dailymotion

Beyond API documentation

Designing a hub for a better developer experience

December, 2018

OUR COMPANY

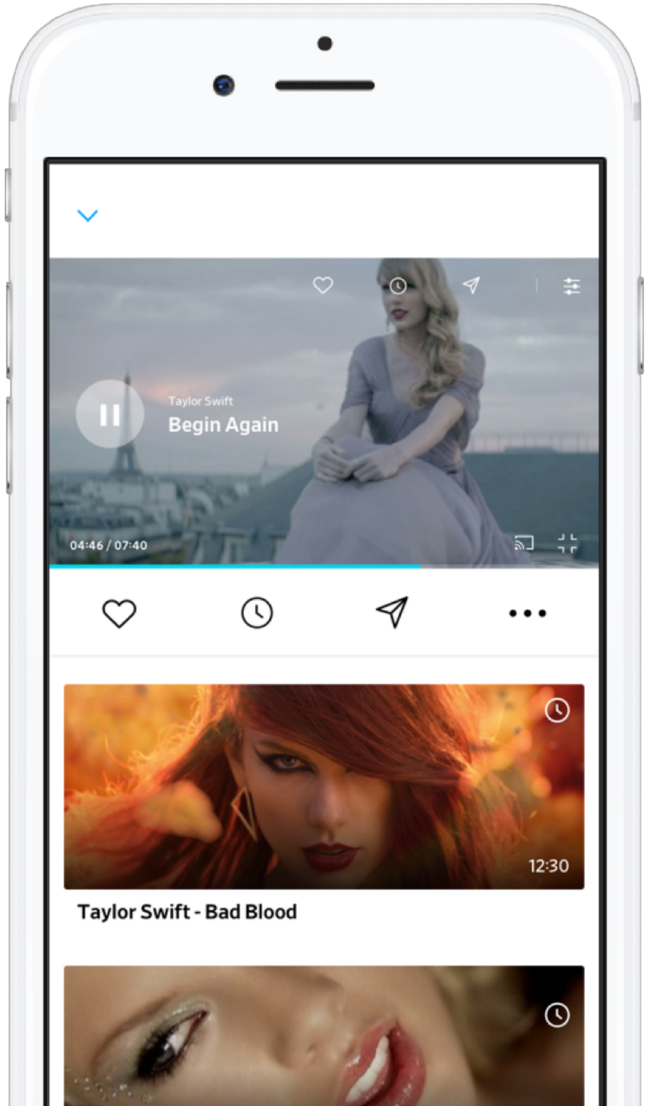
The home for videos that matter

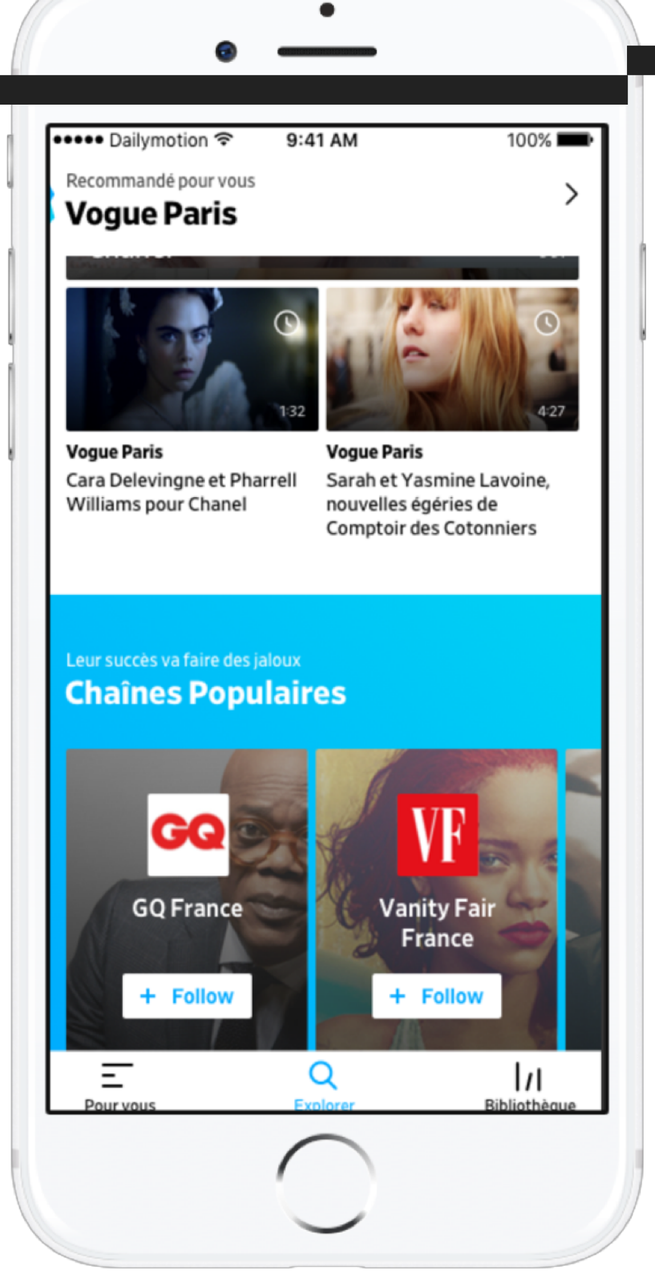
Dailymotion is one of the leading premium video destination platforms in the world:

