be sure to make sure the 'h' in hulu is lowercase, and the 'P' in player is uppercase. <i>Values:</i> HuluPlayer[unique name]
PanelPartner	Your partner ID. Hulu will provide this to you.
PanelLayout	Determines the orientation of the video panel. <i>Values:</i> horizontal, vertical
PanelItems	The number of thumbnails that appears in the video panel: <i>Values:</i> 1, 2, 3, 4 (note, when set to 1, the orientation must be set to vertical)
PanelAutoPlay	Causes the player to play each video in sequence when the player is left open. The next video will start 10 seconds after the previous one stopped. <i>Values:</i> true, false
PanelSearchEnabled	Hides or shows the search box. <i>Values:</i> true, false
PanelSortEnabled	Hides or shows the sort drop down. <i>Values:</i> true, false
PanelScaleX	Scales the length of the panel up or down 10%. This is meant to help meet specific size requirements for different sites. <i>Values:</i> any three digit number between 0.90 and 1.10 Examples: setting the value to .9 reduces the length by 10% &, 1.02 increases the length by 2%.
PanelScaleY	Scales the height of the panel up or down 10%. This is meant to help meet specific size requirements for different sites. <i>Values:</i> any three digit number between 0.90 and 1.10 Examples: setting the value to .9 reduces the length by 10% &, 1.02 increases the length by 2%.
PanelAllowMature	Determines if mature content may appear in the panel. <i>Values:</i> true, false
PanelAutoScroll	Time intervals, in seconds, that the panel will automatically scroll from left to right. <i>Values:</i> a number between 3 and 30.
PanelAutoPlay	Causes the player, once open, to play all the items in the video panel in sequence without any need to the user to click on anything. <i>Values:</i> true, false
PanelSortDefault	Sets the initial sorting value for the content that is displayed when the video panel loads. <i>Values:</i> recentlyadded, mostpopular
Player	
PlayerMode	Sets they behavior of the player. <i>Values:</i> Fixed, Fixed-Open, Floating, Floating-Draggable. See Example two above for definitions.
PlayerPlayVideo	Plays an initial video on page load. The player must be in the fixed-open mode in order for this to work. You must specify the video you would like to play by using the contented, which can be found in the DP assets view. <i>Values:</i> [contentID]
PlayerScale	Scales the size of the player up or down by 20%. <i>Values:</i> Any three digit number between 0.8 and 1.2
Content	
PanelChannel	Limits the content that appears in the panel to a specific channel. <i>Values:</i> [Channel-Name]

	<p>Any of the available channels on hulu.com may be used. You must put a dash '-' in between any spaced that appear in the channel name. E.g. the channel Food and Leisure would be Food-And-Leisure. You may enter multiple channels, they must be separated by a comma.</p> <p>A complete list of channels can be found at: http://www.hulu.com/channels</p>
PanelNetwork	<p>Limits the content that appears in the panel to a specific network or film studio.</p> <p><i>Values:</i> [Network-Name] You must put a dash '-' in between any spaced that appear in the network name.</p> <p>A complete list of network names can be found at: http://www.hulu.com/browse/network/episodes & http://www.hulu.com/browse/network/feature_films</p>
PanelShow	<p>Limits the content to a particular television series or movie.</p> <p><i>Values:</i> [series-name] You must put a dash '-' in between any spaced that appear in a show name. You may enter multiple shows, but they must be separated by a comma.</p> <p>A complete list of series names can be found at (note that not all content i.e. Sony, NHL is distributable): http://www.hulu.com/browse/alphabetical/episode & http://www.hulu.com/browse/alphabetical/feature_films</p>
PanelSeason	<p>Limits the shows that appear for a particular show. This must be a valid season number for the selected show.</p> <p><i>Values:</i> 1, 2, 3, 4, 5, ... <i>Required:</i> PanelShow</p>
PanelKeywords	<p>Limits the content that appears to the results of a search on hulu.com using that keyword.</p> <p><i>Values:</i> any word or words. You may enter multiple shows, but they must be separated by a comma.</p>
PanelMediaType	<p>Limits the selected content to a specific type of media.</p> <p><i>Values:</i> Film, Music Video, TV, Sports, Web Original <i>Required:</i> No other content related attributes need to be present</p>
PanelVideoType	<p>Limits the selected content to a specific length.</p> <p><i>Values:</i> Full, Clip <i>Required:</i> No other content related attributes need to be present</p>
<p>Colors All colors must be entered as hexadecimal numbers used in web applications , e.g. white = 000000, or grey = CCCCCC</p> <p>For a complete list of colors, see: http://en.wikipedia.org/wiki/List_of_colors</p>	
PanelBackgroundColor	See diagram below for details on how to customize colors.
PanelBorderColor	
PanelElementColor	
PanelElementHoverColor	
PanelElementBackgroundColor	
PanelElementBackgroundHoverColor	
PanelElementBorderColor	
PanelRolloverBackgroundColor	
PanelTextColor	

