

BrandMaker GmbH

Media Pool User Manual

Version 7.1



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Start

1

Upon closer inspection, it becomes clear that the administration process in the Media Pool module can be divided into a number of basic tasks, such as Create asset, Search for asset, or Use asset. The asset tasks are described extensively in the following chapters. To find out more about what an asset is, please refer to the [Assets – Basics on page 15](#) section.

Recommended for new users

If you are unfamiliar with Media Pool, we recommend that you familiarize yourself with the following tasks:

- [Searches on page 71](#)
- [Usage on page 153](#) > [Save on page 156](#) and [E-mail delivery on page 158](#)

Please note that assets must have already been created. If no assets have been created, please begin with the [Create on page 49](#) section.

For experienced users using a new version

If you are an experienced user and would like an overview of the new functions in the current version 7.1, please refer to the [New and changed functions on the facing page](#) section.

1.1 New and changed functions

In Version 7.1, no major features have been introduced in *Media Pool* module.

For a complete overview of all changes, please refer to the Release Notes7.1.

1.2 Target Group

This manual is intended for users who use the Media Pool module to create graphics, documents, videos, and audio files as assets, manage these assets, and download them for further use.



Note: The rights and roles concept can be used to define which functions a user is allowed to execute in the BrandMaker Marketing Efficiency Cloud. A user is linked with a role. Rights are assigned to the role. The rights and roles concept is implemented on a customer-specific basis. If you are unable to call functions or areas that are described in this manual, it may be because you do not have the necessary rights. If you have any questions, please contact your system administrator.

1.3 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.*

1.4 Additional Documentation

This page provides links to documents containing additional information.

- [Media Pool Administrator 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](#)

Assets – Basics 2

When you upload a file in the module, *Media Pool* you create an asset. In addition to the file, the asset also includes previews with which the file Media Pool is visually represented. In addition, you create attributes that describe the file, determine the visibility of the file for other users, or allow you to search for the file.

The following sections provide additional information:

- [Asset attributes on page 188](#)
- [File formats on page 19](#)
- [Visibility on page 20](#)
- [Owner on page 21](#)
- [Status on page 22](#)
- Display of assets:[Asset on page 27](#)In Chapter[Structure on page 25](#)

2.1 Asset attributes

This section describes the asset attributes available in the *Media Pool* module.



Note

Note that in some circumstances, not all of the attributes are used in your system. In addition, the display of the attributes depends on the selected asset type. Which asset types exist in your system and which attributes are assigned to the types depends on the configuration of the system. If you have any questions, please contact your system administrator.

The asset attributes are divided into the following groups:

Basic attributes

The basic attributes include mandatory attributes that must be edited for each asset before the asset is *Media Pool* available in the module. In addition, this group includes attributes that each asset receives automatically, such as a unique asset ID. For more information, see [Basic attributes on page 189](#).

File attributes

The file attributes are read from the file during upload and displayed in the module *Media Pool* module as information for the user. Note that some attributes depend on the file type such as document, pixel graphic or video. For more information, see [File attributes on page 190](#).

Descriptive attributes

This group includes attributes that describe the asset and/or its content but that do not have a functional effect in the *Media Pool* module. It includes, for example, the assignment to countries or a language and a list of persons shown. For more information, see [Descriptive attributes on page 192](#).

Functional attributes

Functional attributes are directly linked to the functions of the *Media Pool* module. The functions include, for example, asset versioning, publishing, and backups. The functional attributes describe the conditions in the relevant functions, for example, which version an asset has and whether it is published. For

more information, see [Functional attributes on page 193](#).

Standardized attributes

This group includes data that is standardized by organizations and maintained in the metadata of the file, such as camera data or IPTC Photo data. The standardized attributes are read out of the file during upload and displayed in the *Media Pool* module as information for the user about the asset. The user cannot edit these attributes. For more information, see [Standardized attributes on page 197](#).

2.2 File formats

In principle, Media Pool allows you to upload common file formats, such as DOC, INDD, TIF, PPTX, PNG, BMP, and so on. To make sure only required file formats are saved, an administrator can limit the upload to a selection of certain formats. If you want to know which formats can be uploaded to your system, or if you cannot upload files of a specific format, contact your system administrator.

2.3 Visibility

The visibility and accessibility of an asset depends on the following attributes:

Validity

If you use the *Validity* asset attribute, you can set invalid assets to be hidden. You can configure the validity for each asset in its attributes.

Virtual database

Each asset is assigned to a virtual database. Virtual databases are combined in groups. Each user has access to a group of virtual databases and uses the group to reach the assets in the virtual databases contained in them if there are no other restrictions in place.

Categories, affiliates, organizational units, and rights

The visibility of an asset can be controlled by assigning the asset to categories, affiliates, and organizational units and through the combination of rights that you, as the user, receive. These functions are configured for each system. If you have any questions, please contact your system administrator.

Recycle bin

Deleted assets are moved to the recycle bin and can only be found if the search option in the recycle bin is activated.

Variants

You can use the *Variants* function to flag assets that are a variant of a master asset. Variants can be found only if the option for finding variants is activated in a search.

2.4 Owner

The owner is the person responsible for an asset. The owner also processes requests for download approval. For more information, see [Download approval on page 144](#).

Responsibility for an asset can be transferred to another user, see the [Chapter Handing over an asset on page 105](#). Note that other users may also be able to edit the attributes depending on the settings and allocated rights. In addition, the owner receives a notification in the following situations:

- If an asset is in the workflow for including it in a VDB that requires approval (upload approval), the owner also receives notification regarding the approval or rejection of the approval request.
- If this is set in your system: The owner receives a message if the validity of an asset expires.
- The owner is informed if the asset is handed over to a different user.

2.5 Status

An asset can have the following statuses:

Status	Description
Active and official for versioning	<p>The latest version of an asset is automatically the active version. For a version to become the official version, a user must flag it as official. There can only ever be one official version.</p> <p>The active version is used and displayed in the Media Pool module. In the <i>Job Manager</i>, <i>Marketing Data Hub</i>, <i>Review Manager</i>, and <i>Brand Template Builder</i> modules, the active version is used. The <i>Marketing Shop</i> module uses the official version.</p>
Published	<p>An asset is made available for use by third-party systems using the publication. Refer to Publication channels on page 175.</p>
Valid	<p>The validity of an asset is set in its properties. When set accordingly, invalid assets are hidden.</p> <p>For more information see Functional attributes on page 193.</p>
Deleted	<p>The asset is moved to the recycle bin. Only users that can access the recycle bin can find a deleted asset.</p>
Subject to approval	<p>The asset is in the workflow for adding it to a VDB that requires approval. An asset with this status cannot be edited and its detailed view cannot be opened. The status is displayed with a watermark in the preview image:</p> <div data-bbox="612 1523 963 1960" data-label="Image"> <p>The image shows a red vase with a textured surface. A diagonal watermark reading 'TO BE APPROVED' is overlaid on the vase. Below the vase, the text 'Red vase' and 'M-457' is displayed.</p> </div>

Status	Description
Approval required	<p data-bbox="691 277 1372 394">To use the asset, a user must request a download approval. The status is displayed with a watermark in the preview image:</p> <div data-bbox="691 421 1038 853"><p data-bbox="711 759 893 835">Colorful Pillows M-458</p></div>

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

Structure

3

This chapter covers the structure of the module *Media Pool*. Please refer to the following sections:

- [Asset on the facing page](#): This section covers the main elements which you will commonly encounter when dealing with assets. These are elements which you will open or use frequently in various different parts of the module.
- [Homepage and search on page 34](#): Under *>Media Pool* or *>Media Pool> Search*, you can access the homepage with the search function.
- [Import on page 38](#): Under *>Media Pool> Import*, you can access the *Create asset*, *Version multiple assets* and *Check asset for digital watermark* functions.
- [Collections on page 44](#): Under *>Media Pool> Collections* you access your favorites and collections.
- [Approvals on page 46](#): Under *>Media Pool> Approvals*, you can access information about applications for download and upload approvals.
- [Reports on page 48](#): You access the standard dashboard of the module *Media Pool* In the *Reporting Center* module.

3.1 Asset

This section covers the main elements which you will commonly encounter when dealing with assets. These are elements which you will open or use frequently in various different parts of the module.

- [Preview images below](#): In the module, *Media Pool* multiple preview images are generated automatically for a large number of file formats.
- [Detailed view on the next page](#): The detailed view provides the attributes, preview images and specific functions for the asset.
- Editing the attributes: One central element is the dialog for editing asset attributes. You edit this dialog, for example, to create one or more assets or edit the attributes. For more information, see [Dialog box for editing the attributes on page 30](#).
- Displaying in the lists: Assets are occasionally displayed in a list, e.g. a list of search results, your favorites or a collection. You can choose between thumbnail or list view for these assets. For more information, see [Thumbnail and list view on page 32](#).

Associated tasks

- [Opening the detailed view on page 101](#)
- [Completing the attributes of an asset on page 63](#)
- [Completing the attributes of several assets simultaneously on page 64](#)
- [Completing the attributes of multiple assets one after the other on page 63](#)

3.1.1 Preview images

In the module, *Media Pool* multiple preview images are generated automatically to provide a graphical representation of assets. These are displayed in a number of locations, e.g. the [Detailed View](#) or search results (see [Homepage and search on page 34](#)).



Note

The purpose of a preview image is to visually display an asset or provide information about its content. Preview images are not exact copies; instead, they are optimized to specific sizes by automated calculations. A preview image may therefore differ significantly from the original file.

Preview images of assets that have not been approved yet or that require approval are marked with a watermark.

Document previews can contain multiple pages if this is set up on your system and the document has multiple pages. In addition to the "static" preview image of a video file, you can also play a preview of the video in the detailed view of the corresponding asset. A video player that you can use to play video files directly is integrated into the detailed view.

The zoom for a preview image is always set to the maximum available size in the detailed view and the preview.



Note

When zooming into a preview image, graphics or videos with a small size may appear unexpectedly pixelated. If the graphic is unexpectedly displayed in this way, check the actual resolution of the graphic by downloading the original version of the graphic and opening it in a suitable image editing program.

In other places, for example in the dialog for editing asset attributes, the following applies: If an asset is smaller than 60 x 60 pixels, the preview image is automatically enlarged by a factor of 2, 3, or 4 up to a maximum of 120 x 120 pixels.

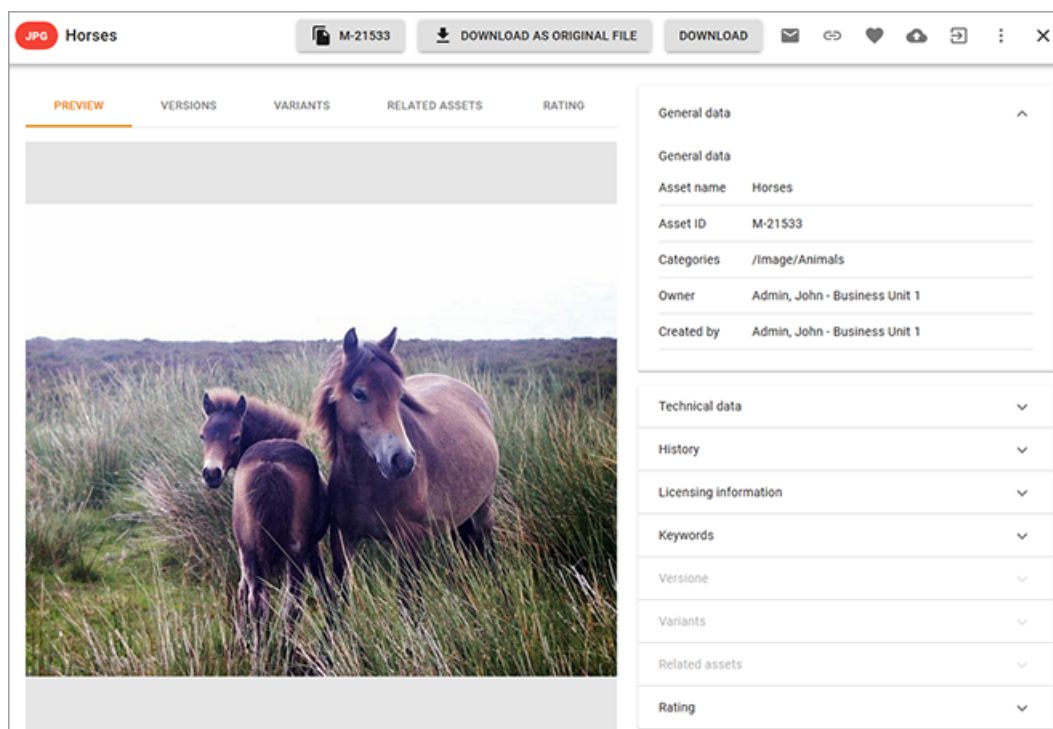
3.1.2 Detailed view

Each asset has a detailed view. The detailed view displays a preview and attributes of an asset. You can also access additional functions.

Opening the detailed view

For information about opening the detailed view, see [Opening the detailed view on page 101](#).

Structure





The detailed view opens in the full browser. The preview takes over the majority of the screen. Important functions are accessible above the preview: You can click the versions, variants, related assets and ratings of the asset to access them. The section on the right displays additional tabs with the attributes of the assets.






Note

Please note that the tabs and the placement of the attributes on the tabs vary from system to system. Because of this, the detailed view for your system will be different to this screenshot. If you have any questions, please contact your system administrator.

The title row displays the title and file format. The following functions can be accessed next to it:

- *Button with Asset ID*: This copies the asset ID to the clipboard.
- *Download as ...*: The asset is downloaded in a predefined standard format.
- *Download*: This downloads the asset. When doing so, you can access the various rendering schemes and adapt the asset to your purposes.
- : This sends the asset by e-mail.
- : This copies the URL of the current view (that is, the detailed view that is currently open) to the clipboard.

-  : You can add the asset to your favorites or remove it from your favorites.
-  : This publishes the asset.
-  : You can access additional functions, for example, for creating a version, rating the asset or subscribing to the asset.

Associated tasks

- [Finding online occurrences on page 152](#)
- [Versioning an asset on page 109](#)
- [Flagging a version as official on page 111](#)
- [Downloading a version on page 112](#)
- [Deleting a version on page 112](#)
- [Creating a variant on page 133](#)
- [Opening a variant on page 134](#)
- [Unassigning a variant on page 134](#)
- [Transferring a variant on page 135](#)

Note that you can use the Menu button to access additional functions. You can also access these functions when you open the menu in a search result; they are therefore not listed again here for the sake of clarity.

3.1.3 Dialog box for editing the attributes

The Edit attributes dialog box can be used for a number of different tasks:

- If you want to complete the attributes for assets that you have created, see [Upload folder on page 61](#)
- If you are managing assets and want to edit the attributes, see [Management of the asset attributes on page 101](#)


See also the *Associated Tasks* section below, which refers to other tasks.

Opening the dialog box

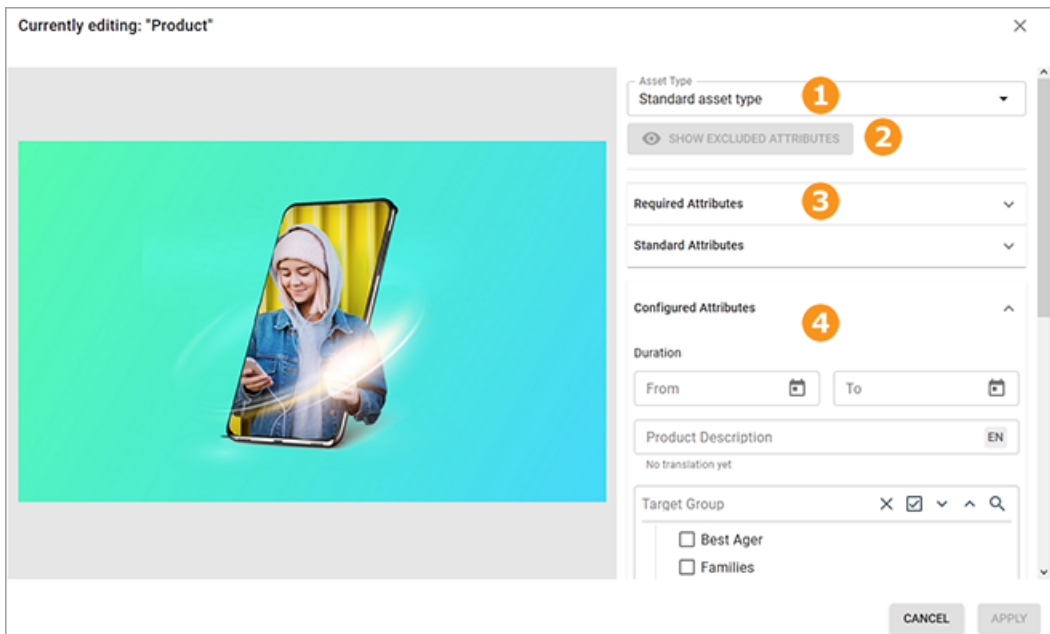
The dialog box is opened by selecting *Edit Properties* via the Menu button.




Structure



The following screen shot shows the dialog box when you are editing a single asset. A preview image is displayed in the left-hand section, and the editable attributes are displayed in the right-hand section.

 **Note**

Note that the attributes displayed depend on the asset type or whether you are editing one asset or several assets at the same time. If you have any questions, please contact your system administrator.




No.	Function	Description
	Asset type	The top field shows the asset type defined for the asset. If a description is stored for the asset type, it can be displayed directly in the editing dialog box via the  icon. Note: You can only change the asset type if your role has the corresponding authorization. If you have any questions, please contact your system administrator.
	Show excluded attributes	If your role has the appropriate authorization, you will see the <i>Show Excluded Attributes</i> button. Use it to call up the attributes that are not assigned to the asset type. Note that this authorization is usually only assigned to a few users.

No.	Function	Description
 3	Collapsed group	Attributes are grouped together for clarity. Initially, the groups are displayed expanded. Collapse groups to get a better overview.
 4	Expanded group	When a group is expanded, all assigned attributes are displayed below each other.

The mandatory fields are marked with *. These attributes must be filled in in order to save the attributes. As a rule, further attributes must be edited. If you have any questions, please contact your system administrator.

Note that attributes may be preassigned with a default value. In addition, attributes may be visible and possibly even preset, but still be locked for editing.

If additional information is stored for the attribute, it can be called up via the  icon.

For more information on the attributes, see [Asset attributes on page 188](#)

Associated tasks:

- [Defining an alternative preview image on page 105](#)
- [Related assets on page 137](#)
- [Requesting an upload approval on page 141](#)
- [Flagging assets as requiring approval on page 144](#)
- [Assigning a license to an asset on page 147](#)
- [Linking an asset to a watermark on page 150](#)

3.1.4 Thumbnail and list view

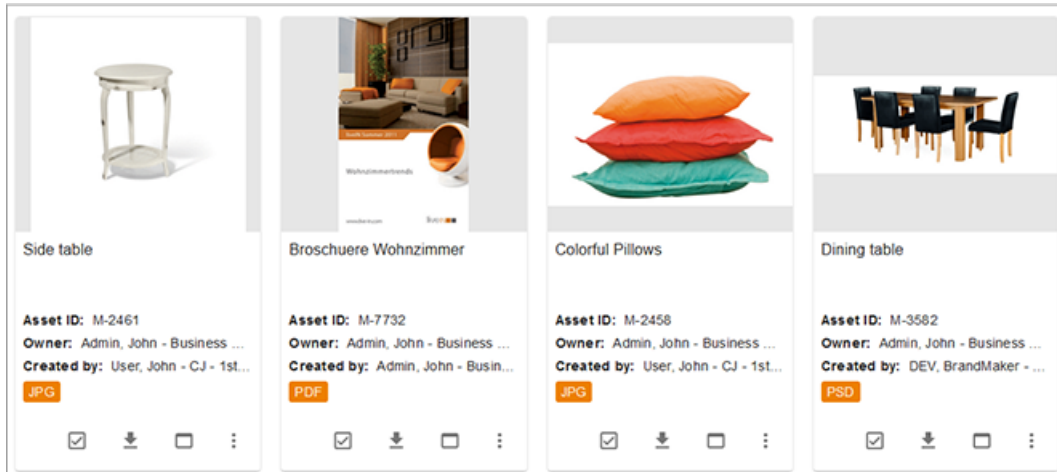
Assets are occasionally displayed in a list, e.g. a list of search results, your favorites or a collection. You can choose between thumbnail or list view for these assets.

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.

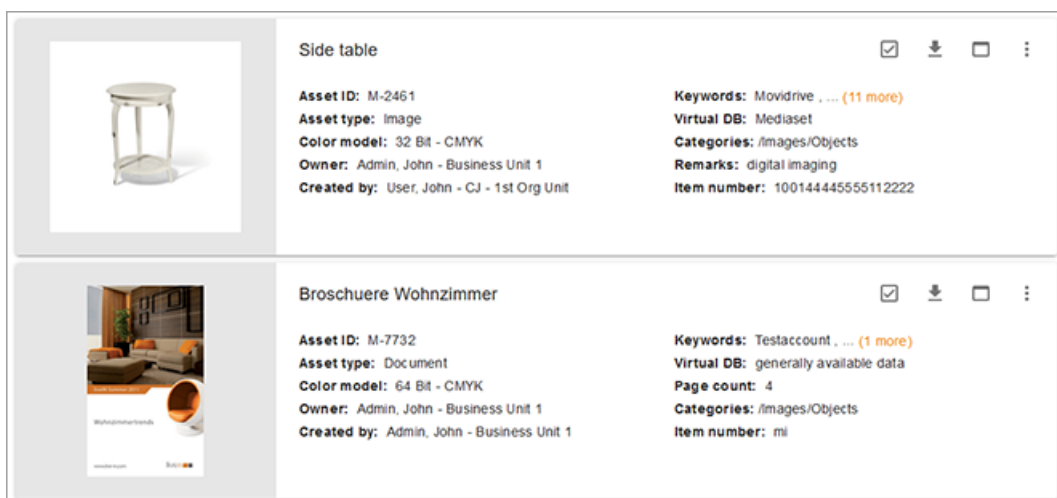
Choose the thumbnail view in order to:

- List assets in a simple visual form,
- Display assets as if they were in a photo gallery,
- Browse through assets easily.



List view

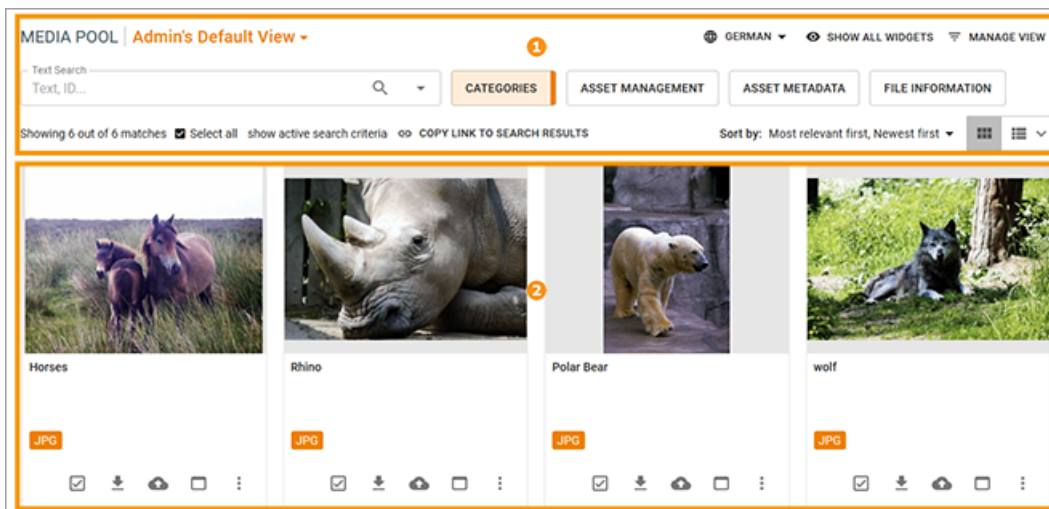
In the list view, additional attributes are displayed next to the preview image of the asset. An administrator can specify which attributes are to be displayed in the list view in order to meet the requirements of your company. If you have any questions, please contact your system administrator.



You can choose between a compact and an extended view. If you choose the compact view, customized fields created as formatted text will not be displayed. To switch between the compact and the extended view, click the arrow on the list view button in the search results. Select the display that you would like from the dropdown list.

3.2 Homepage and search

Under >Media Pool or >Media Pool> Search, you can access the homepage with the [Searches on page 71](#). The following sections are displayed when you open the homepage.




