

Video on Demand

User Guide

Product Introduction



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Contents

User Guide

Video URL Release via WeChat Official Account

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Video URL posting in WeChat official accounts is one of the key features of Tencent Cloud video service. In order to guarantee the message posted in the official accounts, WeChat currently only allows certain video URLs to be published as message contents in the official accounts.

Through the video URL posting in WeChat official accounts of Tencent Cloud video service, users can easily generate a dedicated message posting URL in the official accounts for videos already stored in Tencent Cloud to post video contents in official accounts. Before using this feature, you must first complete the individual or enterprise verification in your Tencent Cloud video service account through Console - User Center - Account Information.

After verification, users can generate a URL on a specific file management page. The system will automatically select the MP4 file with higher bit rate to convert and generate a dedicated URL. The process takes no more than 4 hours. When the URL is generated, users can view it on the corresponding file page in Video Management and preview it through its QR code. Users can copy the URL to the information posting page in WeChat official accounts to post the video.

Note: After the URL is generated, it will automatically be published. Users can also suspend or resume the posting of URL in official accounts without deleting the source video file. If the original video file is suspended from posting on the video management page, the corresponding URL posting in official accounts will be suspended accordingly; the posting can also be resumed. If the original video file is deleted, the corresponding URL in official accounts will become invalid and cannot be resumed. After posting, the corresponding video file will also be posted to Tencent video platform.

Detailed procedure is shown below:

Step 1: Confirm the identity verification

Before using this feature, you must first complete the verification in your account through Console - User Center - Account Information, as shown below: If not, please add necessary information to complete the verification.

Step 2: Select a video file to generate the video URL in WeChat official accounts

On the Console - Video on Demand - Video Management page, click the corresponding video file. You need to activate the service when you first use it.

Then you can click to generate a URL. The verification of URL generation takes up to 4 hours.

After generation, the video URL takes effect immediately as follows. Users can switch the current URL posting status and preview it through its QR code.

Step 3: Copy the URL and post it in official accounts

Copy the generated video URL to the corresponding information posting page in official accounts.