300 million unique visitors per month

3 billion video views per month

150 million videos in the catalog





API Journey

2005

dailymotion is born

2010

Internal REST API

2011

Open REST API

First Dev Portal

2017

REST API & Internal GraphQL API

Brand new dailymotion premium experience and tech stack

2018-2019

Dev Portal revamp, focused on API community & support

OUR PRODUCTS

3 public APIs available on our Dev Portal

Data API

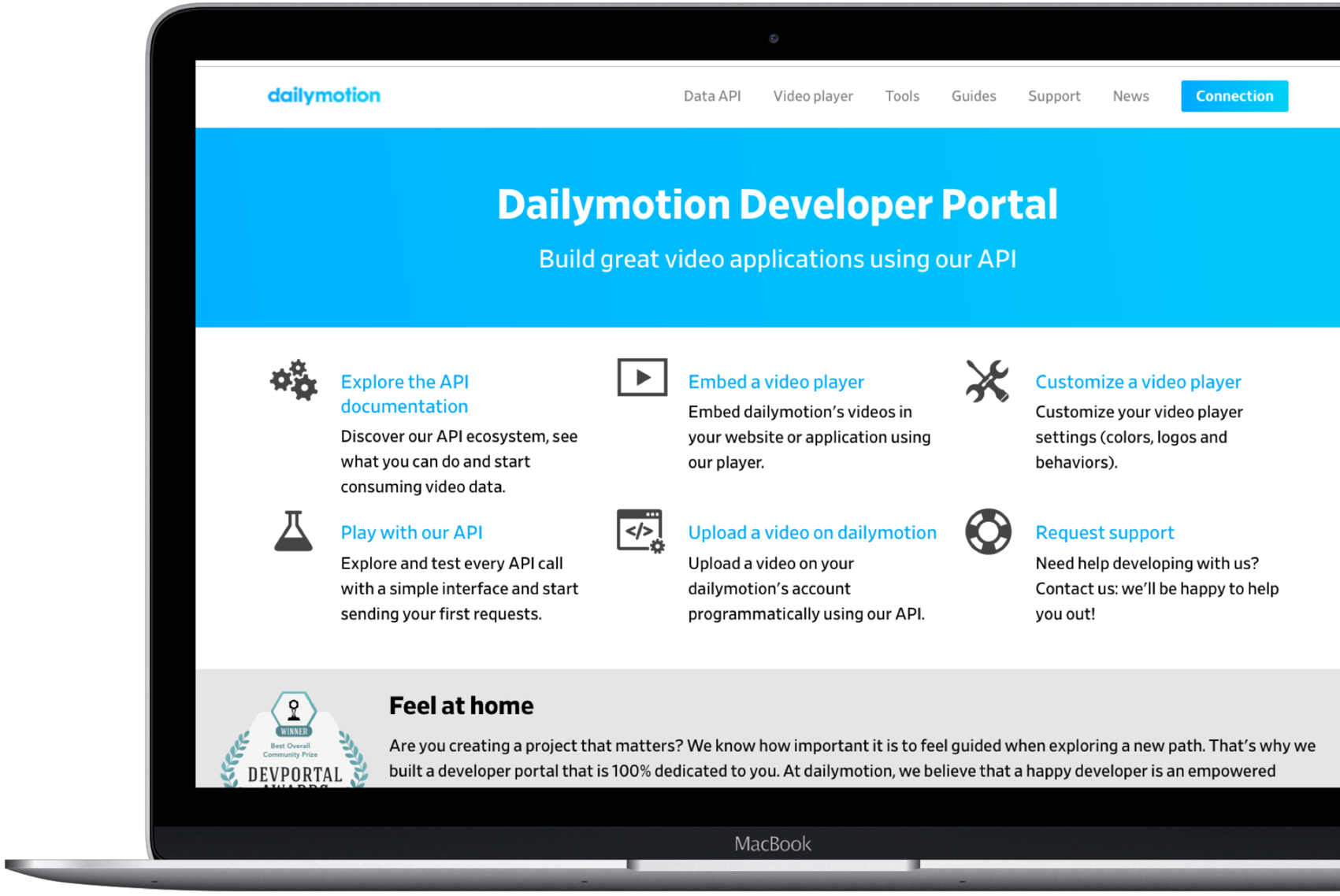
Consume and edit video catalog metadata

