

BrandMaker GmbH

# Media Pool

## New Asset Editing

Version 7.3



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Aim and content  
of the document

1

## 1 Aim and content of the document

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The successful use of a data asset management system depends largely on how easy it is to search for and find the assets it contains. In addition to comprehensive structural considerations, the maintenance of asset metadata is one of the greatest challenges in order to find the desired assets in the shortest possible time. Since this task is, on the one hand of great importance and takes up a lot of time, and on the other hand, the maintenance work is to be carried out more and more efficiently, with version 6.9, the editing of assets in the *Media Pool* module has been fundamentally revised. The changes made do not only concern a modern user interface. Through additional functions, editing is raised to a new, situationally responsive and individual level.

In the module, *Media Pool* it is now possible to define different editing templates using individual attributes and asset types. Depending on which asset type an asset is assigned to, only the relevant metadata input fields are displayed to the user. This facilitates the maintenance of metadata and speeds up the provision of assets.

In addition, it is possible to define an unlimited number of individually configured attributes, to assign an attribute set to certain assets and to define individual fields as mandatory fields, for example.

This document describes how to implement the innovations in the best possible way and gives you tips on which options are open to you and what to look out for.

### **Reasons and motivation for the changes**

When people first started recording data digitally, they did so using the good old-fashioned model: The previously used, handwritten forms were digitized. This meant that the data could be captured and stored directly in digital form.

This may make sense, but the technical innovations open up many more possibilities than simply digitizing a manual process one-to-one. The previous processing dialog box was based precisely on the old experience and procedures. In the user interface, all configured fields could always be edited, regardless of whether I needed them at all for a specific asset or not.

This is exactly where the New Asset Editing comes in:

With New Asset Editing, which also combines asset types and user-defined attributes, asset editors benefit from a completely new user experience.

The asset editing form is directly adapted to the needs of the editing users and provides only the required fields.

In the future, only the configured fields that are assigned to an asset will be displayed. The user is specifically told which data should be entered and is also given further assistance to make editing as efficient as possible. In addition, it is

possible to define which user groups are allowed to edit certain assets or even individual fields and which are not - thus enabling completely new workflow processes.

In the following chapters, you will find out what other options New Asset Editing offers.

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



Assets

2

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

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

### Relationship between attributes and asset types

The following list shows the relationship between user-defined attributes, asset types and the editing of assets.



| Create user-defined attributes   | Create asset types and assign required attributes  | Assign asset type when creating assets  |
|--|--|---|
| <p>You as the administrator create the required custom attributes.</p> <p>Basic conditions:</p> <ul style="list-style-type: none"> <li>• Unlimited number of user-defined attributes</li> <li>• The attribute types include up to 15 different formats, e.g. numbers, links, dates and time spans.</li> <li>• The fields have help texts, placeholders and can be limited in their input options.</li> </ul> | <p>You define asset types as required. For each asset type, you determine which attributes are to be available for editing. You define this for default and user-defined attributes.</p> <p>You also define the following properties for each attribute:</p> <ul style="list-style-type: none"> <li>• Mandatory</li> <li>• Visible</li> <li>• Editable</li> <li>• Default value</li> </ul> <p>Optionally, the user can be additionally supported by help texts.</p> <p>Examples of asset types are product fact sheets, manuals or PPT images.</p> | <p>When the user creates or edits assets, this is based on the asset types:</p> <p>The user selects the appropriate asset type for the desired asset. Depending on the configuration of the asset type, the user only sees the required attributes.</p> |

## **Attributes**

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

For more information, see [Attributes on page 13](#).

### **Asset types**

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

For more information, see [Asset types on page 34](#).

### **Migration**

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

For more information, see [Migration on page 44](#)

### **Prerequisites for editing the assets**

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

For more information, see [Prerequisites for editing the assets on page 47](#)

## 2.1 Attributes

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

### **Basic and standard attributes**

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

Further information [Basic and standard attributes below](#).

### **User-specific attributes**

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

For more information, see [Custom attributes on page 15](#).

### **Set standard attributes**

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

For more information, see [Set standard attributes on page 29](#).

### **Customer-specific properties**

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

Further information [Customer-specific properties on page 30](#).