Section	Description
1	<p>Search functions</p> <p>This section is used to perform a new search. It also allows you to access all the search settings and display the search results.</p>
2	<p>Search results</p> <p>This section displays the assets that have been found.</p>

Search functions


The following functions are available in this section:



Section	Description
1	<p>List of views</p> <p>Click the element to open the list of all available views. Your private views are displayed in the top section. All public views are displayed in the lower section.</p> <p><i>Associated tasks</i></p> <ul style="list-style-type: none"> • Delete view on page 94
2	<p>Searched language: You can decide which language to search when asset attributes are available in multiple languages. One such property could be the name of the asset. All the interface languages enabled on your system will be displayed.</p> <p>Show all widgets: Select this to display all widgets.</p> <p>Manage views: Click this button to open the <i>Edit view</i> dialog box.</p> <p><i>Associated tasks</i></p> <ul style="list-style-type: none"> • Change widget display, see Widgets on page 75 • Creating a view on page 92 • Editing a view on page 93 • Copying a view on page 93
3	<p>Activated widgets</p> <p>This section shows the widgets that you have chosen to display under Manage views. If you have entered search criteria in a widget, this is indicated by a color marking.</p>
4	<p>Select all</p> <p>This button is used to select all the assets in the search results, so that they can be sent by email, for example.</p> <p>Show active search criteria</p> <p>Click this button to display a list of all active search criteria.</p> <p>Copy link to search result</p> <p>Click this button to copy the search URL to the clipboard. You can use the usual commands for your operating system to paste the URL and, for example, share it with another user by e-mail. If the user has the relevant authorization, he or she can also perform the search. However, if the user has different access authorizations for assets, the search results may be different.</p>

Section	Description
	<p>Sorting</p> <p>Click this section to open the <i>Sorting criteria</i> dialog box. Enter up to three sorting criteria and sort the criteria based on which ones should take priority.</p> <p>Thumbnail and list view</p> <p>Choose between the thumbnail and list view.</p>

Menu

The functions for the following tasks can be accessed by clicking the  menu button for the asset. If you would like to perform a task for more than one asset (e.g. send them by email), check the box next to the relevant assets. A menu button is then shown above the search results, which you can use to access all the available functions.

Associated tasks

You can access the following tasks in search results:

- [Save on page 156](#)
- Sending an asset as e-mail, see [E-mail delivery on page 158](#)
- [Deleting on page 115](#)
- [Revisions on page 114](#)
- [Subscribing to an asset on page 131](#)
- [Flagging an asset as a favorite on page 120](#)
- [Rating an asset on page 129](#)
- [Deleting a rating on page 129](#)
- [Assigning an asset to a collection on page 124](#)
- [Assigning several assets to a collection on page 124](#)
- [Creating a variant on page 133](#)
- [Creating an item on page 181](#)
- [Publishing an asset immediately on page 177](#)
- [Scheduling the publication of an asset on page 177](#)
- [Editing the publication of an asset on page 177](#)

- *Finishing the publication on a channel on page 178*
- *Ordering or downloading a download item on page 183*
- *Using InDesign files on page 174*
- *Revisions on page 114*

3.3 Import

You can access the following functions by selecting *>Media Pool> Import*:

- You can create assets (see [Create on page 49](#)).
- You can version multiple assets at once (see [Versions on page 107](#)).
- You can check assets for a digital watermark ([Water marks on page 149](#)).

For the first two functions, you have to upload the assets to the module. You can do this by using the *Upload* or *Upload in Background* page. The interface of both pages is covered in [Upload below](#).

The files will be displayed in an upload folder following the upload. You can open an upload folder by selecting [Imported files on page 41](#). The structure of upload folders is covered in [Upload folder on page 42](#).

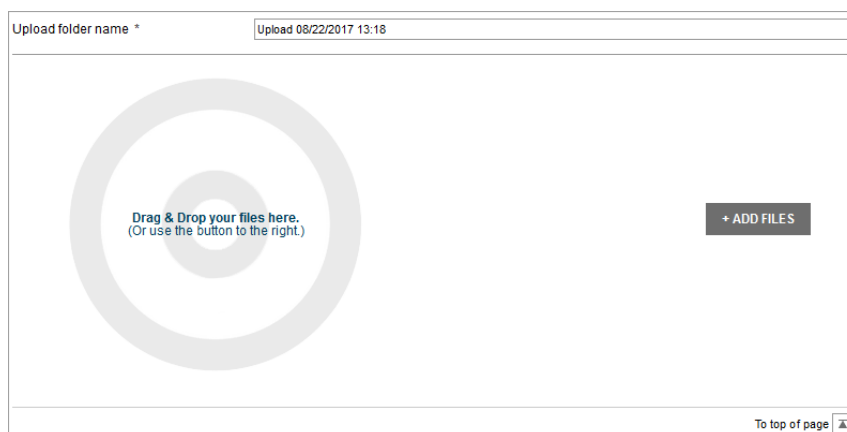
Select the file by selecting *>Media Pool> Import > Check for digital watermark* and check it for a digital watermark.

3.3.1 Upload

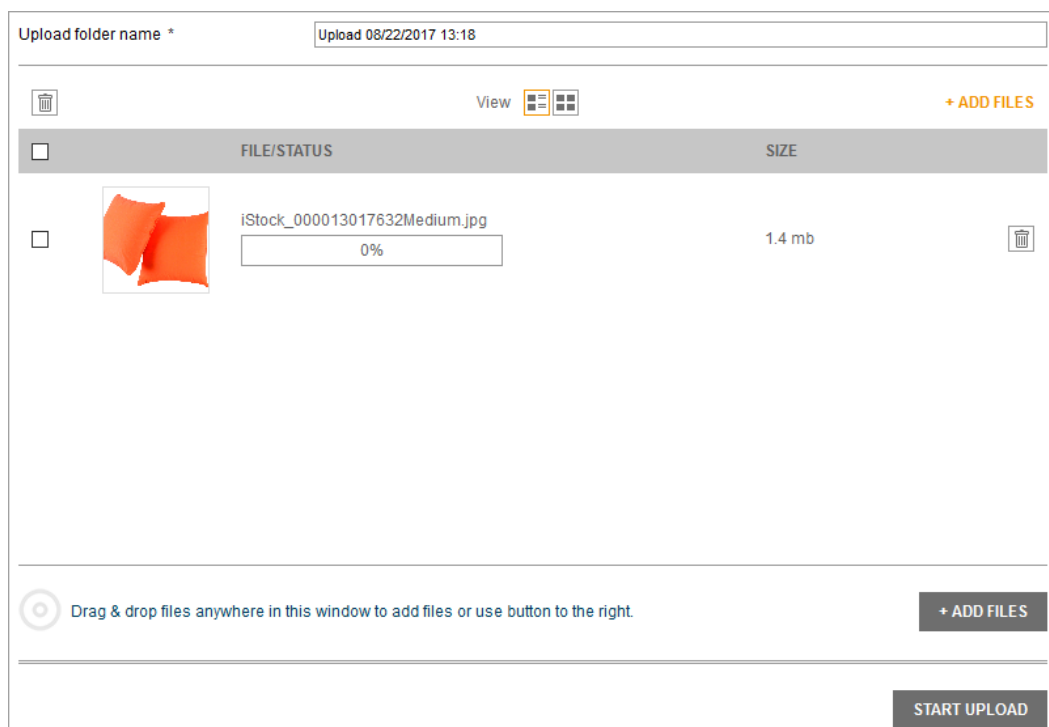
You can access the upload functions by selecting the following:

- *>Media Pool> Import (> Upload)*: This starts a new upload that you cannot leave until it is complete. You should therefore use this function only to upload small files or a small amount of files.
- *>Media Pool> Import > Upload in background*: This starts a new upload that is performed in the background. You can start the process and then leave it without waiting for the upload to finish. This function is especially suitable for uploading large files or a large number of files.

The following interface is displayed when you start an upload:



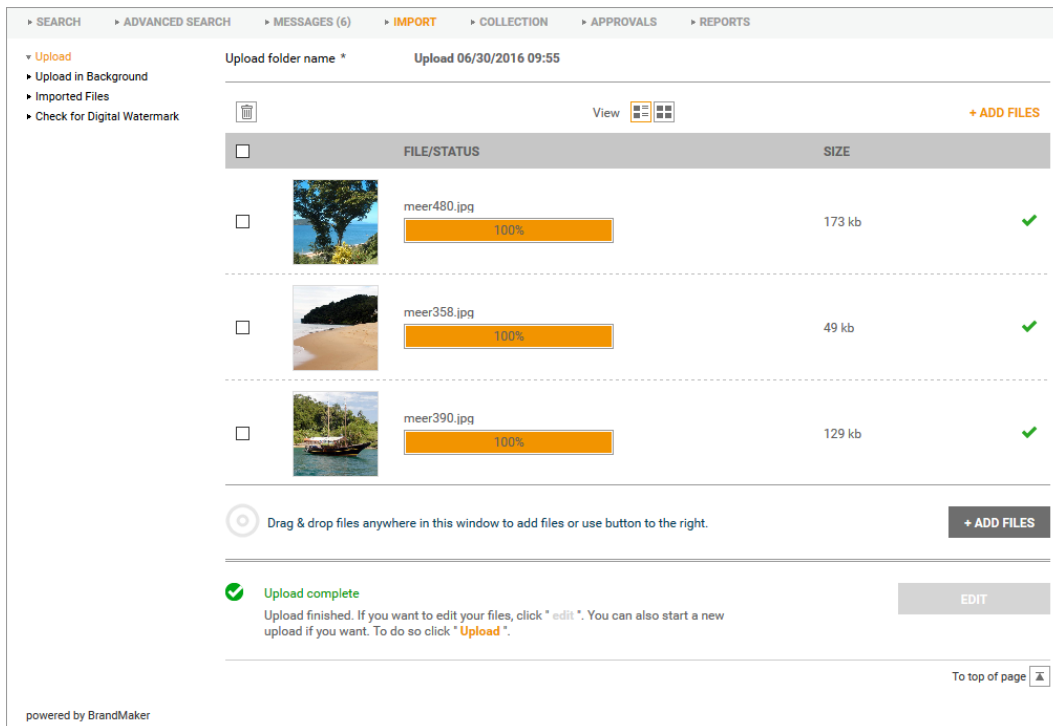
Files are displayed in list or thumbnail view as soon as they are added:






You can start the upload or add additional files to the upload. You can also add files after the upload has started. The files are uploaded one after the other when you start the upload. A progress bar provides information about the status of each file. Different upload functions react differently once all files have been uploaded:

- *>Media Pool> Import (> Upload):* Once all files have been uploaded, you can select *Edit* to complete the asset attributes.
- *>Media Pool> Import > Upload in background:* Select *Close* to complete the upload once all files have been uploaded.

3 Structure



Interface elements

Element	Description
Name of the upload folder	Note: Editable only before the start of an upload. Enter a name for the upload folder. The field is initialized with Upload <aktuelles Datum, Uhrzeit>.
+ Add	Add additional files to the upload. Adding is possible even with a started upload.
Starting an upload	Note: Visible only before the start of an upload. You start the upload.
Pause/Resume	Pause the upload or resume it.
	Delete the file from the upload. If you click the button above the file list, you delete the selected files from the upload. If you click the button next to the file, you delete the corresponding file.
	You switch between the <i>Thumbnail and list view on page 32</i> of the files.
	Note: Only visible after the upload of a file. This opens the dialog box for editing the asset attributes. For more information, see <i>Completing the attributes of an asset on page 63</i> .

Element	Description
Editing	<p>Note: Only visible after the upload of all files. Not during an upload in the background.</p> <p>If multiple files were uploaded, open the upload folder, see Upload folder on page 61. If you uploaded one file, go to the dialog box for editing the asset attributes, see Completing the attributes of an asset on page 63.</p>

Associated tasks

- [Uploading files on page 55](#)
- [Uploading files in the background on page 56](#)






3.3.2 Imported files

You access the overview of upload folders by selecting **>Media Pool > Import > Imported Files**. You can view your own upload folders and, if you have the appropriate authorization, the upload folders of other users.

Name	Owner	Org.	Upload date	Number	Unedit.
Upload 06/30/2016 10:01	Admin, John	Business Unit 1	06/30/2016	1	1
Upload 06/30/2016 10:01	Admin, John	Business Unit 1	06/30/2016	0	0
Upload 06/30/2016 10:00	Admin, John	Business Unit 1	06/30/2016	5	2
Upload 13.06.2016 09:54	Admin, John	Business Unit 1	06/13/2016	4	0
Upload 13.06.2016 09:50	Admin, John	Business Unit 1	06/13/2016	4	0

Setup and displays

The overview displays the name of the upload folder, the owner, the organizational unit (Org.), the date of the import, the total number of imported files, and the number of files that have not been edited yet. The individual uploads are highlighted with a colored bar to indicate the current status of the import.

Icon	Description
	The upload is not edited yet.
	The upload has been fully completed and edited.
	The upload is only partially edited.
	The upload contains duplicates only - that is, assets that already exist in the Media Pool.
	The upload was canceled.



Note

All individually imported files for which no import name is assigned are collected under the import *To be edited*. Note that this is only possible via an API. As of version 5.8, the directory can no longer be transferred. You only see the directory if you have uploaded a single file in previous versions.

Associated Tasks

- [Transferring an upload folder on page 58](#)
- [Deleting an upload folder on page 60](#)

3.3.3 Upload folder

The upload folder contains the files imported during the upload and their extracted data and preview images. In the upload folder, you complete the asset attributes and thus make new assets in the Media Pool or you create all files contained in the folder as versions of already created assets. If duplicates were detected during the upload, you can track them in the log section of the upload folder. Please refer to the Upload Folder for a comprehensive overview of the available [Upload folder on page 61](#).

Structure

Mass import

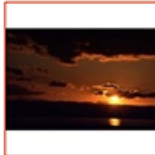
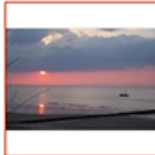

Upload was successful. Metadata is now required in order to make each asset available to users.

Info

Upload 11.12.2020 08:35	Total:	3
File formats: 0.12 MB	Unedited:	3
Owner: John Admin, Immortal default division 12/11/2020	Edited:	0
Overall progress:	<div style="width: 100%; height: 10px; background-color: #ccc;"></div>	

Select all

3 Entries Hits 1 - 3 from 3



The upload folder displays a message stating whether the upload was successful. Below that, the data about the upload is displayed, such as the name of the upload folder, the owner, and the progress of editing.

The next section provides the editing functions that you use to complete the asset attributes and then make the file available as an asset *Media Pool* in the module. To do this, the assets included in the upload are displayed in either a gallery or list view. The section below this contains the log section. If problems are detected during the upload, they are displayed here.

Associated tasks

- [Completing the attributes of an asset on page 63](#)
- [Completing the attributes of several assets simultaneously on page 64](#)
- [Completing the attributes of multiple assets one after the other on page 63](#)
- [Versioning several assets simultaneously on page 110](#)
- [Deleting an asset in the upload folder on page 66](#)




3.4 Collections

Collections: Select *>Media Pool > Collections* to access your favorites and collections.

Favorites

You can access assets that you mark as favorites quickly by choosing *> Media Pool > Collections > My Favorites*. The assets are displayed in a hit list here.

The screenshot shows a web interface for 'My Favorites'. On the left is a navigation menu with items like 'My Favorites', 'Shared Collections', 'My Collections', and various 'Own' categories. The main area is titled 'My Favorites' and contains a list of three items, each with a thumbnail image and associated metadata.

Image	Title	Metadata	ID	Remarks
	decorative red vase	Image: jpg 1 Page 12/14/2015 Downloads: 2 1618 kb Admin, John File name: Foto_000014252187Medium.jpg	M-2466	VDB: Mediaset Remarks: Decorative vase of red glass isolated on white
	Side table	Image: jpg 1 Page 12/14/2015 Downloads: 0 847 kb Admin, John File name: Foto_14641283_M.jpg	M-2461	VDB: Mediaset Remarks: digital imaging
	Glas-topped table	Image: jpg 1 Page 12/14/2015 Downloads: 2 685 kb Admin, John File name: Foto_000016084248Small.jpg	M-2459	VDB: generally available data

At the bottom of the list, there is a 'Select all' checkbox and a 'Menu...' button. The page footer indicates 'Hits 1 - 3 from 3' and a 'To top of page' link.

Collections

You can group various assets in a collection and make the collection available to other users. An example of this would be a collection of images for a campaign. The assets are displayed in a hit list in a collection.

The screenshot shows the 'Collections' page in the Media Pool interface. On the left, a sidebar lists navigation options: 'My Favorites', 'Shared Collections', 'My Collections' (expanded to show 'Furniture'), 'Own Administration Pictures', 'Own DSE Pictures', 'Own Smart Access Pictures', 'Own Web-to-Publish Pictures', and 'My Reviews'. The main content area is titled 'Collections' and features a 'Sort by date' dropdown and a 'Hits/page' selector set to 20. Three collection items are listed:

- Dining table**: Image: psd | 1 Page, 04/11/2016 | Downloads: 0, 61162 kb, Admin, John, File name: 4136176_1_1677_0.psd, ID: M-3582 | VDB: generally available data
- Futon bed**: Image: psd | 1 Page, 04/11/2016 | Downloads: 0, 129733 kb, Admin, John, File name: 3457272_1__1__1676_0.psd, ID: M-3581 | VDB: generally available data
- Dresser**: Image: psd | 1 Page, 04/11/2016 | Downloads: 0, 20158 kb, Admin, John, File name: 3914306_2_1675_0.psd, ID: M-3580 | VDB: generally available data

A 'Details' menu is open over the 'Dining table' entry, showing options: 'Create collection', 'Forward as e-mail', 'Edit Collection', 'Transfer collection', 'Share collection', and 'Delete collection'. At the bottom right, there is a 'Select all' button, a 'Menu...' button, and a 'Hits 1 - 3 from 3' indicator. A 'To top of page' button is located at the bottom right corner.

For more information, see [Collections](#) on page 121.

Associated Tasks

- [Removing an asset from a favorite list](#) on page 120
- [Creating a collection](#) on page 123
- [Sending a collection by e-mail](#) on page 124
- [Sharing a Collection](#) on page 125
- [Forward a collection](#) on page 126

3.5 Approvals

You can access information about applications for download and upload approval by selecting *>Media Pool > Approvals*.

Download approval

You can flag assets as requiring approval to allow specific persons to access or use them or to prevent their access or use by specific persons, for example. Users must request permission to download or send assets that require approval from the owner. Once a user has received a download approval, the validity of the approval is unlimited and without restriction: The user can use the asset and all of its versions repeatedly.

You can call an overview of the download approvals by choosing *> Media Pool > Approvals > Download approvals*.

Function	Display
To be processed	All assets for which you must still grant an approval.
Still pending	All assets that you have requested approval to use.
History > Received approvals	All assets that you have received approval to use.
History > Received rejections	All assets that you have not received approval to use.
History > Granted approvals	All assets that you have granted approval to use.
History > Rejected approvals	All assets that you have rejected approval to use.

Upload approval

To ensure that only high-quality assets are created, virtual databases (VDBs) with upload approval can be created. In this case, the assets are created in the VDB only if the assets have run through an appropriate approval workflow and been approved.

You can call an overview of the upload approvals by choosing *> Media Pool > Approvals > Upload Approvals*.

Function	Display
To be processed	All assets for which you must still grant an upload approval.

Function	Display
Still pending	All assets that you have imported to a VDB that requires approval that have not been approved yet.
History > Received approvals	All assets that you have imported to a VDB that requires approval that have been approved.
History > Received rejections	All assets that you have imported to a VDB that requires approval, but for which the upload approval has been rejected.
History > Granted approvals	All assets for which you have granted an upload approval.
History > Rejected approvals	All assets for which you have rejected an upload approval.

Associated Tasks

- [Processing a request for download approval on page 145](#)
- [Processing approval requests on page 142](#)
- [Viewing the processing status of an upload approval on page 142](#)

3.6 Reports

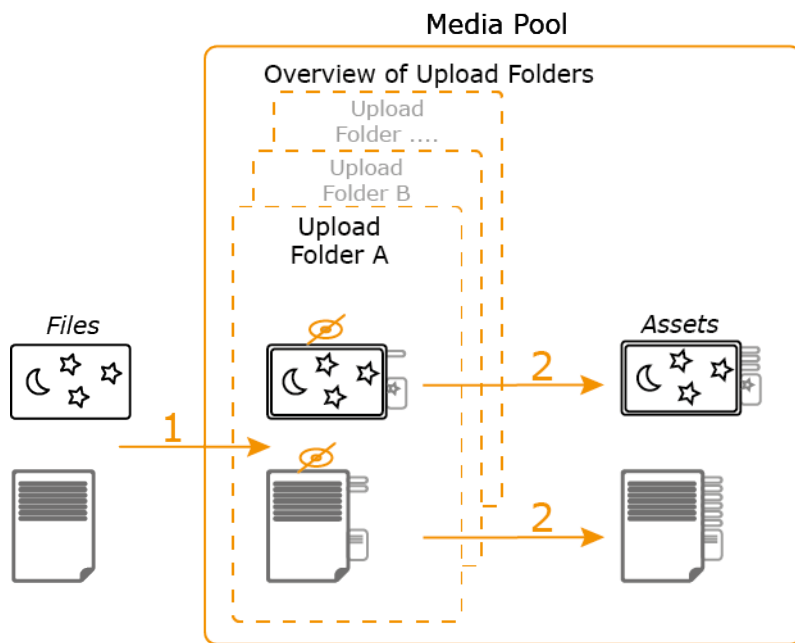
If you click > *Media Pool* > *Reports*, you can access the standard dashboard in the Reporting Center module. Note that you must have a role with the appropriate rights in the *Reporting Center* module to access the standard dashboard.

For more information about the default dashboard, see the appropriate documentation.

Create

4

In order to be able to manage your digital files in the Media Pool module, you must create the files in the module as assets. You create an asset in the following steps:



1. You upload the one or more files.

The uploaded files are stored in an upload folder. You access the upload folders from an overview. Files that are loaded to an upload folder but that have asset attributes that are not complete yet cannot be accessed in the module.

2. In the upload folder you complete the asset attributes.

Subsequently, the asset can be accessed in the *Media Pool* by other users.

Upload

When you upload one or more files to the upload folder, meta data for the files is extracted and copied to the asset attributes and preview images are generated. For more information, see [Upload on page 52](#).

Overview of the upload folders

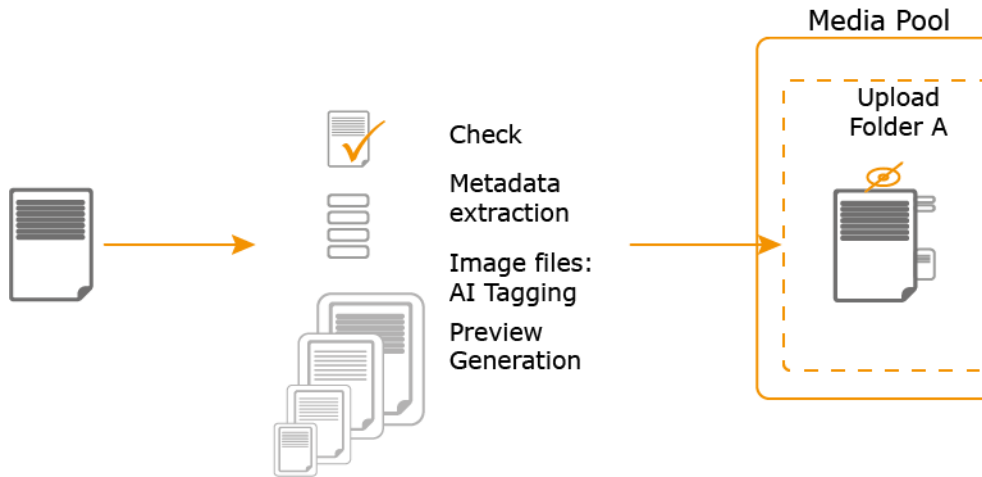
Upload folders are displayed in an overview in the module. You can view your own upload folders and, if you have the appropriate authorization, the upload folders of other users. For more information, see [Overview of the upload folders on page 57](#).

Upload folder

The upload folder contains the files imported during the upload and their extracted data and preview images. In the upload folder you complete the asset attributes. If duplicates were detected during the upload, you can track them in the log section of the upload folder. For more information, see [Upload folder on page 61](#).

4.1 Upload

When you upload one or more files to the upload folder, meta data for the files is extracted and copied to the asset attributes and preview images are generated.



Prerequisite

The file format for the file that you want to import must be created. Other formats cannot be added to the upload. Which file formats are permitted is customized and adapted to the formats used in your company. If you have any questions, please contact your system administrator.

Process

During the upload, the following will be checked:

- **Duplicates:** During the upload, the file content is checked for duplicates using a bit-by-bit check and unique cryptographic MD5 checksum verification. This ensures that identical files can be detected even if they have different names. A message is displayed if a file has already been created as an asset. When you upload several files, any duplicates found are skipped and the upload process is continued.
- **Linked images:** When you upload an InDesign file with linked images, the module checks whether the images are available. It also checks whether any duplicates of the linked images already exist in the module.
- **Valid fonts:** If the *Font check* function is activated and configured, the module checks whether the fonts included in an InDesign file upload are valid.

Detected errors are displayed in the upload folder log section. For more information, see [Upload folder on page 61](#).

File metadata is extracted and will be set as asset attributes. This applies, for example, to the file type, dimensions, or resolution of the file. The file name is transferred as the title for the asset.

An AI tagging system may be enabled for image files in your system. If it is, 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, see [Widgets on page 75](#). If you have any questions, please contact your system administrator.

To display an asset in the module, preview images in different sizes are generated. The preview images represent the asset in search results or in the asset detailed view, for example.



