BrandMaker GmbH

Media Pool
Administration Manual

Version 7.1

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Content

Start

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1.1   Target Group

This manual is intended for Marketing Efficiency Cloud users who set up and/or manage the Media Pool module. These readers should be familiar with the use of the module (see the User Manual of Media Pool).

> **Note**
>
> Note that you require rights for using the administration to set up and/or manage the Media Pool module. The rights that you require are not described in this manual. If you have any questions, please contact your system administrator.

1.2 Style Conventions

Notes appear in a dark gray box.

Warnings appear in a red framed text box.

Paths to follow are written like this: *Click > x and then > y.*

This page has been intentionally left blank to ensure new chapters start on right (odd number) pages.

Assets

2

An asset is a file that is uploaded into the module *Media Pool* where it is given the attributes necessary for management. In addition, the asset previews (images and/or video) are added for visually representing the asset *Media Pool* in the module.

As the administrator, it is your task to develop, implement and maintain a concept for the efficient management of assets that makes sense for your company.

Relationship between attributes and asset types

The following list shows the relationship between user-defined attributes, asset types and the editing of assets.
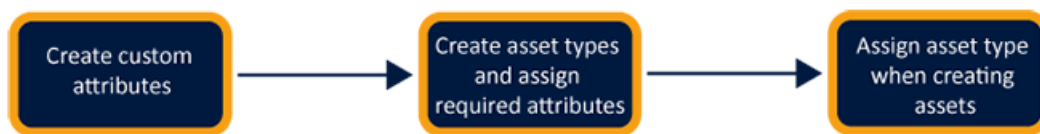
Create user-defined attributes	Create asset types and assign required attributes	Assign asset type when creating assets
You as the administrator create the required custom attributes. Basic conditions: • Unlimited number of user-defined attributes • The attribute types include up to 15 different formats, e.g. numbers, links, dates and time spans. • The fields have help texts, placeholders and can be limited in their input options.	You define asset types as required. For each asset type, you determine which attributes are to be available for editing. You define this for default and user-defined attributes. You also define the following properties for each attribute: • Mandatory • Visible • Editable • Default value Optionally, the user can be additionally supported by help texts. Examples of asset types are product fact sheets, manuals or PPT images.	When the user creates or edits assets, this is based on the asset types: The user selects the appropriate asset type for the desired asset. Depending on the configuration of the asset type, the user only sees the required attributes.

Attributes

The moduleMedia Poolcontains a comprehensive set of standard attributes for describing assets. In addition, you can map properties that are important for your company in user-defined attributes. Also note the handling of customized properties for migrations to a version 6.9 or higher.

For more information, see*Attributes* on page 15.

Asset types

With Asset types you define which attributes are edited for an asset. You also define whether attributes are mandatory, visible, hidden or disabled and you have the option of setting a default value. In addition, asset types can be assigned to specific organizational units. In this way, you provide users with templates configured to their needs for efficient editing.

For more information, see *Asset types* on page 36.

Migration

When migrating an older system to version 6.9 or higher, there are a few things that should be thought through. Basically, ways of working can be continued seamlessly and existing assets can be edited in the same way as before.

For more information, see *Migration* on page 45

Prerequisites for editing the assets

Several conditions must be met for a user to be able to edit the attributes of an asset.

For more information, see *Prerequisites for editing the assets* on page 48

Video transcoding

For the video file to be saved in a different video format, the file must be transcoded. If the video file has not been transcoded, the user must request or trigger the transcoding .

For more information, see *Video transcoding* on page 55.

2.1   Attributes

The module *Media Pool* contains a comprehensive set of basic and standard attributes for describing assets. In addition, you can map properties that are important for your company in user-defined attributes. Also note the handling of customized properties for migrations to a version 6.9 or higher.

Basic and standard attributes

The moduleMedia Poolprovides basic and standard attributes. Basic attributes are mandatory to be filled in for each asset. Standard attributes can be used as needed and assigned to asset types. You will also learn how to set certain standard attributes.

Further information*Basic and standard attributes* below.

User-specific attributes

With user-specific attributes, you maintain the additional data necessary for your company. The user-defined attributes are combined with the attributes provided by BrandMaker in the so-called asset types to form "editing templates". You can create an unlimited number of attributes that support different formats.

For more information, see*Custom attributes* on page 17.

Set standard attributes

You can influence the functioning of some attributes. This section lists the system settings in which you set the functioning of these attributes.

For more information, see*Set standard attributes* on page 31.

Customer-specific properties

Up to and including version 6.8, the properties required for your company were mapped in customer-specific properties.

Further information*Customer-specific properties* on page 32.

2.1.1   Basic and standard attributes

The moduleMedia Poolprovides basic and standard attributes. Basic attributes are mandatory to be filled in for each asset. Standard attributes can be used as needed and assigned to asset types. You will also learn how to set certain

standard attributes.

> 📋 **Note**
>
> This section lists the attributes that the system comes with in the default and that can be assigned to the asset types for editing. However, this is not a complete list of all possible attributes. Note that automatically filled attributes such as file format, size or asset ID as well as standardized attributes cannot be assigned to an asset type and are therefore not included in the lists below. For a complete list of all standard attributes for assets, see the user manual of the moduleMedia Pool.

Basic attributes

The basic attributes are always assigned to an asset type and cannot be removed. By default, the basic attributes are displayed in the *Required Attributes* group and highlighted with a separate icon from the rest of the attributes:

- Asset name
- Filename
- Categories
- Virtual DB

Standard attributes

The following standard attributes are in the moduleMedia Poolas default and can be assigned to the asset types as needed:

- Tags
- Keywords
- Print quality (HiRes)
- Language
- Relevant countries
- Remarks
- Validity
- Hide if not valid
- License information
- Suitable for Brand Template Builder

- Brand Template Builder classification

- Item number

- Item description

- Person(s) shown

- Platform

- Program version

- ISIN

- Affiliate ID

- Approval required

- Alternative preview picture

- Customized fields: On this topic, please refer to the chapter *Customer-specific properties* on page 32.

- Duration

- Product description

- Target group

2.1.2 Custom attributes

With user-specific attributes, you maintain the additional data necessary for your company. The custom attributes are combined with the attributes provided by BrandMaker in the so-called asset types to form "editing templates". You can create an unlimited number of attributes that support different formats.

> **Note**
>
> Since only the configured attributes are displayed during editing itself, you do not have to worry that a large number of attributes will overwhelm users when creating custom attributes.

You manage the custom attributes under *> Administration >Media Pool > Attributes > Custom Attributes*.

Page setup

This section explains the structure of the page:

2 Assets

Custom Attributes

Note: Once you have added a new custom attribute you will need to add it to the search index and re-index the database in order that users can search for the attribute value.

#	Attribute name ↑	Attribute type	Used in			
77	Color	Color	0	✏	🗐	🗑
26	Duration	Date	0	✏	🗐	
27	Product Description	Text	0	✏	🗐	🗑
29	Target Group	List	0	✏	🗐	🗑
76	Web address	Link	0	✏	🗐	🗑

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No.	Function	Description
1	Searching for attribute names	With a larger number of configured attributes, the list quickly becomes confusing. The searcher helps you to quickly find the desired attribute.
2	Attribute type	The column displays the type of attribute. The type is assigned when it is created. The display should more easily reflect the purpose of the attribute in addition to the name.
3	Used for ...	[Number] Asset types; The column shows how many asset types use this attribute. This shows how often the attribute is used. If necessary, a corresponding importance can be deduced from this, among other things with regard to future changes to the attribute.
4	Indexed	This column shows whether the corresponding attribute is indexed and can therefore be found in the search. You decide for each attribute whether it is indexed for the search.
5	Add user-defined attribute	Click New to add a new asset type.
6	Edit attribute	Click to edit the properties of an attribute that has already been created.

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No.	Function	Description
7	Copy attribute	Click to copy an existing attribute. Copying an existing attribute can make extensive creation work easier if you duplicate similar attributes. You must enter a unique name for the copied attribute.
8	Delete attribute	Click to delete an attribute when it is no longer needed.

Properties of a custom attribute

Depending on the selected format, the creation of a single attribute is more or less extensive. In addition to data to be stored by default, such as the attribute name, further configuration options are available depending on the selected format.

No.	Function	Description
1	Attribute name	Enter the name of the attribute. For example, you can maintain the names in multiple languages.

No.	Function	Description
2	Short name of the attribute	Define a short name. For example, you can maintain the names in multiple languages. By default, the full attribute name is displayed. The short name is only used in exceptional cases when there is too little space available in the user interface and the display of the full name would be cumbersome.
3	Attribute type	Specify the attribute type. The type influences the display and format of the attribute. Depending on the type, attribute-dependent settings are available.
4	Placeholder	Define a placeholder to provide additional support for the editing user when maintaining the data. The placeholder is displayed in the attribute field as a default and is hidden on the field.
5	Help / Description	In addition to the placeholder, you can store a help text or a further description. We recommend keeping the help text simple and concise. The user can call up the text when editing an asset via the icon behind the attribute.
6	Type-dependent fields	These fields depend on your choice of attribute type. Refer to the section below.

Search widget

The system automatically creates a search widget for each attribute. Whether the widget is accessible to the users is decided by you as the administrator under *> Administration >Media Pool > Search configuration > Default views*.

Associated tasks

- *Create custom attribute* on page 27
- *Edit custom attribute* on page 31
- *Delete custom attribute* on page 31

2.1.2.1 Attribute types

This section describes the available attribute types and which settings must be made for an attribute type.

	Note

> Once you have set the type for an attribute, you cannot change it after the first save!

Type	Subformat	Description	Settings / Comments
Text	formatted	The editing user can format entered text. For more information on formatting options, see the section*Display of attribute types in the editing dialog box* on the next page.	- Minimal length (characters) - Maximal length (characters) - Number of text lines in the editing dialog box
	unformatted	The user can edit a normal text field. By selecting a multiple line display, descriptive texts can also be entered more easily.	- Minimal length (characters) - Maximal length (characters) - Single line or multiple lines - With multiple lines: Number of text lines in the editing dialog
HTML		The user can enter HTML which is displayed accordingly.	
Link		The user can only enter links in the input field. These are shown as a link in the asset view.	
Date	Single date	The user enters a date.	Date and time are displayed localized in the appropriate format depending on the user's selected region.
	Date and time	The user enters a date as well as a time entry.	
	Time	The user enters a time entry.	
	Date range	The user enters a date range.	
	Time range	The user enters a time range.	

Type	Subformat	Description	Settings / Comments
Number	Integer	With this type, the user enters whole numbers and it is suitable for entering quantities, for example.	• Minimum value • Maximal value • Step size: Defines in which steps the user can select numbers. • Visual representation: Stepper or slider
	Decimal	The user can enter any number.	• Minimum value • Maximal value • Number of possible decimal places
List		With this type, the administrator creates a list of values. The user selects one or more values, depending on the configuration of the list. A list can contain up to 5 levels, a root level and up to 4 subordinate levels. In addition to manual entry, existing lists can also be transferred by copying and pasting. Please note here*Create list attribute* on page 27.	• Single Select: The user can select only one value. • Multi Select: The user can select several values.
Color		The user sets a color by entering a hexadecimal value.	
Boolean		The user chooses between two values, e.g. TRUE and FALSE.	Setting a preset value

2.1.2.2 Display of attribute types in the editing dialog box

Unformatted and formatted text

For both unformatted and formatted text, the number of lines determines the height of the input field. When the set number of lines is reached, the user can scroll through the entered text with the scroll bar.

If the limitation of the text length is not observed, an error message appears. The entered text cannot then be saved.

The formatted text can provide users with better clarity at appropriate points, for example when describing an asset type:

Link

For the *Link* attribute type, the user must enter a complete URL. The input field works with validation to reduce incorrect entries:
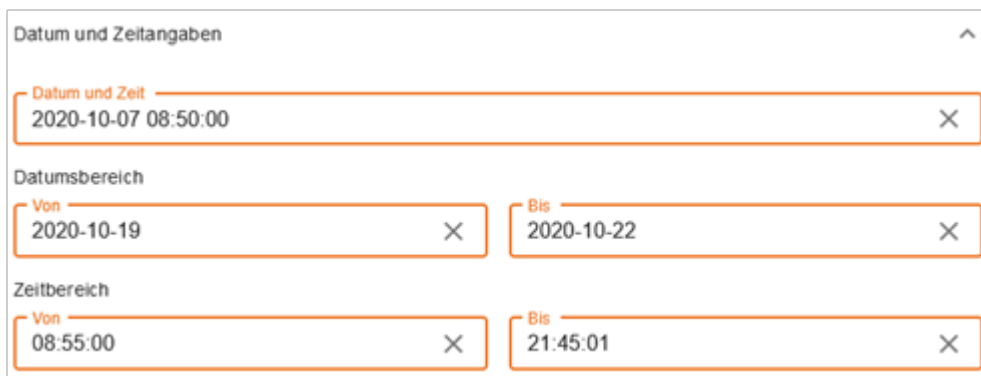
Date and time entries

The input fields of this attribute type are equipped with a so-called day and/or time picker to ensure correct data maintenance.
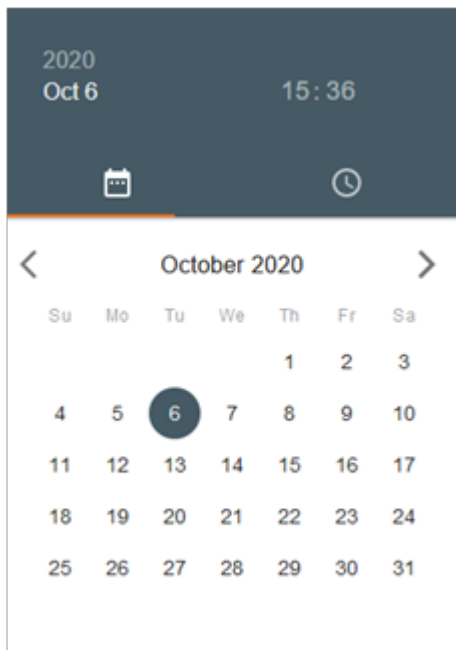
This ensures that, depending on the selected location of the user, the information is displayed in the correct format.

The different display types (see table in the Chapter*Attribute types* on page 20) ensure that the information can be displayed as concretely as necessary:

Number

The *Number* attribute type can be provided with limit values as well as be varied in the input option. If the number format Integer is set, either a slider or a stepper is available to the user in the editing dialog box to be able to select the target size in the set quantity limit. Incorrect entries can thus be excluded.

If the user is to be given a free input option via the keyboard, set the number format to decimal. If only whole numbers are to be entered, limit the possible decimal places to the value 0. If limit values are set, the user will also receive a message in the event of an incorrect entry and will not be able to save the data.

> **Note**
>
> The slider and the stepper have one restriction: Once selected, values can not be deleted, but only changed. If the subsequent deletion of the value is important, select the *Decimal* number format.