Player API

Embed dailymotion player easily in your external websites and apps

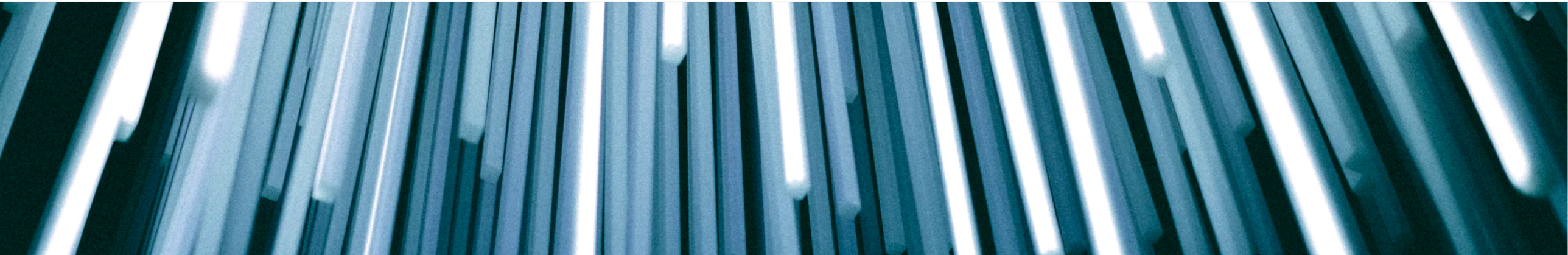
Reporting API

Build custom performance reports (views, revenues, ...) for partners



OUR CONTRACT

Providing the basis for developers: good products & good doc



OUR PRODUCTS

Powerful, accessible and worldwide APIs

150k

registered API keys

300m

monthly active users

400m

daily API requests

60ms

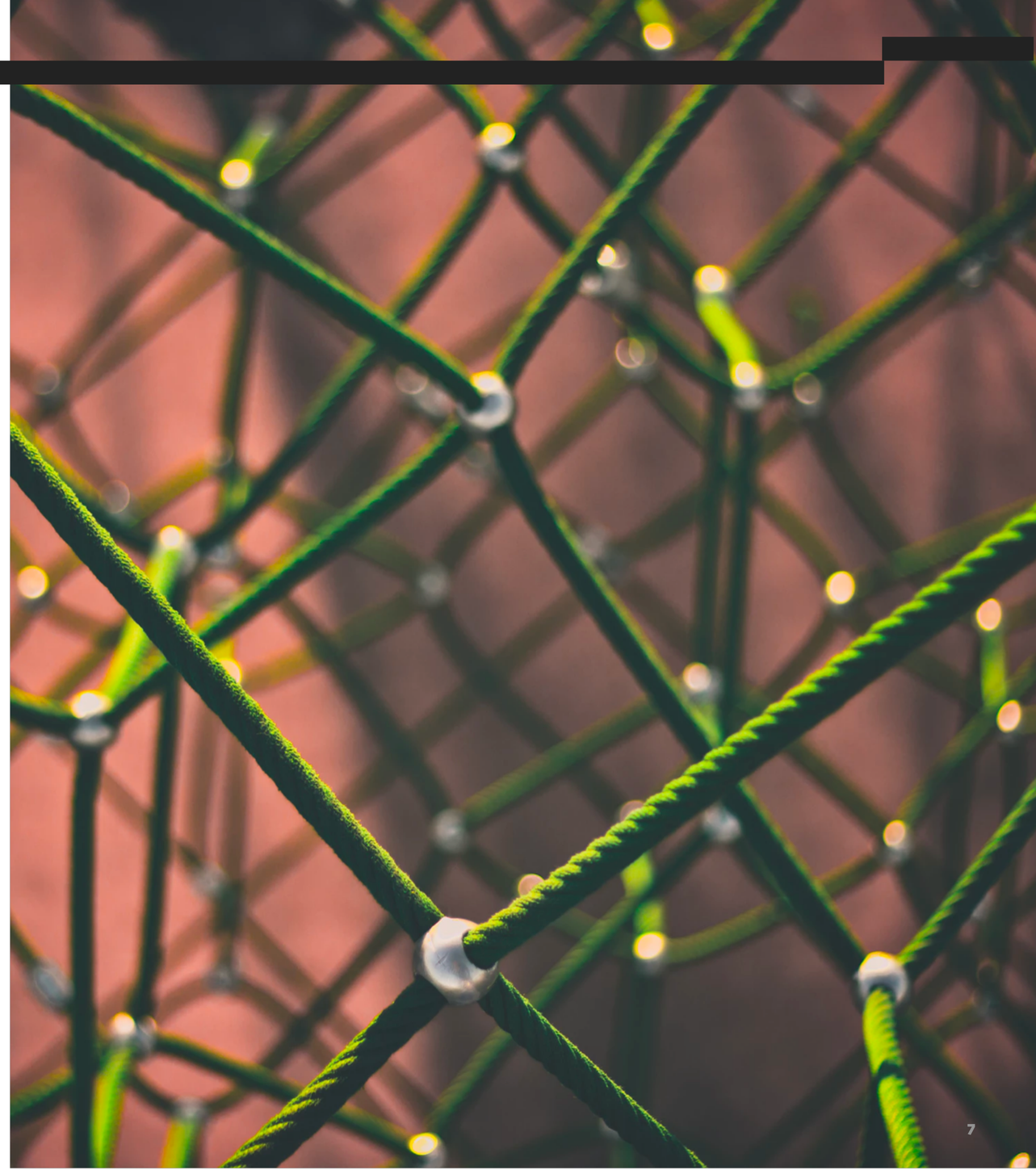
average response time

OUR PRODUCTS