Note

The purpose of a preview image is to visually display an asset or provide information about its content. Preview images are not exact copies; instead, they are optimized to specific sizes by automated calculations. A preview image may therefore differ significantly from the original file.



Note

Note that metadata is extracted and thumbnails generatedMedia Poolonly for the supported file type. If you have any questions, please contact your system administrator.

Several files are uploaded one after the other. You can use the Pause button to stop and continue the import at any time. Note: The files are imported in sections. When you continue an import, the import starts from the last fully uploaded section. Therefore, you may notice a minor skip when you continue the import (for instance, from 60 % to 58 %).

Upload functions

To call up the various upload functions, click > *Import* in the upper navigation pane. Then, choose how you want to perform the upload in the navigation pane on the left:

- **Upload:** This starts a new upload that you cannot leave until it is complete. You should therefore use this function only to upload small files or a small amount of files.

- **Upload in background:** This starts a new upload that is performed in the background. You can start the process and then leave it without waiting for the upload to finish. This function is especially suitable for uploading large files or a large number of files.

Associated tasks

- [Uploading files on the facing page](#)
- [Uploading files in the background on page 56](#)

File size

With each upload you can upload files with a size of up to 10 GB to the module *Media Pool*.



Note

Note that memory must be available on your server to process the file. Under some circumstances, the memory required for the file exceeds the amount of memory available.

The memory required for a file is calculated based on the following formula:
Width (px) x height (px) x color depth (bit)/ 8 x color channels = RAM in bytes

Example:

- Image with 640 px x 480 px, 16 bit color depth, CMYK:
 $640 \times 480 \times 16/8 \times 4 = 2457000 \text{ bytes} = 2.3 \text{ MB}$
- Image with 25000 px x 25000 px, 16 bit color depth, CMYK:
 $25000 \times 25000 \times 16/8 \times 4 = 5000000000 \text{ bytes} = 4.7 \text{ GB}$

Which files are included in an upload?

To make it as efficient as possible to create assets, we recommend using the following rules as a basis when including files in uploads:

- **Assets with identical mandatory attributes:** Editing the asset attributes manually can be very time-consuming. If you want to edit the attributes of several assets at the same time, combine them in one upload. To do so, the following mandatory attributes must be identical:

- Asset type
- Virtual DB, which means the set of users for which the asset is visible.
- at least one category
- Mandatory attributes of the asset type

These attributes must be edited to access the asset in the module. The other attributes may differ and can then be edited separately for each asset. For more information, see [Completing the attributes of several assets simultaneously on page 64](#).

- Versions of existing assets: You have the option of versioning assets. If you want to version multiple assets at the same time, use the *mass versioning* function. For more information, see [Versions on page 107](#).

Duration of uploads

The length of time required for the import depends on the file size, your broadband and the processing time required (for extracting meta data, for example). Importing very large files (for example, 500 MB or more) can therefore require a very large amount of system resources under certain circumstances and may lead to errors or terminations. In the case of large image files in particular (for example, non-compressed TIFF files), we recommend checking whether the file size can be reduced or whether it is actually necessary to store the source file in the moduleMedia Pool.

Progress bars

Once you start the import, the upload progress for each file is displayed. A status bar for the overall import is displayed below the list.

4.1.1 Uploading files

1. Click *>Media Pool> Import > Upload*.
2. Optional: Change the name for the upload folder.
3. Choose one of the following options:
 - Add the files to the upload using drag and drop.
 - Click *+ Add files* and select the files.

A preview is displayed for PNG and JPEG files.

4. Click *Start upload*.
5. Optional: To add additional files, choose one of the following options:
 - Add the files to the upload using drag and drop.
 - Click *+ Add files* and select the files.

The files are uploaded.

6. Once all of the files are uploaded, click *Edit*.

If you uploaded multiple files, go to the [Upload folder on page 61](#). If you have uploaded one file, go to the dialog box for editing the asset attributes, see [Completing the attributes of an asset on page 63](#).

4.1.2 Uploading files in the background

1. Click *>Media Pool> Import > Upload in background*.
2. Optional: Change the name for the upload folder.
3. Choose one of the following options:
 - Add the files to the upload using drag and drop.
 - Click *+ Add files* and select the files.

A preview is displayed for PNG and JPEG files.

4. Click *Start upload*.
5. Optional: To add additional files, choose one of the following options:
 - Add the files to the upload using drag and drop.
 - Click *+ Add files* and select the files.

The files are uploaded.

6. Once all of the files are uploaded, click *Close*.

The files are uploaded. At a later time, click *>Media Pool> Import > Imported files* and access the upload folder to edit the asset attributes, see [Overview of the upload folders on the facing page](#).

4.2 Overview of the upload folders

Upload folders are displayed in an overview in the module. You can view your own upload folders and, if you have the appropriate authorization, the upload folders of other users. Each upload folder contains the files of an upload or the extracted files of a uploaded ZIP file.

The screenshot shows the 'Upload folder' overview in the Media Pool application. The interface includes a navigation menu on the left with options like 'Upload', 'Upload in Background', 'Imported Files', and 'Check for Digital Watermark'. The main area displays a table of upload folders with columns for Name, Owner, Org., Upload date, Number, and Unedit. Five rows of data are visible, each with a 'Change owner' button and a status indicator (red, blue, yellow, green). A 'Menu...' button and 'Hits 1 - 5 from 5' are also present.

Name	Owner	Org.	Upload date	Number	Unedit.
Upload 06/30/2016 10:01	Admin, John	Business Unit 1	06/30/2016	1	1
Upload 06/30/2016 10:01	Admin, John	Business Unit 1	06/30/2016	0	0
Upload 06/30/2016 10:00	Admin, John	Business Unit 1	06/30/2016	5	2
Upload 13.06.2016 09:54	Admin, John	Business Unit 1	06/13/2016	4	0
Upload 13.06.2016 09:50	Admin, John	Business Unit 1	06/13/2016	4	0

Setup and displays

You access the overview of upload folders under > *Media Pool* > *Import* > *Imported Files*. For a detailed description of the structure and the display, please note [Imported files on page 41](#).

Associated Tasks

- [Transferring an upload folder on the next page](#)
- [Deleting an upload folder on page 60](#)

Functions

You can call the following functions:

Function	Description
Opening an upload folder	To open an upload folder, click the upload folder name in the overview.

Function	Description
Transferring an upload folder	<p>You fully handover responsibility for one or more upload folders to a different user. When an upload folder is handed over, it is removed from your overview. The user to whom you hand over one or more upload folders is informed by system message.</p> <p>For further information see Transferring an upload folder below.</p>
Deleting an upload folder	<p>This deletes one or more upload folders. The files contained in the upload folder are also deleted. You can only delete upload folders that are not edited yet and upload folders that only contain duplicates.</p> <p>For further information see Deleting an upload folder on page 60.</p>
Show third party imports	<p>Activate this checkbox to display all the uploads of other users.</p>
Show completed imports	<p>Activate this checkbox to display the fully completed and edited uploads.</p>

4.2.1 Transferring an upload folder

You fully hand over responsibility for one or more upload folders to a different user. When an upload folder is handed over, it is removed from your overview. The user to whom you hand over one or more upload folders is informed by system message.

Transferring an upload folder

1. Click *>Media Pool> Import > Imported files*.
2. In the line for the upload that you want to transfer, click the *Change ownership* button.

A dialog box opens.

3. Use one of the following options to search for a user:
 - In the *Last Name, First Name* field, enter the last or first name of the user.
 - Enter the complete e-mail address of the user in the *E-Mail address* field.
4. Click *Search*.

The results are displayed below the user search.
5. In the line for the user for whom you are searching, click the *Select* button.
6. Click *Change ownership*.

You have changed the ownership of the upload folder to the selected user.

Transferring several upload folders

1. Click *>Media Pool> Import > Imported files*.
2. Activate the checkboxes at the end of the line for the uploads that you want to transfer.
3. Click *> Menu > Change ownership of upload folders*.

A dialog box opens.
4. Use one of the following options to search for a user:
 - In the *Last Name, First Name* field, enter the last or first name of the user.
 - Enter the complete e-mail address of the user in the *E-Mail address* field.
5. Click *Search*.


The results are displayed below the user search.
6. In the line for the user for whom you are searching, click the *Select* button.
7. Click *Change ownership*.

You have changed the ownership of the upload folders to the selected user.

4.2.2 Deleting an upload folder

This deletes one or more upload folders. The files contained in the upload folder are also deleted. You can only delete upload folders that are not edited yet and upload folders that only contain duplicates.

Deleting an upload folder

1. Click *>Media Pool> Import > Imported files*.
2. In the line for the upload that you want to delete, click the  button.
A dialog box opens.
3. Click *Yes*.

The upload folder and the files that it contains are deleted.

Deleting several upload folders

1. Click *>Media Pool> Import > Imported files*.
2. Activate the checkboxes at the end of the line for the uploads that you want to delete.
3. Click *> Menu > Delete*.
A dialog box opens.
4. Click *Yes*.

The upload folders and the files that they contain are deleted.

4.3 Upload folder

The upload folder contains the files imported during the upload and their extracted data and preview images. In the upload folder, you complete the asset attributes and thus make new assets in the Media Pool or you create all files contained in the folder as versions of already created assets. If duplicates were detected during the upload, you can track them in the log section of the upload folder.

Structure

For a detailed description of the structure, note [Upload folder on page 42](#).

Make assets accessible *Media Pool* in the module

In the upload directory, you complete the attributes of the assets or assign them as versions to already existing assets. This makes the assets in the module *Media Pool* accessible to other users:

- Completing the attributes of an asset: If the upload folder contains only one asset or if you want to make only one asset from an upload folder available. For more information, see [Completing the attributes of an asset on page 63](#).
- Completing the attributes of multiple assets one after the other: If you want to make multiple assets available but the asset attributes are different. For more information, see [Completing the attributes of multiple assets one after the other on page 63](#).
- Completing the attributes of several assets simultaneously: If you want to make several assets accessible and the asset attributes are identical at least in the mandatory attributes. For more information, see [Completing the attributes of several assets simultaneously on page 64](#).
- Create assets as versions of already existing assets: If all included assets are versions of already created assets. For more information, see [Versions on page 107](#).

Functions

You can call additional functions from the Menu button in the lower section of the asset overview:

- **View assets:** This opens a dialog box with a large preview image that you can use to check the assets. Like in the list view, additional information is displayed below the preview image.
- **Delete:** If the assets have already been fully imported, they are moved to the recycle bin. If the assets have only been uploaded, but their attributes have not yet been edited, then they are deleted. For more information, see chapter [Deleting an asset in the upload folder on page 66](#).

Attention! Data loss! You cannot reverse the deletion of assets that have been uploaded but not edited!

- **Open** (Available in the menu of an asset where at least the mandatory fields in the asset attributes are filled in): This opens the details view. Here, you can use a Menu button to access additional functions. For more information, see [Opening the detailed view on page 101](#).
- **Save** (Available in the menu of an asset where at least the mandatory fields in the asset attributes are filled in): You download the asset directly from the import overview. For more information, see [Save on page 156](#).
- **Unzip** (Available for ZIP files): The ZIP file is unzipped and the contained assets are saved individually. This function is required, for example, if you are creating InDesign documents with linked images as assets.

Log section

In the upload folder, a log is displayed below the uploaded images. It lists the problems that occurred during the import process, for example:

- the import of a file format or file extension that is not supported
- The import of a file with an invalid file size (0 KB)
- The detection of a file that is a duplicate of an existing asset. The detailed views of the corresponding assets already in the module *Media Pool* are linked. If you have the relevant authorization, you can open the detailed view of each relevant asset directly.
- The import of a document with invalid fonts (when the font check is activated)
- Missing linked images in InDesign file uploads
- The detection of linked images that are duplicates of existing assets

To use this report outside the module, *Media Pool* select *Send log as e-mail* or *Export log as PDF*.

4.3.1 Completing the attributes of an asset

1. Click *>Media Pool> Import > Imported Files* and click the name of the upload that you want to edit.

This opens the upload folder that lists all of the files included in the upload.

2. Move the mouse to the preview image of the asset whose attributes you want to complete.

The menu button of the asset is displayed.

3. Click *> Menu > Edit properties*.

The corresponding dialog box for editing the asset attributes opens.

4. Select the asset type.

The attributes assigned to the asset type are loaded and displayed.

5. Complete the attributes.

Note: You must complete at least the mandatory attributes in order to save your entries. Mandatory attributes are marked by an asterisk.

6. Click *Save*.

You have imported the file fully and created it as asset.

4.3.2 Completing the attributes of multiple assets one after the other

1. Click *>Media Pool> Import > Imported files*.

2. Click the name of the upload folder that you want to edit.

The upload folder is opened.

3. Choose one of the following options to select assets:

- If you want to complete the attributes of all of the assets in the upload folder, enable the *Select all* checkbox.
- If you want to complete the attributes of several assets in the upload folder:

1. Move the mouse pointer over the preview image of one of the assets to be selected.

A checkbox appears on the bottom right of the preview image.

2. Activate the checkbox.
3. Repeat the process with the assets whose attributes you want to complete.

4. Click *Edit one after the other*.

The corresponding dialog box for editing the asset attributes opens.

5. Select the asset type.

The attributes assigned to the asset type are loaded and displayed.

6. Complete the asset attributes of the displayed asset.

Note: You must complete at least the mandatory attributes in order to save your entries. Mandatory attributes are marked by an asterisk.

7. Click *Save and next*.

8. Repeat steps 5 to 7 until the attributes of the selected assets are completed.

You have created the files as assets. The edited assets are now available in the *Media Pool* module.

4.3.3 Completing the attributes of several assets simultaneously

If you want to edit the attributes of several assets simultaneously, the following mandatory attributes must be identical:

- Asset type
- Virtual DB, which means the set of users for which the asset is visible.
- at least one category
- Mandatory attributes of the asset type

These attributes must be edited to access the asset in the module. The other attributes may differ and can then be edited separately for each asset.

1. Click *>Media Pool> Import > Imported files*.
2. Click the name of the upload folder that you want to edit.

The upload folder is opened.

3. Choose:

- If you want to delete the attributes of all assets in the upload folder, click *Edit total import*.
- If you want to complete the attributes of several assets in the upload folder:
 1. Move the mouse pointer over the preview image of one of the assets to be selected.
A checkbox appears on the bottom right of the preview image.
 2. Activate the checkbox.
 3. Repeat the process with the assets whose attributes you want to complete.
 4. Click *Edit selection*.

The corresponding dialog box for editing the asset attributes opens.



Note

In the displayed dialog box, you edit the attributes of several selected asset attributes simultaneously. Note in particular the mandatory fields. You edit the mandatory fields in two situations:

- You want these attributes to receive the same value in all of the selected assets.
- These attributes have not been filled yet. (Exceptions are the *Asset name* and *Tags* mandatory fields. *Asset name* is always prefilled and *Tags* may be prefilled. Editing is therefore not required in each case.)

4. Select the asset type.

The attributes assigned to the asset type are loaded and displayed.

5. Complete the asset attributes.

Note: You must complete at least the mandatory attributes in order to save your entries. Mandatory attributes are marked by an asterisk.

6. Click *Save*.

You have created the files as assets. The edited assets are now available in the *Media Pool* module.

4.3.4 Deleting an asset in the upload folder

Attention! Data loss! You cannot reverse the deletion of assets that have been uploaded but not edited!

Note when deleting an asset:

- If the asset has already been imported, it is moved to the recycle bin.
- If the asset has only been uploaded, but its attributes have not yet been completed, then it is deleted.

Deleting one asset in the upload folder

1. Click *>Media Pool> Import > Imported files.*
2. Click the name of the upload folder in which you want to delete an asset.
The upload folder is opened.
3. Move the mouse to the preview image of the asset that you want to delete.
The menu button of the asset is displayed.
4. Click *> Menu > Delete.*

The asset is deleted from the upload folder.

Deleting multiple assets in the upload folder

1. Click *>Media Pool> Import > Imported files.*
2. Click the name of the upload folder in which you want to delete assets.
The upload folder is opened.
3. Choose one of the following options to select assets:
 - If you want to delete all assets, enable the *Select all* checkbox.
 - If you want to delete multiple assets:
 - a. Move the mouse pointer over the preview image of one of the assets to be selected.
A checkbox appears on the bottom right of the preview image.
 - b. Activate the checkbox.
 - c. Repeat the process with the assets whose attributes you want to complete.
4. Click the lower Menu button and click *Delete.*

The assets are deleted from the upload folder.

4.4 Uploading InDesign documents with linked images

In the module, you have the option of managing Media Pool InDesign documents with linked images. After the import, the number of linked images is listed in the detailed view of the InDesign document.

Prerequisite

A prerequisite is that you import the InDesign document together with the linked images in a ZIP file.



Note

Note that BrandMaker does not support the import of nested ZIP files. BrandMaker recommends that you do not store the InDesign file and linked images in subfolders.

Creating InDesign documents with linked images as assets

If you have uploaded an InDesign document with linked images in a ZIP file, you first have to unpack the ZIP file:

1. Upload the ZIP file that contains the InDesign file and the linked images.
2. Open the upload folder that contains the uploaded ZIP file.
3. Click the menu button for the ZIP file and click *Unzip*.
4. In the *Unzip* dialog box that opens, enter the name for a folder.
5. Click *Unzip*.
6. Click *> Import > Imported Files* and click the name that you entered in step 4.

The upload folder is displayed together with the unpacked InDesign file and the linked images.

7. Select the files that you want to create as assets and click one of the available editing options (see the chapter [Upload folder on page 61](#)).

The corresponding dialog box for editing the asset attributes opens.

8. Select the asset type.

The attributes assigned to the asset type are displayed.

9. Complete the asset attributes.
10. Click *Save*.

You have uploaded the InDesign file with the linked images and created them as assets.

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

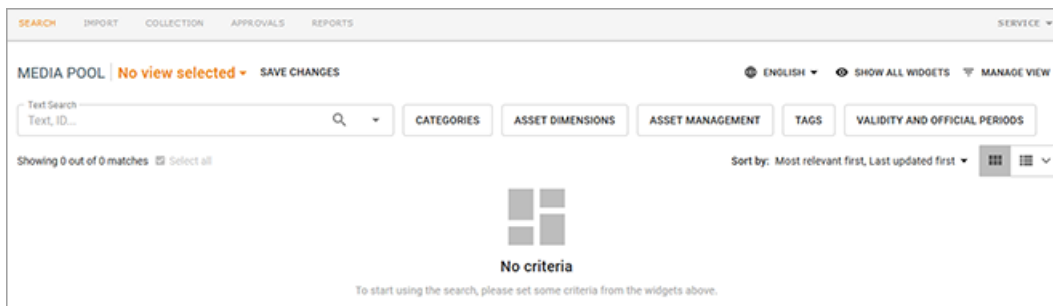
Searches

5

The search under *>Media Pool* is optimized for the conditions in your company. That allows the search to provide you with rapid results and help you quickly find the relevant assets with no need for complex search requests.

Searching for an asset

If you click *>Media Pool* the search page is displayed. It is possible that no assets are initially listed when the module is called up for the first time. This must be set up by an administrator. If you have any questions, please contact your system administrator.



To receive a search result, enter a search criterion in the widgets, e.g.:

- Enter a keyword and press *Enter*.
- Click a widget. This opens a dialog box that you can use to enter search criteria. Click *Confirm* to close the widget.

All of the assets available to you which match the search criteria will then be displayed. Note that you can select which user interface language is searched in the top right corner.

If you combine the keyword and search criteria in other widgets, all the criteria must be met. For more information about widgets, refer to the section below.



Note

The widgets that are displayed when you first open the screen depend on how your system is configured. If you have any questions, please contact your system administrator.

Widgets and views

Widgets combine asset attributes like dimensions, tags, keywords or file information. Users can define multiple criteria in each widget. A detailed description of the available widgets is provided in the chapter [Widgets on page 75](#).

Any search which has been defined in the widgets can be saved as a separate view and published so that it can be shared with other users. You can also define for yourself which widgets are visible, the order in which they are displayed and which view is used as your default view. For more information about views, please refer to the chapter [Views on page 92](#).

Structure of the search results

For a description of the search results structure, see [Homepage and search on page 34](#).

Start new search: Reset search criteria

To quickly start a new search efficiently, you can reset the search criteria using the following functions:

- Reset all search criteria at once: Click next to the selection list of views *Reset All*. The button is displayed only after a search has been performed.
- Reset the search criteria of a widget: Click the X on the widget. The X is displayed only after a search with the search criteria has been performed.

Select multiple assets

Multiple assets can be selected in the search results by checking the box next to each asset. When the asset is selected, the checkbox turns orange.

You can select up to 200 assets by pressing the Shift key: Click on the first and the last desired asset while holding down the Shift key. In this case, the first, the last, and all assets in between are selected.

Sharing searches and setting bookmarks

You can share performed searches or set a bookmark for them.

If you want to share a search, click the *Copy link to search result* button above the asset displayed after you perform the search. The URL of the search is copied to the clipboard. You can use the usual commands for your operating system to paste the URL and, for example, share it with another user by e-mail. If the user has the relevant authorization, he or she can also perform the search. However, if the user has different access authorizations for assets, the search results may be different.

To carry out important or frequently used searches quickly, set a bookmark. To do this, configure the relevant settings for the search and carry it out. Then set a bookmark in your browser.



Note

Note that shared searches and set bookmarks cannot be managed centrally. If the search criteria has to be updated, you must share the search again or update each bookmark manually.

Alternatively, you can use Views to resolve these issues, see [Views on page 92](#).

5.1 Widgets

Widgets combine asset attributes like dimensions, tags, keywords or file information. Users can define multiple search criteria in each widget. Users can also select which of the available language to use for text searches, regardless of the interface language.



Note

Note that search criteria that is specified in the widget descriptions may not be available in your system. In such a case, the corresponding function or a required module is not activated in your system.

Change widget display

Normally, you initially only see a selection of widgets defined by the administrator. If you want to display a widget because you want to use the search criteria it contains for your search, proceed as follows:

1. Click *>Media Pool*.

This will display the start page with the search function. The top row shows the widgets and the keyword field of the default view (if applicable).

2. Choose:

1. If you want to see all available widgets: Click *Show all widgets* in the top right-hand corner.

OR:

- A. If you want to select from the available widgets: Click *Manage views* in the top right-hand corner.

This will open the *Edit view* dialog box.

- B. Use the eye icon next to the widgets that you would like to see.
- C. Optional: Change the order of the widgets using drag and drop.
- D. Close the dialog box.

The selected widget view is displayed. This can be saved as a view. Refer to the Chapter [Views on page 92](#).

Using Widgets

For most widgets, the top section allows you to choose how multiple criteria are combined with each other in the widget. You can use the *Find assets that match the search criteria as follows* selection to choose whether to list assets to which all, at least one or none of the criteria apply. Note that this may not cover all the criteria for the widget. If this is the case, you can find a corresponding message in the descriptions below.

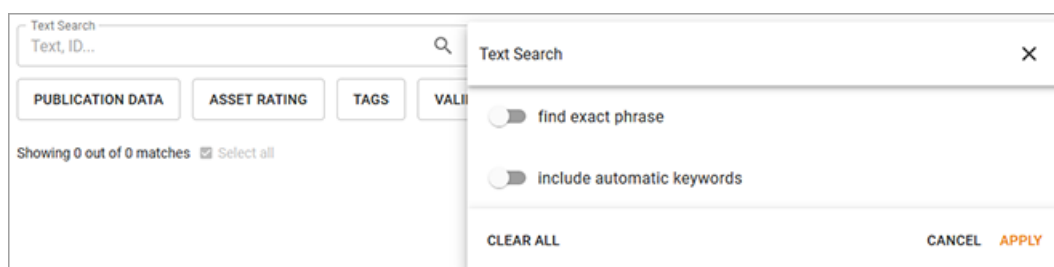
The bottom section of the widgets contains the buttons *Remove all*, *Cancel* and *Confirm*. These buttons trigger the following actions:

Button	Action
Clear all	The criteria are reset. Please note that, in certain circumstances, this may not apply to all settings. The widget remains open.
Cancel	The settings are reset. The widget is closed. No new search is triggered and the previous search results are kept.
Confirm	The widget is closed. A new search is triggered with the existing criteria. The hits in the assets that are available to the user are listed accordingly.

Text search

Enter one or more keywords in the *Text search* widget. After you enter the first three characters, a list of matching keywords is displayed. You can enter additional characters or choose a suggestion from the list.