#### 2.1.1 Basic and standard attributes

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



### Note

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

### Basic attributes

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

- Asset name
- Filename
- Categories
- Virtual DB

### Standard attributes

The following standard attributes are in the module Media Pool as default and can be assigned to the asset types as needed:

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

- Person(s) shown
- Platform
- Program version
- ISIN
- Affiliate ID
- Approval required
- Alternative preview picture
- Customized fields: On this topic, please refer to the chapter [Customer-specific properties on page 30](#).
- Duration
- Product description
- Target group

### 2.1.2 Custom attributes

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

The former right `MANAGE_FREE_TEXT_FIELDS` has been renamed to `MANAGE_CUSTOM_ATTRIBUTES`. Users without the right to manage custom attributes cannot see the entry in the administration area. The `MANAGE_CUSTOM_ATTRIBUTES` right is needed so that a user can manage custom attributes. If this right is missing, the Custom Attributes menu item is hidden in the administration area.



#### Note

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

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

#### Page setup

This section explains the structure of the page:

## 2 Assets

**Custom Attributes**

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

+ ADD CUSTOM ATTRIBUTE

| #   | Attribute name          | Attribute type | Used in |  |  |  |
|-----|-------------------------|----------------|---------|--|--|--|
| 26  | Duration                | Date           | 1       |  |  |  |
| 27  | Product Description     | Text           | 1       |  |  |  |
| 29  | Target Group            | List           | 0       |  |  |  |
| 76  | Web address             | Link           | 0       |  |  |  |
| 77  | Color                   | Color          | 1       |  |  |  |
| 126 | Quantity of the package | Number         | 0       |  |  |  |

Rows per page 25 ▾ 1-6 of 6 |< < > >|

| No.      | Function                      | Description   |
|----------|-------------------------------|---|
| <b>1</b> | Searching for attribute names | With a larger number of configured attributes, the list quickly becomes confusing. The searcher helps you to quickly find the desired attribute.  |
| <b>2</b> | Attribute type                | The column displays the type of attribute. The type is assigned when it is created. The display should more easily reflect the purpose of the attribute in addition to the name.  |
| <b>3</b> | Used for ...                  | [Number] Asset types; The column shows how many asset types use this attribute. This shows how often the attribute is used. If necessary, a corresponding importance can be deduced from this, among other things with regard to future changes to the attribute. |
| <b>4</b> | Add user-defined attribute    | Click New to add a new asset type.  |
| <b>5</b> | Edit attribute                | Click to edit the properties of an attribute that has already been created.   |
| <b>6</b> | Copy attribute                | Click to copy an existing attribute.<br><br>Copying an existing attribute can make extensive creation work easier if you duplicate similar attributes. You must enter a unique name for the copied attribute.   |
| <b>7</b> | Delete attribute              | Click to delete an attribute when it is no longer needed.   |



## Properties of a custom attribute

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

| No. | Function                    | Description   |
|-----|-----------------------------|---|
| 1   | Attribute name              | Enter the name of the attribute. For example, you can maintain the names in multiple languages.   |
| 2   | Short name of the attribute | Define a short name. For example, you can maintain the names in multiple languages. By default, the full attribute name is displayed. The short name is only used in exceptional cases when there is too little space available in the user interface and the display of the full name would be cumbersome. |
| 3   | Attribute type              | Specify the attribute type. The type influences the display and format of the attribute. Depending on the type, attribute-dependent settings are available.   |
| 4   | Placeholder                 | Define a placeholder to provide additional support for the editing user when maintaining the data. The placeholder is displayed in the attribute field as a default and is hidden on the field.   |

| No. | Function              | Description   |
|-----|-----------------------|---|
| 5   | Help / Description    | In addition to the placeholder, you can store a help text or a further description. We recommend keeping the help text simple and concise. The user can call up the text when editing an asset via the icon behind the attribute. |
| 6   | Type-dependent fields | These fields depend on your choice of attribute type. Refer to the section below.   |

### Search widget

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

### Associated tasks

- [Create custom attribute on page 24](#)
- [Edit custom attribute on page 28](#)
- [Delete custom attribute on page 29](#)

#### 2.1.2.1 Attribute types

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

**Note**

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

| Type | Subformat     | Description   | Settings / Comments  |
|------|---------------|---|--|
| Text | formatted     | The editing user can format entered text. For more information on formatting options, see the section <i>Display of attribute types in the editing dialog box</i> on page 21. | <ul style="list-style-type: none"> <li>Minimal length (characters)</li> <li>Maximal length (characters)</li> <li>Number of text lines in the editing dialog box</li> </ul>   |
|      | unformatted   | The user can edit a normal text field. By selecting a multiple line display, descriptive texts can also be entered more easily.   | <ul style="list-style-type: none"> <li>Minimal length (characters)</li> <li>Maximal length (characters)</li> <li>Single line or multiple lines</li> <li>With multiple lines: Number of text lines in the editing dialog</li> </ul> |
| HTML |               | The user can enter HTML which is displayed accordingly.   |  |
| Link |               | The user can only enter links in the input field. These are shown as a link in the asset view.  |  |
| Date | Single date   | The user enters a date.   | Date and time are displayed localized in the appropriate format depending on the user's selected region.   |
|      | Date and time | The user enters a date as well as a time entry.   |  |
|      | Time          | The user enters a time entry.   |  |
|      | Date range    | The user enters a date range.   |  |
|      | Time range    | The user enters a time range.   |  |