List

With a list attribute, you simply assign multiple attribute values. For example, you can create product palettes and assign the assets accordingly:
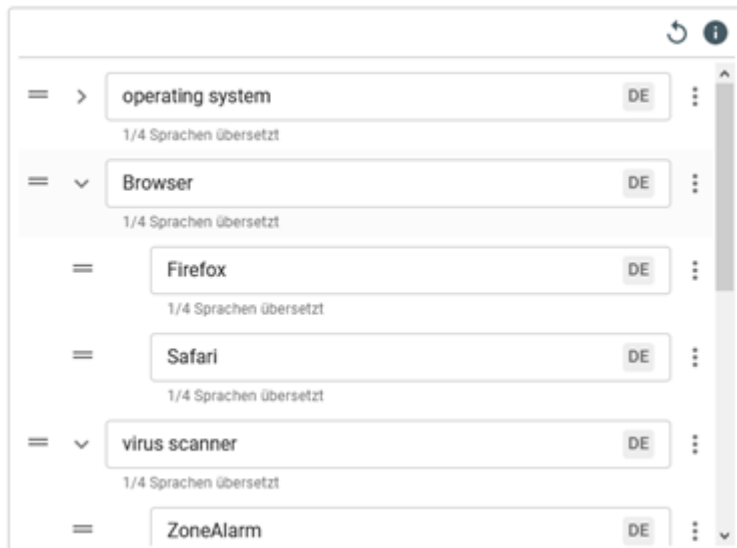
In addition to manually entering the individual list entries, Excel lists that have already been maintained can also be quickly transferred by copying and pasting.

Attribute values in several languages

Depending on the individual configuration of the system, one or more languages can be stored per attribute. If several languages have been created, click on the globe icon when editing an attribute to open the dialog box for editing the other languages:

In this dialog box, all configured languages are listed and already stored values are displayed:
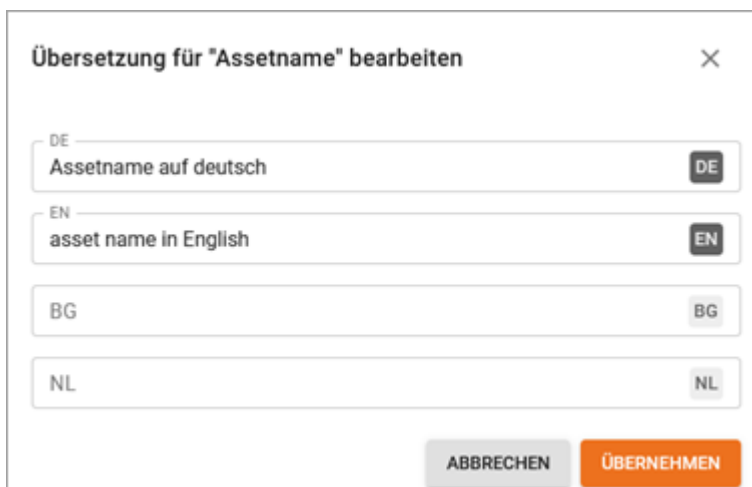
Users always see attribute values in the language they have configured in their user settings, provided the attribute is maintained in the language. If an attribute is not entered in the selected language, the language icon is highlighted to indicate this:

2.1.2.3 Create custom attribute

1. Click > *Administration >Media Pool > Attributes > Custom Attributes*.

2. Click *Add user-defined attribute*.

    The *Add user-defined attribute* dialog box is displayed.

3. Enter a name for the attribute. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

4. Enter a short name for the attribute. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

5. Specify the attribute type.

    Note: Once you have set the type for an attribute, you cannot change it after the first save!

6. If necessary, enter a description to help the user.

7. Edit the type=specific settings of the attribute.

8. Click *Add*.

You have created the attribute.

2.1.2.4 Create list attribute

With list attributes, the administrator creates a list of values. The user selects one or more values, depending on the configuration of the list. A list can contain up to 5 levels, a root level and up to 4 subordinate levels.

You can create list attributes manually or by copying existing lists.

Create manually

1. Click > *Administration >Media Pool> Attributes > Custom Attributes*.

2. Click *Add custom attribute*.

   The *Add ucustom attribute* dialog box is displayed.

3. Enter a name for the attribute. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

4. Enter a short name for the attribute. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

5. Specify the attribute type *List* .

   Note: Once you have set the type for an attribute, you cannot change it after the first save!

6. If necessary, enter a description to help the user.

7. In the right-hand section of the dialog, specify whether the user can select one or more values from the list.

8. Enter a list value in the input field below. If you enter a list with several levels, it must be a value on the top level. Click the globe icon to enter the name in other languages.

9. Enter further values and translate the names if necessary. Use the following functions, which you will find in the ⋮-menu to the right of an entry. See also the Table of Shortcuts at the end of the section:

   - Add new layer: Add value on the same level

   - Add new sublevel: Add value one level lower

   - Nest: The value at which you open the menu is moved down one level.

   - Do not nest: The value at which you open the menu is moved up one level.

   - Move up: The value is moved up on the same level. Alternatively, you can move the value by dragging and dropping it on the drag point in the list.

- Move down: The value is moved down on the same level. Altern-atively, you can move the value by dragging and dropping it on the drag point in the list.

- Delete: The value is deleted.

10. When you have entered all the required values, click *Add*.

You have manually created the list attribute.

You can also use the following shortcuts when creating:

Shortcut	Description
Enter	Add new entry on the same level. If this is done on a parent element, the new entry is created after all children.
Shift + Enter	Add new entry on sublevel
Arrow key up	Move the cursor up one list field
Arrow key down	Move cursor one list field down
Alt + arrow key up	Move the cursor to the top field
Alt + arrow key down	Move cursor to lowest field
Shift + arrow key up	Move value up in the list (including child elements). Note that this can also mean moving up in the list level if the preceding value is one level higher.
Shift + arrow key down	Move value up in the list (including child elements). Note that this can also mean moving in the list level if the preceding value is one level lower.
Tab	Move value down one list level. The value can be a maximum of one level lower than the parent value.
Shift + Tab	Move the value up one level in the list. The value can be a maximum of one level lower than the parent value.
CTRL + Alt	Expand/collapse child values
Shift + Delete	Delete value

Create by copying

Prerequisite

If you want to create a list by copying, the list values must already have been created in a structured way. The following prerequisites apply:

- File format: TXT (Notepad or Sublime Text) or XLSX. We recommend using XLSX - if possible - for non-hierarchical lists or, alternatively, transferring the data to a TXT format beforehand.

- Create the tree structure: Note that a maximum of 5 levels can be created. In TXT files, subordinate levels are indented by tab.
  In XLSX files, each level is created in a column. Note the special features when copying: You can only copy column by column and thus cannot automatically create the hierarchical assignment of the values. Therefore, the table must always be reworked. Check whether a transfer to the TXT format is easier.

1. Click > *Administration >Media Pool > Attributes > Custom Attributes*.

2. Click *Add custom attribute*.

   The *Add custom attribute* dialog box is displayed.

3. Enter a name for the attribute. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

4. Enter a short name for the attribute. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

5. Specify the attribute type *List* .

   Note: Once you have set the type for an attribute, you cannot change it after the first save!

6. If necessary, enter a description to help the user.

7. In the right-hand section of the dialog, specify whether the user can select one or more values from the list.

   - TXT file: Copy the list from the prepared file and paste it into the input field.

   - XLSX file: Copy the column containing the top-level values without empty cells. Create a subordinate value. Copy and paste the data of this level from the XSLX file. Continue until all list values are created.

The list has been created.

8. Click *Add*.

You have created the list attribute by copying.

2.1.2.5 Edit custom attribute

1. Click *> Administration >Media Pool > Attributes > Custom Attributes*.

2. Click the pencil icon for the attribute that you want to edit.

   The *Edit user-defined attribute* dialog box is displayed.

3. Edit the properties of the attribute. Please note that you cannot edit the type of attribute.

4. Click *Save changes*.

You have edited the user-defined attribute.

2.1.2.6 Delete custom attribute

> **Note**
>
> You can only delete user-defined attributes that are not being used in a asset type. You can see whether a user-defined attribute is used by looking at the *Used for* column under *> Administration >Media Pool > Attributes > Custom Attributes*. The column shows the number of asset types that use this attribute.

1. Click *> Administration >Media Pool > Attributes > Custom Attributes*.

2. Click the recycle bin icon next to the asset type that you want to delete.

   A confirmation prompt is displayed.

3. Click *Delete*.

You have edited the user-defined attribute.

2.1.3 Set standard attributes

You can influence the functioning of some attributes. This section lists the system settings in which you set the functioning of these attributes.
You edit the system settings under *> Administration > System Configuration > System Settings*.

System setting	Description
Attribute Article number validation	Enter a regular expression for validating the item number.
Attribute *Print quality* minimum resolution	Enter the minimum resolution for tagging attributes with the option *Print quality* automatically.
Tags dropdown length	Specify the number of tags displayed in the *Last tags* selection list. If you enter the value 0, then all tags are displayed.
Keywords dropdown length	Enter the number of keywords that are displayed in the *Last keywords* dropdown. If you enter the value 0, then all keywords are displayed.
Validity period type	Select whether the user defines the validity period of an asset in quarters or tertials.
Information validity end	The system informs the owner of an asset when the validity of the asset ends. Enter when the owner is informed. Possible values: • -1 = No notification. • 0 = The notification is sent immediately. • 1,2,3.... = Number of days before the validity ends. Example: Enter the value 7: The owner is informed 7 days before the validity expires.

2.1.4 Customer-specific properties

> **Note**
>
> Up to and including version 6.8, the properties required for your company were mapped in customer-specific properties. The function is available unchanged in the system as of version 6.9. However, we recommend that you migrate to *Custom attributes* on page 17.
>
> When setting up a new system, we strongly recommend that you do not use the customer-specific properties and use the much more convenient and flexible *Custom attributes* on page 17 attributes.

You can define up to 20 customer-specific properties for your system. Additional information for an asset can be displayed in its detailed view using customer-specific fields. In total, you can define and use up to 20 custom text fields.

Use the *Allowed values* dropdown list to define the content of a custom text field.

- Free text: The user enters unformatted text.

- Formatted text: The user enters formatted text using a rich text editor.

- Selection box: You can define the field as a dropdown list from which the user can select predefined values. You can define parent fields and list entries for the selection box to create a selection box that is dependent on a parent selection box.

Conditions for selection fields

If you want to configure a free text field as a selection box, you must adhere to the following conditions:

- Enter the individual values for the selection box in the input field separated by a [RETURN] paragraph.

- Note that you may only ever enter a value in the input field once.

- If you want to manage the entries in multiple languages:

  - Enter the entries for each language in the same order.

  - You must always enter the same number of entries for each language. If you do not have the translation for an entry, leave the language blank.

  - If you are using several languages, you can add new values at a later stage.

  - Do not change existing values because changes are treated as new entries and the existing asset assignments are therefore lost.

> Attention!
>
> Click *Save changes* only once the lists in each language match each other in terms of the order and number of entries.

> EXAMPLE
>
> You want to create the custom text field Customer communication as a selection box. You want to define Print and Newsletter as selection options. You also want to create the additional selection box E-mail, which

is dependent on the parent selection box Customer communication. If users select the entry E-mail, then you also want them to be able to select the entries Plain Text or HTML from the E-mail selection box.

Prerequisites

You have the MANAGE_FREE_TEXT_FIELDS right.

Creating a selection box

1. Click > *Administration >Media Pool > Attributes > Free Text Fields*.

2. Click the Plus sign of a free text field that has not been defined yet.

   Editing mode for the free text field is displayed.

3. Enter *Customer communication* as the name.

4. From the *Allowed values* dropdown list, select the entry *Selection box*.

5. Enter *Print* and *Newsletter* as values in the input field.

   > **Note**
   >
   > You must enter the individual values in the input field separated by a [RETURN] paragraph.

6. Click the Plus sign of a free text field that has not been defined yet.

   Editing mode for the free text field is displayed.

7. Enter *E-Mail* as the name.

8. From the *Allowed values* dropdown list, select the entry *Selection box*.

9. Choose the *Customer communication* entry from the *Parent field* dropdown list.

10. Choose the *Newsletter* entry from the *Parent list entry* dropdown list.

11. Enter *Plain Text* and *HTML* as values in the input field.

    > **Note**
    >
    > You must enter the individual values in the input field separated by a [RETURN] paragraph.

12. Click *Save changes*.

You have created the interdependent dropdown lists *Customer communication* and *E-mail*. If users select the *Newsletter* entry for the *Customer communication* field, they can also select the entries *Plain Text* or *HTML* from the *E-mail* dropdown list.

2.2   Asset types

With Asset types you define which attributes are edited for an asset. You also define whether attributes are mandatory, visible, hidden or disabled and you have the option of setting a default value. In addition, asset types can be assigned to specific organizational units. In this way, you provide users with templates configured to their needs for efficient editing.

The following attributes are available for configuration:

- Basic attributes: attributes that are mandatory for the system
- Standard attributes: attributes available by default
- User-defined attributes: self-configurable attributes,

You manage asset types under *> Administration >Media Pool> Asset types*.

Page setup

On the page you can create or edit asset types. A table lists the already con-figured asset types and shows how often the asset types are currently used.

Asset types

With asset types you can define different sets of attributes for different kind of assets. Each asset type can contain any of the basic attributes as well as all of the custom attributes. You can define which attributes are mandatory, visible, hidden, disabled, and/or set a default value. On creation/import of assets the user can select of which asset type the assets are and gets a tailored interface for his needs.

⊕ CREATE

Name ↑	Description	Assets	Attributes	Org. Unit(s)		
Manual		0	8 ⓘ	All	✎	🗑
Marketing template		0	4 ⓘ	All	✎	🗑
Product brochure		0	6 ⓘ	All	✎	🗑
Product description		0	7 ⓘ	All	✎	🗑
Release Notes		0	4 ⓘ	All	✎	🗑
Sales documents		0	7 ⓘ	All	✎	🗑
Technical description		0	4 ⓘ	All	✎	🗑

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No.	Function	Description
①	Name of the asset type	The column shows the name of the asset type; the column can be sorted in ascending and descending order.

No.	Function	Description
2	Description of the asset type	If maintained, the description of the asset type is displayed here. Click on the ℹ icon to display the complete description.
3	Number of associated assets	The column shows how many assets are assigned to the respective asset type.
4	Assigned attributes	Overview of the attributes assigned to the asset type: Number of attributes used and detailed view via the ℹ icon.
5	Create asset type	Click New to create a new asset type.
6	Assigned organizational units	The column lists the organizational units that can edit assets of this type.
7	Edit asset type	Click to edit the asset type.
8	Delete asset type	Click to delete the asset type. Note: An asset type can only be deleted if no assets are assigned to it.

Basic attributes

You must enter the following information when you create an asset type:

- Name
- Assignment to all, one or more organizational units; see the section below.
- Description: The description is displayed both in the Asset Type Overview and when editing an asset. Note that a concise and informative description can greatly assist your users in selecting an appropriate asset type. For example, explain the purpose of the asset type and when the asset type is used.

Assignment to organizational units

You can assign one, several or all organizational units to each asset type. If you assign one or more organizational units to an asset type, only users from those organizational units can edit assets assigned to that type.

> **Note**
>
> To be able to see all organizational units as an administrator, you need the right *VIEW_All_VDB* of the administration *Media Pool* in addition to the right *MODULE_ACCESS* to the module. If your role does not have the right *VIEW_ALL_VDB*, you may not see all organizational units.