If you click the down arrow on the right of the widget, the following dialog box opens:

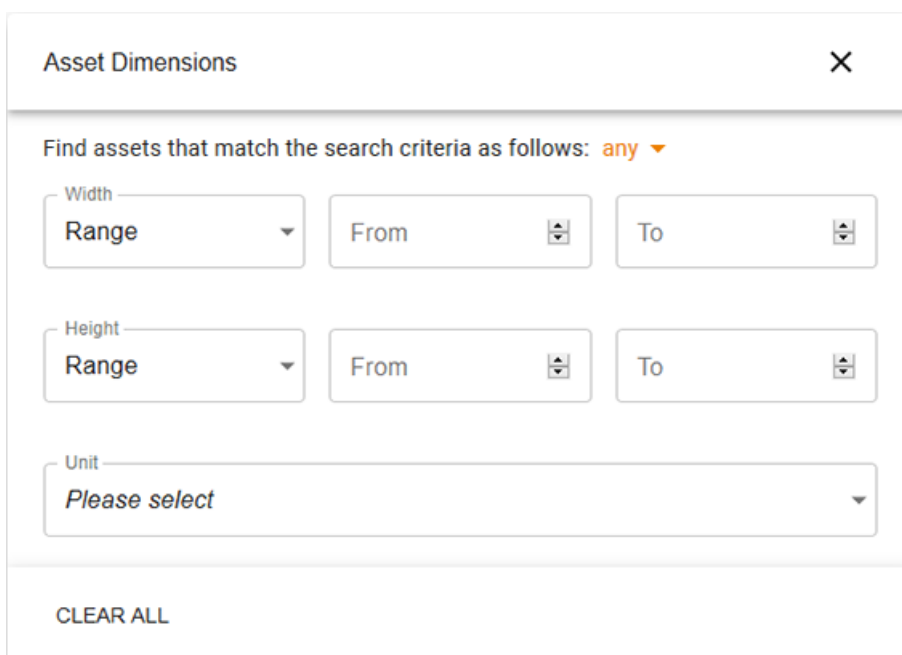


Here, you can choose whether assets are listed only if the fields that are searched contain the precise entered keyword or if partial hits are also included. The second option allows you to decide whether the automatic tags are also searched. The automatic tags are determined using the AI tagging system when an asset is uploaded.

To start the search, press Enter or click the  icon.

Asset dimensions

This widget is used to search for assets with specific dimensions.



The screenshot shows a search widget titled "Asset Dimensions" with a close button (X) in the top right corner. Below the title, it says "Find assets that match the search criteria as follows: any" with a dropdown arrow. There are three main sections for input:

- Width:** A dropdown menu set to "Range", followed by "From" and "To" input fields with up/down arrows.
- Height:** A dropdown menu set to "Range", followed by "From" and "To" input fields with up/down arrows.
- Unit:** A dropdown menu currently showing "Please select".

At the bottom of the widget, there is a "CLEAR ALL" button.

You can enter the width and height in the top lines. Use the field on the left in the relevant lines to select whether to search for an asset of a specific size or within a specific size range. If you are searching within a size range, enter the range in the fields to the right (*From... To*). If you want to search for a specific size, enter the size on the right. You can then choose the unit in the bottom drop-down list. (*px, cm, mm or inch*).

Asset rating

This widget is used to search for assets with a specific rating. Note that the rating function must be enabled in your system to do so.

Asset Rating ×

★★★★★ 5 stars

★★★★☆ 4 stars and more

★★★☆☆ 3 stars and more

★★☆☆☆ 2 stars and more

★☆☆☆☆ 1 star and more

☆☆☆☆☆ Not rated yet

Any rating (no restriction to rating)

CLEAR ALL CANCEL APPLY

Select the radio button for the rating that you would like to search for.

Asset metadata

The *Asset metadata* widget is used to search through asset metadata.

Asset Metadata
✕

Find assets that match the search criteria as follows: any ▼

Date uploaded
 Range (custom) ▼

From

To

Please select ▼

Last updated
 Range (custom) ▼

From

To

CLEAR ALL
CANCEL APPLY

Criterion	Description
Asset ID	This allows you to search for assets with a specific ID. It is not necessary to enter the leading M-. If you do not know the full ID, you can work with wildcards: Entering 234* will find all assets whose ID starts with 234, e.g. 2345, 2346 or 23477. Searching for IDs with specific ending digits is not possible: *234 yields no hits.
Affiliate ID	This allows you to search for assets allocated to a specific affiliate. If you do not know the full ID, you can enter part of the ID, wildcards are not needed: Enter 234 to find assets assigned to branches 1234, 234 or 2345, for example.
Upload date	This allows you to search for assets which were uploaded on a specific date or during a specific date range. You can select a predefined date range in the field to the left. Alternatively, you can select the settings <i>Exact Date</i> or <i>Range (user-defined)</i> . If you select <i>Exact Date</i> , enter a date or select a date using the date picker on the right. If you select <i>Range (user-defined)</i> , you must enter a date range in the fields <i>From... To</i> .

Criterion	Description
Uploaded by	This dropdown list allows you to pick a user whose uploaded assets you would like to search for.
Last updated	This allows you to search for assets whose attributes were last edited on a specific date or during a specific date range. You can select a predefined date range in the field to the left. Alternatively, you can select the settings <i>Exact Date</i> or <i>Range (user-defined)</i> . If you select <i>Exact Date</i> , enter a date or select a date using the date picker on the right. If you select <i>Range (user-defined)</i> , you must enter a date range in the fields <i>From... To</i> .

Asset Management

The *Asset Management* widget is used to search through attributes which are used to manage the asset.

The screenshot shows the 'Asset Management' search widget. At the top, it says 'Find assets that match the search criteria as follows: any'. Below this are several search criteria fields: 'Asset name', 'Item number' (with a 'Find empty' checkbox), 'Asset owner', 'Org. unit', 'Language', 'Country', and 'Vdb'. Each of these fields is currently set to 'Please select'. At the bottom of the widget, there are three buttons: 'CLEAR ALL', 'CANCEL', and 'APPLY'.

Criterion	Description
Asset name	This allows you to search for an asset with a specific name or part of the name of the asset.
Item number	This allows you to search for assets with a specific item number.
Organizational unit	This allows you to search for assets whose owners are allocated to a specific organizational unit.
Language	This allows you to search for assets with a specific assigned language.
The country	This allows you to search for assets with a specific assigned country.
Storage location	This allows you to search for assets allocated to a specific VDB.
Persons depicted	This allows you to search for assets on which a specific person is depicted.
ISIN	This allows you to search for assets with a specific assigned ISIN.
Include variants	Select whether variants should also be included in the search.

The following criteria are not considered by the *Find assets that match....* option.

Criterion	Description
In recycle bin	Choose whether the recycle bin should also be searched.
In my subscriptions	Activate this switch if you want to restrict your search to assets to which you are subscribed.
Download approval	Choose whether you would like to search for assets that require download approval.

File Information

This widget is used to search for assets with specific file properties.

File Information
✕

Find assets that match the search criteria as follows: any ▼

File type/extension (0 selected)

Expand all | Collapse all

Search

- Image (0)
- Audio (0)
- Video (0)
- Document (0)
- Text (0)
- Archive (0)

File size
Range ▼

From

To

Unit
KB ▼

Color model
Please select ▼

CLEAR ALL
CANCEL APPLY

Criterion	Description
File type	Select the file types to search for. In the tree, activate the checkboxes for the file types that you would like to search for. If you do not want to search through the tree manually, you can enter the type in the search field (e.g. <i>png</i>). Hits are displayed directly in the tree below it.
File size	Enter the file size that you are searching for. Use the field on the left to specify whether you are searching for a file size within a specific range or an exact file size. If you are searching for assets with a file size within a specific range, enter the range in the From and To fields. If you are searching for assets with a specific size, enter the size. Then select the size unit (<i>KB</i> , <i>MG</i> or <i>GB</i>).
Color model	Select the color models that you are searching for.

Validity and official periods

This widget is used to search for assets that are valid or official within a specific period.

Validity and Official Periods
✕

Find assets that match the search criteria as follows: any ▼

Validity period
In range ▼

From

To

Official version
In range ▼

From

To

CLEAR ALL
CANCEL APPLY

Criterion	Description
Validity period	<p>This widget is used to search for assets that are valid within a specific period.</p> <p>In the field on the left, select which kind of period you are searching for (e.g. <i>Beginning from</i> a specific date). Enter the specific date range in the fields on the right.</p>
Official version	<p>This widget is used to search for assets that are marked as official within a specific period.</p> <p>In the field on the left, select which kind of period you are searching for (e.g. <i>Beginning from</i> a specific date). Enter the specific date range in the fields on the right.</p>

Categories

This widget is used to search for assets with specific assigned categories.

Categories ✕

Find assets that match the search criteria as follows: **any** ▼

Select/deselect sub-objects automatically

Categories (0 selected)

[Expand all](#) | [Collapse all](#) Search

- ▼ Brand Elements (2)
 - Logos (2)
- > Target Group (30)
- > Campaign (25)
- ▼ Information Product (77)
 - > Printed Material (20)
 - > Online Material (10)
 - > Images (47)
- ▼ Product (15)
 - > Product Series (11)

CLEAR ALL **CANCEL** **APPLY**

In the tree, select the categories that you would like to search for. If you do not want to search through the tree manually, you can enter a category in the search field. Hits are displayed directly in the tree below it. Use the checkbox above the selection field to choose whether subordinate categories should be included automatically.

License information

This widget is used to search for assets with specific license data.

License Information
✕

Find assets that match the search criteria as follows: any ▼

License name

Please select
▼

License required

License type

Please select
▼

License purpose

Please select
▼

Validity period

In range
▼

From
📅

To
📅

CLEAR ALL
CANCEL APPLY

Criterion	Description
License name	This allows you to search for assets to which a specific license has been allocated.
Required license	Search for assets that require a license.
License type	This allows you to search for assets to which a license of a specific type has been assigned.
Purpose of the license	This allows you to search for assets to which a license with a specific purpose has been assigned.
Validity period	This allows you to search for assets with a license with a specific validity period.

Collections

This widget allows you to search for assets allocated to specific collections.

Collections ✕

Find assets that match the search criteria as follows: **any** ▼

Select/deselect sub-objects automatically

My collections (0 selected)

[Expand all](#) | [Collapse all](#)

My Collections (0)

Shared Collections (0)

CLEAR ALL CANCEL APPLY

In the tree, select the collections to be searched. If you do not want to search through the tree manually, you can enter a collection in the search field. Hits are displayed directly in the tree below it. Use the checkbox above the selection field to choose whether subordinate collections should be included automatically.

Keywords

This widget is used to search for assets with specific assigned keywords.

Keywords ✕

Find assets that match the search criteria as follows: **any** ▼

Keywords (0 selected)

Search

- animals (0)
- Annuities (0)
- avatar (0)
- bad (0)
- barcelona (0)
- BrandPhone (0)
- BrandYoung (0)
- cake (0)
- cat (0)
- chocolate (0)
- clock (0)
- clown (0)
- cocktails (0)
- cold (0)

CLEAR ALL CANCEL APPLY

Check the boxes for the keywords that should be included in the search. If you do not want to look through the entire list, you can enter a search term in the search field. Hits will be displayed directly.

Tags

This widget is used to search for assets with specific tags assigned.

Tags ×

Find assets that match the search criteria as follows: any ▼

Tags (0 selected)

Search

CLEAR ALL CANCEL APPLY

Check the boxes for the tags that should be included in the search. If you do not want to look through the entire list, you can enter a search term in the search field. Hits will be displayed directly.

Publication data

This widget is used to search for assets with specific publication information.

Publication data
✕

Find assets that match the search criteria as follows: any ▼

Published as

Currently published

Publication date
 In range ▼

From

To

ASSET QUALITY LEVEL

Suitable for Web-to-Publish

Print quality

Publication channel
 Please select ▼

CLEAR ALL
CANCEL APPLY

Criterion	Description
Published as	This allows you to search for assets published under a specific name.
Currently published	This allows you to search for assets that are currently published.
Publication date	This allows you to search for assets that were published during a specific period. In the field on the left, select which kind of period you are searching for (e.g. <i>Beginning from</i> a specific date). Enter the specific date range in the fields on the right.
Suitable for Brand Template Builder	This allows you to search for assets whose quality is sufficient for use in Brand Template Builder.

Criterion	Description
Print quality	This allows you to search for assets whose resolution meet the criteria for print quality.
Publication channel	This allows you to search for assets that were published in a specific channel.

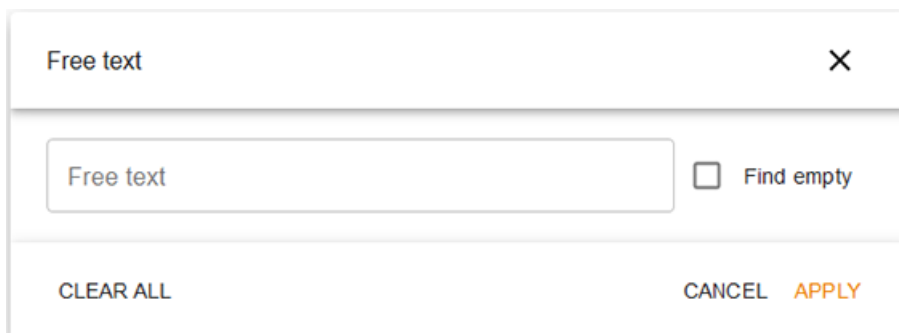
Custom text fields

Automatically displayed in the widget for each customized field. If a name is entered for a customized field, the widget is automatically given the same name.

Customized fields can be created as free text fields, formatted text or a drop-down list. These types are described below:

Free text field

Widgets of this type are used to search for assets to which a specific keyword has been allocated in this property.

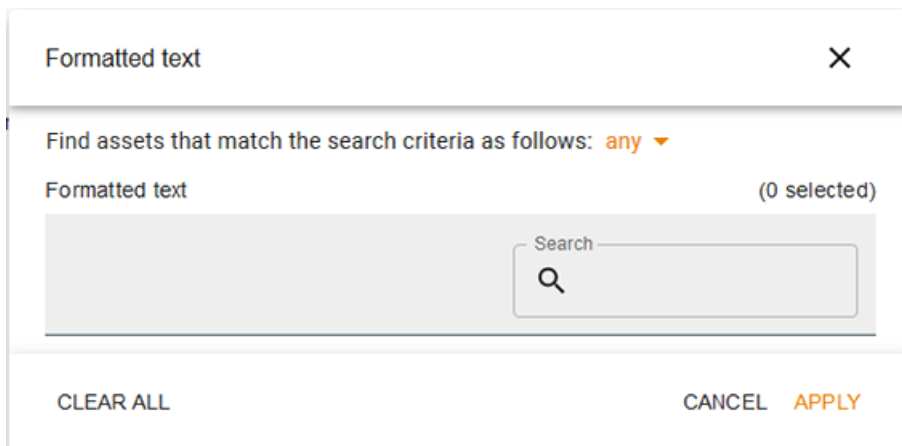


The image shows a search widget titled "Free text" with a close button (X) in the top right corner. Below the title is a text input field containing the placeholder text "Free text". To the right of the input field is a checkbox labeled "Find empty". At the bottom of the widget, there are three buttons: "CLEAR ALL" on the left, "CANCEL" in the middle, and "APPLY" on the right.

Use the field to enter the word that you want to search for. Check the box if you would like to find assets for which nothing is entered in this property.

Formatted text

Widgets of this type are used to search for assets to which a specific keyword has been allocated in this property.

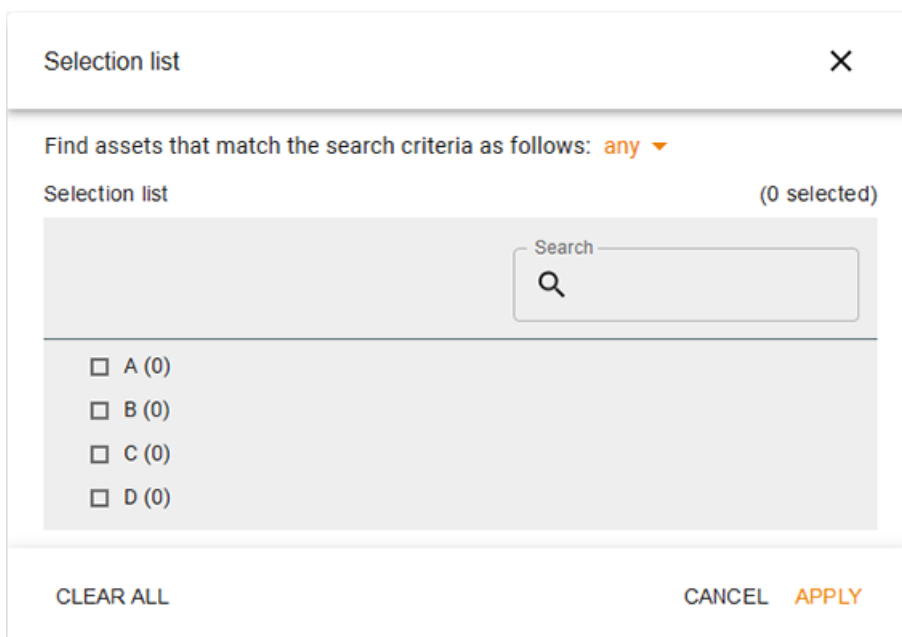


The screenshot shows a search widget titled "Formatted text" with a close button (X) in the top right corner. Below the title, it says "Find assets that match the search criteria as follows: any" with a dropdown arrow. The main area is labeled "Formatted text" and "(0 selected)". It contains a search input field with a magnifying glass icon and the word "Search" above it. At the bottom, there are three buttons: "CLEAR ALL", "CANCEL", and "APPLY".

Use the field to enter the word that you want to search for.

Dropdown list

Widgets of this type are used to search for assets to which a specific selection has been allocated in this property.



The screenshot shows a search widget titled "Selection list" with a close button (X) in the top right corner. Below the title, it says "Find assets that match the search criteria as follows: any" with a dropdown arrow. The main area is labeled "Selection list" and "(0 selected)". It contains a search input field with a magnifying glass icon and the word "Search" above it. Below the search field, there is a list of four items: "A (0)", "B (0)", "C (0)", and "D (0)", each with an unchecked checkbox. At the bottom, there are three buttons: "CLEAR ALL", "CANCEL", and "APPLY".

Check the boxes for the values that should be included in the search. If you do not want to look through the entire list, you can enter a search term in the search field. Hits will be displayed directly.

5.2 Views

Any search which has been defined in the widgets can be saved as a separate view and published so that it can be shared with other users. You can create a view to be a default view if you frequently use the same criteria or widgets. This default view will then be displayed when you open the Media Pool module.

Associated tasks

- [Creating a view below](#)
- [Editing a view on the facing page](#); Please note that you can only edit your own views.
- [Copying a view on the facing page](#)
- [Delete view on page 94](#); Please note that you can only delete your own views.

5.2.1 Creating a view

1. Click *>Media Pool> Search*.
2. If the required widgets are not displayed:
 1. Click *Manage views*.
The *Edit view* dialog box opens.
 2. Enable the display of the required widgets and disable the display of widgets which you do not want to see.
3. If the display should contain search criteria: Set the search criteria in the widgets.
4. Optional: For multilingual attributes, set which language to search.
5. Optional: Set the sort order.
6. Click *Manage views*.
The *Edit view* dialog box opens.
7. Enter a name in the top field (maximum 255 characters).
8. Optional: Activate the *View is public* checkbox if you want to make the view available to other users.
9. Optional: Activate the *This is my default view* checkbox if you want to use

the view whenever Media Pool you start the module.

10. Click *Save*.

You have now created the view. Open the view using the selection list to the top left on the start page.

5.2.2 Editing a view



Note

Please note that you can only edit your own views.

1. Click *>Media Pool> Search*.
2. Open the list of views in the top left and select the view which you would like to edit.
3. Edit the properties of the view. This covers the following areas:
 - Widget display
 - Widget order
 - Search criteria in widgets
 - The the language searched for multilingual attributes
 - The *View is public* property.
 - The *This is my default view* property.
4. Click *Save changes* in the top left next to the view selection list.

You have now edited the view.

5.2.3 Copying a view

1. Click *>Media Pool> Search*.
2. Open the list of views in the top left and select the view which you would like to copy.
3. Click *Manage views*.
The *Edit view* dialog box opens.
4. Enter a new name.

5. Click *Save*.
6. Close the dialog box.

The view will be displayed under the new name and can be opened from the view selection list.

5.2.4 Delete view



Note

Please note that you can only delete your own views.

1. Click *>Media Pool> Search*.
2. Open the list of views in the top left.
3. Click the X next to the view which you would like to delete.
A confirmation prompt is displayed.
4. Confirm the prompt.

The view will be deleted.

5.3 Forming search terms

To make search terms more efficient, you can use various search techniques and combine several search terms.

Umlauts

Umlauts are handled in accordance with DIN 5007 and are recognized as their corresponding normal vowels. For example, the system searches for "Ä", "Ö", or "Ü" as if you had entered "A", "O", or "U". The letter "ß" is recognized as an "ss".

Searching for a search term

Enter a search term in the search field. The search is not case-sensitive.

Searching for parts of a word

You can enter only a recognized part of a word in the search field. All the assets in which the part of the word is found in the searched attributes are listed as hits.

Search term	Search results
baum	Apple tree, pear tree, treehouse



Note

Note that the auto-complete only provides suggestions that can be completed from left to right. If, for example, you search for *tree*, the auto-complete does not provide the suggestion for *apple tree*.

Searching for several terms

You can combine several search terms for a search. Separate the individual search terms that you enter in the search field using a blank space to link the search terms to each other in an "And" relationship. The search result shows all assets for which all entered search terms are found in the searched attributes.

Search term	Search results
wichtig dokument	the Dokument is wichtig
[alternatively: wichtig AND dokument]	one wichtigDokument

Search for an exact phrase

Use quotation marks to search for an exact phrase. Only assets for which the phrase between the quotation marks was found exactly in the searched attributes are displayed as search results. A blank character within the quotation marks is not interpreted as an "And" relationship.

Search term	Search results
„ein wichtiges“	Ein wichtiges Document

Searching for alternative words

You can search for different search results at the same time by separating them with an "OR". All assets for which at least one of the specified search terms is found in the searched attributes are displayed as search results.



Note

You must write "OR" in capital letters.

Search term	Search results
eins OR zwei OR drei	That is eins of the important documents That is eins of the drei most important documents That is eins of zwei important documents

Excluding words

You can exclude words from the search by placing a minus sign before the word. All words that do not have a minus sign are automatically linked with "And". All assets for which all search terms considered are found in the searched attributes are displayed as search results.

Search term	Search results
eins -zwei drei	That is eins of the drei most important documents

Not found in this example: "That is one of the two most important documents".

Search for the asset ID

If the attribute is searched through, you can search for an asset ID. When you do so, you do not always have to enter the leading "M".

Search term	Search results
M-1234	The asset with the M-1234 asset ID and other assets for which M-1234 is found in other searched fields.
1234	The asset with the M-1234 asset ID and other assets for which 1234 is found in other searched fields.

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

Administrare

6

Administrating the assets covers the following task areas:

- *Management of the asset attributes on the facing page*: Using the attributes, you define information for and about the asset. Some attributes can be created and maintained for the system languages.
- *Versions on page 107*: As a result of improvements, corrections, or revisions, there may be several versions of a asset. You can use versions in the moduleMedia Poolto map the successive or different conditions of an asset.
- *Review on page 113*: You can use the Review Manager module to start an asset check.
- *Revisions on page 114*: You can use the Job Manager module to create a job for an asset, for example, to request an image correction or re-edit for a required image, quickly and easily.
- *Deleting on page 115*: You can delete assets which are outdated or no longer required and move them to the Recycle Bin.
- *Restoring on page 116*: You can restore assets that were moved to the recycle bin.

6.1 Management of the asset attributes

Using the attributes, you define information for and about the asset. Some attributes can be created and maintained for the system languages. An overview of all attributes is available in [Asset attributes on page 188](#).

View

An overview of the attributes of an asset is available in the [Detailed view on page 28](#). Each asset has a detailed view that displays the attributes, such as the file format, file size, versions of the asset, owner, or asset ID.



Note

The detailed view is adapted for each system. The attributes which are displayed in your system will depend on the adjustments which have been made. If you have any questions, please contact your system administrator.

Editing

You edit the attributes in the [Dialog box for editing the attributes on page 30](#).

Associated tasks

- [Opening the detailed view below](#)
- [Editing the attributes of an asset on the next page](#)
- [Editing the attributes of several assets simultaneously on page 103](#)
- [Handing over an asset on page 105](#)
- [Defining an alternative preview image on page 105](#)

6.1.1 Opening the detailed view

1. Search for the asset whose detailed view you want to open.
2. Click the preview image.

The detailed view will open.

6.1.2 Editing the attributes of an asset

1. Search for the asset whose attributes you want to edit.
2. Click *> Menu > Edit Properties* on the asset.
This opens a new dialog box.
3. Enter the required information in the input fields.
4. Click *Save*.

The attribute has been saved. Please note: If the asset is assigned to a VDB that requires approval, you require approval to ensure that the asset and its saved attributes are *Media Pool* made available in the module.

6.1.3 Editing the attributes of multiple assets one after the other

When you edit assets one at a time, a progress bar is displayed in the top right of the edit dialog. The progress bar displays the following information:

- Name of the asset that is currently being edited,
- How many assets have already been edited and the total number of selected assets.

Each asset can be edited individually; by clicking on *Save and Next* the current asset is saved and the next one is automatically displayed.

Attention! Data loss!

You can also switch between the individual assets using the navigation arrows *< und >* next to the asset name. Please note that values entered in this way are not saved! They are only saved when you click *Save and Next*.

Editing the attributes of multiple assets one after the other

1. Search for the assets that you want to edit simultaneously.
2. Select the assets by checking the box next to each asset.
3. From the top menu button, click *> Edit > Edit several assets one after the other*.
The dialog box for editing the attributes opens for the first attribute.
4. Edit the attributes.
5. Click *Save and next*.