## 2 Assets

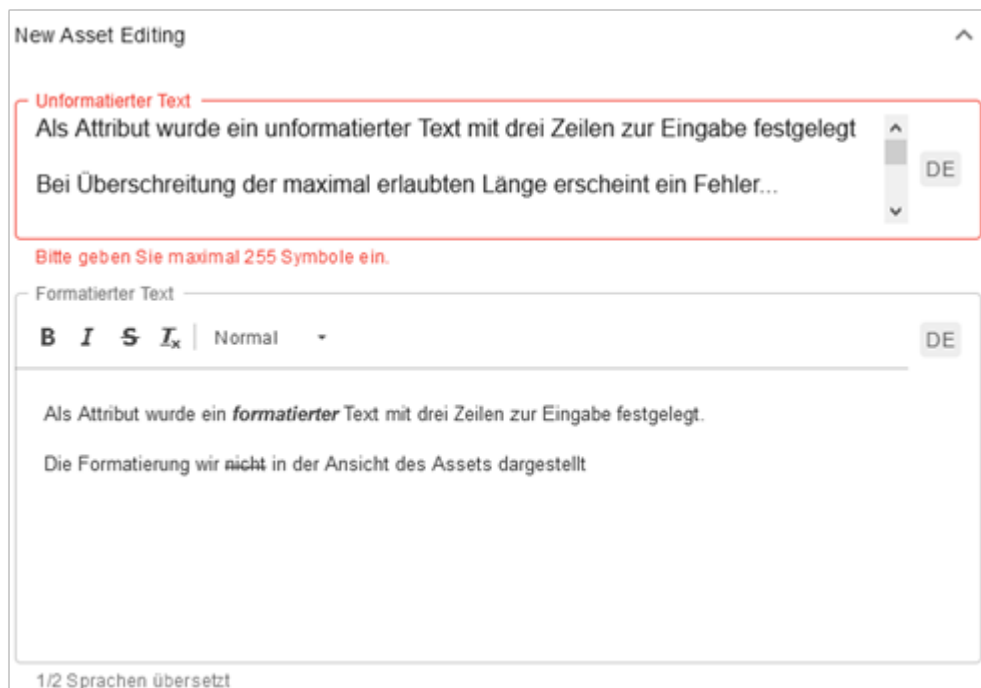
| Type    | Subformat | Description  | Settings / Comments  |
|---------|-----------|--|--|
| Number  | Integer   | With this type, the user enters whole numbers and it is suitable for entering quantities, for example.   | <ul style="list-style-type: none"> <li>• Minimum value</li> <li>• Maximal value</li> <li>• Step size: Defines in which steps the user can select numbers.</li> <li>• Visual representation: Stepper or slider</li> </ul> |
|         | Decimal   | The user can enter any number.   | <ul style="list-style-type: none"> <li>• Minimum value</li> <li>• Maximal value</li> <li>• Number of possible decimal places</li> </ul>  |
| List    |           | <p>With this type, the administrator creates a list of values. The user selects one or more values, depending on the configuration of the list.</p> <p>A list can contain up to 5 levels, a root level and up to 4 subordinate levels.</p> <p>In addition to manual entry, existing lists can also be transferred by copying and pasting. Please note here <a href="#">Create list attribute on page 25</a>.</p> | <ul style="list-style-type: none"> <li>• <i>Multi select list</i> slider off: The user can select only one value.</li> <li>• <i>Multi Select list</i> slider on: The user can select several values.</li> </ul>          |
| Color   |           | The user sets a color by entering a hexadecimal value.   |  |
| Boolean |           | The user chooses between two values, e.g. TRUE and FALSE.  | Setting a preset value   |

### 2.1.2.2 Display of attribute types in the editing dialog box

#### Unformatted and formatted text

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

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



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

**Beschreibung**  
Dieser Assettyp wird ausschließlich zu Testzwecken ausgewählt, er sollte daher nur temporär Assets zugeordnet sein. Bitte achten Sie darauf, nach entsprechenden Tests dem Asset einen längerfristigen Assettyp zuzuweisen.