If you select a parent organizational unit, the asset type is only assigned to the parent organizational unit and is not inherited by the child ones. Only the actually selected organizational units are authorized to edit this asset type.

If you do not select a specific organizational unit in the *Create Asset Type* dialog, the asset type is automatically assigned to all organizational units. If further organizational units are created in the system in the future, they will also automatically receive the authorization to edit assets of the corresponding asset type.

Deleted organizational units

The deletion of organizational units is in many respects connected with necessary maintenance measures. If an asset type exists that is exclusively assigned to a deleted organizational unit, assets of the type can no longer be edited by other users.

In order to avoid problems in this case as far as possible or to make them visible, two tools have been implemented:

- When an organizational unit is deleted, the administrator is asked to which new organizational unit assigned asset types should be assigned.
- If no user was assigned to the deleted organizational unit, it can happen that an asset type is not assigned to an organizational unit. This is highlighted under *> Administration >Media Pool> Asset types* .

Assigned Attributes

You assign the required attributes to the asset type that the user fills in when creating an asset. Attribute assignment is done when editing an asset type. For more information, see . For each assigned attribute, you can set whether it is a required field for the asset type, whether the attribute is visible or editable, and you can set a default value.

Associated tasks

- *Create asset type* below

- *Edit asset type* below

2.2.1   Create asset type

1. Click *> Administration >Media Pool> Asset types*.

2. Click *Create*.

   The *Create asset type* dialog box is displayed.

3. Enter a name for the asset type. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

4. To assign the asset type to organizational units, activate the respective checkboxes. Use the icons above the tree structure to navigate in complex structures and maintain an overview.
   If you do not assign an organizational unit, the asset type can be used and edited by users of all organizational units.

5. If necessary, enter a description to help the user.

6. Click *Create*.

You have created the asset type. So far, only the basic attributes have been assigned to the asset type. Add further attributes when editing the asset type, see*Edit asset type* below.

2.2.2   Edit asset type

This section explains how to edit an asset type. This includes the assignment of attributes.

Structure of the *Edit Asset Type* dialog box
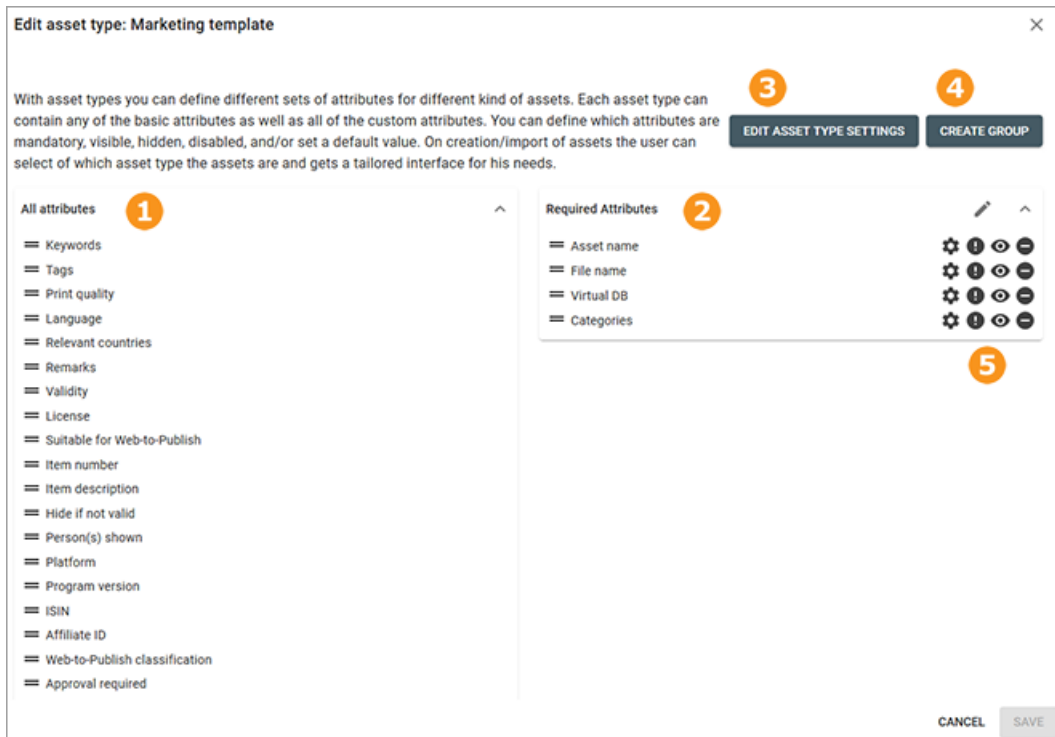
No.	Function	Description
1	Available attributes	All attributes that are configured in the system are listed here. This contains: • Basic attributes • Standard attributes • User-defined attributes
2	Assigned attributes	The attributes assigned to the type are listed in this section. The attributes are sorted into groups configured for the asset type,
3	Edit asset type settings	Click to open the general settings of the asset type.
4	Creating a group	Click to create a new attribute group into which you can sort attributes. For more information, see the following section.
5	Configure attributes for asset types	Click to configure the assigned attributes.

Organize attributes in groups

With the help of attribute groups, you can clearly organize the editing of asset attributes: The groups can be folded in or out in the editing dialog box. The groups and the assigned attributes are displayed in the order in which you configure them for the asset type. Each asset type can contain different groups with different attributes.

By default, the basic attributes are displayed in the *Required Attributes* group and are highlighted from the rest of the attributes with a separate icon.The basic attributes are always assigned to an asset type and cannot be removed.

The *Required Attributes* group cannot be deleted either, as an asset type must always contain at least one group. However, you can rename the *Required Attributes* group and drag and drop the basic attributes into other groups.

Configure attributes for asset types

You can configure the following attribute properties differently for each asset type:

- Mandatory field: Setting an attribute as a mandatory field determines whether the user must populate the attribute with a value. The user can only complete editing the asset if all mandatory fields have been edited.

- Visible: You can decide if an attribute is visible in the editing dialog box. Hiding an attribute makes sense if you want to allow only one value for the asset type. If you enter the value as a default value, see the corresponding section below for more information. In this case, the value can no longer be changed by the editing user. An example of this would be the automatic assignment of an VDB.

- Editable: You can decide if an attribute is editable for an asset type. If an attribute is visible but not editable, the user receives information on the attribute value but cannot change it.

- Default value: You can enter a default value with which the attribute for the asset type is preset.

Note the following instructions for configuring the attributes for an asset type.

Access to attribute values

Even if an attribute value is assigned automatically, the editing user must have access rights to the attribute value.

> EXAMPLE
>
> You configure the *Category* attribute as not editable and not visible and set a default category. However, not all users have access to the category.
>
> If a user creates or edits an asset of the type that does not have access to the default category, the asset attributes cannot be saved. In effect, the user cannot create or edit the asset.
>
> Therefore, make sure that either default values are entered without access restriction or the asset type is assigned to users of organizational units that have access to the value.

Automatic population of the default value

Note when an attribute is populated with the default value:

- If a default value is defined, it will be automatically entered for new assets. Default values can be changed.
- If an existing asset is edited, a default value is only entered if the corresponding field was previously empty.
- Changing the asset type also has no influence on the effectiveness of default values. Only previously empty fields are automatically populated.

Required administrator rights

In order to be able to select all entries available in the module for the *Category*, *Language* and *Countries* attributes, you, as the administrator, must have *Media Pool* the MODULE_ACCESS right for the module *Media Pool*.

Edit asset type

1. Click *> Administration >Media Pool> Asset types*.
2. Click the pencil icon for the asset types that you want to edit.

   The *Edit asset type* dialog box is displayed.
3. Optional: Click *Edit Asset Type Settings* to edit the name, assigned organizational units or description.

4. Optional: Assign attributes:

   a. Optional: Click *Create group*.

      The *Create asset type group* dialog box is displayed.

      Note: You can also assign the attributes to the group of basic attributes. For better clarity, we recommend grouping assigned attributes in meaningful groups.

   b. Enter a name for the group. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.

   c. Click *Create group*.

      The group is displayed on the right in the list below the already existing groups.

   d. Drag and drop the attributes you want to assign to the group onto the group name.

5. Repeat step 4 until all necessary attributes are assigned to the asset type.

6. Optional: Remove an attribute from the asset type by dragging and dropping the attribute to the left side of the dialog box.

7. Configure the attributes for the asset type:

   a. Click the configuration icons for the assigned attributes.

      A dialog box opens.

   b. Configure the attribute for this asset type.

8. Repeat step 7 for each Attributes.

   Click *Save*.

You have edited the asset type.

2.2.3 Delete asset type

> **Note**
>
> You can only delete asset types that are not being used in a asset. You can see whether an asset type is used by looking at the *Assets* column under *> Administration >Media Pool> Asset types*. The column shows the number of assets that use this type.

1. Click > *Administration >Media Pool> Asset types*.

2. Click the recycle bin icon next to the asset type that you want to delete.

   A confirmation prompt is displayed.

3. Click *Delete*.

You have deleted the asset type.

2.3 Migration

When migrating an older system to version 6.9 or higher, there are a few things that should be thought through. Basically, ways of working can be continued seamlessly and existing assets can be edited in the same way as before.

Standard asset type

A default asset type is created in the system and is available to any user of the system at any time. The default asset type contains all attributes configured in the system and cannot be changed.

When an existing system is updated to version 6.9 or higher, the default asset type is initially assigned to each asset. This ensures that all attributes can still be maintained for the previous assets.

In addition, the default asset type is used in special cases, such as when an authorized user wants to display all fields of an asset for editing (see Chapter*Prerequisites for editing the assets* on page 48).

Process

The migration steps optimally proceed as follows:

No.	Function	Description
0	Conceptual planning	Asset types and attributes enable a semantic differentiation of different assets independent of the technical file type. Since both the user-defined attributes and the asset types are new as of version 6.9, a conceptual plan should be drawn up in advance of the introduction. In doing so, answer the following basic questions: • Which different asset types are needed initially? Note*Asset types* on page 36. • Which attributes should be used to describe these asset types? Note*Custom attributes* on page 17. • Which departments and divisions in the company maintain these different asset types and the assigned assets? Note*Edit asset type* on page 39.

No.	Function	Description
1	Automatic migration of existing assets	Existing assets are automatically assigned to the default asset type (see previous section). The assets can be edited as before by all users who were previously able to do so and all attributes configured in the system are available.
2	Asset type assignment of existing assets	A new asset type assignment of existing assets is not necessarily required, as these are not changed by the migration. We recommend that asset types of existing assets are only changed when they are edited again. (Chapter 2.4.4)
3	Creating a basic asset type (transition phase)	Determine which attributes have been relevant in asset editing so far and should therefore generally continue to be available in future editing. Normally, these are all attributes that were previously configured in the system, on the part of BrandMaker or via free text fields. The basic asset type should be assigned to all organizational units and can serve a transitional phase until the various new asset types have been configured.
4	Definition of necessary attributes and asset types	Different attributes are necessary for each individual company to be able to cover the corresponding requirements. Define these attributes and also determine whether and, if so, which different asset types are necessary or desirable for a targeted way of working when editing assets. **Note** The earlier this definition is completed, the higher the quality of the assets edited by means of asset type assignment. Asset types can be changed subsequently, but the assets assigned to the asset type up to that point are not affected. Only when an asset is edited again will the asset type affect the asset.
5	Minimum recommended asset type assignment	It is recommended to assign at least the initially created basic asset type to an asset when editing it. The automatically assigned default asset type is likely to make more attributes available than before when editing.

No.	Function	Description
6	Optimal asset type assignment	Optimally, post-migration editing of assets is done after defining and configuring what attributes are deemed necessary as well as the different asset types. When editing new or existing assets, the asset type that should also be valid for this asset group in the future is then always assigned to the asset.
7	Subsequent adjustments	Subsequent adjustments of attributes for the individual asset types (Chapter 2.4.4) are of course possible. Note, however, that the subsequent adjustments have no influence on existing assets; only when editing existing assets will these adjustments be taken into account.

2.4   Prerequisites for editing the assets

Several conditions must be met for a user to be able to edit the attributes of an asset. The following diagram shows in which cases a user can edit an asset. The prerequisite is the right MODULE_ACCESS for the module *Media Pool*.
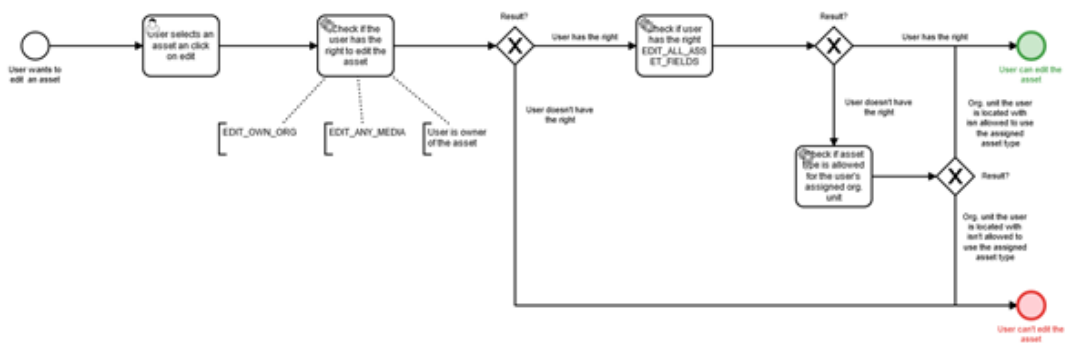
To edit assets, a user also requires at least one of the following rights:

- EDIT_OWN_ORG

- EDIT_ANY_MEDIA

- Alternatively, the user is the owner of the asset.

If the user's role also has the right EDIT_ALL_ASSET_FIELDS, the user can edit the asset even if the asset type of the asset is not assigned to his organizational unit. If the right is not assigned, the user can only edit the asset if his organizational unit is authorized to edit assets of this type.

View and edit excluded attributes

With asset types, you enable users to edit assets efficiently. To still have access to all attributes if needed, the right EDIT_ALL_ASSET_FIELDS was introduced. Users whose role is assigned the right reach the *Show excluded attributes* button.

By clicking on the button, the user accesses all attributes created in the system for an asset and can edit them:

- Attributes that are not assigned to an asset type. The unassigned attributes are still saved in the background for the asset, but empty. The right makes it possible to access and edit these unassigned attributes for an asset.

- Invisible and/or non-editable attributes

In addition, the right can enable the user to edit assets of a type that are assigned to a third-party organizational unit.

Change asset type

An already saved asset type of an asset can be subsequently changed. It is important here that the saved attribute values of an existing asset are neither changed nor deleted if the attribute values are not available for the new asset type. If attribute values are to be cleared, the attribute values for the asset must first be removed and only then may the asset type be changed. Alternatively, a user with the right EDIT_ALL_ASSET_FIELDS can view and edit all attributes (see the first section of this chapter).

For a user to be able to change the assigned asset type, the user's role must be assigned the right MODIFY_ASSET_TYPE. Only with this right does the user have the possibility to subsequently change an existing asset type of an asset. The right is not necessary for the initial assignment of the asset type when creating an asset. When creating an asset, all asset types assigned to the user's organizational unit are available.