6. Repeat steps 4 to 5 until the attributes of the selected assets are completed.

You have edited the assets.

6.1.4 Editing the attributes of several assets simultaneously

To edit asset attributes efficiently, you can edit the attributes of multiple assets simultaneously. Note the special features with this function.



Note

Note that you can only edit assets of the same asset type at the same time. If you select assets of different types for simultaneous editing, you can call up the different asset types one after the other in the editing dialog box and edit the respective assigned assets simultaneously.

Changing attributes

When editing multiple assets simultaneously, you can change attributes as follows:

1. For attributes with a value, the previously stored value is replaced, e.g. the VDB for all assets is changed to the new value.
2. For attributes with several values, the existing entries are supplemented by the newly added ones, e.g. the existing keywords are supplemented by the newly entered ones.
3. For special attributes such as the categories or the stored countries, existing attributes can be both added or removed.

When editing assets at the same time, the currently stored values are not displayed, with the exception of the currently stored asset type. In order to store or change individual values during mass editing, entries must be made. As long as no values have been changed for an attribute, the attributes stored for the individual assets are not changed either.

Special feature Boolean attributes

For Boolean attributes, either the value TRUE or FALSE is stored. In order not to change the initial status of the stored attributes, an additional status is therefore displayed for a Boolean attribute to signal that the currently stored values are

not to be changed. If the value is to be changed for all assets, the user selects whether the value TRUE or FALSE is to apply everywhere.

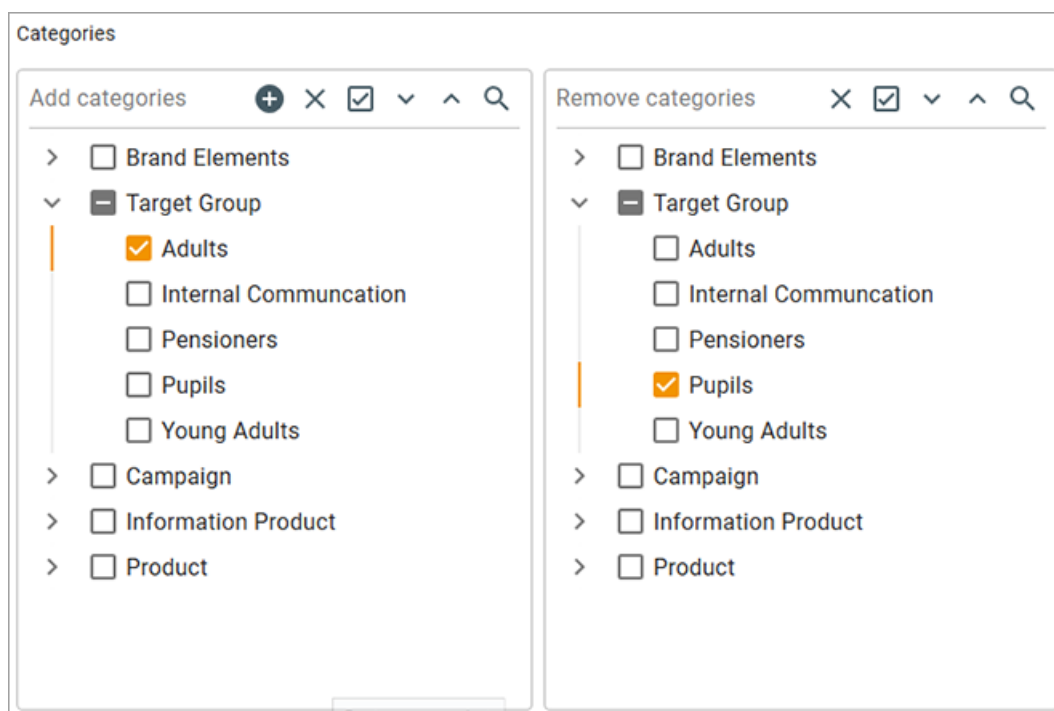
Edit mandatory attributes

The mandatory attributes are marked with an asterisk (*) in the user interface. You edit the mandatory attributes in mass editing in two situations:

1. You want these attributes to receive the same value in all of the selected assets.
2. These attributes have not been filled yet. Exceptions are the mandatory fields *Asset name* and *Tags*. *Asset name* is always prefilled and *Tags* may be prefilled. Editing is therefore not required in each case.

Keywords, Categories and Relevant countries attributes

The *Keywords*, *Categories*, and *Relevant countries* fields are lists that can contain a different selection for each asset. To ensure that this selection is not overwritten completely, select which entries are added and which are removed individually:



In the example in the screen shot, the category */Target Group/Adults* has been added to all of the selected assets. If the category */Target Group/Pupils* was added to the assets, it is removed. Other assigned categories remain unchanged.

File name attribute

Note that the file name cannot be changed during mass editing.

Editing the attributes of several assets simultaneously

1. Search for the assets that you want to edit simultaneously.
2. Select the assets by checking the box next to each asset.
3. From the top menu button, click > *Edit* > *Edit several assets simultaneously*.
The dialog box for editing the attributes opens.
4. Edit the attributes.
5. Click *Save*.

You have edited the attributes of several assets simultaneously. The edited attributes now contain the same value in all of the assets.

6.1.5 Handing over an asset

1. Search for the asset.
2. Check the box for the asset in the search results.
3. Click the top menu button > *Menu* > *Edit* > *Change ownership*.
This will display the *Change ownership* dialog box.
4. Enter the name of the user to whom you want to hand over ownership of the asset in the *User search* field.
A list of suggestions will be displayed when you type in the first few letters.
5. Select a user.
6. Click *Change*.
7. Close the dialog box.

The selected user is now the new owner of the asset. For more information, see [Owner on page 21](#).

6.1.6 Defining an alternative preview image

You can define an alternative preview image for the asset instead of the automatically generated preview image.



Note

To ensure that the display is optimum, the dimensions of the alternative preview image should be at least 60 x 60 pixels. If the image is smaller, it is scaled automatically, which may lead to a loss of quality.

Defining an alternative preview image

1. Select the asset for which you want to define an alternative preview image.
2. Click the *Menu* button and click *Edit properties*.

This opens a dialog box in which you can edit the attributes.

3. Scroll down to the *Alternative preview image* entry.
4. To select an alternative preview image, you have two options:

- Click *Out ofMedia Pooladd*.

This opens a pop-up window in which you can search for the asset that you want to use as the preview image.

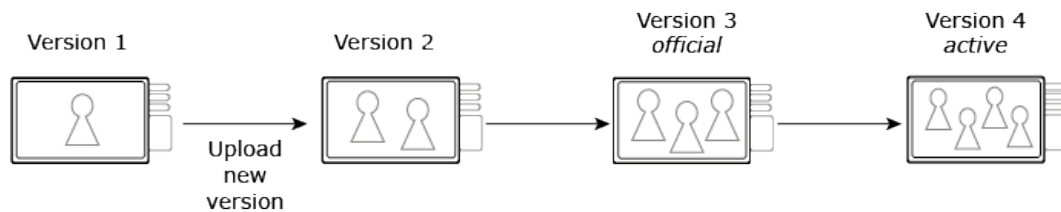
- Click *Browse* to select an image file saved locally as a preview image. Click *Import* to upload the selected image file in the moduleMedia Pool.

5. Click *Save*.

The alternative preview image for the asset is displayed in the search result.

6.2 Versions

As a result of improvements, corrections, or revisions, there may be several versions of an asset. You can use versions in the module Media Pool to map the successive or different conditions of an asset.



How it works:

You can version an asset or version multiple assets automatically in mass versioning. Note the requirements for mass versioning in [Versioning multiple assets simultaneously](#). There is no restriction on the number of versions.

When you create a version, only the preview images are regenerated and technical attributes such as the size and resolution are overwritten. Other attributes such as the asset name or tags are not changed.

The latest version of an asset is automatically the active version. For a version to become the official version, a user must flag it as official. There can only ever be one official version.



Note

The file format of the asset must be approved for publication in order to mark a version as official. If you have any questions, please contact your system administrator.

You can only delete versions that are not flagged as official.

The asset attributes for the new version are transferred from the previous version. You can use the *Edit Properties* function to edit the attributes of the new version.



Note

When you upload a new version, the system uses a unique cryptographic MD5 checksum verification of the file content to check whether this file is already in Media Pool.

Usage

The active version is used and displayed in the *Media Pool* module. In the *Job Manager*, *Marketing Data Hub*, *Review Manager*, and *Brand Template Builder* modules, the active version is used. The *Marketing Shop* module uses the official version.

Notes for InDesign documents

When working with InDesign documents with linked images, you must note the following:

- When a new version of the InDesign document is uploaded, any linked images are lost.
- When a new image version is uploaded, the link references the original image version.

Associated tasks

- [Versioning an asset on the facing page](#)
- [Versioning several assets simultaneously on page 110](#)
- [Flagging a version as official on page 111](#)
- [Downloading a version on page 112](#)
- [Deleting a version on page 112](#)

View






You can access the versions and their corresponding information in the detailed view. The versions are listed on the *Versions* tab. The newest version is at the top of the list. A preview image and the following information are displayed for each version:

- Version: Version number
- Creator: The user that uploaded the version
- Upload date: Date and time at which the version was uploaded
- Comment: The text that you saved as the version comment while uploading.

The  icon indicates the official version.

Functions

You can use the following functions for versions:

Icon	Description
	This saves the original file of the version.
	This selects the version as the official version of the asset. Only one version can be marked as <i>official</i> . For the official version, the icon changes to  .
	This saves the asset in PDF format.
	This deletes the version of the asset. If the version cannot be deleted because it is official, the icon is grayed out.
+ Upload new version	This creates a new version, for which you can upload a new file.
Official versions history	This opens a list that shows when which version was official.
Published versions history	This opens a list that shows when which version was published.

6.2.1 Versioning an asset

1. Open the detailed view of the asset for which you want to upload a new version.
2. Choose *> Versions > + Upload new version*.
3. In the pop-up window, select a locally saved file that you want to upload as the new version of the asset or drag the file to the upload area using drag and drop.
4. You can add information about the new version in *Comment*.
5. Choose *Upload*.

The file is uploaded and created as a new version of the asset.

6.2.2 Versioning several assets simultaneously

Automatic matching

To automatically assign the new versions to the created assets, you can choose between three methods:

- **Matching file name:** The file name of the asset to which a version is to be added matches the file name of the new version.
- **Asset ID:** The ID of the asset to which a version is to be added is part of the file name of the new version. You can choose whether the asset ID is at the start (as a prefix) or end (as a suffix) of the version file name. You can also choose the separator with which the asset ID is separated from the rest of the file name, such as a period (.) or hyphen (-).

EXAMPLE

You want to carry out the assignment using the asset ID as a prefix. You want to separate the asset ID from the rest of the file name with a hyphen. To assign a version to the asset with the asset ID M-2456, the file name for the version must correspond to the following structure: *M-2456-Name.Format*.

- **Item number:** The item number of the asset to which a version is to be added is part of the file name of the new version. You can choose whether the item number is at the start (as a prefix) or end (as a suffix) of the version file name. You can also choose the separator with which the item number is separated from the rest of the file name, such as a period (.) or hyphen (-).

EXAMPLE

You want to carry out the assignment using the item number as a suffix. You want to separate the item number from the rest of the file name with a period. To assign a version to the asset with the item number 123456, the file name for the version must correspond to the following structure: *Name.123456.Format*.

Note that you can use only one method in the mass versioning.

Prerequisites


You have consistently adapted the names of the assets created as versions and the attributes of the assets to be versioned to an assignment method.

Creating several versions simultaneously

1. Click *>Media Pool> Import*.
2. Add the new versions to the import.
3. Start the import.
The files are loaded to an upload directory.
4. After upload is complete, click *>Media Pool> Import > Imported files*.
5. Click the name of the upload folder that contains the versions.
The upload folder is opened.
6. Click *Mass versioning*.
A dialog box opens.
7. Enter the assignment method.
8. Click *Apply*.
This starts the mass versioning and closes the dialog window. Once the process is complete, the results and the assets that were found and that match are listed on the import overview.
9. Activate the *Select mass-version matches* checkbox to select all the files that could be assigned to an existing asset.
10. Call the *Save version* function via the bottom Menu button.


The file is created and saved as a new version of the asset. You can call up the versions of the asset via the detailed view.

6.2.3 Flagging a version as official

1. Open the detailed view of the assets whose versions you want to edit.
2. Go to the *Versions* tab.
3. For the version that you want to select, choose the  button.

The version is flagged as the official version of the asset with .

6.2.4 Downloading a version

1. Open the detailed view of the asset whose version you want to download.
2. Go to the *Versions* tab.
3. For the desired version, click the symbol .

The dialog for downloading a file opens.

4. Select the options for the download and choose *OK*.

The file is downloaded to your computer.

6.2.5 Deleting a version

Warning! Data loss!

You cannot undo the deletion of versions!

1. Open the detailed view of the assets whose versions you want to delete.
2. Go to the *Versions* tab.
3. Click the Recycle bin icon for the desired version.

A confirmation prompt opens.

4. Choose *Yes*.

The version has been deleted permanently.


6.3 Review

You can use the *Review Manager* module to start an asset check.

Prerequisite

The *Review Manager* module must be activated in your system. If you have any questions, please contact your system administrator.

Starting a review

1. Search for the asset for which you want to start a review.
2. Choose >  > *Add to my favorites* on the asset.
The asset is added to your favorites.
3. Click > *Media Pool* > *Collection*.
Your favorites are displayed.
4. Set the cursor on the asset for which you want to start a review.
The menu button is displayed.
5. Choose *Open* in the menu button.
The detailed view opens.
6. In the detailed view, click > *Menu* > *Review Manager*.

You have started the check of the asset.

Further information

For more information, see the [Review Manager manual](#).

6.4 Revisions

You can use the Job Manager module to create a job for an asset (for example, to request an image correction or re-edit for a required image) quickly and easily.

Prerequisite

- The Job Manager module must be activated.
- You require rights in the Job Manager module.

Starting a revision

1. Search for the asset for which you want to start a check.
2. Click *> Menu > Create Job*.
This opens the *Create job* dialog window.
3. Select a job type and click *Create*.
A new dialog box is opened.
4. Enter the name of the job in the input field and confirm by choosing *Save*.
This creates and opens the job data sheet.
5. Enter all the mandatory information for the data sheet.
6. Click *Save* after you have entered all the information required for your job.
7. Click *Close*.

The job is now listed in the job overview in the Job Manager module and can be edited from there. You can call the job from the Job Manager module.

Further information

For more information, see the [Job Manager manual](#).

6.5 Deleting

You can delete assets which are outdated or no longer required and move them to the Recycle Bin. The asset is not permanently deleted, but can now only be found if the *Recycle bin* checkbox is activated in the search in the *Asset Management* widget. If an asset is sent by e-mail (download link) and is then deleted, you can still access it via the link until the end of its validity. If you delete an asset that is currently published via publication channels, it is automatically depublished.

Notes for InDesign documents

When working with InDesign documents with linked images, you must note the following:

- When a linked image is deleted, the link still remains.
- When you delete an image for which the image version linked in the InDesign document is available, the link still remains.
- When you delete an image version that is linked in an InDesign document, the link is canceled.

Moving an asset to the recycle bin

1. Search for the asset that you want to delete.
2. Click *> Menu > Delete* on the asset.
A confirmation prompt is displayed.
3. Click *Yes*.

You have moved the asset to the Recycle Bin.

6.6 Restoring

You can restore assets that were moved to the recycle bin.

Restoring an asset

1. Search for the asset in the recycle bin: In the *Asset Management* widget, activate the *In recycle bin* checkbox.
2. Click *> Menu > Edit Properties* on the asset.
This opens a new dialog box.
3. Select a virtual database (VDB).
4. Optional: Edit other attributes.
5. Click *Save*.

The asset is stored in the selected VDB and can be accessed there by all users with the appropriate access rights.

Arranging and
organizing

7

In addition to the extensive and convenient search options, you can arrange and organize assets individually. InMedia Pool various functions are available to help you do this.

Favorites

You can access assets which you flag as favorites using *>Media Pool> Collections > My Favorites*. For more information, see [Favorites on page 120](#).

Collection

You can group various assets in a collection and make the collection available to other users. An example of this would be a collection of images for a campaign. You can also use the collection to make assets available to users who would otherwise not have access to the assets. This is the case, for example, if the asset is stored in a VDB for which a different user does not have access.

For more information, see [Collections on page 121](#).

Rating

If the function is activated in your system, you can rate assets (1 to 5 stars) and leave comments. You can use the average rating of an asset as search criteria. The number of stars is displayed directly from the preview image of an asset.

For more information, see [Rating on page 129](#).

Subscription

Subscriptions allow you to track changes to assets.

For more information, see [Subscription on page 131](#).

Variants

To group together assets with identical content, such as images in a series, different languages, or different colors, you can create the assets as variants of a leading asset. This lets you structure assets and mark them as belonging to each other. Only the master asset is displayed in search results. You can access all the variants quickly and easily using the detailed view of the master asset.



For more information, see [Variants on page 133](#).

Related assets

You can flag assets that belong together as related to each other. You can also define the type of relationship in the attributes. For more information, see [Related assets on page 137](#).

7.1 Favorites

You can access assets that you mark as favorites quickly by choosing > *Media Pool* > *Collections* > *My Favorites*. You can see whether an asset is marked as a favorite in the top line of its detailed view:

- : The asset is not a favorite.
- : The asset is marked as a favorite.



Associated Tasks

- [Flagging an asset as a favorite below](#)
- [Removing an asset from a favorite list below](#)

7.1.1 Flagging an asset as a favorite

1. Search for the asset that you want to flag as a favorite.
2. Choose > *Menu* > *Add to my favorites* on the asset.



The selected asset is then selected as a favorite. Click > *Collections* > *My Favorites* to display the asset together with your other favorites.

Alternatively, you can also mark the asset as a favorite in its detailed view. To do so, click  in the top line in the detailed view. The asset is then added to your favorites. The icon changes to .

7.1.2 Removing an asset from a favorite list

1. Click > *Collections* > *My favorites*.
2. Click the Menu button of the asset that you want to remove from the favorites list.
3. Choose *Remove from my favorites*.

The selected asset is then removed from the favorites list.

Alternatively, you can also delete the asset from your favorites in its detailed view. To do so, click  in the top line in the detailed view. The asset is then deleted from your favorites. The icon changes to .

7.2 Collections

You can group various assets in a collection and make the collection available to other users. An example of this would be a collection of images for a campaign. You can also use the collection to make assets available to users who would otherwise not have access to the assets. This is the case, for example, if the asset is stored in a VDB for which a different user does not have access.

A collection may also contain files that cannot yet be accessed by other users. For example, you can upload images that are saved locally to the *My images* collection and store them in your own section within the *Media Pool* module. Note that these files are still subject to the duplicate check: If a file is saved by different users in their own areas, the file is displayed in their own areas. However, the file in question is the same file. Changes made by a user are available for all other users that have stored this file.

Associated tasks

- [Creating a collection on page 123](#)
- [Assigning an asset to a collection on page 124](#)
- [Assigning several assets to a collection on page 124](#)
- [Sending a collection by e-mail on page 124](#)

You can send a collection via e-mail. When you do so, a link to the assets in the collection is provided in the e-mail. For example, you can send images to recipients who do not have access to the *Media Pool* module.

- [Sharing a Collection on page 125](#)

You can share a collection to make it available to a group of users. The group can either contain all users of the module *Media Pool* or be restricted to users in organizational units, a distribution list or a group you specify. A shared collection is displayed *under >Media Pool> Collections > Shared Collections* . Only the owner can edit the collection.

- [Forward a collection on page 126](#)

If you use the *Forward Collection* function, the collection is copied and created for each recipient in their *>Media Pool> Collections > My Collections* section. Each recipient can edit the collection, send it by e-mail, or share it as if they had created it themselves. You can enter users or distributor lists as recipients.

Uploading locally saved images

You can upload locally saved data to the *Own Administration Pictures*, *Own DSE Pictures*, *Own Smart Access Pictures*, *Own Brand Template Builder Pictures* and *My Reviews* areas. The files are not assigned to a VDB and cannot be found in the *Media Pool* module. To create an uploaded file as an asset, you must first complete the asset attributes. Note: If a different user uploads the same file and completes the asset attributes, the file can automatically be accessed in the *Media Pool* module.

For more information, see [Uploading locally saved images on page 127](#).

Standard collections

The following areas are created automatically by default:

- **Shared collections:** You can share your own collections with other users. Using the *Share collection* function, you can move one of your collections to the *Shared collections* section.
- **My collections:** You can assign individual assets to this collection. You can create further sub-collections.
- **Own Administration pictures:** All the images that you have uploaded for the *Administration* section are assigned to this section. For example, this section contains images that you have assigned to a changeable object or assigned as an alternative preview image. These images are not automatically transferred to the module *Media Pool* because they are not assigned to a virtual database. After uploading the image, you can create it as an asset in the module *Media Pool* by editing the attributes.
- **Own DSE pictures:** All images that you upload in the *Job Manager* and *Marketing Data Hub* modules are assigned to this section. You can upload images that are saved locally. These images are not automatically transferred to the module *Media Pool* because they are not assigned to a virtual database. After uploading the image, you can create it as an asset in the module *Media Pool* by editing the attributes.
- **Own Smart Access Pictures:** All the images that you upload in the *Smart Access* module are assigned to this section. You can upload images that are saved locally. These images are not automatically transferred to the module *Media Pool* because they are not assigned to a virtual database. After uploading the image, you can create it as an asset in the module *Media Pool* by editing the attributes.

- **Own Brand Template Builder Pictures:** All the images that you upload when you use the *Brand Template Builder* module to customize advertising material are assigned to this section. You can upload images that are saved locally. These images are not automatically transferred to the module *Media Pool* because they are not assigned to a virtual database. After uploading the image, you can create it as an asset in the module *Media Pool* by editing the attributes.
- **My review assets:** All of the files for which you start a review in the *Review Manager* module are assigned to this section. You can upload images that are saved locally. These images are not automatically transferred to the module *Media Pool* because they are not assigned to a virtual database. After uploading the image, you can create it as an asset in the module *Media Pool* by editing the attributes.

7.2.1 Creating a collection

1. Click *> Media Pool > Collection > My collections*.

This displays the existing collections.

2. Call the Create collection function via the *Create collection* button.

This opens a new dialog box.

3. Enter the name of the new collection in the input field.

4. Click *Save*.

The new collection is created. Once you have created the collection, you can assign assets.

5. Choose *Search*.

6. Open the Menu button for the asset that you want to add to the collection.

7. Choose *To Collection*.

This opens a pop-up window that displays the collections that you have created.

8. Click the collection to which you want to assign the asset. You can display any existing sub-collections by clicking the Plus sign.

9. Choose *Apply* to confirm your selection.

The asset is displayed in the new collection under *> Media Pool > Collection > My Collections*.

7.2.2 Assigning an asset to a collection

1. Search for the asset that you want to assign to a collection.
2. Click the Menu button for the asset.
3. Choose *To Collection*.

This opens a window that displays the collections that you have created.

4. Click the collection to which you want to assign the asset. You can display any existing sub-collections by clicking the Plus sign.
5. Choose *Apply*.

The asset is displayed in the selected collection under *> Media Pool > Collection > My Collections*.

7.2.3 Assigning several assets to a collection

1. Search for the assets that you want to assign to a collection.
2. Check the box next to the assets that you would like to assign.
3. Click the top menu button *> To Collection*.

This opens a window that displays the collections that you have created.

4. Click the collection to which you want to assign the assets. You can display any existing sub-collections by clicking the Plus icon.
5. Click *Apply*.

The assets are displayed under *>Media Pool> Collections > My collections* in the selected collection.

7.2.4 Sending a collection by e-mail

You can send a collection via e-mail. When you do so, a link to the assets in the collection is provided in the e-mail. For example, you can send images to recipients who do not have access to the Media Pool module.

Prerequisites

You can only forward your own collections (collections that you have created). You cannot forward other sections, such as *Own Brand Template Builder Pictures*, by e-mail.



Note

Assets that require approval can only be sent via e-mail once the owner has approved them to be sent. Assets that require approval are provided with a watermark. You can request the approval directly in the *Send as e-mail* dialog box.

Sending a collection by e-mail

1. Choose *> Media Pool > Collection > My Collections* and select a collection that you have created.

2. Click the top Menu button and choose *Send as e-mail*.

This opens a new dialog box.

3. Enter the information required to send the e-mail. Mandatory fields are marked with *. For more information, see [E-mail delivery on page 158](#).

4. Choose *Send as e-mail*.

This then creates a summary of the specified information and a message preview.

5. To send the finished e-mail, choose *Send*.

7.2.5 Sharing a Collection

You can share a collection to make it available to a group of users. The group can either include all of the users in the Media Pool or can be restricted to users in organizational units, a distribution list, or a group defined by you. A shared collection is displayed under *Media Pool > Collections > Shared Collections*. Only the owner can edit the collection.