Stable API schema leads to a sustainable trust

We ensure that our API contract **doesn’t break in time**.

This has let us improve our products without breaking existing integrations for the last 7 years.



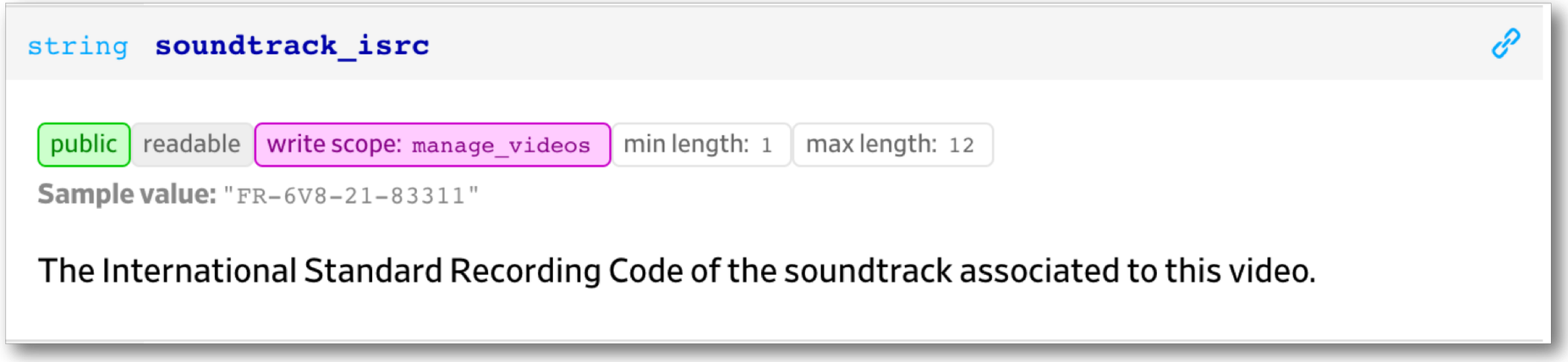
OUR DOCUMENTATION

Dynamic knowledge base

API Reference

Up-to-date & automated since day 1

Dailymotion teams provide semantic annotations on the API codebase in order to always have an up-to-date and verbose documentation.



OK, that's the basis. Let's move up a gear!