Color Attributes:

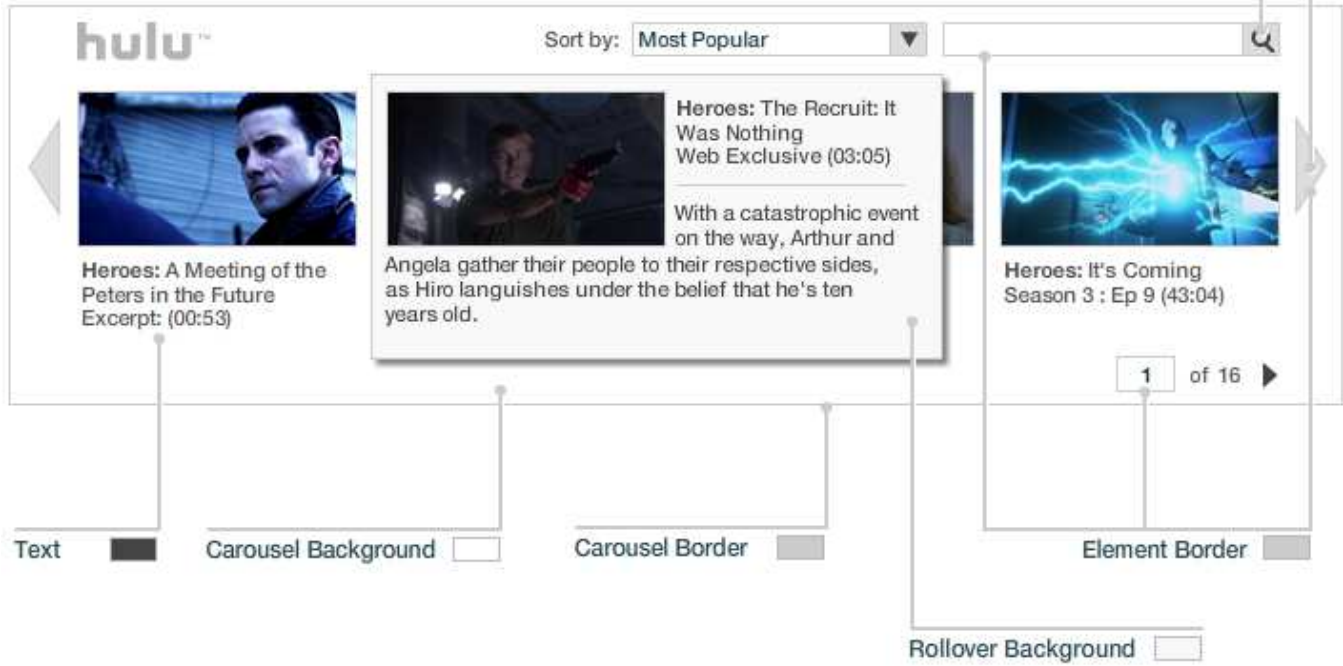
Element - Default 

Element - Hover 

Examples: ▼ 🔍 ◀ ▶

Element Background - Default 

Element Background - Hover 



The image shows a Hulu carousel interface with several color attribute callouts. The carousel contains three items:

- Item 1:** "Heroes: A Meeting of the Peters in the Future Excerpt: (00:53)" with a thumbnail of a man's face.
- Item 2 (Active):** "Heroes: The Recruit: It Was Nothing Web Exclusive (03:05)" with a thumbnail of a man holding a gun. A tooltip is visible over this item with the text: "With a catastrophic event on the way, Arthur and Angela gather their people to their respective sides, as Hiro languishes under the belief that he's ten years old."
- Item 3:** "Heroes: It's Coming Season 3 : Ep 9 (43:04)" with a thumbnail of a blue energy effect.

At the bottom of the carousel is a pagination control showing "1 of 16" with a right arrow.

Color attribute callouts include:

- Text:** Points to the item titles and descriptions.
- Carousel Background:** Points to the background of the carousel.
- Carousel Border:** Points to the border of the carousel.
- Element Border:** Points to the border of the individual carousel items.
- Rollover Background:** Points to the background of the active item's tooltip.