Settings

- **Name:** This input field is automatically prefilled with the name of the collection. You can rename the collection if required.
- **Validity:** Define the start and end date from and to which you want to publish the collection.
- **Visibility:** You can limit the visibility of or access to the shared collection to one organizational unit. Choose *Manage visibility* and select an

organizational unit, user, or distribution list from the selection field. Only users who are either assigned to the organizational unit, entered directly, or included in the distribution list can access the collection. If you do not limit the visibility, the collection is made available without restrictions.

Sharing a Collection

1. Choose *> Media Pool > Collection > My Collections* and select a collection that you have created.
2. Choose the Share collection function from the top *Menu button*.
A dialog box opens.
3. Configure the necessary settings for the *Name*, *Validity*, and *Visibility* fields.
4. Click *Save* to save your entries.

The selected collection is moved to the *Shared Collections* folder.

7.2.6 Forward a collection

If you use the *Transfer Collection* function, the collection is copied and created for each recipient in their *> Media Pool > Collections > My Collections* area. Each recipient can edit the collection, send it by e-mail, or share it as if they had created it themselves. You can enter users or distributor lists as recipients.

Settings

- **Assets:** This lists the assets that are currently included in the collection.
- **User search:** You can search for other users to whom you want to forward the collection by last name, first name, or e-mail address.
- **Selected person:** This lists the selected users to whom the collection is to be forwarded.
- **Comment:** Enter a text that is forwarded with the system message.

Forward a collection

1. Choose *> Media Pool > Collection > My Collections* and select a collection that you have created.

2. Select the Transfer collection function from the upper *Menu button*.
This opens a new pop-up window.
3. Select the users or distribution list to which you want to forward the collection.
4. Optional: Enter a comment.
5. Choose *Transfer collection*.

The users to whom you have forwarded a collection are informed with a system message and they can call the forwarded collection by clicking > *Media Pool* > *Collection* > *Collections*.

7.2.7 Uploading locally saved images

You can upload locally saved data to the *Own Administration Pictures*, *Own DSE Pictures*, *Own Smart Access Pictures*, *Own Brand Template Builder Pictures* and *My Reviews* areas. The files are not assigned to a VDB and cannot be found in the Media Pool module. To create an uploaded file as an asset, you must first complete the asset attributes. Note: If a different user uploads the same file and completes the asset attributes, the file can automatically be accessed in the Media Pool module.

Uploading locally saved images

1. Select one of the collections *Own Administration Pictures*, *Own DSE Pictures*, *Own Smart Access Pictures*, *Own Brand Template Builder Pictures* or *My Reviews* by clicking it with the mouse.
2. Click *Browse* or click the input field.
3. In the pop-up window that opens, select a locally saved image file.
4. Click *Save*.

The image is uploaded and saved in the selected collection.



Note

The uploaded images are not assigned to a VDB and cannot be found in the Media Pool module. After uploading the image, you can create it as an asset in the module Media Pool by editing the attributes.

Functions

After you upload an image file, you can access the following functions from the Menu button:

Function	Description
View assets	This opens a dialog box in which you can view the assets.
Edit media sequentially	This opens a pop-up window in which you can edit the attributes of all the selected images.
Edit several assets	This opens a pop-up window in which you can edit the attributes of all the selected images.
Re-create preview images	This opens a dialog box in which you can regenerate the preview images.
Edit total collection	This opens a pop-up window in which you can edit the attributes of all the images included in the collection at the same time. Entries that you made previously are overwritten.

Using the Menu button for the preview image, you can delete the image from the collection.

7.3 Rating

If the function is activated in your system, you can rate assets (1 to 5 stars) and leave comments. You can use the average rating of an asset as search criteria.

Associated Tasks

- [Rating an asset below](#)
- [Deleting a rating below](#)
- [Search by average rating on the next page](#)

7.3.1 Rating an asset

1. Search for the asset.
2. Click *Menu* > *Rate*.
3. Click the desired number of stars.
4. Enter your comment in the *Your comment* text field.
5. Click *Create*.

Your rating is available immediately. Repeat the steps to edit the rating.

Alternatively, you can open the detailed view in a search result. Click >  > *Rate*. Continue with step 3.

7.3.2 Deleting a rating

Deleting your own rating

1. Call the *Rate* function for the asset whose rating you want to delete.
2. In the dialog box that opens, choose *Delete*.

The stars that you entered and the comment about the rating are then removed. The average rating of the asset is re-determined automatically.

Alternatively, you can open the detailed view. Choose >  > *Rate*. Choose *Delete*.

Deleting your own rating or a rating by another user

1. Open the detailed view of the asset.
2. Go to the *Rating* tab.
3. Click the recycle bin icon to delete the rating.

The comment and the corresponding rating are deleted. The average rating of the asset is re-determined automatically.

7.3.3 Search by average rating

1. Click *>Media Pool> Search*.
2. Open the *Asset evaluation* widget.
3. Select the minimum number of stars that you want to search for from the list.
4. Click *Confirm*.

The search result shows assets with an average rating that is at least as high as the specified number.

7.4 Subscription

Subscriptions allow you to track changes to assets.

Changes and activities

A system message informs you about these changes and activities:

- Changes to the attributes of the asset (including the name)
- A download of the asset
- A download of the original file for a version of the asset from the detailed view
- A download of the PDF file of a version of the asset from the detailed view
- Change of the version
- The deletion of the asset

Associated tasks

- [Subscribing to an asset below](#)
- [Opening a list of your subscribed assets below](#)
- [Deleting a subscription on the next page](#)

7.4.1 Subscribing to an asset

1. Search for the asset to which you want to subscribe.
2. Call the *Subscribe to media object* function via the Menu button.

You have subscribed to the asset.

7.4.2 Opening a list of your subscribed assets

1. Click *>Media Pool> Search*.
2. In the *Asset management* widget, activate the *In my subscriptions checkbox*.
3. Click *Search*.

The result lists your subscribed assets.

7.4.3 Deleting a subscription

1. Search for the asset whose subscription you want to delete, for example, by calling a list of your subscribed assets (see [Opening a list of your subscribed assets on the previous page](#)).
2. Choose > *Menu* > *Delete subscription* on the asset.

You are no longer subscribed to the asset.

7.5 Variants

To group together assets with identical content such as images in a series, different languages, or different colors, you can create the assets as variants of a master asset. This lets you structure assets and mark them as belonging to each other. Only the master asset is displayed in search results. You can access all the variants quickly and easily using the detailed view of the master asset.



Note

During a search, assets that are marked as variants of a master asset are generally not listed. Variants can be found only if the option *Include variants* is activated in the *Asset Administration* widget while searching.



Note

The master media object and its variants can be assigned to different VDBs. You see only the variants whose VDB you can access.

Associated Tasks

- [Creating a variant below](#)
- [Opening a variant on the next page](#)
- [Unassigning a variant on the next page](#)
- [Transferring a variant on page 135](#), which means transferring a variant to a different master asset.

7.5.1 Creating a variant

1. Search for the asset that you want to be the master asset.
2. In the search results, click the tile for the asset.
The detailed view will open.
3. Go to the *Variants* tab.
4. Click the plus sign in the top right corner of the tab (Tool tip: *Assign variants*).
A search dialog box opens.
5. Search for the assets that you want to create as variants.

6. For the assets that you want to create as variants of the master asset, activate the checkbox in the bottom right corner of the tile. An activated checkbox is orange.
7. Click *Apply*.

You have created the assets as variants of the master asset.

Alternatively, you can also create variants in the detailed view of the master asset. Open the detailed view and click > Variants > . Continue with step 3.

7.5.2 Opening a variant

1. Open the detailed view of the master asset.
2. Go to the *Variants* tab.

A list of the existing variants of the asset is displayed.




Note

The master media object and its variants can be assigned to different VDBs. You see only the variants whose VDB you can access.

7.5.3 Unassigning a variant

Unassigning a variant

1. Open the detailed view of the master asset.
2. Go to the *Variants* tab.
3. Next to the variant that you want to delete, choose .

A confirmation prompt opens.

4. Click *Confirm*.

The asset is now no longer a variant.

Unassigning all variants

1. Open the detailed view of the master asset.
2. Go to the *Variants* tab.

3. Click  above the list of variants.

A confirmation prompt opens.


4. Choose *Confirm*.

All the variants are removed.

Alternatively, you can remove all the variants from the Menu button (for example, in a search result). Choose > *Menu* > *Variants* > *Unassign variants*.


7.5.4 Transferring a variant

Transferring a variant

1. Open the detailed view of the master asset.
2. Go to the *Variants* tab.
3. Next to the variant that you want to transfer, choose .
4. In the pop-up window that opens, search for the asset that you want to select as the master asset for the variant.
5. Select the new master asset by clicking the Plus sign in the search result.
A confirmation message opens.
6. Click the *Close* button.

The asset is now a variant of the second master asset.

Transferring all the variants

1. Open the detailed view of the master asset.
2. Go to the *Variants* tab.
3. Click  above the list of variants.
4. In the pop-up window that opens, search for the asset that you want to select as the master asset for the variant.
5. Select the new master asset by clicking the Plus sign in the search result.
A confirmation message opens.
6. Click the *Close* button.

The assets are now variants of the second master asset.

Alternatively, you can transfer all the variants from the Menu button (for example, in a search result). Choose > *Menu* > *Variants* > *Transfer variants*.

7.6 Related assets

You can flag assets that belong together as related to each other. You can also define the type of relationship in the attributes. You can call up the related assets from the Detailed view. Click the *Related assets* tab.

Add related assets

1. Search for the asset to which you want to add related assets.
2. Open the detailed view of the asset, see [Opening the detailed view on page 101](#).

3. Switch to the *Related Assets* tab.
4. Click the plus icon.

The *Assign relation* dialog is displayed.

5. Click *Add from Media Pool*.

The search is displayed.

6. Search for assets you want to add as related assets.
7. Select the checkbox for the assets you want to add.
8. Click *Apply*.

The *Assign relation* dialog is displayed. The selected assets are shown in the dialog.

9. Optional: If necessary, repeat steps 5 through 8 to add related assets. Note that these must be related assets with the same relationship type.
10. Click *Next*.

A dropdown list is displayed.

11. Define the type of relationship:
 - Select an existing entry in the alphabetically sorted list. When you open the selection list, a search field is displayed. Enter a keyword to search or filter the entries.
 - If you do not find a suitable entry, enter the desired name in the search field. Press Enter. You have defined a new relationship type.
12. When you have specified a relationship, click *Next*.

The *Assign relation* dialog displays the selected assets with the selected relationship type.

13. Click *Apply*.

The selected assets are displayed as related assets with the selected relationship type.

Protecting
assets



Protecting assets involves a number of different tasks. You may want to ensure that only high-quality assets are created. Or you may want to safeguard how an asset can be used. The final task involves tracking how an asset is used.

Quality assurance for created assets

To ensure that only high-quality assets are created, virtual databases (VDBs) with upload approval can be created. In this case, the assets are created in the VDB only if the assets have run through an appropriate approval workflow and been approved.

For more information, see [Upload approval on the facing page](#)

Safeguarding who can use an asset

You can flag assets as requiring approval to allow specific persons to access or use them or to prevent their access or use by specific persons, for example. Users must request permission to download or send assets that require approval from the owner. Once a user has received a download approval, the validity of the approval is unlimited and without restriction: The user can use the asset and all of its versions repeatedly.

For more information, see [Download approval on page 144](#).

Safeguarding how an asset can be used

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 147](#).

Tracking how an asset is used

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). For more information, see [Water marks on page 149](#).

In your system, you can activate the function for tracking the online occurrence of pixel graphics that have been created as assets in the Media Pool. In this situation, an AI logic checks whether the image or parts of it are present on the internet. For more information, see [Finding online occurrences on page 152](#).

8.1 Upload approval

To ensure that only high-quality assets are created, virtual databases (VDBs) with upload approval can be created. In this case, the assets are created in the VDB only if the assets have run through an appropriate approval workflow and been approved.

You can call an overview of the upload approvals by choosing > *Media Pool* > *Approvals* > *Upload Approvals*, see [Approvals on page 46](#).

Associated Tasks

- [Requesting an upload approval below](#)
- [Viewing the processing status of an upload approval on the next page](#)
- [Processing approval requests on the next page](#)

Approval history

In the detailed view of an asset, information about the approval history of the last workflow is displayed in the *Approval history* field if this field has been created in the detailed view.

8.1.1 Requesting an upload approval

You automatically request upload approval for an asset if you assign the asset to a virtual database (VDB) that requires approval. You can do this in two situations:

- When you complete the asset attributes while creating an asset, see [Completing the attributes of an asset on page 63](#).
- When editing the attributes of an asset that has already been created, see [Editing the attributes of an asset on page 102](#).

In both cases, you must select a VDB that requires approval in the *Virtual DB* field when editing the attributes. If you have selected a VDB that requires approval, additional fields in which you can select one or more approvers are shown below the field.

Once you save the asset attributes, the approval workflow starts. The approver is informed accordingly. The asset has the status *Subject to approval*. An asset with this status cannot be edited and its detailed view cannot be opened. The status is displayed with a watermark in the preview image:



VDBs and workflows that require approval are configured by individual customers. If you have any questions, please contact your system administrator.

8.1.2 Viewing the processing status of an upload approval

Click *>Media Pool> Approvals > Approvals > Still pending*.

This opens a list of the assets that you have imported to a VDB that requires approval and that are still awaiting approval. The processing status is displayed next to the preview image.

8.1.3 Processing approval requests

1. Choose *> Media Pool > Approvals > Upload approvals > To be processed*.
This opens an overview page displaying the upload approvals that you still have to process.
2. Click the Menu button of a request and choose *Set approval*.
This opens the detailed view of the asset in a pop-up window.
3. Choose *Grant* to approve the import to the VDB that requires approval. Choose *Reject* to reject the import to the VDB that requires approval.



Note

You only ever process the workflow step for which you are responsible. If additional workflow steps are defined for the approval, then the asset is forwarded within the defined workflow. If you do not grant approval, the asset is deleted immediately.

4. If you do not grant approval, enter the reason in the field *Reason for rejection*.
5. If no step to reset the workflow to is specified in the workflow settings: Choose the step to which the approval workflow is set.
6. Choose *Finalize Name of workflow*.

The asset is now assigned to the VDB requiring approval and can be accessed by other users.

If the approval request is rejected, the user who made the request receives a system message. The request is listed under > *Media Pool > Approval > Upload approvals > History > Rejected upload approvals*. The asset cannot be accessed by other users.



Note

If you want to grant multiple requests simultaneously, select the requests, click the lower Menu button and choose > *Approve*. Note that you can only grant requests using this procedure, you cannot reject them.

8.2 Download approval

You can flag assets as requiring approval to allow specific persons to access or use them or to prevent their access or use by specific persons, for example. Users must request permission to download or send assets that require approval from the owner. Once a user has received a download approval, the validity of the approval is unlimited and without restriction: The user can use the asset and all of its versions repeatedly.

You can call an overview of the download approvals by choosing > *Media Pool* > *Approvals* > *Download approvals*, see [Approvals on page 46](#).

Associated tasks

- [Flagging assets as requiring approval below](#)
- [Requesting download approval on the facing page](#)
- [Processing a request for download approval on the facing page](#)

8.2.1 Flagging assets as requiring approval

You can flag an asset as requiring approval in two situations:

- When you complete the asset attributes while creating an asset, see [Completing the attributes of an asset on page 63](#).
- When editing the attributes of an asset that has already been created, see [Editing the attributes of an asset on page 102](#).

In both cases, you must open the *Approval required* section by clicking the plus icon when editing the attributes. Activate the checkbox and enter approval information if necessary.

Once you save the asset attributes, the asset requires approval. The status is displayed with a watermark in the preview image:



8.2.2 Requesting download approval

You request download approval when you want to save an asset that requires approval or send it by e-mail.

1. Search for the asset that requires approval.
2. Click *> Menu > Download/e-mail > Save or Send as e-mail* on the asset.
You cannot then save or sent the asset directly; instead, you must first request download approval.
3. Enter a reason for your request.
4. Click *Apply for approval*.

The owner is informed about your request and must process the approval request. You are automatically informed about the result by e-mail. If the download approval is granted, you can then save or send the asset.

If you save or send multiple assets that do not all require approval, you can save or send the assets that do not require approval immediately. For more information, see [Usage on page 153](#).

8.2.3 Processing a request for download approval

1. Choose *> Media Pool > Approvals > Download approvals > To be processed*.
This opens an overview page displaying the approvals that you still have to process.
2. Click the Menu button for a request:
3. Choose *Grant* or *Reject*.

This grants the use of the asset or denies its use. The user who made the request is informed by system message. The asset is then sorted under *History > Granted approvals* or *Rejected approvals*.



Note

If you want to grant multiple requests simultaneously, select the requests, click the lower Menu button and choose > *Approve*. Note that you can only grant requests using this procedure, you cannot reject them.

8.3 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.

Licenses are created on a customer-specific basis. If you have any questions, please contact your system administrator.

Associated Tasks

- [Assigning a license to an asset below](#)
- [Accepting a license below](#): You accept a license when you want to save an asset that requires a license or send per the asset by e-mail. For more information, see [Accepting a license](#).
- [Apply for license extension on the next page](#): If the license assigned to an asset is insufficient, you can request an extension of the license.

8.3.1 Assigning a license to an asset

You can assign a license to an asset in two situations:

- When you complete the asset attributes while creating an asset, see [Completing the attributes of an asset on page 63](#).
- When editing the attributes of an asset that has already been created, see [Editing the attributes of an asset on page 102](#).

In both cases, you must open the *License required* section by clicking the plus icon when editing the attributes. Activate the checkbox and first choose a license type and then choose a license in the *License (Apply)* field. The other fields show you the usage, validity period, regional and personal licenses, and a license image where applicable.

If you click *Save*, a license is assigned to the asset. The asset can be downloaded only if the license terms have been accepted.

8.3.2 Accepting a license

You accept a license when you want to save an asset that requires a license or send per the asset by e-mail.

Accepting a license

1. Search for the asset that requires a license.
2. Choose > *Menu* > *Save or Send as e-mail* on the asset.
You cannot then save or sent the asset directly; instead, you must first accept the license.
3. Read the license terms.
4. Confirm that you have read the license terms and will observe them: Activate the checkbox *I have read the licensing terms*
5. Save the asset or send it as an e-mail. For more information, see [Save on page 156](#) and [E-mail delivery on page 158](#).

You have accepted the license.

8.3.3 Apply for license extension

If the license assigned to an asset is insufficient, you can request an extension of the license.

Requesting a license extension

1. Search for the asset that requires a license.
2. Choose > *Menu* > *Save or Send as e-mail* on the asset.
3. Choose *Apply for license extension*.
The *license extension* dialog box opens.
4. Enter the extensions that you require (for example, a different useful life or additional usage).
5. Activate the checkbox *Copy to myself* if you want to receive the request yourself as an e-mail.
6. Choose *Send*.

You have requested the license extension.

8.4 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 encoded and stored 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 used the *Save* function to download the asset or used the *Send as e-mail* function to send it.
- Organizational unit of the user who either used the *Save* function to download the asset or used the *Send as e-mail* function to send it.
- Date of download
- Information about download quality

For assets that require approval, additional information is stored:

- 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

Associated tasks

- [Linking an asset to a watermark below](#)
- [Checking assets for a digital watermark on the facing page](#)

8.4.1 Linking an asset to a watermark

You automatically link an asset to a watermark if you assign the asset to a virtual database (VDB) that is configured accordingly. You can do this in two situations:

- When you complete the asset attributes while creating an asset, see [Completing the attributes of an asset on page 63](#).
- When editing the attributes of an asset that has already been created, see [Editing the attributes of an asset on page 102](#).

In both cases, you must select a VDB for which the following options are activated in the *Virtual DB* field when editing the attributes:

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

If you assign the asset to a corresponding VDB and save the attributes, users can now only save or send the asset with the watermark.

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.

VDBs are configured by individual customers. If you have any questions, please contact your system administrator.

8.4.2 Checking assets for a digital watermark

You can check an asset for a digital watermark and read the information written to the file.

Prerequisites

- At the time of downloading, the saved asset was assigned to a virtual database for which the option *Set meta data Watermark for Downloaded Assets* is activated.
- The digital watermark was written to the image file during the download from the Media Pool.

Checking assets for a digital watermark

1. Choose > *Media Pool* > *Import* > *Check for Digital Watermark*.
2. Click *Browse...* to select a locally saved asset for checking.
3. Click *Check selected file*.

The selected file is checked for a digital watermark. If a digital watermark is found, the information stored with encryption, such as the file name, download date or information about the download, is read out and displayed.


8.5 Finding online occurrences

In your system, you can activate the function for tracking the online occurrence of pixel graphics that have been created as assets in the Media Pool. In this situation, an AI logic checks whether the image or parts of it are present on the internet.



Note

If you would like to activate this function, please contact your contact partner at BrandMaker GmbH.

1. Open the detailed view of the asset.
2. Choose >  > *Find online occurrences*.

The result is displayed in a list of up to 100 hits with URLs, sorted by relevance in descending order.

Usage

9

Whenever you use an asset, you normally use it outside of the Media Pool module. In the simplest case, you would download an asset and save it locally. The Media Pool provides a number of different options for using assets:

Saving

When you save an asset, you download it from the Media Pool and save it locally on your computer. When saving the assets, you can change them using rendering schemes. For more information, see [Save on page 156](#).

E-mailing

When you send an asset by e-mail, you make it accessible to other persons. They may be other users or persons with no access to the Media Pool. You can send the asset as an attachment or link. When sending assets by e-mail, you can change them using rendering schemes. For more information, see [E-mail delivery on page 158](#).

Publication

If an asset is provided for publication on a channel, it is monitored by the system. In certain events defined for the channel in the module administration, the third-party system is informed. The third-party system processes the asset based on its programming and, for example, posts the asset to a social media platform. Rendering schemes are used for publication through a channel. For more information, see [Publication channels on page 175](#).

In other modules

The assets from the Media Pool can be used in other modules (for example, you can use them as items in the Marketing Shop or templates in Brand Template Builder). For further information, see [In other modules on page 179](#).

Rendering schemes

When saving or sending assets by e-mail, you can change them using rendering schemes. Rendering schemes group together output formats for specific purposes, such as for downloading assets in various formats as PDFs or for using graphics with a low resolution in web applications. The output formats correspond to the technical possibilities for converting and outputting the assets.

For more information, see [Rendering Schemes on page 161](#).

Playlist

You can define the order in which order a media player plays the assets in a playlist. This allows you to define the sequences and playback of selected video files when you download them and make them available centrally, for example.

For more information, see [Playlist on page 172](#).

Note

Note the special issues for sending InDesign files with linked images. For further information, see [Using InDesign files on page 174](#).

9.1 Save

When you save an asset, you download it from the module *Media Pool* and save it locally on your computer. When saving the assets, you can change them using rendering schemes.

Functions

You can access the following functions from the gear wheel icon for each asset

- Remove: This deletes the asset from your download.
- Open: This opens the detailed view of the asset.

Saving an asset

1. Select one or more assets.
2. Open the *Save* function via the Menu button. To download several selected assets at once, use the Menu button above the search results.

A dialog box opens. Any assets that you have selected are added to your download automatically. The preview images of the selected assets are displayed in the *Assets requested for download* section.

3. Select an appropriate rendering scheme.
4. If required, add a playlist. For more information, see [Playlist on page 172](#).
5. If you want to edit images, open the image editing functions. For more information, see [Image editor on page 161](#).
6. If you want to save assets that require approval, request approval for these assets. For more information, see [Requesting download approval on page 145](#).
7. If you want to save assets that are subject to licenses, confirm the license conditions. For more information, see [Accepting a license on page 147](#).
8. If you require a license extension, request the extension. For more information, see [Apply for license extension on page 148](#).
9. Click *Download*.

You save the selected assets. A ZIP file is created automatically when you download several assets.

Note

Note the special issues for sending InDesign files with linked images. For more information, see [Using InDesign files on page 174](#).

9.2 E-mail delivery

When you send an asset by e-mail, you make it accessible to other persons. They may be other users or persons with no access to the *Media Pool* module. You can send the asset as an attachment or link. When sending assets by e-mail, you can change them using rendering schemes.

Sending an asset as a link or attachment

When sending an asset by e-mail, you choose whether to add the asset to the e-mail as a link or an attachment.

- **As link:** Activate the checkbox to create and send a link for each asset. One asset can be downloaded via the link. The options specified in the rendering scheme determine the output format. Note that the link may have a validity period. If you have any questions, please contact your system administrator.
- **As attachment:** Activate the checkbox to send the asset or the created output format via e-mail as an attachment. Multiple assets are automatically packed into a ZIP file.

Versions when sending an asset as a link

If assets are sent as a link, you can choose which version is linked to.

- **Link to the selected version of the asset:** The link always refers to the version that is active at the time that the link is created. If an additional version is uploaded at a later stage, the link references the older version.
- **Link to the active version of the asset:** The link always refers to the version that is active at the time that the asset is downloaded via the link. If an additional version is uploaded at a later stage, the link references the newer version that is now active.
- **Link to the official version:** The link refers to the version that is marked as official at the time that the asset is downloaded via the link. If an additional version is marked as official at a later stage, the link references the version that is now official.

Functions

- **Remove:** This deletes the asset from your download.
- **Open:** This opens the detailed view of the asset.