COMMUNITY

Understanding our community

The « newbie »

Follower of the API community

The « expert »

Contributor of the API community

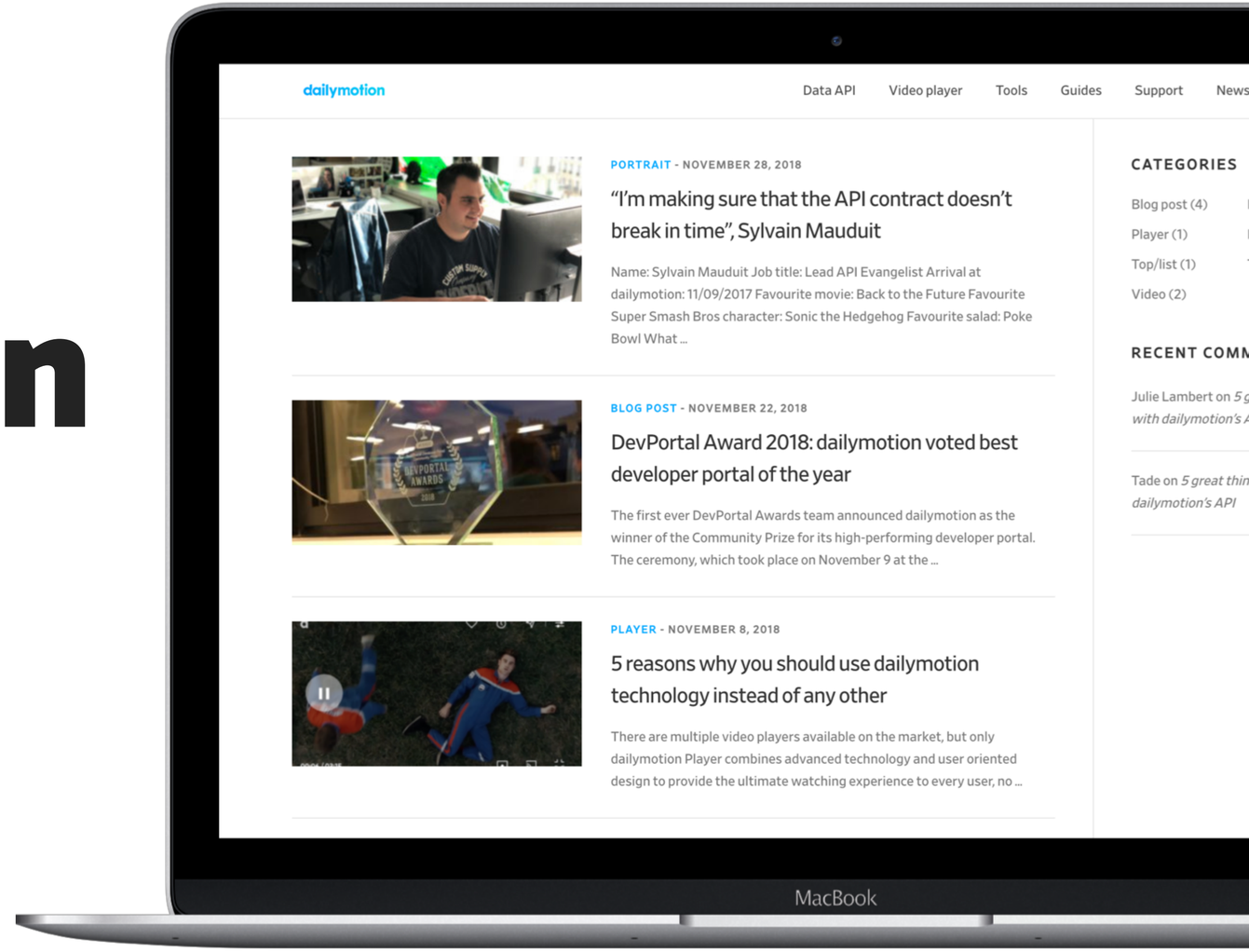
The « influencer »

Leader of the API community

News section

Sept 2018

One place to host all our editorial content



NEWS SECTION

The right content to the right people at the right time

For newbies

Step by step tutorial

Guide

Quick start video

...

For experts

Changelog

Blog post

New features launch

...