If the asset type is changed during editing, only the newly entered attributes of the new asset type are saved. Values entered during editing for the previous asset type that have not already been saved are then lost.

> **Note**
>
> As already shown in this chapter, changing an asset type afterwards can cause undesired results for certain attributes. Default values are only filled if no value has been saved for an attribute before. If an asset type requires that a certain attribute (e.g. the VDB) always has the same value and cannot be changed by the user, this is not automatically guaranteed when the asset type is changed.

2.5   AI tagging

For image files, an AI tragging can be done: Images are analyzed and any elements which are found are stored as tags in the attributes of the asset. Please note that the automatic tags cannot be edited. However, automatic tags can be searched for.

> **Note**
>
> AI tagging is deactivated by default. Please contact your BrandMaker contact person to activate AI tagging.

When tagging is activated, the images are analyzed during the upload. For image files created as assets before activating the feature, you can start tagging under *> Administration >Media Pool > Search Configuration > AI Tagging*. The settings for AI tagging are also displayed under *> Administration >Media Pool > Search Configuration > AI tagging*. If you want to change the settings, please contact BrandMaker Support.

2.6   Direct publishing

If several assets are uploaded to the module *Media Pool* the user can edit the attributes of the assets one after the other. In the system settings, you choose whether the assets are automatically available in the *Media Pool* module when the mandatory attributes are filled in.

You edit the system settings under *> Administration > System Configuration > System Settings*.

System setting	Description
Direct publishing	Turn the direct publishing on or off. The system setting affects the availability of assets when, after uploading several assets, the attributes are completed with the functions *Edit one after the other*, *Edit total import* or *Edit selection*. If direct publishing is active, assets are published directly in the module *Media Pool* if all mandatory attributes are filled in. If direct publishing is switched off, the user has to save the attributes for each asset again individually. The asset is then available *Media Pool* in the module.

2.7 Preview

Each asset receives several previews. The previews may use a large amount of memory space, particularly in the case of multi-page documents and videos. You can configure how the previews are generated to achieve the optimum balance between the preview quality and memory requirements.

You edit the system settings under > Administration > System Configuration > System Settings.

System setting	Description
Preview pictures maximum number	Enter the maximum number of preview pictures that are created for a single document. The entered value defines the number of displayed pages in the detailed view of the asset in Media Pool and in the Review Manager. Raising the value has a negative impact on the performance of the preview generation and increases the used storage.
Preview video height	Enter the height of the preview videos. Changing the height will have an effect on the preview generation performance, on the quality of the previews, and on the used amount of storage. The higher the quality, the more space and time is needed.

2.8   File formats

To prevent any kind of file formats from being saved, the upload is restricted to files that you specify to the system. For officially supported file formats, you can also choose whether preview images are generated and metadata is extracted.

Supported file formats

There are basically two different groups of file formats in the BrandMaker Media Pool.

- Officially supported file formats: Files with one of these formats can be read and opened. Media Pool can create previews, extract metadata, and convert the files to other formats. The user can search for the formats in an advanced search.

- Other file formats: All other file formats can be imported and uploaded. To do so, you must create the relevant file extension (for an example, see Creating file formats). The Media Pool cannot create previews or extract metadata for these file formats. It is also not possible to convert the files into other formats.

The following file formats are officially supported:

- Pixel graphics:
    - BMP, GIF, JPG/JPEG, PNG, TIF/TIFF
    - PSD: At least Adobe Photoshop CS3
- Vector graphics: AI, EPS, PS, WMF
- Documents:
    - DOC, DOT, POT, PPS, XLS, XLT: At least Office 97
    - DOCX, DOTX, PPT, PPTX, POTX, PPSX, XLSX, XLTX: At least Office 2010
    - INDD: CS 5.0, CS 5.5, CS 6, CC 2014, CC 2015, CC 2017, CC 2018
    - IDML: at minimum, CS 5.5 SP1, CS 6, CC 2014, CC 2015, CC 2017, CC 2018
    - PDF
    - ZIP
    - TXT, XML, HTML: Note that for these formats, a gray box with the file extension is displayed as a preview image. Metadata is not extracted.

- Audio: MP3
  Note that for this formats, a gray box with the file extension is displayed as a preview image. Metadata is not extracted.

- Video: Please refer to the table below.

Filename Extension	Video codec	Audio codec
MPG	MPEG-1, MPEG-2	MP2
MP4	MPEG-4, H.264	AAC
WMV	WMV	WMA
FLV	Sorenson Spark, H.264	MP3
SWF	Sorenson Spark	MP3
AVI	MPEG-4, Xvid, H.264	PCM Audio

EXAMPLE

You want to create the file format PNG so that image files in this format can be imported to the Media Pool. You want to create the file extension PNG so that image files in this format can be imported to the Media Pool.

Prerequisites

You have the right MANAGE_FILE_EXTENSION.

Creating a file extension

1. Choose > *Administration > Media Pool > General Configuration > File Formats*.

2. Enter *PNG* in the *File extension* input field.

3. Select the entry *Image* from the *Asset type* dropdown list.

4. Activate the *Officially supported* checkbox.

5. Choose *Add new*.

The file extension *PNG* has been created. The value *true* is displayed in the *Officially supported* column.

2.9 Video transcoding

For the video file to be saved in a different video format, the file must be transcoded. If the video file has not been transcoded, the user must request or trigger the transcoding .

Choose > *Administration > System Maintenance > Video Transcoding* to manage the video transcodings.

Prerequisites

Video transcoding has been activated.

Informations

Various information about the existing video transcodings is displayed in the table overview.

Name/Icon	Description
Created/Modified	The date on which the transcoding was initially triggered or triggered again
Asset name	Title of the asset. Click the ID to open the detailed view of the asset.
Transcoding profile	Profile that was selected for the transcoding
Rendering scheme	Rendering schemes in which the transcoding profile is entered
Size	Size of the video file
Status	Transcoding status • Completed • In Progress • Failed • Requested
Action	Depending on the transcoding status, the following actions are provided for selection: • Restart transcoding • Cancel transcoding • Download successfully transcoded assets • Delete transcoding file

> **Note**
>
> Note that transcoding may sometimes result in large files that are no longer required later. Therefore, you should delete transcodings that are no longer required to ensure that the amount of memory consumed is as low as possible.

Views

3

The module *Media Pool* includes the following elements whose view you can configure. Note that the elements are configured once throughout the system. They do not have to be configured for each user.

Detailed view

Each asset has a detailed view. The detailed view displays the attributes of an asset. You define the following:

- Which attributes are used?

- On which tab in the detailed view are the attributes displayed?

For more information, see *Detailed view* on the facing page.

List view

The list view is an alternative to the thumbnail view. It lists the individual assets one below the other. The list view displays additional attributes next to the preview image of the asset. You can choose which attributes are displayed and in which position.

For more information, see *List view* on page 61.

3.1   Detailed view

Each asset has a detailed view. The detailed view displays the attributes of an asset. You define the following:

- Which attributes are used?

- On which tab in the detailed view are the attributes displayed?

Available attributes

You will find the attributes with an explanation in the *Media Pool* User Manual, chapter Asset Attributes, see *Additional Documentation* .

Preview image

Each asset attribute is displayed under *> Administration >Media Pool> Result Con-figuration > Detailed View* with either the icon ▣ or ▣. The icon ▣ means that the attribute allows a large preview image. The icon ▣ indicates that the attrib-ute forces a small preview image. If at least one attribute with the icon ▣ is dis-played on a tab, a small preview image is displayed on this tab.

Set-up

You set up the detailed view under *> Administration >Media Pool > Result Con-figuration > Detailed View* .

Example

You want to create the *History and usage* tab. On this tab, you want to display the asset attributes *Approval history*, *Usage history*, *Usage in Job Manager*, *Used images*, *Used in templates*, and *Versions*.

1. Click *> Administration >Media Pool > Result Configuration > Detailed View*.

2. Click ⊞ to create a new tab.

   This creates the tab *New Tab*.

3. Click 🖉 to edit the name of the tab.

   This opens a new dialog box.

4. Enter *History and usage* in the corresponding input field. Enter the name in other languages if required.

5. Click *Save*.

6. Drag and drop the *[Headline]* graphic element from the right-hand section into the left-hand section of the window.

   This creates a new graphic element in the window section on the left.

7. Click the created graphic element 🖉.

   This opens a new dialog box.

8. Enter *History and usage* in the corresponding input field. Enter the name in other languages if required.

9. Click *Save*.

10. Drag the attributes *Approval history*, *Usage history*, *Usage in Job Manager*, *Used images*, *Used in templates*, and *Versions* from the window section on the right to the window section on the left.

11. Optional: Change the order of the attributes in the window section on the left using drag and drop.

12. Click *Save*.

The placed attributes are displayed below the *History and usage* tab in the detailed view of an asset.

> **Note**
>
> Note that the *Print quality* field is placed using the *HiRes* attribute.

3.2   List view

The list view is an alternative to the thumbnail view. It lists the individual assets one below the other. The list view displays additional attributes next to the pre-view image of the asset. You can choose which attributes are displayed and in which position.

The list view can only be defined as a cross-system setting. The display is the same for each user.
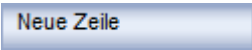
> **Note**
>
> Not all of the asset attributes can be used for the list view. The width of a graphic icon indicates whether an attribute fills the entire column width. "Shorter" asset attributes can be placed next to each other. The icon ↵ indicates that the asset attribute forces a link break.

View
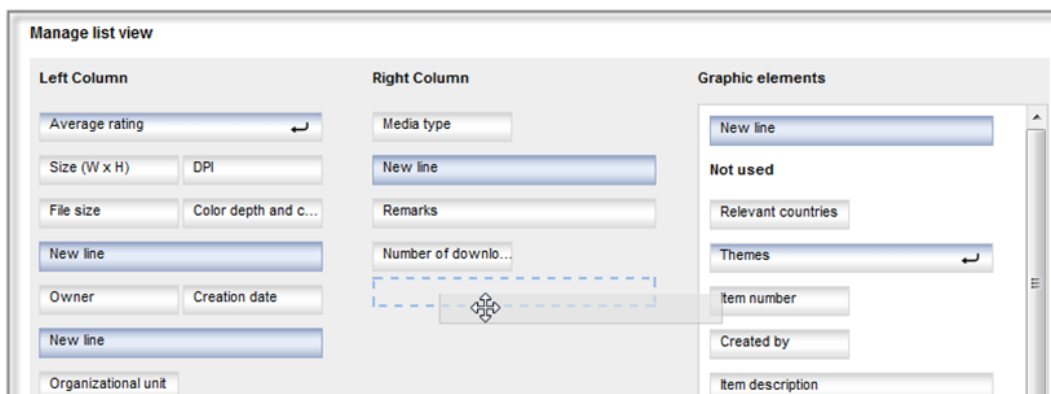
Examples	Description
Neue Zeile	Use this graphic element to force a line break.
Size (W x H)	This displays the page size of documents (MS PowerPoint, PDF, or InDesign files, for example).
Color depth and color space	This displays the color mode (CMYK, for example) that was read from the image properties during the import and the color depth (24 Bit, for example).

Examples	Description
Asset ID	The unique identification number that is assigned automatically when the asset is imported is displayed. The asset ID cannot be edited.
Virtual DB	This displays the VDB to which the asset is assigned.

Restoring defaults

Click *Restore defaults* to restore the original list view.

Example

You want to display the asset attributes *Owner*, *Creation date*, *Keywords* and *Categories* in the list view. You want to display the attributes *Creation date* and *Owner* next to each other.

1. Click *> Administration >Media Pool > Result Configuration > > List Result*.

2. Drag the *Owner* graphic element from the section on the right to the left or right-hand column using drag and drop.

3. Drag the *Creation date* graphic element from the section on the right and place it next to the element *Owner* using drag and drop.

4. Drag the *Keyword* graphic element from the section on the right to the left or right-hand column using drag and drop.

5. Drag the *Categories* graphic element from the section on the right to the left or right-hand column using drag and drop.

6. Optional: Drag the *New line* graphic element from the section on the right to a column in order to force a line break.

7. Click *Save*.

The list view displays the asset attributes that you have placed.

3.3 Thumbnail View

The thumbnail view is a visual display of assets - very little information about the asset (such as the dimensions or owner, for example) is displayed. As an administrator, you can specify up to three attributes to be displayed with the assets in a gallery view under > *Administration >Media Pool > Result Configuration > Gallery Result*.

The thumbnail view can only be defined as a cross-system setting. The display is the same for each user.

Drag and drop the attributes to be displayed in the thumbnail view into the Thumbnail view column. If you have already entered three attributes, you will need to delete an attribute.

Click *Save* to confirm your changes. Click *Restore defaults* to restore the original list view.

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4

Search functions

This chapter describes the administration of search functions in the module *Media Pool*.

Search

In order for the search under *>Media Pool* to work optimized to the conditions in your company, you must set it up optimally as the administrator. That allows the search to provide you with rapid search results and help you quickly find the relevant assets with no need for complex search requests.

For more information, see .

Categories

Categories are used in several modules and therefore must be configured centrally. As a result, the configuration of the categories is described in the Marketing Efficiency Cloud administration manual. In the module, *Media Pool* you can control the display of categories in the asset attributes.

For more information, see .

4.1   Search

In order for the search under *>Media Pool*to work optimized to the conditions in your company, you must set it up optimally as the administrator. That allows the search to provide you with rapid search results and help you quickly find the relevant assets with no need for complex search requests.

You configure the search under *> Administration >Media Pool> Search Configuration* on the pages *Search index on the next page* and *Default views on page 69*. Refer also to the system settings described below.

Searching documents

To search through document content, you must first activate the following system setting under *> Administration > System Configuration > System Settings*.

Name	Description
Content extraction	Turn content extraction from documents on or off . When the extraction is turned on, the document content can be searched.

You can then add the metadata document content in *> Administration >Media Pool> Search Configuration > Search Index* to add the *Document Contents* metadata.

Sorting the search result

You can define the default setting for sorting the search result in the following system settings:

Name	Description
Default Sorting (First Criterion)	Select the first criterion used to sort a keyword search result by default. The user can set other criteria at any time. The following criteria are available, each in ascending and descending order: Relevance, Upload Date, Last Modified Date, Title, File Size, Download Frequency, Average Rating.
Default Sorting (Second Criterion)	Select the second criterion used to sort a keyword search result by default. The user can set other criteria at any time. The following criteria are available, each in ascending and descending order: Relevance, Upload Date, Last Modified Date, Title, File Size, Download Frequency, Average Rating.

You access the system settings under *> Administration > System Configuration > System Settings*.

Activating and deactivating search criteria

Name	Description
Asset ID search option	Turn the visibility of the *Asset ID* field in the search options on or off.
Asset name search option	Turn the visibility of the *Asset name* field in the search options on or off.
Search option Virtual database	Turn the visibility of the *Virtual database* selection in the search options on or off.

4.1.1 Search index

You configure the search index under > *Administration >Media Pool> Search configuration >Search index.*

In the list, you define which attributes of the assets are searched and with which relevance hits from different attributes are displayed in the result. Note that the widgets only display attributes that you include in the search index on this page.