**Zuordnung von Assets**  
Beispielhaft werden Assets aufgezählt, welche diesem Typ zugewiesen werden können:

- Alle Assets, um sich mit den Assettypen vertraut zu machen
- Zuweisung sollte nur temporär erfolgen

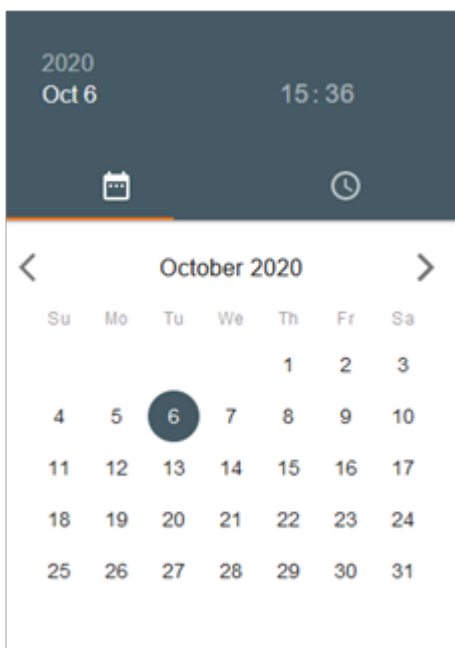
## Link

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



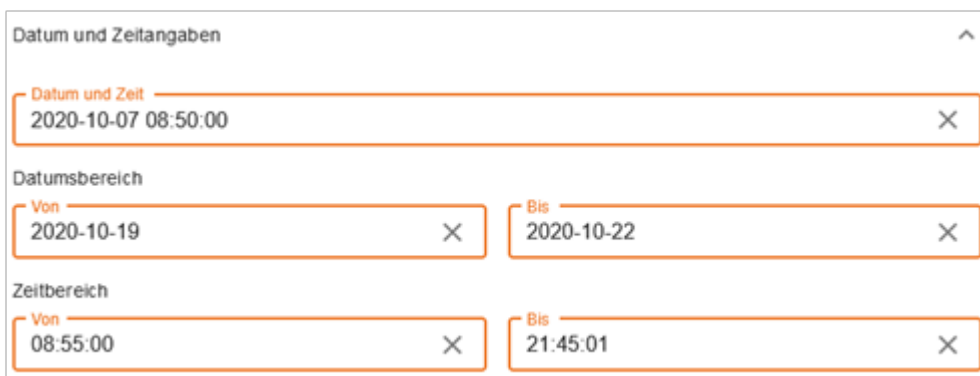
## Date and time entries

The input fields of this attribute type are equipped with a so-called day and/or time picker to ensure correct data maintenance.



This ensures that, depending on the selected location of the user, the information is displayed in the correct format.

The different display types (see table in the Chapter [Attribute types on page 18](#)) ensure that the information can be displayed as concretely as necessary:



## Number

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

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

The screenshot shows a user interface for selecting a number format. It features three main sections:

- Zahl integer:** A horizontal slider with a range from 25 to 150. Major ticks are at 25, 50, 75, 100, 125, and 150. A black dot indicates the current selection at 75.
- Zahl integer stepper:** A vertical stepper control showing the value '40' with up and down arrows.
- Zahl dezimal:** A text input field containing the value '1.000,25'. Below the field, a red error message reads: 'Bitte geben Sie einen Wert nicht größer als 1.000 ein.'

At the top, there is a label 'Zahl integer' and a sub-label 'Zahl integer stepper'. Below the stepper, a small instruction says: 'Geben Sie eine Zahl ein. Die Zahl wird lokalisiert gemäß Ihrer Region dargestellt.'



### Note

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

## List

With a list attribute, you simply assign multiple attribute values. For example, you can create product palettes and assign the assets accordingly:

The screenshot displays a list of items in a user interface. Each item consists of a label, a language indicator, and a status indicator:

- operating system:** DE, 1/4 Sprachen übersetzt
- Browser:** DE, 1/4 Sprachen übersetzt
- Firefox:** DE, 1/4 Sprachen übersetzt
- Safari:** DE, 1/4 Sprachen übersetzt
- virus scanner:** DE, 1/4 Sprachen übersetzt
- ZoneAlarm:** DE

Each item has a small icon to its left (a right-pointing chevron for expanded items, a down-pointing chevron for collapsed items) and a three-dot menu icon to its right. A vertical scrollbar is visible on the right side of the list.