- Subject: Change the automatic subject text if required.
- Recipient: Write the e-mail address of the recipient in the input field.
- Copy to: Enter an e-mail address to which you want to send a copy of the message.
- Copy to myself: Activate this checkbox to send a copy of the message to the e-mail address that is defined for you in the system.
- Message: Enter the text of your e-mail in the input field. You can use the *Most recent cover letter* selection box to select from the most recently used cover letters.

Sending an asset as e-mail

1. Select one or more assets.
2. Open the *Send as e-mail* function from the Menu button. To download several selected assets at once, use the Menu button above the search results. A dialog box opens. Any assets that you have selected are added to your download automatically. The preview images of the selected assets are displayed in the *Assets requested for e-mail dispatch* section.
3. Select an appropriate rendering scheme.
4. If required, add a playlist. For more information, see [Playlist on page 172](#).
5. If you want to edit images, open the image editing functions. For more information, see [Image editor on page 161](#).
6. If you want to send assets that require approval, request approval for these assets. For more information, see [Requesting download approval on page 145](#).
7. If you want to save assets that are subject to licenses, confirm the license conditions. For more information, see [Accepting a license on page 147](#).
8. If you require a license extension, request the extension. For more information, see [Apply for license extension on page 148](#).
9. Enter the information necessary to send the e-mail. Mandatory fields are marked with *.
10. If you are sending the assets as a link, define the options for the download links.
11. Choose *Send as e-mail*.

You have sent the assets by e-mail.

Note

Note the special issues for sending InDesign files with linked images. For more information, see [Using InDesign files on page 174](#).

9.3 Rendering Schemes

When saving assets and sending them by e-mail, you can change them using rendering schemes. Rendering schemes group together output formats for specific purposes, such as for downloading assets in various formats as PDFs or for obtaining graphics in a low resolution for a web application. The output formats correspond to the technical possibilities for converting and outputting the assets.



Note

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 transcoding must be requested or triggered. Choose *Request transcoding of the video*. Once the transcoding is finished successfully, you are notified by e-mail. The system message contains a link that you can use to access or save the file directly.

For more information, see the following sections:

- [Default rendering schemes on page 201](#)
- [Output formats on page 208](#)
- [Image editor below](#): In a rendering scheme, you can specify whether an image can be edited before downloading or sending. Editing of an image is activated by default for the *Presentation*, *Web*, and *Print* rendering schemes.

Rendering schemes are defined for specific customers. If you have any questions, please contact your system administrator.

9.3.1 Image editor

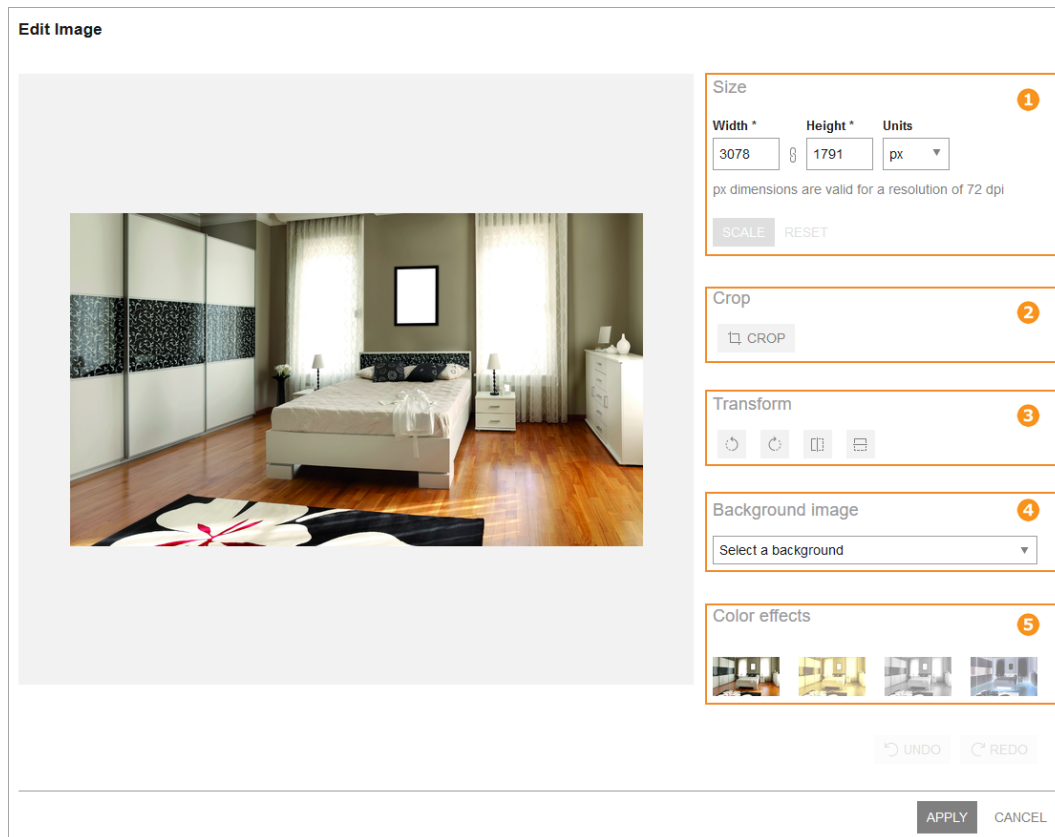
In a rendering scheme, you can specify whether an image can be edited before downloading or sending. Editing of an image is activated by default for the *Presentation*, *Web*, and *Print* rendering schemes.

Opening the Image Editor

You can open the Image Editor when you save or email one or more assets. You can open the Editor in the *Asset Download* or *Send as email* dialog using the Menu button of the assets, if the selected rendering scheme allows the asset format to be edited.

Note that the editing assets is covered by the instructions for *saving an asset* (see [Save on page 156](#)) and/or *sending it by e-mail* (see [E-mail delivery on page 158](#)).

Editing functions




You can access the following functions to edit an image:

1 Size

This function defines the size of the image. The dimensions relate to the resolution specified in the rendering scheme for the file format. You can enter the new height or the new width. The other value will be calculated automatically to maintain aspect ratio. The image cannot be stretched. If you increase the dimensions, the resolution will be reduced. A warning will be displayed in such cases. Click *Scale* to make the change.

EXAMPLE 1

You want to download a JPG file. It will have a resolution of 300 DPI if you download it with the standard rendering scheme *Print*. The following will be displayed when using the image editing function *Size*:



Size

Width *	Height *	Units
26.06	15.16	cm

cm dimensions are valid for a resolution of 300 dpi

SCALE RESET

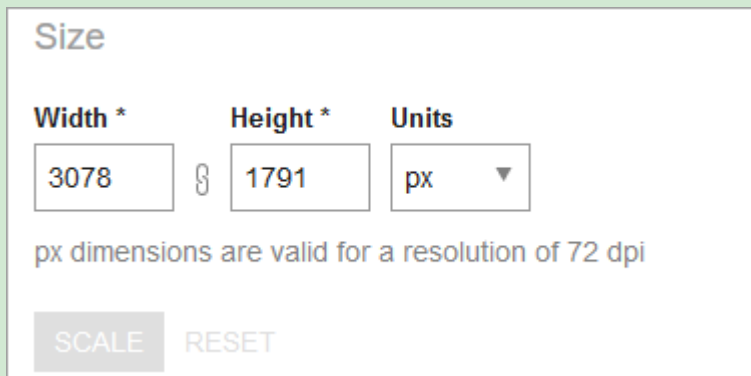
This means that the image will have a size of 26.06 x 15.16 cm at a resolution of 300 DPI if you download it without editing.

You need the image for an A4 brochure, and the image should be 16 cm wide. If you download the image without editing, you would have to resize it manually. The file size will also be unnecessarily large.

To avoid this, enter the value 16 (cm) into the *Width* field in the *Size* section. The height will be calculated automatically. Then click *Scale*. If you close the Image Editor dialog with *Confirm* and download the image, it will be displayed with a width of 16 cm and a resolution of 300 DPI.

EXAMPLE 2

You want to use the image from example 1 in a HTML advertising banner. You therefore select the standard rendering scheme *Web* which outputs JPG files with a resolution of 72 dpi. The following will be displayed when using the image editing function *Size*:



Size

Width * Height * Units

3078 1791 px ▼

px dimensions are valid for a resolution of 72 dpi

SCALE RESET

This means that the image will be displayed with dimensions of 3078 x 1791 pixels at a resolution of 72 dpi.

You need the image to be 1000 pixels wide in your banner. If you download the image without editing, you would have to resize it manually. The file size will also be unnecessarily large.

To avoid this, enter the value 1000 (pixels) into the *Width* field in the *Size* section. The height will be calculated automatically. Then click *Scale*. If you close the Image Editor dialog with *Confirm* and download the image, it will be displayed with a width of 1000 pixels at a resolution of 72 DPI.



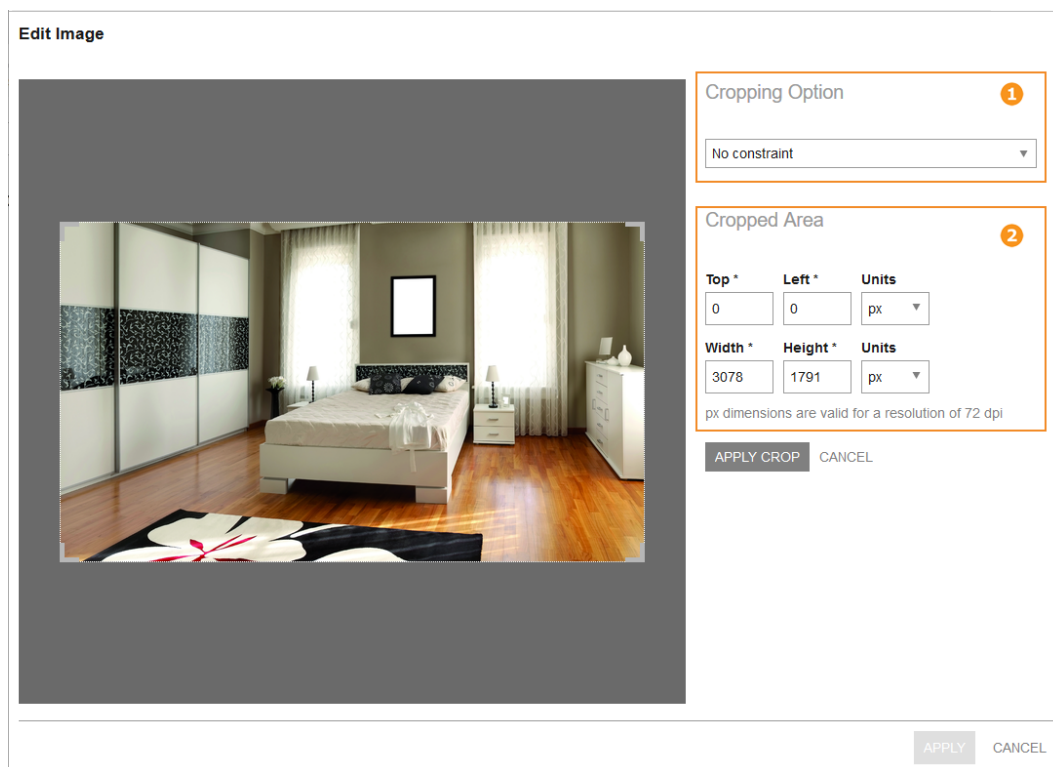
Note

If you want to scale the image and select a specific section, you can jump directly to the *Crop* function using the option *Select size of the image to be cropped*. See the following section for more information.

2

Crop

You can use the *Crop* functions to crop the image to a specific section (minimum size 50 x 50 pixels). Click *Crop* to open the following dialog:



A preview of the image is shown on the left along with a crop rectangle. You can click the corners of the rectangle and drag them to the desired size. If you click within the rectangle and hold the mouse button down, you can position the rectangle on the image to specify the section which you want to keep.

The size and position of the rectangle is also displayed on the right beneath *Cropped Area*. The rectangle can also be edited in these fields:

- **Position:** The *Top* and *Left* fields correspond to the distance between the top left corner of the rectangle and the original top left corner of the image.
- **Size:** The *Width* and *Height* fields correspond to the size of the rectangle. The values relate to the dimensions of the original image section in the resolution specified by the rendering scheme.

You can use the cropping options to the top right (**1**) to control the crop rectangle regardless of whether you change the rectangle with the mouse or the fields under *Cropped Area*. The following cropping options are available:

- **No restrictions:** There are no restrictions on how you can change the crop rectangle within the image. The final size of the image will be the same as the size of the cut-out section in the original image.
- **Original aspect ratio:** The rectangle will have the same aspect ratio as the original image. The aspect ratio will not be changed if you change the size of the rectangle. The final size of the cut-out section will be the same as the size of the section in the original image.
- **User-defined aspect ratio:** If you select this option, two fields will be displayed in the **1** section, in which you can enter a horizontal to vertical aspect ratio. The crop rectangle will automatically be set to its maximum size with this aspect ratio. The aspect ratio will not be changed if you change the size of the rectangle. The final size of the cut-out section will be the same as the size of the section in the original image.
- **Select size of cropped image:** If you select this option, two fields will be displayed in the **1** section in which you can enter the desired size of the cut-out section. The crop rectangle will automatically be set to its maximum size with the aspect ratio derived from the width and height which you have entered. You can then change the position and size of the rectangle to select the section which you want to cut out. Click *Crop* to display the selected section. Once the image has been downloaded, it will have the specified size at the resolution of the rendering scheme.

EXAMPLE

EXAMPLE *SELECT THE SIZE OF THE CROPPED IMAGE*

You want to use the following asset but only need a section with a table and chair.



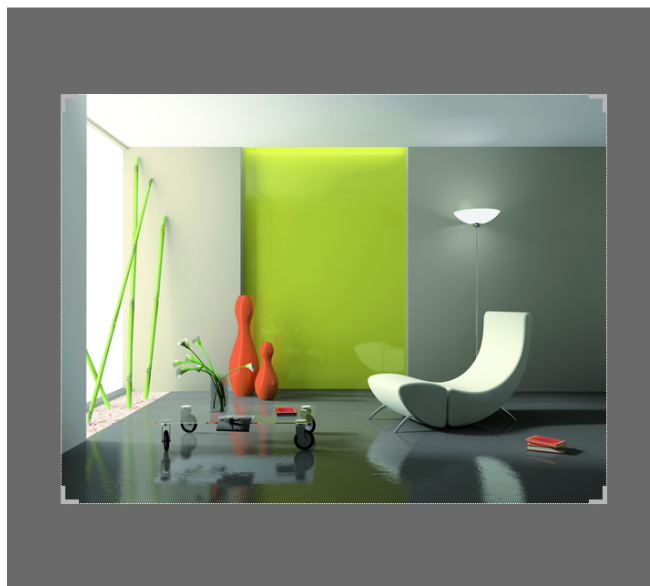
Living Room

Image: jpg // 1 Page
07/10/2017 // Download
4200 kb
Admin, John
File name: Living-Room_L

You need the image for a printed product, i.e. at a resolution of 300 DPI with a width of 16 cm and a height of 8 cm.

Click the Menu button and choose *Save*. Select a rendering scheme which outputs the file format at a resolution of 300 dpi, e.g. the standard rendering scheme *Print*. Then click the Menu button on the preview image and select *Edit*. This will open the *Image Editor* dialog box. Click on *Crop*.

Edit Image



Cropping Option

Define dimensions of cropped image ▾

Width *	Height *	Units
5000	3750	px ▾

Cropped Area

Top *	Left *	Units
0	0	px ▾

Width *	Height *	Units
5000	3750	px ▾

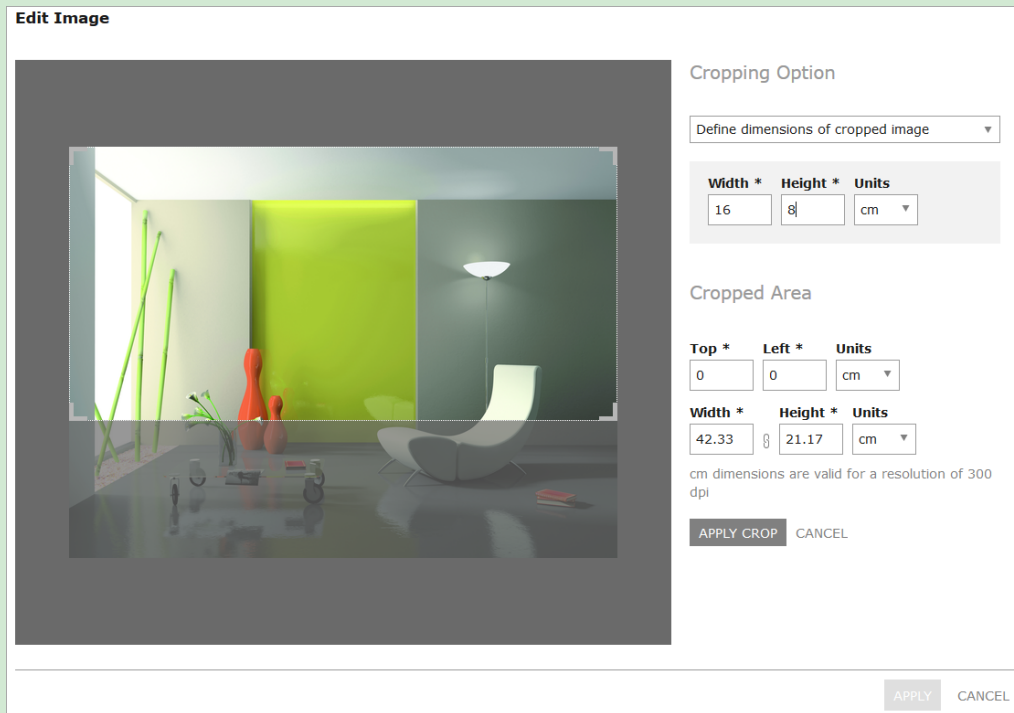
px dimensions are valid for a resolution of 300 dpi

APPLY CROP CANCEL

APPLY CANCEL

In the next dialog box, select *Select size of cropped image* in the *Cropping options* drop-down list. The *Width*, *Height* and *Unit* fields will be displayed. Select the unit *cm* and enter *16* (cm) for the width and *8* (cm) for the height. The crop rectangle will automatically be set to its maximum size with an aspect ratio of $16:8 = 2:1$.

Edit Image



Cropping Option

Define dimensions of cropped image ▾

Width *	Height *	Units
16	8	cm ▾

Cropped Area

Top *	Left *	Units
0	0	cm ▾

Width *	Height *	Units
42.33	21.17	cm ▾

cm dimensions are valid for a resolution of 300 dpi

APPLY CROP CANCEL

APPLY CANCEL

Select the desired section, e.g.:

Edit Image



Cropping Option

Define dimensions of cropped image ▾

Width *	Height *	Units
16	8	cm ▾

Cropped Area

Top *	Left *	Units
14.11	6.21	cm ▾

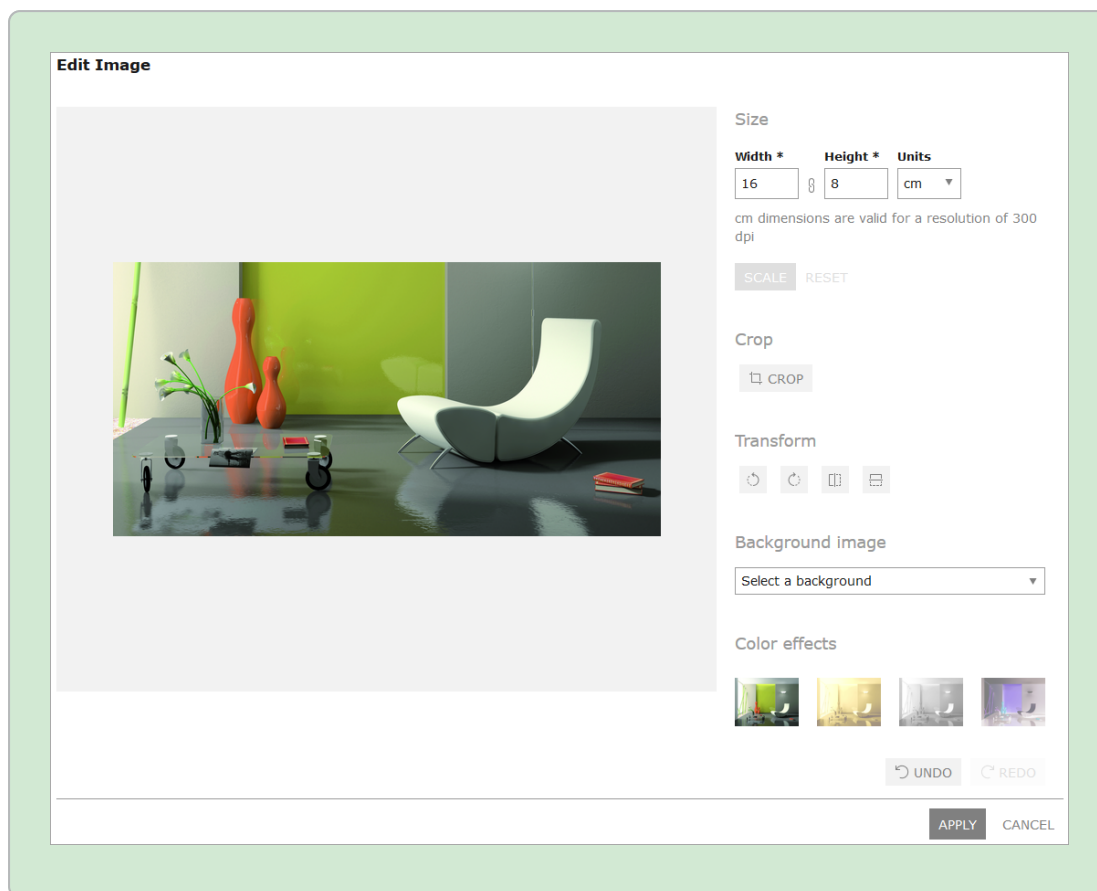
Width *	Height *	Units
33.44	16.72	cm ▾

cm dimensions are valid for a resolution of 300 dpi

APPLY CROP CANCEL





APPLY CANCEL

The position of the rectangle (*Top* and *Left*) and the original size of the selected area at the resolution of the rendering scheme (*Width* and *Height*) will be displayed under *Cropped Area*. Click *Crop* to crop the selected area and display it with a size of 16 x 8 cm at a resolution of 300 dpi:



3 Transform

The following transformations are available:

Function	Description
	Rotate 90° counter-clockwise
	Rotate 90° clockwise
	Flip horizontally
	Flip vertically

4 Background image

If configured, you can select a background image for transparent images. This can be useful if you want to render an image with a logo in the background.

Select an image from the dropdown list. The images are managed in the Administration. If you have any questions, please contact your system administrator.

5 Color effects

You can apply a color effect to the image in the final section. Select whether to display the image in a sepia hue or grayscale, or create a negative.

Associated Tasks

Please refer to [Editing an image below](#) for information about how to access image editing functions. Note that the following instructions are part of the instructions for [saving an asset \(see Save on page 156\)](#) and/or [sending it by e-mail \(see E-mail delivery on page 158\)](#).

9.3.2 Editing an image

Note that the following instructions are part of the instructions for [saving an asset \(see Save on page 156\)](#) and/or [sending it by e-mail \(see E-mail delivery on page 158\)](#).

1. Select a rendering scheme that allows you to edit the image. Editing of an image is activated by default for the *Presentation*, *Web*, and *Print* rendering schemes.
2. Call the *Edit* function via the cog wheel icon.
This opens an editor that provides the editing functions.
3. Edit the image.
4. Choose *Confirm* to save the image editing that you have carried out.
This closes the editor.
5. Continue saving or sending the asset by e-mail.

You have edited the image before saving it or sending it by e-mail.

9.4 Playlist

You can define the order in which order a media player plays the assets in a playlist. This allows you to define the sequences and playback of selected video files when you download them and make them available centrally, for example.

Prerequisites

- The *Playlist* function is activated in your system. If you have any questions, please contact your system administrator.
- The selected assets can be played by the media player iTunes and/or Windows Media Player, which are both currently supported.

Using assets with a playlist

1. Search for and select the assets that you want to group in a playlist.
2. Choose the Menu button and select *Save* or *Send as e-mail*.

This opens the *Asset download* dialog box.

3. Select a rendering scheme.
4. Select an entry from the *Include playlist* dropdown list:
 - No playlist included: A playlist is not included in the download.
 - For Windows Media Player: A playlist in M3U format is included in the download.
 - For iTunes: A playlist in M3U format is included in the download.
 - For Windows Media Player and iTunes: A playlist in M3U format is included in the download.



Note

Assets that are not included in the download or that are subject to a license or approval are listed in the lower area of the dialog box.

5. Choose *Sort and download*.
This opens a new dialog box.
6. Define the order of the assets using drag and drop.

7. Optional: By choosing the cogwheel icon, you can open a context menu for removing assets from the playlist, editing image files or opening the detailed view.
8. Click *Download*.

The download is prepared. A ZIP file containing the selected assets and the playlist is generated, which you can then save locally.

9.5 Using InDesign files

If you use the InDesign asset, you can decide whether the document is used with or without the linked images:

- Menu button on the asset > *Save* or *Save with linked images*
- Menu button on the asset > *Send as e-mail* or *Send as e-mail with linked images*

If versions of the images exist, you can choose between the versions.