To add attributes to the search index, click the *Add metadata* button. Attributes which can be removed from the search index are indicated with a recycle bin icon. Click the recycle bin to delete the attribute. Attributes without a recycle bin icon are always searched.

To change the relevance of an attribute in your search results, click the *Relevance* column for the attribute. This will open a list from which you can select the desired relevance.

A warning triangle may be displayed after the name. This indicates that the attribute has been deactivated in the system settings or in the configuration of the customized fields. As a result, the attribute cannot contain any values.

Click *Save* to save your settings. If you click *Reset* , the settings that were last saved are restored.

Re-indexing is necessary if you add or delete metadata to or from the list. The system informs you about this with a corresponding message. Click *Start Reindexing* at the top of the page.

4.1.2 Default views

It is possible to define default views for the users of the system. This is done by specifying the widgets which are displayed and the order in which they are displayed. You can also define search criteria for the default views. These search criteria are executed the first time you open the moduleMedia Poolwith the view.

> **Note**
>
> You can create default views without search criteria. In this case, the moduleMedia Poolwill be opened with the default view, but the module will not perform a search. Accordingly, no assets are displayed. Only with saved search criteria, when you open the module, the search is executed with the selected criteria and assets found are displayed as results. Experience has shown that it can confuse users to see a search without the first result. We therefore recommend creating a default view with saved search criteria.

Every system has a default view for all users. You can create a view for each organizational unit. The system uses the default views as follows: If the user creates a personal default view, this is used. If the user does not have a personal default view, the default view of the organizational unit is displayed. If no view has been created for the organizational unit either, the system will use the default view for all users.

> **Note**
>
> If you use the standard default view settings for all users, all widgets will be displayed for all users. This can be extremely confusing, particularly for novice users. We therefore recommend editing the default view for all users and restricting them to a suitable size.

Associated tasks

- *Creating a default view* below
- *Editing a default view* on the facing page
- *Delete default view* on the facing page
- *Create or edit search criteria* on page 72
- *Delete search criteria* on page 72

4.1.2.1 Creating a default view

> **Note**
>
> Please note that the default view is always available for all users and may therefore only be changed. Creating default views is only necessary for the default views of the organizational units.

1. Click > *Administration >Media Pool > Search Configuration > Views*.

2. Click *Add View*.

   The *Add View* dialog box opens.

3. Select an organizational unit from the selection list.

4. Click *Add View*.

   The dialog box closes.

5. Defines the display of the widgets: To do this, activate or deactivate the widget switches.

6. Defines the display sequence of the widgets: Click in the first column of the widget and drag and drop it to the desired position.

7. Click *Save view*.

You have now created a default view.

4.1.2.2 Editing a default view

1. Click *> Administration >Media Pool > Search Configuration > Views*.

2. Select the default view for all users or an organizational unit in the *Display configuration for* list.

   This will display the current settings for the default view.

3. Change the display and order of the widgets: Activate or deactivate the widget switches. Click in the first column of the widget and drag and drop it to the desired position.

4. Click *Save view*.

You have now edited the default view.

4.1.2.3 Delete default view

> **Attention**
>
> Deleting a default view cannot be undone.

> 📋 **Note**
>
>   Please note that you can only delete the default view of an organizational unit.

1. Click *> Administration > Media Pool > Search Configuration > Views*.

2. Select an organizational unit from the *Display configuration for* list.

   This will display the current settings for the default view.

3. Click *Delete view*.

   A confirmation prompt is displayed.

4. Click *Yes, delete view*.

You have deleted the view.

4.1.2.4 Create or edit search criteria

1. Click > *Administration > Media Pool > Search Configuration > Views*.

2. In the *Show configuration for* selection list the organizational unit for whose default view you want to create or edit search criteria.

3. Click *Define Search Criteria*.

    A search with the selected default view is opened.

4. Activate the desired search criteria in the widgets.

5. Click *Save Configuration*.

You have created or edited search criteria for the default view.

4.1.2.5 Delete search criteria

1. Click > *Administration > Media Pool > Search Configuration > Views*.

2. In the *Show configuration for* selection list the organizational unit for whose default view you want to delete search criteria.

3. Click *Delete Search Criteria*.

    A security prompt is opened.

4. Click Delete

The search criteria are deleted.

4.2 Categories

Categories are used in several modules and therefore must be configured centrally. As a result, the configuration of the categories is described in the Marketing Efficiency Cloud administration manual. In the module,Media Poolyou can control the display of categories in the asset attributes.

You edit the system settings under *> Administration > System Configuration > System Settings*. You can edit the following system settings:

System setting	Description
Categories dropdown length	Specify the number of categories to be displayed in the *Most recent categories* selection list. If you select a value of 0, all categories will be displayed.

This page has been intentionally left blank to ensure new chapters start on right (odd number) pages.

Asset Management

5

This chapter describes the administration area for the functions for managing assets.

Subscription

You can activate and deactivate the subscription function in the system settings. If the function is activated, you can set whether subscribers are notified when an asset is downloaded.

For more information, see *Subscription* on the facing page.

Rating

You can activate and deactivate the rating function in the system settings.

For more information, see *Rating* on page 78.

5.1 Subscription

You can activate and deactivate the subscription function in the system settings. If the function is activated, you can set whether subscribers are notified when an asset is downloaded.

You edit the system settings under *> Administration > System Configuration > System Settings*.

System setting	Description
Subscription	Turn the subscription function on or off.
Subscription system message at download	Turn on or off the system messages that are sent to the subscribers in the case of a download. Note that the subscription function has to be switched on: setting Media Pool: Subscription.

5.2 Rating

You can activate and deactivate the rating function in the system settings.

You edit the system settings under *> Administration > System Configuration > System Settings*.

System setting	Description
Function Rating	Turn the rating function on or off.

Safeguards

6

This chapter describes how you can administrate the functions for safeguarding assets in the Media Pool module.

Releases and approvals

Workflows are required for upload and download approvals. These workflows are created for the various modules in the administration. For more information about this subject, you should therefore refer to the Marketing Efficiency Cloud administration manual.

For the Media Pool module, you can also choose whether the dual control principle has to be applied in the system settings.

For more information, see *Upload and download approvals* on the facing page.

Licenses

You can regulate the use of assets using licenses. For example, you can define the usage or period of validity for the usage. Assets with a compulsory license can only be downloaded or sent after the license terms have been accepted. The license information is displayed in the detailed view of an asset.

For more information, see *Licenses* on page 82.

Watermarks

To control the use of assets outside of the BrandMaker Media Pool, you can set a watermark. The Media Pool can generate a visual and a digital watermark (metadata watermark).

For more information, see *Water marks* on page 84.

Font whitelist

To ensure that only CI-compliant InDesign documents are imported to the Media Pool, use the check for valid fonts for InDesign documents. This allows you to check whether the fonts used in an InDesign document comply with the CI guidelines of your company when you upload it to your Media Pool.

For more information, see *Font Whitelist* on page 88.

6.1 Upload and download approvals

Workflows are required for upload and download approvals. These workflows are created for the various modules in the administration. For more information about this subject, you should therefore refer to the Marketing Efficiency Cloud administration manual. For the Media Pool module, you can also choose whether the dual control principle has to be applied in the system settings.

You edit the system settings under *> Administration > System Configuration > System Settings*.

System setting	Description
Workflows 4-eye principle	Activate or deactivate the principle of dual control for workflows. If the principle of dual control is activated, the user cannot choose themselves as the person releasing a workflow step.

6.2 Licenses

You can regulate the use of assets using licenses. For example, you can define the usage or period of validity for the usage. Assets with a compulsory license can only be downloaded or sent after the license terms have been accepted. The license information is displayed in the detailed view of an asset.

Manage licenses

Click > *Administration > Media Pool > Asset Licenses* to edit existing licenses or to create a new license based on the existing license types. You can record various license information.

> **Note**
>
> A license that is linked to assets can be deleted only if the assets in question are assigned to a different license. When you delete a linked license, a dialog window opens in which you must select an alternative license that you want to link with the assets.

Functions

Name	Description
License type	The license types *No declaration*, *Internal*, *Photographer*, *Agency*, *Picture CD*, and *Other* are created by default and can be used as templates for new licenses. Note that you cannot create your own license types.
License (Apply)	Depending on the license type, you can: • Create a new license based on the license type. • Select and edit an existing license based on the license type.
License name	This displays the name of the license.
Usage	When the checkbox is activated, it displays the purpose of use for the license.
Period of validity	This displays the period in which the license is valid.
Regional license	This records restrictions of the license based on regions.

Name	Description
Personal license	This records restrictions of the license based on groups of people.
Other restric-tions	This records other license restrictions.
License icon	Select the image with which a asset is to be flagged as requiring a license. The image is displayed in the preview image of the assets.

Example

You want to create the new license Meyer Agency, based on the license type Agency. Assets assigned to this license are meant to be used for print and online purposes. Or you want the license to only be valid from 2013-04-01 to 2014-12-31.

1. Choose > *Administration > Media Pool > Asset Licenses*.

2. From the *License type* dropdown list, select the entry *Agency*.

3. From the *License (Apply)* dropdown list, select the entry *New*.

    This activates edit mode.

4. Enter *Meyer Agency* in the *License name* input field.

5. In the *Usage* area, activate the checkboxes *Print and Online*.

6. Activate the *Period of validity* checkbox. Enter 2013-04-01 to 2014-12-31 as the validity period.

7. Click *Save*.

The license *Meyer Agency* has been created and can be assigned to assets.

6.3   Water marks

In order to control the use and deployment of assets outside the module, *Media Pool* use watermarks. The module *Media Pool* can generate a visual and a digital watermark (metadata watermark).

Visual Watermark

> **Note**
>
> Please note that you can only provide raster graphics and PDF files that are not password-protected with a visual watermark.

A visual watermark is rendered directly in the pixel image (e.g., JPG or GIF) or in the PDF file. When multi-page PDF files that are assigned to a suitably configured VDB are downloaded, a visual watermark is rendered on each individual page.

To prevent unwanted access to a PDF file, the PDF file can be protected with a password. A password-protected PDF file can *Media Pool* be imported into the module. However, to create a visual watermark, it must be possible to open the PDF file. Since this is not possible for password-protected PDF files, an info message is issued stating that a visual watermark cannot be created.

The info message is displayed if you:

- Attempt to import a password-protected PDF file to a VDB for which the option *Set visual watermark for downloaded asset* is activated (even using SOAP methods),
- Edit the attributes of a PDF file (individual and mass editing),
- Want to upload a password-protected PDF file as a new version of an asset,
- Want to edit attributes for an asset for which a password-protected PDF file has been created as a version.

Digital Watermark

In a digital watermark, various information is stored encrypted in the output format:

- Name of the user who downloaded the asset
- First and last name of the user (downloader)

- E-mail address of the user who either downloaded the asset using the Save function or sent it using the Send by Email function.

- Organizational unit of the user who either downloaded the asset using the Save function or sent it using the Send by Email function.

- Date of the download

- Download quality information

Additional information is stored for an asset that requires approval:

- Name of the user who approved the download.

- First and last name of the user who approved the download

- E-mail address of the user who approved the download

- Organizational unit of the user who approved the download

> **Note**
>
> To check a locally stored asset for a digital watermark, click *>Media Pool> Import > Check for digital watermark*.

Set-up

To ensure that an asset is only downloaded or sent by-email with a watermark, you must assign it to a VDB for which the following options are activated:

- Set meta data Watermark for Downloaded Assets (digital watermark)

- Set Visual Watermark for Downloaded Assets

You can reach these options under *> Administration > Data Structures & Workflows > Virtual Databases*.

Note that the user who has uploaded a file or version always saves the asset without a visual watermark when downloading it or sending it by e-mail. This also applies when the asset has been transferred to a different owner.

6.3.1 Using Individual Watermarks

To control the use of assets outside of the Media Pool, you can set a watermark. The Media Pool can generate a visual and a digital watermark (metadata watermark). Choose *> Administration > Media Pool > Rendering > Watermark*.
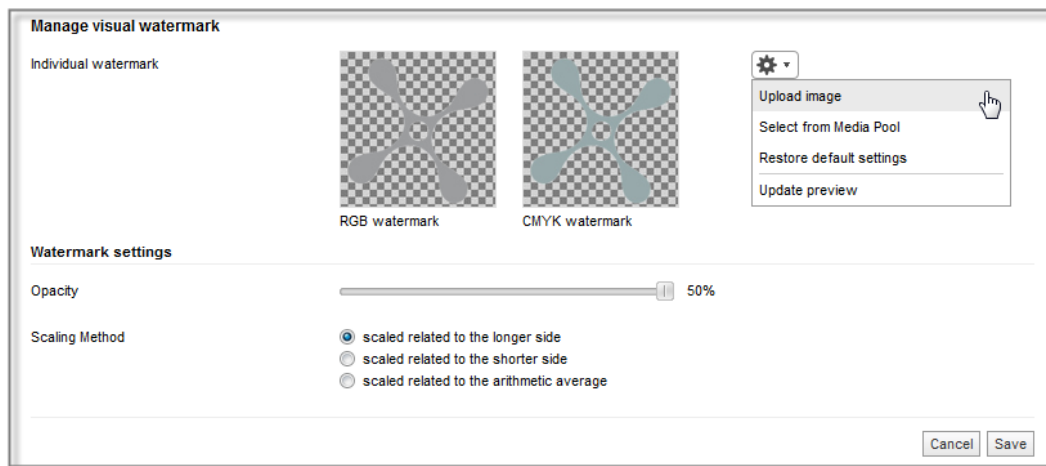
> **Note**
>
> Only one individual watermark can be used at a time. As soon as you select a different image (either stored locally or from the Media Pool) as the new watermark and save your setting, the watermark that was previously in use is replaced. If a new version of the asset used as the watermark is uploaded, this does not have an effect on the watermark.

Prerequisites

- The graphics file is available in PNG or TIFF (TIF) format.
- The locally saved graphics file is not larger than 5 MB.

Function

Click the gear wheel menu to provide an individual watermark for your assets. You can also configure additional settings for the watermark.

Function	Description
Upload image	This opens a dialog box from which you can upload a locally saved graphics file. The uploaded image is stored in the *Own Administration Images* collection.
Choose from Media Pool	This opens a Media Pool search with a search filter that has been activated automatically (pixel images in PNG, TIFF, or TIF format).
Restore previous settings	This resets the settings to the system default. The individual watermark that was set cannot be restored.

Function	Description
Generate new pre-view	This creates a new preview for the RGB and CMYK watermark.
Opacity	Move the slider to define the opacity of the watermark.
Scaling Method	This defines how the watermark is magnified, if necessary: • Scaled in relation to the longer side • Scaled in relation to the shorter side • Scaled based on the calculated average

6.3.2 Selecting an asset as a visual watermark

Prerequisites

The asset is available either as a PNG or TIF/TIFF file.

Selecting an asset as a visual watermark

1. Choose > *Administration > Media Pool > Rendering > Watermark*.

2. Choose the function *Select from Media Pool* from the gear wheel menu.

   This opens a Media Pool search in a new dialog box. The pixel image search criteria (PNG, TIF, TIFF) is preselected.

3. Search for and select the asset that you want to use as the visual water-mark.

   The selected asset is loaded to the *Individual watermarks* area.