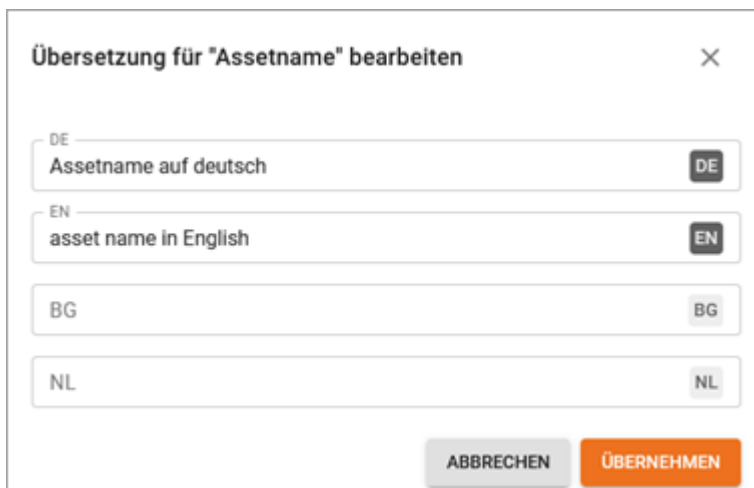
In addition to manually entering the individual list entries, Excel lists that have already been maintained can also be quickly transferred by copying and pasting.

### Attribute values in several languages

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



In this dialog box, all configured languages are listed and already stored values are displayed:



Users always see attribute values in the language they have configured in their user settings, provided the attribute is maintained in the language. If an attribute is not entered in the selected language, the language icon is highlighted to indicate this:



#### 2.1.2.3 Create custom attribute

1. Click > *Administration* > *Media Pool* > *Attributes* > *Custom Attributes*.
2. Click *Add user-defined attribute*.

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

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



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

5. Specify the attribute type.

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

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

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

8. Click *Add*.

You have created the attribute.

#### **2.1.2.4 Create list attribute**

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

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


### Create manually

1. Click > *Administration* > *Media Pool* > *Attributes* > *Custom Attributes*.
2. Click *Add custom attribute*.

The *Add custom attribute* dialog box is displayed.

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

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

6. If necessary, enter a description to help the user.
7. In the right-hand section of the dialog, specify whether the user can select one or more values from the list.
8. Enter a list value in the input field below. If you enter a list with several levels, it must be a value on the top level. Click the globe icon to enter the name in other languages.
9. Enter further values and translate the names if necessary. Use the following functions, which you will find in the  menu to the right of an entry. See also the Table of Shortcuts at the end of the section:
  - Add new layer: Add value on the same level
  - Add new sublevel: Add value one level lower
  - Nest: The value at which you open the menu is moved down one level.
  - Do not nest: The value at which you open the menu is moved up one level.
  - Move up: The value is moved up on the same level. Alternatively, you can move the value by dragging and dropping it on the drag point in the list.
  - Move down: The value is moved down on the same level. Alternatively, you can move the value by dragging and dropping it on the drag point in the list.
  - Delete: The value is deleted.
10. When you have entered all the required values, click *Add*.

You have manually created the list attribute. You can also use the following short-cuts when creating:

| Shortcut             | Description  |
|----------------------|--|
| <b>ENTER</b>         | Add new entry on the same level. If this is done on a parent element, the new entry is created after all children.   |
| <b>SHIFT + ENTER</b> | Add new entry on sublevel  |
| <b>↑</b>             | Move the cursor up one list field  |
| <b>↓</b>             | Move cursor one list field down  |
| <b>ALT + ↑</b>       | Move the cursor to the top field   |
| <b>ALT + ↓</b>       | Move cursor to lowest field  |
| <b>SHIFT + ↑</b>     | Move value up in the list (including child elements). Note that this can also mean moving up in the list level if the preceding value is one level higher. |
| <b>SHIFT + ↓</b>     | Move value up in the list (including child elements). Note that this can also mean moving in the list level if the preceding value is one level lower.     |
| <b>TAB</b>           | Move value down one list level. The value can be a maximum of one level lower than the parent value.   |
| <b>SHIFT + TAB</b>   | Move the value up one level in the list. The value can be a maximum of one level lower than the parent value.  |
| <b>CTRL + ALT</b>    | Expand/collapse child values   |
| <b>SHIFT + DEL</b>   | Delete value   |

## Create by copying

### Prerequisite

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

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

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

1. Click > *Administration >Media Pool > Attributes > Custom Attributes*.
2. Click *Add custom attribute*.

The *Add custom attribute* dialog box is displayed.

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

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

6. If necessary, enter a description to help the user.
7. In the right-hand section of the dialog, specify whether the user can select one or more values from the list.
  - TXT file: Copy the list from the prepared file and paste it into the input field.
  - XLSX file: Copy the column containing the top-level values without empty cells. Create a subordinate value. Copy and paste the data of this level from the XSLX file. Continue until all list values are created.