For influencers

Event covering

Study

Social content

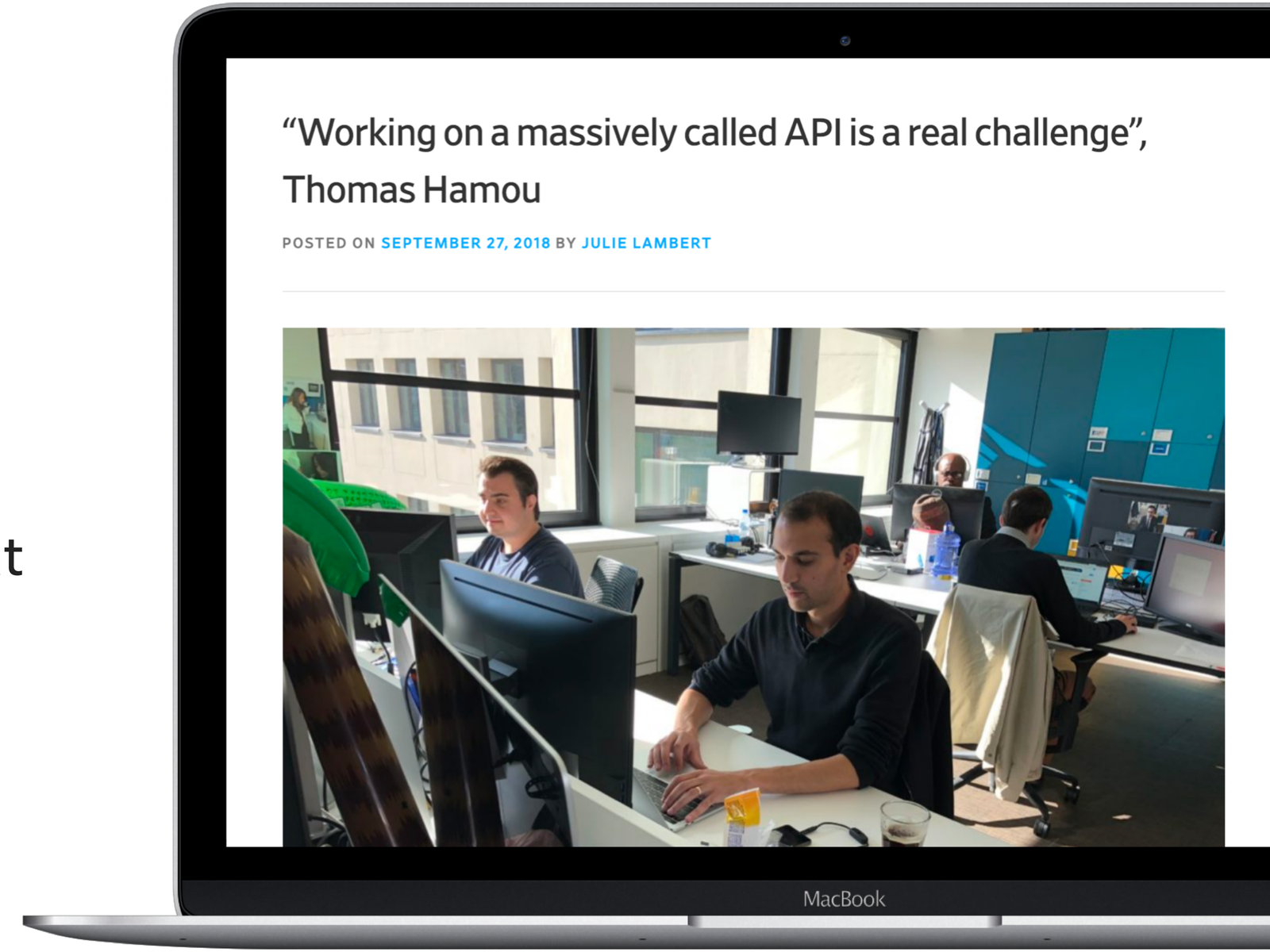
...

NEWS SECTION

Team portraits

The most popular format on our Dev Portal:

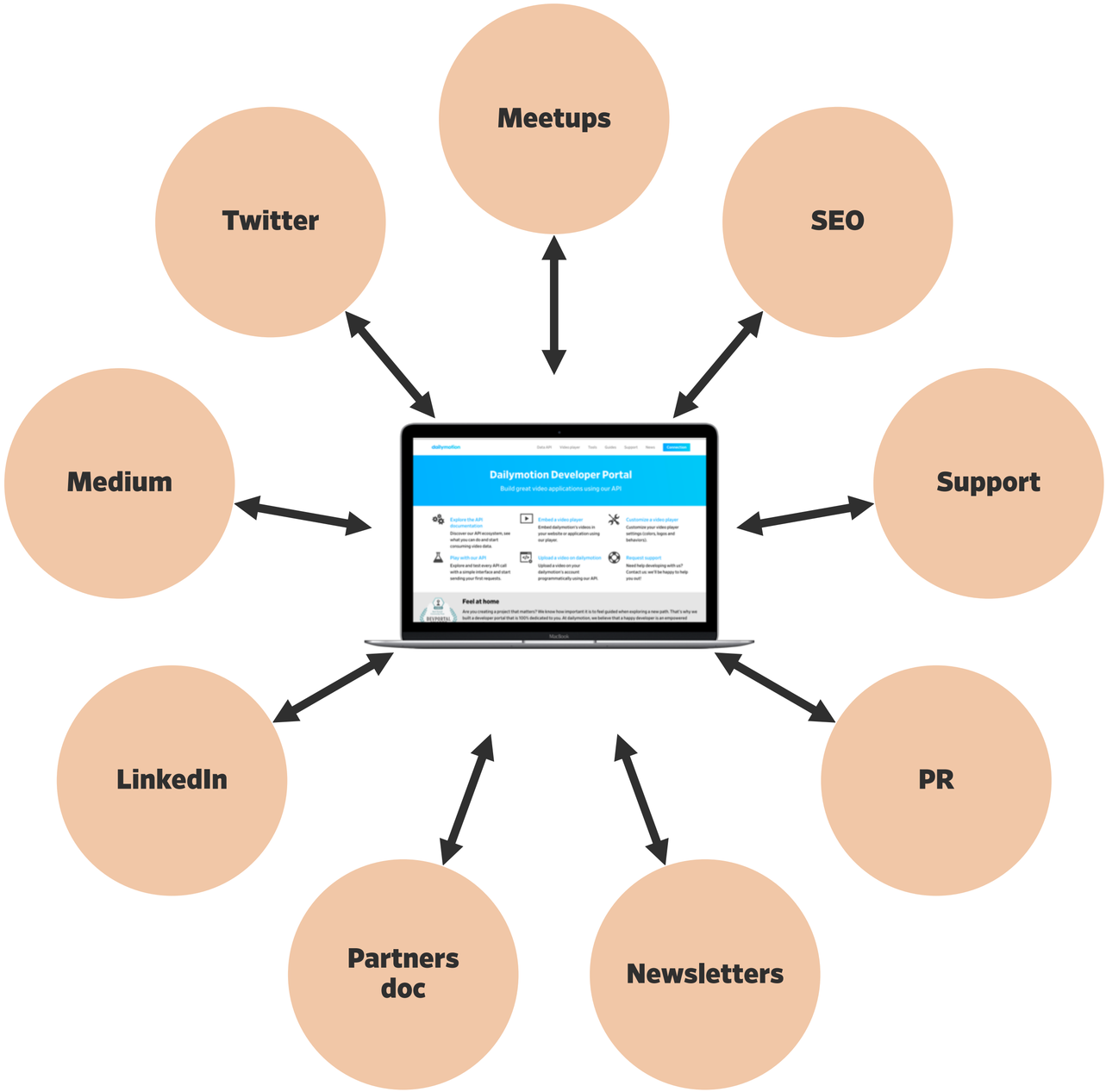
- Reliable
- Concrete
- Social



NEWS SECTION

Relying on a social ecosystem

We use every communication channel at our disposal to turn the Dev Portal into a **community hub** and highlight the qualities and the possibilities of our API.



We value our community voice

Comments

Engaging the conversation

With every content we create, developers around the world can join the conversation and share their opinion, experience and feedback.

PREMIUM SUPPORT

There is no better person to help a developer than another developer.

We hired API Support Engineers with both engineering and customer support skills to offer the best premium support to developers seeking help.

PREMIUM SUPPORT

Support use-case

API USER 17 h 19
I'm trying to upload videos through my site configured with HTTPs in javascript however, I get an error stating that the endpoint is not secure.

BOT 17 h 20
Please check the documentation.

DAILYMOTION API SUPPORT 17h20

After looking at the code you provided, you should probably know that the API is returning HTTP links by default. If you want to get secured URLs, you can use the **ssl_assets** global parameter in your API call, ex:

```
DM.api('/file/upload?ssl_assets=1', ...);
```

You can find more info about this parameter in our reference documentation available here.

PREMIUM SUPPORT

Feedbacks are an opportunity to improve Dev Portals

This ssl_assets tip could benefit other developers, so we include it inside our official tutorials.

Tip: You can use the `ssl_assets` parameter to get a https url.

```
curl -H "Authorization: Bearer ${ACCESS_TOKEN}" \
    "https://api.dailymotion.com/file/upload?ssl_assets=1"
```

TAKEAWAYS

Inspire & support developers

A Dev Portal is a toolbox... but it can be so much more!