4. Configure the settings for the watermark:

   • Opacity: Move the slider to define the opacity of the watermark.

   • Scaling Method: This defines how the watermark is magnified, if necessary:

5. Click *Save*.

The selected asset is used as the visual watermark.

6.4   Font Whitelist

To ensure that only CI-compliant InDesign documents are imported to the Media Pool, use the check for valid fonts for InDesign documents. This allows you to check whether the fonts used in an InDesign document comply with the CI guidelines of your company when you upload it to your Media Pool.

> **Note**
>
> The check for valid fonts is only activated on request and is not available for all systems. If you have any additional questions, contact your BrandMaker contact person.

Prerequisites

- You must be able to invoke *> Administration > Media Pool > General Configuration > Font Whitelist*.

- The function is activated.

- You must define at least one valid font.

- The Simple Paragraph paragraph format for the InDesign document uses a font that has been defined as valid.

Creating a font whitelist

1. Choose *> Administration > Media Pool > General Configuration > Font Whitelist*.

2. Select a font from the dropdown list.

   The font is included in the list of valid fonts.

3. Repeat step 2 until you have selected all of the fonts that you want to define as valid.

4. Choose *Save* to save your selection.

You have defined the selected fonts as valid. InDesign documents that use other fonts can no longer be imported to the Media Pool.

> **Note**

> Do not define any paragraph and/or character styles (> *Administration > System Configuration > Rich text editor > Styles > Paragraph Styles/Character Styles/Table Styles/Cell Styles*) with the name "No Paragraph Style" to ensure that "unformatted" content cannot be created when editing a document in *Brand Template Builder* module.

Font Whitelist

Select a font	
Valid fonts	Arial
	Arial Bold
	Arial Bold Italic
	Courier New
	Arial Italic

Save

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Asset usage

7

This chapter describes how to administrate asset management and its corresponding functions.

Publication via channels and Webhooks

You can use publication channels and Webhooks to set up the publication of assets through third-party applications. If an asset is provided for publication on a channel, it is monitored by the system. In certain events, the third-party application is informed of this. The application then processes the asset as desired and, for instance, posts the asset on a social media platform.

As the administrator, you define which channels are available. See *Publishing channels* on page 94. You also create Webhooks. Webhooks are the connection between the Media Pool module and the third-party application. You can use Webhooks to define the events in which the third-party application is informed and the URL to which the notification is sent. For more information, see *Webhooks* on page 98.
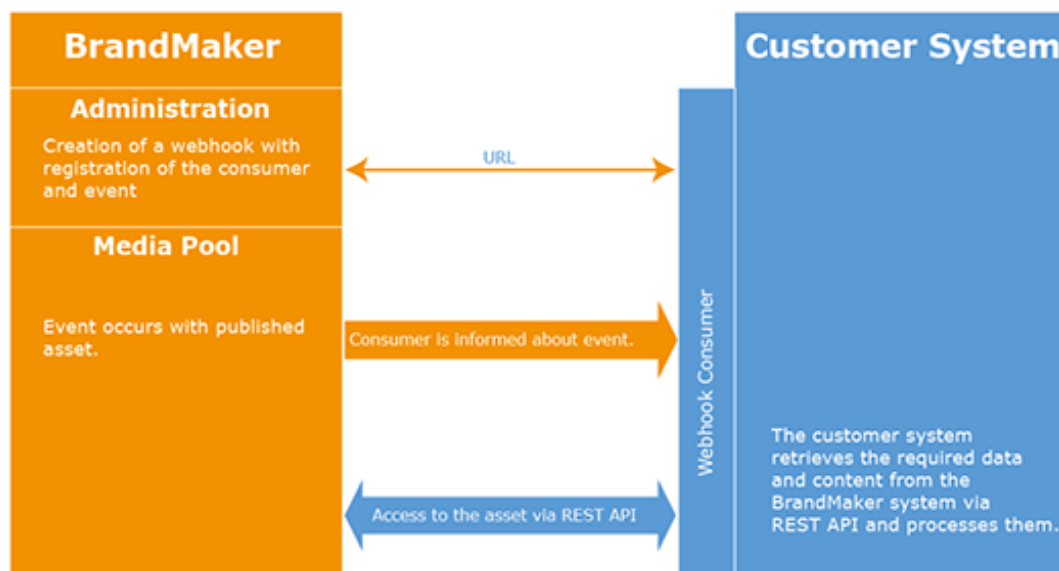
On the third-party application side, a Webhook consumer must also be programmed. The message is sent to the Webhook consumer URL when the event occurs and processed accordingly. For example, the consumer can trigger an asset update or a posting on a social media platform.
As a rule, the Webhook consumer is created by a programmer. With that in mind, the requirements for the Webhook consumer are not explained in this manual, but in a separate document. You can obtain the document from your BrandMaker contact person.

> Note

> Note that the publication of assets via channels and Webhooks can be used only if the system setting *Multi-lingual text input* is activated.

Link validity when sending by e-mail

If an asset is sent by e-mail, the user can choose whether the asset is added as an attachment or link. When adding a link, you can specify the number of days for which the link is valid in the system settings.

For more information, see *Link validity when sending by e-mail* on page 105.

Output formats

To a limited extent, the assets can be converted to other file formats for further use.

For more information, see *Output formats* on page 121.

Rendering schemes

In a rendering scheme, you can combine multiple output formats by use case, for example. That allows you to output various asset formats in low-resolution PDFs to be sent by e-mail, for instance.

For more information, see *Rendering schemes* on page 106.

Playlist

In a playlist, users can define the order in which a media player plays the assets included in a download. As the administrator, you can choose whether a user can access this function.

For more information, see *Playlist* on page 110.

7.1 Publishing channels

Users can publish valid assets on channels from a specific time or within a specific time period. As the administrator, you configure the publishing channels under *> Administration > Media Pool > Publishing > Channels*.

> 📋 **Note**
>
> Note that the publishing of assets via channels and webhooks can be used only if the system setting *Multi-lingual text input* is activated.

Properties of a channel

You define the following properties for a channel:

- Name: Name of the channel, which is used as the basis for generating the unique ID.

- ID: The unique ID is generated automatically based on the name and cannot be changed. The ID is required to identify the channel in the REST API.

- Description: Provide information for users with a short description of the purpose, task, or special characteristics of the channel.

- Rendering scheme: Choose a default rendering scheme for the channel. Users can choose a different rendering scheme during publishing.

Associated Tasks

7.1.1 Adding a channel

1. Choose *> Administration > Media Pool > Publishing > Channels*.

   The following page opens:

2. Click *Add publishing channel*.

   The *Add publishing channel* dialog box opens:

3. Enter the name of the channel.

   An ID is created automatically.

4. Enter a short description of the purpose, task, or special characteristics of the channel.

5. Optional: Select a rendering scheme.

6. Click *Add publishing channel*.

You have added the channel. Users can select the channel immediately.

7.1.2 Editing a channel

1. Choose > *Administration > Media Pool > Publishing > Channels*.

   The following page opens:

2. Click the pencil icon for the channel that you want to edit.

   The *Edit* dialog box opens.

3. Optional: Edit the name of the channel.

4. Optional: Edit or add to the description of the channel.

5. Optional: Edit the rendering scheme.

6. Click *Save*.

You have edited the channel. Users can see the changes immediately.

7.1.3 Deleting a channel

> **Note**
>
> You can only delete channels on which no assets are currently published. In addition, the default channels cannot be deleted.

> **Warning!**
>
> Data loss! You cannot undo the deletion of a channel.

1. Choose > *Administration > Media Pool > Publishing > Channels*.

   The following page opens:

   Publishing channels

   Use this page to configure the channels you want to publish assets to. These can include third-party applications that publish the assets directly to social media. See the manual for more information.

Name ↑	ID	Description	Rendering scheme	Usage		
Channel A	Channel_With_publishe...		Web	9	✏	🗑
Create publicly availabl...	PUBLIC_LINKS	Generates a link to the ...		3	✏	🗑
Share Asset via SEW, M...	SHARE	Gated Content: The ass...		0	✏	🗑

2. Click the recycle bin icon next to the channel that you want to delete.

   A confirmation prompt is displayed.

3. Choose *Delete*.

You have deleted the channel. Users can no longer see the channel.

7.2   Webhooks

Webhooks are the connection between the Media Pool module and a third-party application that processes the published assets, for instance, to post them on social media platforms. Among other things, you can use Webhooks to define the events related to the asset in which the third-party application is informed and the URL to which the notification about the event is sent.
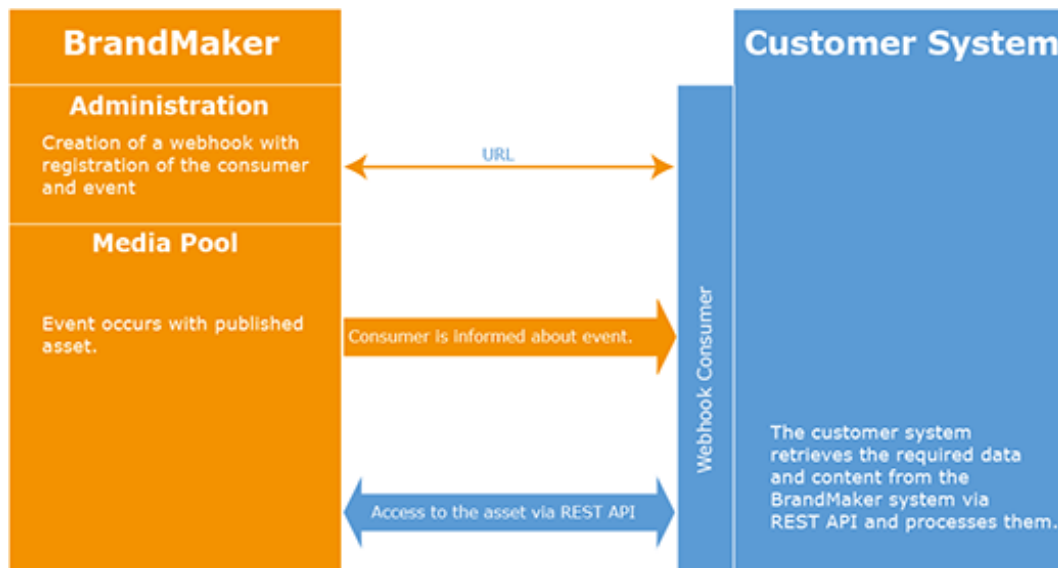
On the third-party application side, a Webhook consumer must also be programmed. The message is sent to the Webhook consumer URL when the event occurs and processed accordingly. For example, the consumer can trigger an asset update or a posting on a social media platform.

As a rule, the Webhook consumer is created by a programmer. With that in mind, the requirements for the Webhook consumer are not explained in this manual, but in a separate document. You can obtain the document from your BrandMaker contact person.

> **Note**
>
> Note that the publication of assets via channels and Webhooks can be used only if the system setting *Multi-lingual text input* is activated.

Events

A Webhook can respond to the following events:

Event	Description
DEPUBLISHED	The publication of the asset is stopped.
METADATA_CHANGED	The asset metadata has changed.
PUBLISHED	The asset has been newly published.
PUBLISHING_END	The publication of the asset has ended.
PUBLISHING_START	The publication of the asset has begun.
VERSION_ADDED	A new version of the asset has been added.
VERSION_DELETED	A version of the asset has been deleted.
VERSION_OFFICIAL	The version of the asset is now official.
VERSION_UNOFFICIAL	The version of the asset is no longer official.

Asset selection

A Webhook currently includes all the published assets. Note that in a future version, it will be possible to filter the included assets using a view. The relevant fields for selecting a view have already been created but are not yet activated.

Synchronizing the database

After you create and activate a Webhook, the Webhook immediately reports each event to the Webhook consumer. However, this does not apply to assets that were already published before creating the Webhook. To ensure that you do not now have to republish all these assets, you can synchronize the database (see *Synchronizing the database* on page 102).

> **Note**
>
> Please note that you then send the events for all the assets currently published in the system to the Webhook. A request is generated containing a list of all the affected assets. It may include a very large quantity of data.

Activating a Webhook

To enable a Webhook to monitor the published assets and check for events, you must both create and activate it. You can activate a Webhook directly while creating it.

The BrandMaker system automatically deactivates a Webhook if a timeout occurs: If an event occurs, a message is sent to the Webhook consumer. The BrandMaker system expects a positive response. If this does not arrive, the system sends the message again. If a positive response does not arrive within the time period specified for the Webhook, the Webhook is deactivated (event timeout).
In this case, check your Internet connection. If the connection is established without any errors, contact the responsible programmer to check the Webhook consumer. Reactivate the Webhook once all the errors are eliminated (see *Activating a Webhook* on page 103).

Associated Tasks

- *Creating a webhook* below
- *Testing a webhook* on the facing page
- *Synchronizing the database* on page 102
- *Editing a webhook* on page 103
- *Activating a Webhook* on page 103
- *Deleting a Webhook* on page 104

7.2.1 Creating a webhook

1. Choose > *Administration > Media Pool > Integration > Webhooks*.

   The following page opens:

Webhooks							
With webhooks you can trigger a POST request every time a certain condition is met. Once you define a target URL and the condition the webhook is ready to use. You can also trigger a manual POST for an initial import of assets.							
						⊕ CREATE WEBHOOK	
Title ↑	URL	Events	Filter	Last Executed			
WebCache	▬▬▬▬	VERSION_DELETED…	All published assets	● 2/18/20, 7:54 AM	⬤	✎	🗑
			Rows per page 25 ▾	1-1 of 1 |<	<	>	>|
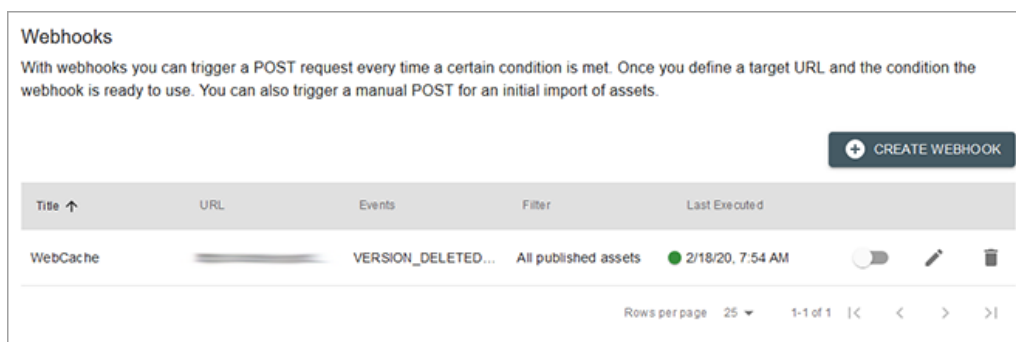
2. Choose *Create webhook*.

The *Create webhook* dialog box opens.

3. Enter the name of the webhook in the *Title* field.

4. Enter the URL of the webhook consumer. You can only enter addresses that are transmitted with encryption: https://....

5. Open the list of events and select the events to which you want the webhook to respond:

    - Click the event to activate the event for the webhook. The event is displayed in gray.

    - You can click the event again to deactivate the event for the webhook.