The list has been created.

8. Click *Add*.

You have created the list attribute by copying.

### **2.1.2.5 Edit custom attribute**

1. Click > *Administration >Media Pool > Attributes > Custom Attributes*.
2. Click the pencil icon for the attribute that you want to edit.

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

3. Edit the properties of the attribute. Please note that you cannot edit the type of attribute.
4. Click *Save changes*.

You have edited the user-defined attribute.

### 2.1.2.6 Delete custom attribute



#### Note

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

1. Click *> Administration > Media Pool > Attributes > Custom Attributes*.
2. Click the recycle bin icon next to the asset type that you want to delete.  
A confirmation prompt is displayed.
3. Click *Delete*.

You have edited the user-defined attribute.

### 2.1.3 Set standard attributes

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

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

| System setting                                    | Description  |
|---|--|
| Attribute Article number validation               | Enter a regular expression for validating the item number.   |
| Attribute <i>Print quality</i> minimum resolution | Enter the minimum resolution for tagging attributes with the option <i>Print quality</i> automatically.  |
| Tags dropdown length                              | Specify the number of tags displayed in the <i>Last tags</i> selection list. If you enter the value 0, then all tags are displayed.              |
| Keywords dropdown length                          | Enter the number of keywords that are displayed in the <i>Last keywords</i> dropdown. If you enter the value 0, then all keywords are displayed. |

| System setting           | Description   |
|--------------------------|---|
| Validity period type     | Select whether the user defines the validity period of an asset in quarters or tertials.  |
| Information validity end | <p>The system informs the owner of an asset when the validity of the asset ends. Enter when the owner is informed. Possible values:</p> <ul style="list-style-type: none"><li>• -1 = No notification.</li><li>• 0 = The notification is sent immediately.</li><li>• 1,2,3.... = Number of days before the validity ends.</li></ul> <p>Example: Enter the value 7: The owner is informed 7 days before the validity expires.</p> |

### 2.1.4 Customer-specific properties



#### Note

Up to and including version 6.8, the properties required for your company were mapped in customer-specific properties. The function is available unchanged in the system as of version 6.9. However, we recommend that you migrate to [Custom attributes on page 15](#).

When setting up a new system, we strongly recommend that you do not use the customer-specific properties and use the much more convenient and flexible [Custom attributes on page 15](#) attributes.


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

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

- Free text: The user enters unformatted text.
- Formatted text: The user enters formatted text using a rich text editor.
- Selection box: You can define the field as a dropdown list from which the user can select predefined values. You can define parent fields and list entries for the selection box to create a selection box that is dependent on a parent selection box.

#### Conditions for selection fields

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

- Enter the individual values for the selection box in the input field separated via  paragraph.
- Note that you may only ever enter a value in the input field once.
- If you want to manage the entries in multiple languages:
  - Enter the entries for each language in the same order.
  - You must always enter the same number of entries for each language. If you do not have the translation for an entry, leave the language blank.
  - If you are using several languages, you can add new values at a later stage.
  - Do not change existing values because changes are treated as new entries and the existing asset assignments are therefore lost.

**Attention!**

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

### EXAMPLE

You want to create the custom text field *Customer communication* as a selection box. You want to define *Print* and *Newsletter* as selection options. You also want to create the additional selection box *E-mail*, which is dependent on the parent selection box *Customer communication*. If users select the entry *E-mail*, then you also want them to be able to select the entries *Plain Text* or *HTML* from the *E-mail* selection box.

### Prerequisites


You have the right `MANAGE_CUSTOM_ATTRIBUTES`.

### Creating a selection box

1. Click *> Administration > Media Pool > Attributes > Free Text Fields*.
2. Click the Plus sign of a free text field that has not been defined yet.  
Editing mode for the free text field is displayed.
3. Enter *Customer communication* as the name.
4. From the *Allowed values* dropdown list, select the entry *Selection box*.
5. Enter *Print* and *Newsletter* as values in the input field.




#### Note

You must enter the individual values in the input field separated via  paragraph.

6. Click the Plus sign of a free text field that has not been defined yet.  
Editing mode for the free text field is displayed.
7. Enter *E-Mail* as the name.
8. From the *Allowed values* dropdown list, select the entry *Selection box*.
9. Choose the *Customer communication* entry from the *Parent field* dropdown list.
10. Choose the *Newsletter* entry from the *Parent list entry* dropdown list.
11. Enter *Plain Text* and *HTML* as values in the input field.