Special issues

If you choose to save or send the asset with linked images, note the following special issues:

- The asset is always used as an original. Therefore a rendering scheme cannot be selected.
- The asset can be sent only as a link. The recipient can download the InDesign file with the linked images as a ZIP file via the link.
- All links go to the version that is current at the time of the download. This corresponds to the *Link to the active version* selection.

9.6 Publication channels


If an asset is provided for publication on a channel, it is monitored by the system. In certain events defined for the channel in the module administration, the third-party system is informed. The third-party system processes the asset based on its programming and, for example, posts the asset to a social media platform. Rendering schemes are used for publication through a channel.

Events in which the third-party system is informed may be, for instance, a new version of the asset, the publication itself, or a change to asset attributes.

Prerequisites

To publish an asset through a channel, the asset must be valid.

Managing publication on channels

You manage publication on channels in the *Publication channels for...* dialog box. The dialog box opens when you click the  button in a search result for the asset or in the detailed view of the asset.

Default channels

The module *Media Pool* has the following default channels:

- Create publicly available links: This creates a public link on the Web cache.
- Share asset via SEW, MPM or CEA: If the SEW, MPM, or CEA modules are activated in your system, you can release assets via this channel for these modules.

Publishing to multiple channels

An asset can be published on multiple channels at the same time or at different times. There is no restriction with regard to the maximum number of simultaneous publications of an asset.

Timeliness and status

You can publish an asset immediately; in this case, it is included for the channel immediately. You can also schedule the publication separately for each channel starting from a specific time or for a specific time period. You can also finish a publication.

You can view the status of the publication of an asset for various channels when you open the *Publication channels for...* dialog box. The left-hand column in the table displays the status:

Publishing channels for "LiveIn Broschuere"				
Status ↑	Channel name	Publish from	Publish to	Render
●	Channel	2/20/20		Web
●	Create publicly available links	2/24/20	3/31/20	PDF
●	Share Asset via SEW, MPM ...			

Status	Description
Green	The asset is currently published on this channel.
Yellow	The asset is scheduled to be published on this channel. A corresponding start date has been set.
Gray	The asset is not published on this channel and no publication is scheduled.
Red	The publication period for the asset has expired.


Delete published assets

When a published asset is moved to the recycle bin, the asset is automatically depublished.

Associated tasks

- [Publishing an asset immediately on the facing page](#)
- [Scheduling the publication of an asset on the facing page](#)
- [Editing the publication of an asset on the facing page](#)
- [Finishing the publication on a channel on page 178](#)

9.6.1 Publishing an asset immediately


1. Search for the asset that you want to publish immediately.
2. In the search result, click the  button next to the asset.

The dialog box *Publication channels for...* opens.

3. If a rendering scheme is not defined yet for the channel on which you want to publish the asset:
 1. Click *Edit*.
The editing dialog box opens.
 2. Select an appropriate rendering scheme.
4. Choose *Publish*.

The asset is published on this channel.

9.6.2 Scheduling the publication of an asset

1. Search for the asset whose publication you want to schedule.
2. In the search result, click the  button next to the asset.


The dialog box *Publication channels for...* opens.

3. Click *Edit*.
The editing dialog box opens.
4. In the *From* field, select a start date for the publication.
5. If you want to limit the publication time period, select an end date in the *To* field.
6. Ensure that a suitable rendering scheme is selected.
7. Choose *Schedule*.

You have scheduled the publication of the asset.

9.6.3 Editing the publication of an asset

You may have to edit the ongoing or scheduled publication of an asset if you select a different rendering scheme or want to change publication data.

1. Search for the asset whose publication you want to edit.
2. In the search result, click the  button next to the asset.

The dialog box *Publication channels for...* opens.


3. Click *Edit*.

The editing dialog box opens.

4. Edit the publication data or rendering scheme.
5. Choose *Publish* or *Schedule*.

You have edited the publication of the asset.

9.6.4 Finishing the publication on a channel

1. Search for the asset whose publication you want to finish.
2. In the search result, click the  button next to the asset.

The dialog box *Publication channels for...* opens.

3. Click the *Unpublish* button next to the channel on which you want to stop the publication.

You have finished the publication of the asset on the channel.

9.7 In other modules



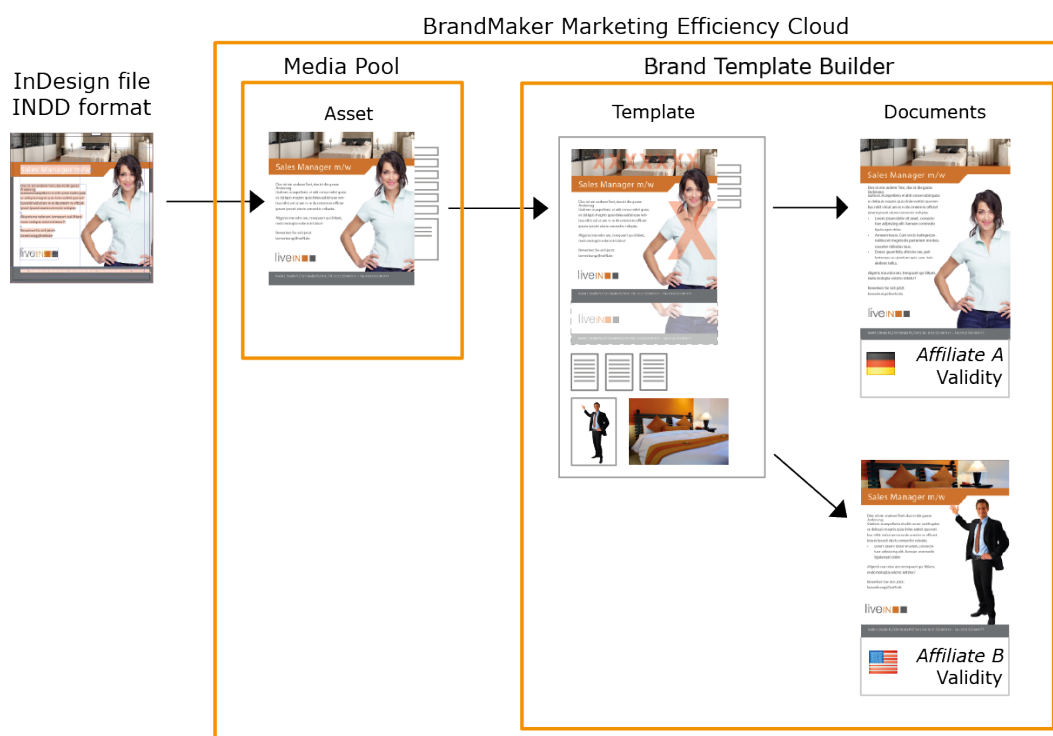
Note

Note that not all of the modules may be available in your system and that you may not have access to each of the specified modules.

Assets from the module *Media Pool* can be used in the following modules of the Marketing Efficiency Cloud:

Brand Template Builder

The following graphic explains how assets from the module *Media Pool* are used in Brand Template Builder:



In the first step, you create the InDesign file in INDD format. Subsequently, the InDesign file is created as an asset in the *Media Pool* module. You create the asset as the basis for creating the template in template design in the *Brand Template Builder* module. When doing so, you define the following issues:

- Which features and elements of the INDD file can be changed?
- How can the user change the features and elements?

If a user creates a document, the user edits the features and elements that can be changed. In this case, each document receives the following properties:

- Locale assignment
- Validity within a specific time period
- The assignment to an affiliate

InDesign does not need to be installed locally to customize the file. Users edit the created documents in the Brand Template Builder customizing wizard.

In addition, you can use image assets in templates and documents.

For more information on the documentation of the Brand Template Builder module, see [Additional Documentation on page 14](#).

Marketing Shop

Assets can be created as items in the Marketing Shop, either as free download items or download items that are subject to costs. For more information, see [Creating an item on the facing page](#).

If you have the corresponding authorization, you can order or download a download item. Prerequisites for this are:

- The asset has been created as a shop item of the *Download item with costs* type.
- The asset is assigned to a VDB for which the *Order via Shop required* checkbox is activated.
- The shop item is assigned to a rendering scheme and the possible output formats are linked to a price.

For more information, see [Ordering or downloading a download item on page 183](#).

Job Manager

If configured accordingly, you can start the revision of an asset in the Job Manager. For more information, see [Revisions on page 114](#). In addition, you can also add an asset to a job, for example, as a visual representation. For more information on the Job Manager documentation, see [Additional Documentation on page 14](#).

Marketing Data Hub

With the appropriate configuration, you can add assets from the module to a data object, *Media Pool* e.g. as product images. For more information on the Marketing Data Hub documentation, see [Additional Documentation on page 14](#).

Marketing Planner

To add information to your marketing plan, you can add download links to assets in the module to the planning elements *Media Pool* . For more information on the Marketing Planners documentation, see [Additional Documentation on page 14](#).

Smart Access

You can use Smart Access to simplify your entry point in the Marketing Efficiency Cloud. The tiles in the module allow you to link directly to an asset, for example, or start a search *Media Pool* using specific search criteria in the module.

The random gallery shows you assets provided in the *Media Pool* module. You can click a preview image to open the detailed view of the asset. For more information, see the documentation of the *Smart Access* module, see [Additional Documentation on page 14](#).

Review Manager

The Review Manager lets you discuss assets with your colleagues. The media objects may be images, documents, videos, or web pages. The Review Manager allows for both direct discussion within the review and optionally for the participants to grant approval for it.

A review can be started both in the *Review Manager* as well as in the *Media Pool*, *Brand Template Builder*, and *Job Manager* modules. For more information on the Review Manager documentation, see [Additional Documentation on page 14](#).

9.7.1 Creating an item

Prerequisites

- You can create a shop item only from valid assets.
- You require the corresponding rights in the Marketing Shop module. If you have any questions, please contact your system administrator.

Creating an item

1. Search for the assets that you want to create as items.
2. Click > *Menu* > *Create Shop Item*. To create multiple assets as items, check the boxes for the relevant assets and select the function in the menu button above the search results.

You then switch to the *Edit item* page in the Marketing Shop module.

3. Select the *Download item with costs* item type.
4. Click *Create item numbers*.

This creates an item number for all the selected assets.

5. Click *Next*.

You then switch to the *Basic data* tab.

6. Specify the assigned catalogs by activating one or more checkboxes.
7. Activate the *Approved* checkbox.
8. Define the additional optional information.
9. Click *Next*.

You switch to the *Supplier* tab.

10. From the *Price per download quality* selection list, select a rendering scheme that you want to link to the price.
11. Enter the desired price in the input field.
12. Click *Add quality and price*.
13. Define a price for additional rendering schemes by repeating steps 10 to 12.
14. Select a Supplier from the selection lists and set the Status of the item.
15. Click *Next*.

You then switch to the *Custom Fields* tab.

16. Enter all the information that is necessary to create the item. Define the Custom Fields for the article or articles.
17. Click *Create item*.

The item is created.

9.7.2 Ordering or downloading a download item

Prerequisites

- The asset has been created as a shop item of the *Download item with costs* type.
- The asset is assigned to a VDB for which the *Order via Shop required* checkbox is activated.
- The shop item is assigned to a rendering scheme and the possible output formats are linked to a price.

Ordering or downloading a download item

1. Select one or more assets that are created as download items.
2. Use the Menu button to select the *Save* function. Use the Menu button above the search results to carry out mass actions for several selected assets.

This opens the *Order Asset* dialog box.
3. Select an appropriate rendering scheme. The prices stored for the item are displayed.
4. Click *Into shopping cart* to order the download items with costs. You can download items that are free of charge directly.
5. Go to the shopping cart in the Marketing Shop and complete the order process.

You have ordered or downloaded the download item.

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Evalu-
ating

10

If you click > *Media Pool* > *Reports*, you can access the standard dashboard in the Reporting Center module. Note that you must have a role with the appropriate rights in the *Reporting Center* module to access the standard dashboard.

For more information about the default dashboard, see the appropriate documentation.

Appendix

11

11.1 Asset attributes

This section describes the asset attributes available in the *Media Pool* module.



Note

Note that in some circumstances, not all of the attributes are used in your system. In addition, the display of the attributes depends on the selected asset type. Which asset types exist in your system and which attributes are assigned to the types depends on the configuration of the system. If you have any questions, please contact your system administrator.

The asset attributes are divided into the following groups:

Basic attributes

The basic attributes include mandatory attributes that must be edited for each asset before the asset is *Media Pool* available in the module. In addition, this group includes attributes that each asset receives automatically, such as a unique asset ID. For more information, see [Basic attributes on the facing page](#).

File attributes

The file attributes are read from the file during upload and displayed in the module *Media Pool* module as information for the user. Note that some attributes depend on the file type such as document, pixel graphic or video. For more information, see [File attributes on page 190](#).

Descriptive attributes

This group includes attributes that describe the asset and/or its content but that do not have a functional effect in the *Media Pool* module. It includes, for example, the assignment to countries or a language and a list of persons shown. For more information, see [Descriptive attributes on page 192](#).

Functional attributes

Functional attributes are directly linked to the functions of the *Media Pool* module. The functions include, for example, asset versioning, publishing, and backups. The functional attributes describe the conditions in the relevant functions, for example, which version an asset has and whether it is published. For




more information, see [Functional attributes on page 193](#).




Standardized attributes




This group includes data that is standardized by organizations and maintained in the metadata of the file, such as camera data or IPTC Photo data. The standardized attributes are read out of the file during upload and displayed in the *Media Pool* module as information for the user about the asset. The user cannot edit these attributes. For more information, see [Standardized attributes on page 197](#).

11.1.1 Basic attributes

The basic attributes include mandatory attributes that must be edited for each asset before the asset is *Media Pool* available in the module. In addition, this group includes attributes that each asset receives automatically, such as a unique asset ID.

- : The attribute is generated automatically or extracted from file properties.
- : The attribute can be edited.
- : Mandatory attribute. The attribute must be edited so that the asset is *Media Pool* accessible in the module.

Name	Description			
Asset name	The plain text name of the asset. This input field is automatically prefilled with the file name and/or the name of the imported file when the asset is created.	✓	✓	✓

Name	Description			
Filename	<p>Uploaded file name (without file extension). Enter a maximum of 255 characters and do not use the following characters:</p> <p>: \ ^ ¢ ® , ! ; " * ? < > </p> <p>File names must not begin with '.' or '-'. Furthermore, file names must not end with '.'.</p> <p>If you download the asset, the file is saved under the changed name. Note that the file name cannot be changed during mass editing.</p>	✓	✓	
Asset ID	Unique ID of the asset in the moduleMedia Pool. The ID is assigned automatically when the asset is created.	✓		
File type	Image, document, video or audio.	✓		
Categories	The categories assigned to the asset when it was created.		✓	✓
Virtual DB	VDB to which the asset is assigned.		✓	✓
Owner	User, who is the Owner on page 21 of the asset. The owner is initially the user who created the asset. The owner can be changed by handing over the asset to a different user, see Handing over an asset on page 105 .	✓	✓	
Created by	User who has created the asset.	✓		
Upload date	Date on which the file was created as an asset.	✓		
Last change	Date on which the asset attributes were last changed or a version was created.	✓		

11.1.2 File attributes

The file attributes are read from the file during upload and displayed in the module *Media Pool* as information for the user. Note that some attributes depend on the asset type such as document, pixel graphic or video.

Name	Description
Generated file name	For the internal editing of the asset: The automatic file name (including the file extension) generated from the file name
File format	Format of the uploaded file
File size	Size of the uploaded file
Vector graphics	
Size (W x H)	Size
Page count	Number of pages
Color mode, Color depth	Color mode (for example, CMYK) and color depth (for example, 24 bit)
Pixel images	
Pixel size	Width x height in pixel
Document size	Dimensions for a specific resolution (150 or 300 dpi, for example)
Color mode, Color depth	Color mode (for example, CMYK) and color depth (for example, 24 bit)
Documents	
Size (W x H)	Size of first page
Page count	Number of pages
Video	
Width/Height	Width and height in pixel
Length	Duration
Audio	
Year	Year of publication
Bit rate	Data transfer rate
Audio sample size	Sample rate of an audio signal. The default value is usually 44100 Hz.
Length	Duration

Name	Description
Channels	Number of channels, for example, one channel for Mono or two channels for Stereo.
Format	File format for the audio track

11.1.3 Descriptive attributes

This group includes attributes that describe the asset and/or its content but that do not have a functional effect in the *Media Pool* module. It includes, for example, the assignment to countries or a language and a list of persons shown.

Name	Description
Tags	The tags assigned to the asset when it was created.
Keywords	The keywords assigned to the asset when it was created.
Language	Language assignment
Relevant countries	Assignment of countries for which the asset is relevant. The relevant countries can be used as search criteria by using the <i>Country</i> field.
Person(s) shown	List of the persons shown in the asset.
Remarks	Information stored as remarks in text form.
Item description	Description of the asset as an item in text form.
Platform	Assignment of a platform: <i>PC, Mac or other</i>
Program version	Program version assignment. If a PDF is uploaded, the PDF version is entered.
ISIN	ISIN number. An ISIN (International Securities Identification Number) can be used to identify securities traded on the stock market. If a list of permitted ISIN numbers is maintained for publishing, only assets with permitted ISIN numbers can be published. If no ISIN numbers are maintained, you can enter the ISIN number as a descriptive attribute.

11.1.4 Functional attributes

Functional attributes are directly linked to the functions of the *Media Pool* module. The functions include, for example, asset versioning, publishing, and backups. The functional attributes describe the conditions in the relevant functions, for example, which version an asset has and whether it is published.

Print quality

The *Print quality* attribute controls the *Suitable for Brand Template Builder* attribute (see the section *Usage*) and the function of rendering schemes (see [Rendering Schemes on page 161](#)).

Name	Description
Print quality (HiRes)	<p>The attribute is activated automatically if one of the following conditions apply:</p> <ul style="list-style-type: none"> • The asset resolution exceeds a specified value. The value is set to 300 dpi by default but may be defined differently for your system. If you have any questions, please contact your system administrator. • The asset does not have a resolution but is at least 2000 px x 2000 px. • The asset is a vector graphic. <p>The attribute can be changed at a later stage.</p>

Availability

As well as the assignment to a virtual database (VDB), the following functions determine the availability of an asset for the user. For more information, see [Visibility on page 20](#).

Name	Description
Valid from/to	This displays the validity period defined in the attributes of the asset.
Hide if not valid	In the attributes of the asset, you can use the <i>Hide if not valid</i> checkbox to specify that the asset can be found only within its validity period.
Affiliate ID	The assignment of the asset to an affiliate

Safeguards

The module *Media Pool* has several mechanisms for ensuring the quality of the created assets as well as protecting their use. For more information, see [Protecting assets on page 139](#). The following attributes describe the settings.

Name	Description
Approval history	For assets that were uploaded to a virtual database (VDB) that requires approval, the following information is displayed: <ul style="list-style-type: none">• The date on which the asset went through a workflow step defined for the VDB.• The name of the last completed workflow step.• The name of the user who processed the workflow step.
Approval required	If an asset requires approval, it cannot be downloaded until the owner has granted approval.
Reason for download restriction	Text which is entered in the <i>Reason for approval</i> field when requesting approval.
License information	Displays license information such as the license name, usage, or validity period for assets that require a license.

Versions

The *Versions* attribute describes the asset versioning. For more information, see [Versions on page 107](#).

Name	Description
Versions	<p>This displays the following information about the individual versions of the asset:</p> <ul style="list-style-type: none"> • The version number of the asset • The name of the creator of the version • The date on which the version was created • The period in which the version was marked as official • The file name • The flag for marking the version as official • The flag for marking the version as published • The comment entered for the version. <p>You can mark a version as official, save it as the original file or as a PDF, or delete it.</p>

Structuring

The module *Media Pool* has several mechanisms for structuring the created assets. For more information, see [Arranging and organizing on page 117](#). The following attributes describe the functions.

Name	Description
Average rating	Average value of ratings.
User ratings	List of ratings. The comments entered by the user, the user name, and the date and time of the rating are displayed.
Related assets	Assets that are flagged as related are displayed.
Variants	Assets that are flagged as variants are displayed.

Usage

Assets can not only be downloaded directly by users but also shared with persons who are not users. In addition, the assets can be used in different modules (for example, a product image can be used in the *Marketing Data Hub* module). The following attributes describe the usage.

Name	Description
Download history	<p>Information about each download of the asset by registered users:</p> <ul style="list-style-type: none"> • Name of the user who downloaded the asset. • Date of download. • Information from the <i>Reason for use</i> field. <p>For more information, see Usage on page 153.</p>
Item number	<p>Asset item number. The item number is used when the asset is used in the <i>Marketing Shop</i>, <i>Job Manager</i> and <i>Marketing Data Hub</i> modules. For more information, see In other modules on page 179.</p>
Suitable for Brand Template Builder	<p>This attribute controls whether assets are found when an asset search in the <i>Brand Template Builder</i> module is triggered in <i>Media Pool</i> module.</p> <p>The attribute is archived automatically when the asset is created if the <i>Print quality</i> attribute is activated and the asset is created in the CMYK color scheme. The attribute can be changed subsequently so that the assets can be used in different color schemes or with a different resolution in Brand Template Builder.</p>
Used in documents	<p>This displays the asset ID, the asset title, and the version of the documents in Brand Template Builder in which the asset is used.</p> <p>For more information, see In other modules on page 179.</p>
Used in templates	<p>This displays the media ID, the media title, and the version of the template in which the asset is used.</p> <p>For more information, see In other modules on page 179.</p>
Used in Data Hub	<p>This displays the data sheet in which the asset is used. You can open the data sheet information.</p> <p>For more information, see In other modules on page 179.</p>
Used in Job Manager	<p>This displays the job data sheet in which the asset is used. You can open the job data sheet information.</p> <p>For more information, see In other modules.</p>

Name	Description
Images used	<p>Note: Only for InDesign documents.</p> <p>Asset ID, title, and the version of the assets that are used in the InDesign document.</p> <p>For more information, see Using InDesign files on page 174.</p>

Publication

If an asset is provided for publication on a channel, it is monitored by the system. In certain events defined for the channel in the module administration, the third-party system is informed. The third-party system processes the asset based on its programming and, for example, posts the asset to a social media platform. Rendering schemes are used for publication through a channel. For more information, see [Publication channels on page 175](#).

Name	Description
Publication date	This displays the date from which the asset is or was published.
Publication end date	This displays the date on which the publication ends or ended.


11.1.5 Standardized attributes

This group includes data that is standardized by organizations and maintained in the metadata of the file, such as camera data or IPTC Photo data. The standardized attributes are read out of the file during upload and displayed in the *Media Pool* module as information for the user about the asset. The user cannot edit these attributes.

Note that this data is not re-read automatically. If you want to overwrite it, you must regenerate the preview message. This metadata is then overwritten.

The following groups of standardized attributes can be displayed in the *Media Pool* module:

Group name	Associated attributes
Camera Data	<ul style="list-style-type: none">• Manufacturer• MODEL• Timestamp• Software
Video Data	<ul style="list-style-type: none">• Frame rate• Video frame width• Video frame height• Pixel aspect ratio• Band name• Scene• Recording• Recording date• Log remark• Alternative band name
Audio Data	<ul style="list-style-type: none">• Title• Created by• Album• Title number• Genre• Composer• Technician• Date of publication• Creation date• Copyright• Log remark• Instrument
Mobile SWF	<ul style="list-style-type: none">• Content type• Permanent storage• Alpha background• Forwarding block

Group name	Associated attributes
Advanced XMP data	Display of XMP raw data <div data-bbox="775 331 1372 741" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;">  Note <p>If XMP data is maintained in the images to be imported, the keywords are extracted while importing TIF/TIFF files and JPEG files and written to the <i>Tags</i> metadata field in the <i>Media Pool</i> module.</p> </div>
IPTC Contact	<ul style="list-style-type: none"> • Creator • Creator: Job title • Creator: Address • Creator: City/location • Creator: State/region • Creator: ZIP code • Creator: The country • Creator: Telephone no. • Creator: E-mail address(es) • Creator: Web address(es)
IPTC Content	<ul style="list-style-type: none"> • Heading • Description • Keywords • IPTC subject code • Author of the description

Group name	Associated attributes
IPTC Image	<ul style="list-style-type: none">• Creation date• Type• IPTC scene code• Location details• City/location• State/region• The country• ISO country code
IPTC status	<ul style="list-style-type: none">• Title• Job ID• Instructions• Retail Credit• Source• Copyright comment• Copyright state• Conditions of use
Dicom Data	<ul style="list-style-type: none">• Name of patient• Patient ID• Date of Birth• Sex of patient• Key study figures• Responsible doctor• Study date• Description of studies• Serial number• Modality• Series date• Series description• Usage location• Device manufacturer

11.2 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
GIF PNG	Original	-	-	-	No	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
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

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
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

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 TIF, TIFF PSD JPEG, JPG	JPG	RGB 24	70	72	Yes	No	No	No
PNG GIF	Original	-	-	-	No	No	No	No
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

11.3 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
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, 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
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				

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

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	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

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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				

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 downloaded file, with the aim of controlling 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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