      You can activate any number of events for a webhook. Click a point outside the list to close it.

6. In the *Event Timeout* field, enter the time (in seconds) after which the attempt to contact the webhook consumer is terminated.

7. Optional: If you want to activate the webhook immediately, activate the *Webhook active* switch.

8. Choose *Create webhook*.

You have created the webhook.

7.2.2 Testing a webhook

1. Choose *> Administration > Media Pool > Integration > Webhooks*.

   The following page opens:
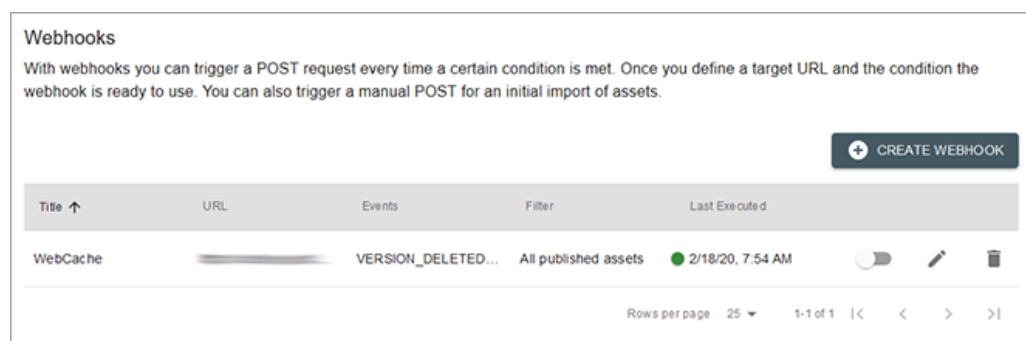
2. Click the pencil icon next to the webhook that you want to test.

   The *Manage webhook: <webhook name>* dialog box opens.

3. Go to the *Test* tab.

4. Choose *Send test*.

A request with random content is sent. Check whether it is received and pro-cessed correctly in your consumer. You can find the response from your con-sumers on the *Statistics & Logs* tab.

7.2.3 Synchronizing the database

> **Note**
>
> After doing this, please note that you then send the events for all the assets currently published in the system to the webhook. A request is gen-erated containing a list of all the affected assets. It may include a very large quantity of data.

1. Choose *> Administration > Media Pool > Integration > Webhooks*.
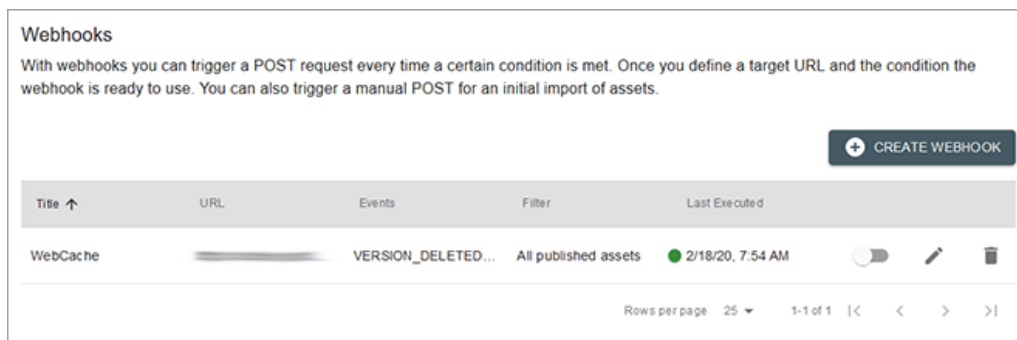
   The following page opens:

2. Click the pencil icon next to the webhook that you want to test.

   The *Manage webhook: <webhook name>* dialog box opens.

3. Go to the *Manual trigger* tab.

4. In the *Events* field, select the entry SYNCHRONIZE.

5. Choose *Trigger manually*.

The database is synchronized.

7.2.4 Editing a webhook

1. Choose > *Administration > Media Pool > Integration > Webhooks*.

   The following page opens:
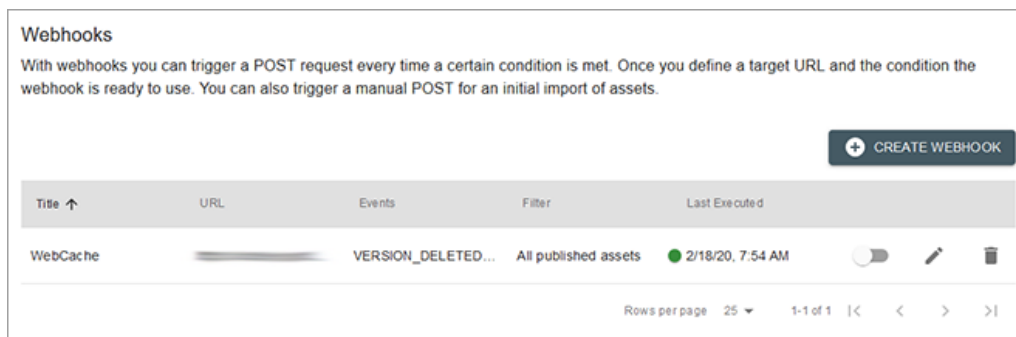
2. Click the pencil icon next to the webhook that you want to edit.

   The *Manage webhook: <webhook name>* dialog box opens.

3. Edit the properties of the webhook.

4. Click *Save*.

You have edited the webhook.

7.2.5 Activating a Webhook

1. Choose > *Administration > Media Pool > Integration > Webhooks*.

   The following page opens:
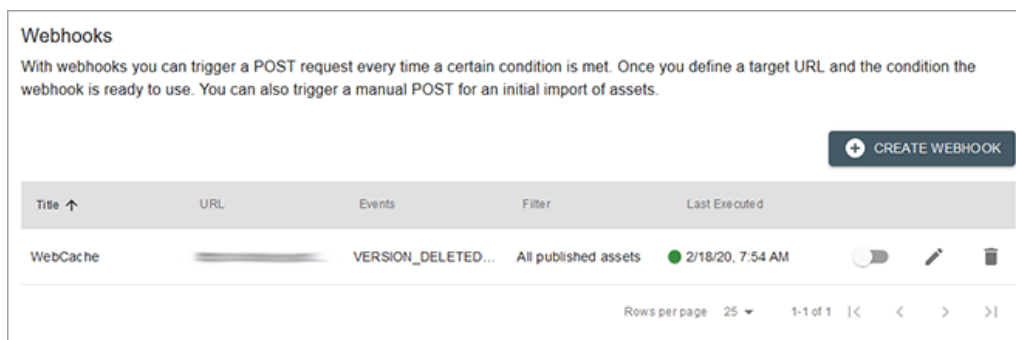
2. Click the switch icon next to the Webhook that you want to activate.

The Webhook is activated.

7.2.6 Deleting a Webhook

> **Warning!**
>
> Data loss! You cannot undo the deletion of a Webhook.

1. Choose > *Administration > Media Pool > Integration > Webhooks*.

   The following page opens:
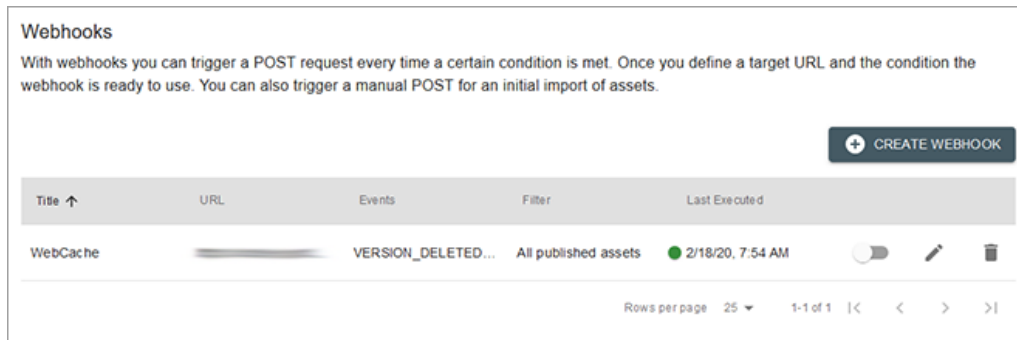
2. Click the recycle bin icon next to the Webhook that you want to delete.

   A confirmation prompt is displayed.

3. Choose *Delete*.

You have deleted the Webhook.

7.3 Link validity when sending by e-mail

If an asset is sent by e-mail, the user can choose whether the asset is added as an attachment or link. When adding a link, you can specify the number of days for which the link is valid in the system settings.

You edit the system settings under *> Administration > System Configuration > System Settings*.

System setting	Description
Download link validity	Enter the validity of download links from the Media Pool in days.

7.4   Rendering schemes

In a rendering scheme, you can combine multiple output formats by use case, for example. That allows you to output various asset formats in low-resolution PDFs to be sent by e-mail, for instance.

Click > *Administration > Media Pool > Rendering > Schemes* to edit existing rendering schemes or create new ones. The rendering schemes created are displayed on an overview page:

- Scheme name: This displays the name of the rendering scheme.

- Description: This displays a description that informs the user about the possible uses of the rendering scheme.

- Assigned data types: This displays the file types for which the rendering scheme can be selected.

- Icon: This displays the icon assigned to the rendering scheme.

You can:

- Add a new rendering scheme

- Edit an existing rendering scheme

- Delete a user-defined rendering scheme. Note that you cannot delete a default rendering scheme.

> **Note**
>
> To use rendering schemes on publication channels, we recommend creating separate schemes.

7.4.1 Settings

When you create or edit a rendering scheme, you must configure various set-
tings. Mandatory fields are marked with *. You can activate edit mode by double-
clicking the table cell.

Setting	Description
Name of scheme	Name the rendering scheme. Choose *Edit all languages* to create the name for the system languages.
Description	Enter a description to inform users about the use of or purpose of use of the rendering scheme. Choose *Edit all languages* to create the description for the system languages.
Icon	Choose *Upload new media* to use a locally saved file as the icon for the rendering scheme. Choose *Select from Media Pool* to search for and select an icon.
General Download options	Activate the checkboxes to select the following for all formats: • Allow download of original files for all users • Allow download without approval • Allow download of print quality files for all users • Allow original file download for non listed input formats
Input format	Use the selection menu to specify the source formats (such as JPG, DOC, or PDF) for which the rendering scheme can be used.
Output format	Use the selection menu to specify which output formats (such as PNG, TIFF, or PDF) are created from the input format.
Color space	Use the selection menu for graphics file formats to select the color space (RGB or CMYK) of the output format.
Resolution	Use the selection menu to define the DPI number with which the output format is created.
Compression	Use the selection menu to specify the compression with which lossy graphics file formats such as JPG are created.

Setting	Description
More settings	*Maximum size*: Specify the maximum size for the output format in pixels.

Rights: If required, you can overwrite the options selected in the *General settings for all formats* area explicitly for the selected output format.

Edit image: Specify whether an image is allowed to be edited in an editor before it is downloaded. |

Choose *Load default settings* to reset the default settings for a default rendering scheme that has been changed.

7.4.2 Creating a rendering scheme for video files

You want to create a rendering scheme in order to download video files that are in the formats AVI, MPG, MP4, and WMV in the output format *MP4 720p*.

Prerequisites

- The filename extensions AVI, MPG, MP4, and WMV have been created (> *Administration > Media Pool > General Configuration > File Formats*).

- You have the right MANAGE_DOWNLOAD_SCHEMES.

Creating a rendering scheme for video files

1. Choose > *Administration > Media Pool > Download > Rendering > Schemes*.

2. Choose *Add*.

   This opens a new dialog box.

3. Name the rendering scheme.

4. Optional: Add a description of the scheme.

5. Optional: Link the rendering scheme to an icon (from the Media Pool, for example).

6. Optional: Define the *General Download options*.

7. Choose *Add*. Select a created file extension for video files (AVI, for example) from the selection list for the *Input format* column.

8. Double-click the cell in the *Output format* column.

9. Select the output format *MP4 720p* from the selection list.

10. Repeat steps 7 to 9 for all input formats that you want the rendering scheme to contain.

11. Click *Save*.

The rendering scheme has been created and can be selected for supported video files.

7.4.3   Editing the order of a rendering scheme

You want to change the order in which the individual rendering schemes are displayed.

1. Choose *> Administration > Media Pool > Download > Rendering Schemes*.

   The rendering scheme overview opens.

2. Change the order of the rendering scheme using drag and drop.

7.5 Playlist

In a playlist, users can define the order in which a media player plays the assets included in a download. As the administrator, you can choose whether a user can access this function.

You activate the *Playlist* function in the following system setting under *> Administration > System Configuration > System Settings*:

Name	Description
Playlist creation	Turn the playlist creation function on or off.

Appendix

8

8.1   Rights

This chapter shows the rights that a user requires to perform specific actions.

> **Note**
>
> The rights EDIT_ALL_ASSET_FIELDS and MODIFY_ASSET_TYPE are visible but not functional in version 7.1.

8.1.1   Access to the module

Name	Description
MODULE_ACCESS	The user can access the module.

8.1.2   Administration of the module

To administer the Media Pool module as described in this manual, you require rights in the administration area. If you have any questions, please contact the responsible administrator.

Administering Brand Management Portal content

Name	Description
EDIT_CMS_ CONTENT	The use can access the editing functions of the welcome page in the Media Pool using the Service button. Note: This right should be reserved for administrators.

8.1.3 Creating assets

Uploading files

Name	Description
UPLOAD_SINGLE_ MEDIA	The user can import a file using *Media Pool > Import > New Import > Default import*. Note: This right is currently required for all SOAP requests.
IMPORT_INTO_ALL_ VDBS	The user can import assets to all existing VDBs, even if the user does not have direct access to these VDBs. Note: This right should be reserved for administrators.
INSTANT_UPLOAD_ WITHOUT_ APPROVAL_ WORKFLOWS	The user can import assets to VDBs that require approval without approval.

Deleting an upload folder

Name	Description
DELETE_ANY_ IMPORT	The user can delete each mass import if the following conditions are applicable: • The assets for the mass import are not edited. • The user can access mass imports.
DELETE_OWN_ IMPORT	The user can delete his or her own mass imports if the assets for the mass import are not edited.

Displaying upload directories of other user

Name	Description
SEE_ALL_ MASSIMPORTS	The user can display the imports of other users if the user has activated the *Show third party imports* checkbox under *Media Pool > Import > Imported Files*.

Transferring an upload folder

Name	Description
CHANGE_MASSIMPORT_OWNER	The user who can access mass imports can change the owner of a mass import.

8.1.4   Searching for assets

Access to assets on the basis of attributes

Designation	Description
ACCESS_ INOFFICIAL_ MEDIA_TYPES	The user can access assets whose asset type is not flagged as officially supported but that are already *Media Pool* available in .
SEE_ALL_ MODULE_ THEMES	The users can see all of the assets in their organizational unit and affiliate (where applicable) in the VDBs assigned for them, regardless of whether their view is restricted to specific categories. Note: Note: With the SEE_ANY_MEDIA right, the user can also access all of the categories in theMedia Pool.
SEE_ANY_ MEDIA	The user can access all assets, regardless of which categories are assigned to them or whether an asset is hidden due to its validity. Note: Note: Restrictions remain with regard to the visibility of the assets based on access rights for VDBs and organizational units.
SEE_OWN_ ACG_ ALL_ AFFILIATES	The user can see all assets in his or her organizational units in his or her assigned VDBs and visible categories, regardless of the assignment of the assets to an affiliate. Note: This right comes into effect if the user also has the SEE_OWN_ORG or SEE_OWN_ACG_ALL_ORG right. In this case only, filtering is carried out based on the affiliate ID.
SEE_OWN_ ACG_ALL_ ORG	The user can see all assets in his or her affiliate in his or her assigned VDBs and visible categories, regardless of the assignment of the assets to organizational units.