#### Note

You must enter the individual values in the input field separated via  paragraph.



12. Click *Save changes*.

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

## 2.2 Asset types

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

The following attributes are available for configuration:

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

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

### Page setup

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


**Asset types**

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

| 1 Name                | 2 Description | 3 Assets | 4 Attributes | 5 Org. Unit(s) | 7 | 8 | 9 | 6 CREATE |
|-----------------------|---------------|----------|--------------|----------------|---|---|---|----------|
| Manual                |               | 1        | 8            | All            |   |   |   |          |
| Marketing template    |               | 2        | 6            | All            |   |   |   |          |
| Product brochure      |               | 5        | 6            | All            |   |   |   |          |
| Product description   |               | 0        | 7            | All            |   |   |   |          |
| Release Notes         |               | 0        | 4            | All            |   |   |   |          |
| Sales documents       |               | 0        | 7            | All            |   |   |   |          |
| Technical description |               | 0        | 4            | All            |   |   |   |          |

Rows per page 25 ▾ 1-7 of 7 |< < > >|

| No. | Function                      | Description   |
|-----|-------------------------------|---|
| 1   | Name of the asset type        | The column shows the name of the asset type; the column can be sorted in ascending and descending order.                    |
| 2   | Description of the asset type | If maintained, the description of the asset type is displayed here. Click on the  icon to display the complete description. |
| 3   | Number of associated assets   | The column shows how many assets are assigned to the respective asset type.   |

| No. | Function                      | Description  |
|-----|-------------------------------|--|
| 4   | Assigned attributes           | Overview of the attributes assigned to the asset type: Number of attributes used and detailed view via the  icon. |
| 5   | Assigned organizational units | The column lists the organizational units that can edit assets of this type.   |
| 6   | Create asset type             | Click New to create a new asset type.  |
| 7   | Edit asset type               | Click to edit the asset type.  |
| 8   | Copy asset type               | Click to create a copy of the asset type.  |
| 9   | Delete asset type             | Click to delete the asset type.<br><b>Note:</b> An asset type can only be deleted if no assets are assigned to it.   |

### Basic attributes

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

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

### Assignment to organizational units

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

**Note**

To be able to see all organizational units as an administrator, you need the right *VIEW\_All\_VDB* of the administration *Media Pool* in addition to the right *MODULE\_ACCESS* to the module. If your role does not have the right *VIEW\_ALL\_VDB*, you may not see all organizational units.

### Edit asset type ×

Name \* 2

Strategic Marketing 1 EN i

1/2 languages translated



All organizational units 3

Org. Units \* 4 5 i

2 selected clear all 6

- Brand Maker Marketing
- BrandMaker
- New Life

| No. | Function                 | Description  |
|-----|--------------------------|--|
| 1   | Name of asset type       | Click the globe icon to enter localized variants of the name.  |
| 2   | Name language            | If there are several language variants, the country code of the name field currently being edited is displayed here.   |
| 3   | All organizational units | If this switch is activated, all existing organizational units are assigned to the asset type. If you deactivate the switch, the selection menu <i>Org. Units</i> opens and you are able to make assignments to individual organizational units.                               |
| 4   | Expand/Reduce            | Click $\vee$ to expand all organizational units. Clicking on $\wedge$ reduces the view and, as in the default, only the top level is displayed in the list. By clicking $\gt$ in front of a list entry you can expand the particular organizational unit to show its elements. |

| No. | Function             | Description  |
|-----|----------------------|--|
| 5   | Search               | Enter at least three characters in the search field to search for specific organizational units in a rather long list. You start the search by pressing  .  |
| 6   | Show/Delete Selected | Click  to display all selected organizational units. You can remove individual organizational units from the selection by deactivating the checkbox in front of them. By clicking on the orange text button <i>clear all</i> you can cancel the entire selection. |

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

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

### Deleted organizational units

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

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

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

### Assigned Attributes

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

### Associated tasks

- [Create asset type below](#)
- [Edit asset type below](#)
- [Delete asset type on page 42](#)