Turn this platform into an amazing source of inspiration for developers and a showcase for your products!

Provide the basis of the pyramid:
- good product
- good documentation

Add extra layers to your pyramid to empower your APIs users: news, community management, support, API usage use-cases...

COMING SOON

And that's just the beginning...

We plan to revamp our Dev Portal again in 2019.

Stay tuned!

HUBS

Thematic sections with guides

OPEN API

New specification

CONTENT

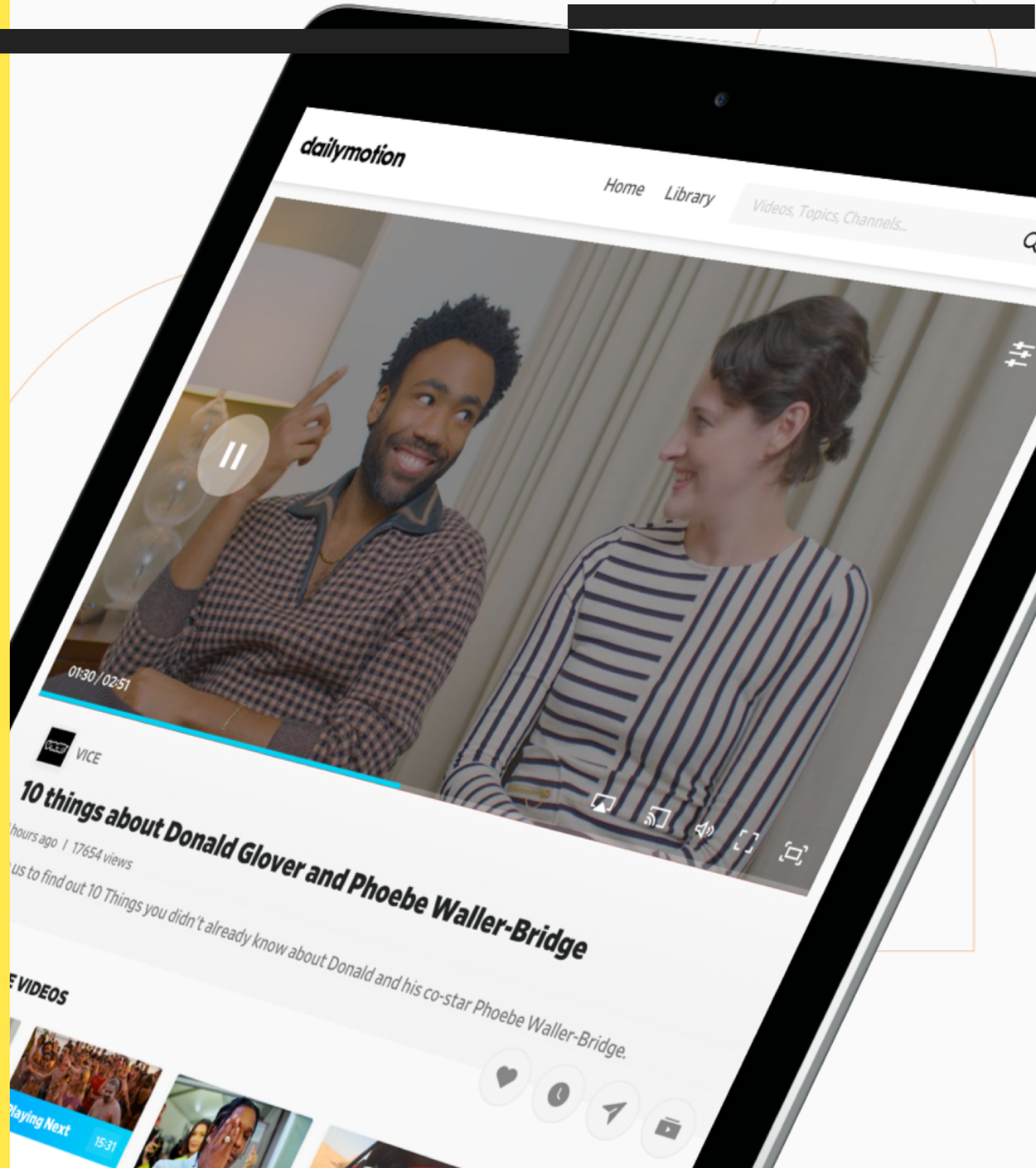
More content formats

...

Give us your feedback!

dailymotion

Thank you

@dailymotionEng

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