Designation	Description
SEE_OWN_ AFFILIATE_ID	The user can view assets that are assigned to the same affiliate ID. The user must also have access to the VDB of the asset and the assigned categories. Note: This right also works if the user does not have access to theMedia Pool (MODULE_ACCESS). Note that only root categories are taken into account for the visibility based on categories. If the user requires access to sub-categories, he or she must have the SEE_ALL_MODULE_THEMES or SEE_ANY_MEDIA right.
SEE_OWN_ ORG	The user can view assets assigned to the owners of the user's organizational unit. The user must also have access to the VDB of the asset and the assigned categories.
VIEW_ALL_ VDB	The user can see all assets in his or her organizational units and affiliates in his or her visible categories, regardless of the assignment of the assets to a VDB. Exception: The user does not have access to the recycle bin.
USER_CAN_ SHARE_VIEWS	The user can publish views.

8.1.5   Managing assets

- *Editing attributes* below
- *Versioning* on the next page
- *Structuring* on page 117
- *Delete* on page 118

8.1.5.1   Editing attributes

Editing attributes

Designation	Description
EDIT_ANY_MEDIA	The user can edit all assets that he or she can access.
EDIT_ALL_ FIELDS	The user can edit all attributes created in the system for an accessible asset, regardless of whether the attributes are assigned to the asset type.

Designation	Description
MODIFY_ASSET_ TYPE	The user can change the asset type of an asset that has already been created.
EDIT_APPROVAL	The user can edit the meta data *Approval required* and *Reason for approval* for a asset, even if the user is not the owner.
EDIT_LICENSE	The user can assign a license to an asset.
EDIT_OWN_ORG	The user can edit assets whose owner is assigned to the same organizational unit.
CHANGE_MEDIA_ OWNER	The user can change the owner of assets whose detailed view he or she can access.
ADMIN_REPAIR_ PREVIEWS	The user can access the *Re-create preview images* function from the menu button in the detailed view of an asset.

Asset view

Designation	Description
VIEW_LARGE_ PREVIEW	The user can click the preview in the detailed view of an asset and then view a large preview. Note: Note that there are no large previews for videos. If you click the preview in the detailed view of a video, the video starts.

8.1.5.2 Versioning

Name	Description
ACCESS_ OLD_ VERSIONS	The user can access the following information in the detailed view: • List of versions • Download history
VERSION_ EDIT	The user can access the following functions and information in the detailed view: • List of versions • Flagging a version as the current version • Uploading a new version

Name	Description
DELETE_ VERSIONS	The user can delete versions of an asset in the detailed view. Deleting versions is only ever possible if the version is not the latest one and has never been published. Note: The user also requires access to the list of versions with the right ACCESS_ OLD_VERSIONS.
SEE_ HISTORY	The user can view the *History* in the detailed view.

8.1.5.3 Structuring

Collections

Name	Description
EDIT_SHARED_ COLLECTIONS	The user can edit the meta data of the shared collections of other users. • Name of the collection • Date of validity • Visibility Note: The owner of a collection can edit this meta data even without this right.
MANAGE_PUBLIC_ LIGHTBOX	The user can share his or her own collections.
DELETE_COLLECTION_ COMMENTS	The user can delete comments made by other users for shared collections.

Rating

Name	Description
EDIT_MEDIA_ RATING	The user can add, edit, and delete his or her own item ratings. Note: This is possible only if mediapool.functionality.rate_media.enabled = true is set in the system settings.

Name	Description
DELETE_ANY_ MEDIA_ RATING	The user can delete the item ratings of other users.

Subscription

Name	Description
NOTIFY_ WATCHERS	The user can access the *E-mail to subscribers* function in the context menu of an asset.

8.1.5.4 Delete

Name	Description
BROWSE_ARCHIVE	The user can access the recycle bin in which deleted assets are archived.
DELETE_OWN_ MEDIA	The user can move assets to the recycle bin if he or she is their owner.
DELETE_ANY_MEDIA	The user can move all assets that he or she can access to the recycle bin.

8.1.6 Protecting assets

Name	Description
CHECK_FOR_ DIGITAL_ WATERMARK	The user can access *> Media Pool > Import > Check for digital watermark* and all of the associated functions.
APPROVE_ MEDIA	The user can approve assets. Users with this rights can be selected as the approver in a workflow step if they are assigned to a user group that is selected for the workflow step. In addition, the user can mark an asset as subject to approval.

8.1.7 Using assets

Downloading and saving assets and sending them by e-mail

Name	Description
DOWNLOAD_ MEDIA	The user can save assets via download.
DOWNLOAD_ ORIGINAL	The user can download an asset as an original by downloading it using a rendering scheme. Note that it is also possible to download an original without this right in the following functions and situations: • Publication • Downloading versions • The rendering scheme allows all users to download the original file.
CAN_ DOWNLOAD_ HIRES	The user can download assets for which the *Print quality* checkbox is activated. Note that it is also possible to download an original without this right. This can be done when the rendering scheme allows all users to download assets in print quality.

INDD documents

Name	Description
REMOTE_MEDIA_OPEN	For InDesign documents, the user can access the function *Open document* in the menu button of an asset.
DOWNLOAD_ORIGINAL_ WITH_IMAGES	The user can download an INDD file with linked images. If the linked images require approval, the user must request this approval.
DOWNLOAD_ORIGINAL_ WITH_IMAGES_WITHOUT_ APPROVAL	The user can download an INDD file with linked images. For images that require approval, the user does not have to request approval.

Publication

Name	Description
MANAGE_PUBLISHED_FILES	The user can publish assets.

Job Manager

Name	Description
CREATE_JOB_ FOR_MEDIA	The user can create a job for a selected asset in the Job Manager. Note: The Job Manager module must be activated and the user must have the appropriate authorization.

8.1.8   Analyzing asset usage

Name	Description
SEE_ STATISTICS	The right is without function and will be removed in a future version.

8.2 Output formats

To a limited extent, the assets can be converted to other file formats for further use.

The following table lists the options available in the Media Pool for converting various source formats to an output format.

AI

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24	72, 150	Yes
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes
AI		RGB 8, RGB 24	150	Yes
Original				

BMP

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24	72, 150	Yes
TIFF		RGB 8, RGB 24	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

EPS

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24, CMYK	72, 150, 300	Yes
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes

Output format	Quality [%]	Color space	DPI	Allow editing before download
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150, 300	Yes
EPS		RGB 8, RGB 24	150	Yes
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

GIF

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24	72, 150	Yes
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes

Output format	Quality [%]	Color space	DPI	Allow editing before download
PNG		RGB 8, RGB 24	72, 150	Yes
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

IDML

Output format	Quality [%]	Color space	DPI	Allow editing before download
INDD				
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
PDF Ultra High-Res				
Original				

INDD

Output format	Quality [%]	Color space	DPI	Allow editing before download
IDML				
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
PDF Ultra High-Res				
Original				

JPG / JPEG

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24, CMYK	72, 150, 300	Yes
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes

Output format	Quality [%]	Color space	DPI	Allow editing before download
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

MP4, MOV, AVI, MPG, WMV

Output format	Quality [%]	Color space	DPI	Allow editing before download
MP4 1080p				
MP4 720p				
MP4 360p				
Original				

Office files

Output format	Quality [%]	Color space	DPI	Allow editing before download
PDF Low-Res				

Output format	Quality [%]	Color space	DPI	Allow editing before download
PDF Med-Res				
PDF High-Res				
Original				

PDF

Output format	Quality [%]	Color space	DPI	Allow editing before download
PDF Low-Res				
PDF Med-Res				
Original				

PNG

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24	72, 150	Yes
TIFF		RGB 8, RGB 24	72, 150	Yes
BMP		RGB 8, RGB 24	72, 150	Yes

Output format	Quality [%]	Color space	DPI	Allow editing before download
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

PS

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24	72, 150	Yes
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes

Output format	Quality [%]	Color space	DPI	Allow editing before download
PS		RGB 8, RGB 24	150	
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

PSD

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24, CMYK	72, 150, 300	Yes
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes
Original				

TIF/TIFF

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24, CMYK	72, 150, 300	Yes
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

WMF

Output format	Quality [%]	Color space	DPI	Allow editing before download
JPG	30-100	RGB 8, RGB 24, CMYK	72, 150, 300	

Output format	Quality [%]	Color space	DPI	Allow editing before download
TIFF		RGB 8, RGB 24, CMYK	72, 150, 300	Yes
BMP		RGB 8, RGB 24	72, 150	Yes
GIF		RGB 8	72	Yes
PNG		RGB 8, RGB 24	72, 150	Yes
PDF Low-Res				
PDF Med-Res				
PDF High-Res				
Original				

8.3 Default rendering schemes

The following rendering schemes have been created by default. Note that your system administrator may adjust the standard rendering schemes. If you have any questions, please contact your system administrator.

Print

You can download high resolution files for production printing.

Input format	Output format	Color space	Quality [%]	Resolution [dpi]	Allow editing	Allow download without approval	Allow download of original file for all users	Allow download of print quality files for all users
AI BMP EPS PS PSD TIF, TIFF	TIF	CMYK	-	300	Yes	No	No	Yes
JPEG, JPG	JPG	CMYK	100	300	Yes	No	No	Yes

Input format	Output format	Color space	Quality [%]	Resolution [dpi]	Allow editing	Allow download without approval	Allow download of original file for all users	Allow download of print quality files for all users
GIF PNG	Original	-	-	-	No	No	No	Yes
INDD, IDML	PDF Ultra High-Res	Dependent on job options			No	No	No	Yes

PDF

This allows you to create and send PDF files quickly and easily.

Input format	Output format	Color space	Quality [%]	Resolution [dpi]	Allow editing	Allow download without approval	Allow download of original file for all users	Allow download of print quality files for all users
BMP DOC, DOCX DOTX XLS, XLSX PPT, PPTX XLTX POTX TIF, TIFF JPEG, JPG PNG GIF WMF EPS PS	PDF Med-Res	-	-	150	No	No	No	No
INDD, IDML	PDF Med-Res	Dependent on job options			No	No	No	No

Presentation

This is suitable for use in MS Office applications.

Input format	Output format	Color space	Quality [%]	Resolution [dpi]	Allow editing	Allow download without approval	Allow download of original file for all users	Allow download of print quality files for all users
DOC, DOCX XLS, XLSX PPT, PPTX DOTX XLTX POTX	Original	-	-	-	-	No	Yes	No
BMP TIF, TIFF PSD JPEG, JPG	JPG	RGB 24	100	150	Yes	No	No	No
PNG	PNG	RGB 24	-	72	Yes	No	No	No
GIF	GIF	RGB 8	-	72	Yes	No	No	No
WMF	Original	-	-	-	No	No	No	No
EPS AI PS	PNG	RGB 24		150	Yes	No	No	No
INDD, IDML	PDF Med-Res	Dependent on job options			No	No	No	No

Web

You can save images in formats that are suitable for websites or digital media.

Input format	Output format	Color space	Quality [%]	Resolution [dpi]	Allow editing	Allow download without approval	Allow download of original file for all users	Allow download of print quality files for all users
DOC, DOCX XLS, XLSX PPT, PPTX DOTX XLTX POTX	PDF Low-Res	-	-	72	-	No	No	No
BMP TIF, TIFF PSD JPEG, JPG	JPG	RGB 24	70	72	Yes	No	No	No
PNG GIF	Original	-	-	-	No	No	No	No

Input format	Output format	Color space	Quality [%]	Resolution [dpi]	Allow editing	Allow download without approval	Allow download of original file for all users	Allow download of print quality files for all users
WMF EPS PS AI	PNG	RGB 24	-	72	Yes	No	No	No
INDD, IDML	PDF Low-Res	Dependent on job options		-		No	No	No

Original

This saves the original file of the asset.

Input format	Output format	Color space	Compression [%]	Resolution [dpi]	Allow editing	Allow download without approval	Allow download of original file for all users	Allow download of print quality files for all users
All formats	Original file	-	-	-	-	No	Yes	No

8.4   Additional Documentation

This page provides links to documents containing additional information.

- [Media Pool User Help 7.1](#)

The following list contains links to the documentation for other modules:

- [Brand Template Builder Administrator Help 7.1](#)

- [Brand Template Builder User Help 7.1](#)

- [Marketing Shop Administration Manual 7.1](#)

- [Marketing Shop User's Guide 7.1](#)

- [Job Manager, Marketing Data Hub Administration Manual 7.1](#)

- [Job Manager User's Guide 7.1](#)

- [Marketing Data Hub User's Guide 7.1](#)

- [Marketing Planner User Manual 7.1](#)

- [Language Center Online Help 7.1](#)

- [Smart Access Administration Manual 7.1](#)

- [Review Manager User's Guide 7.1](#)

GLOSSARY

A

Asset

Digital file with metadata, rendering and associated assets in the module Media Pool

C

Collection

A summary of assets created by a user.

D

Digital watermark

Encrypted information in a down-loaded file, with the aim of con-trolling the use of the file.

F

Favorites

You can access assets that you mark as favorites quickly by choosing > Media Pool > Collections > My Favorites.

K

Keyword

Keyword created by a user.

L

Licenses

Legally valid approval, granting the right to use an asset under defined conditions.

List View

In the list view, additional properties are displayed next to the preview image of the asset. An administrator can specify which properties are to be displayed in the list view.

O

Owner

The owner is the person responsible for an asset. The owner also processes requests for download approval.

R

Related Assets

You can flag assets that belong together as related to each other. You can also define the type of relationship in the properties.

Rendering Schemes

In rendering schemas, the options for downloading / storing assets are grouped into different categories or uses. For example, the rendering scheme Presentations determines in which output formats various input formats (such as DOC, PNG, or JPEG) are automatically provided for use in a MS PowerPoint.

S

Structured Keyword

Keyword that is centrally created, edited and managed by an administrator.

T

Theme

Aspect of an asset, like target group or product. Themes are created and

displayed hierarchically in a tree structure. Several themes can be assigned to an asset.

Thumbnail View

The thumbnail view is a purely visual display of assets - no additional information about the asset (such as media title, dimensions, or owner, for example) is displayed.

V

Variant

To group together assets that are identical in terms of content (for example, images in a series, in different languages, or in different colors), you can create the assets as variants of a master asset. Structure media objects and mark them as belonging together. Only the master asset is displayed in search results. Access all the variants quickly and easily using the detailed view of the master media object.

Virtual Database (VDB)

Storage area for managing assets. The VDB decides whether the security mechanisms Upload Approval and Watermark are available.

W

Watermark

Control mechanism of a VDB that irrevocably changes an asset prior to downloading to understand its use outside the Media Pool.

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