#### 2.2.1 Create asset type

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

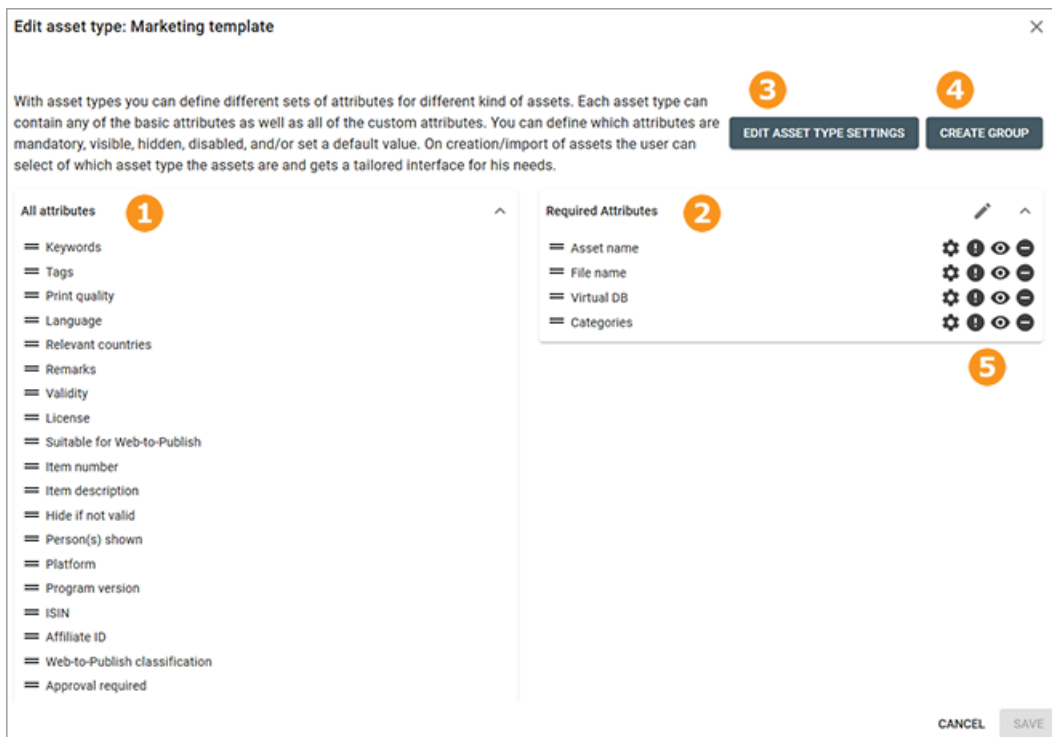
The *Create asset type* dialog box is displayed.

3. Enter a name for the asset type. As soon as you enter a name, a globe icon is displayed in the input field. Click the globe icon to enter the name in other languages.
4. To assign only certain organizational units to the asset type, deactivate the checkbox in *All organizational units*. Use the Expand and Collapse icons in and above the tree structure to navigate and keep track of complex structures. If you do not assign an organizational unit, the asset type can be used and edited by users of all organizational units.
5. If necessary, enter a description to help the user.
6. Click *Create*.
7. You have created the asset type. So far, only the basic attributes have been assigned to the asset type. Add further attributes when editing the asset type, see [Edit asset type below](#).

#### 2.2.2 Edit asset type

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

## Structure of the *Edit Asset Type* dialog box



| No. | Function                             | Description   |
|-----|--------------------------------------|---|
| 1   | Available attributes                 | All attributes that are configured in the system are listed here. This contains: <ul style="list-style-type: none"> <li>• Basic attributes</li> <li>• Standard attributes</li> <li>• User-defined attributes</li> </ul> |
| 2   | Assigned attributes                  | The attributes assigned to the type are listed in this section. The attributes are sorted into groups configured for the asset type,  |
| 3   | Edit asset type settings             | Click to open the general settings of the asset type.   |
| 4   | Creating a group                     | Click to create a new attribute group into which you can sort attributes. For more information, see the following section.  |
| 5   | Configure attributes for asset types | Click to configure the assigned attributes.   |

## Organize attributes in groups

When editing an existing asset type using the pencil icon, groups automatically open in expanded mode and all existing group attributes are immediately visible.

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

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

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

### **Configure attributes for asset types**

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

- **Mandatory field:** Setting an attribute as a mandatory field determines whether the user must populate the attribute with a value. The user can only complete editing the asset if all mandatory fields have been edited.
- **Visible:** You can decide if an attribute is visible in the editing dialog box. Hiding an attribute makes sense if you want to allow only one value for the asset type. If you enter the value as a default value, see the corresponding section below for more information. In this case, the value can no longer be changed by the editing user. An example of this would be the automatic assignment of an VDB.
- **Editable:** You can decide if an attribute is editable for an asset type. If an attribute is visible but not editable, the user receives information on the attribute value but cannot change it.
- **Default value:** You can enter a default value with which the attribute for the asset type is preset.

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

### **Access to attribute values**

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



**EXAMPLE**

You configure the *Category* attribute as not editable and not visible and set a default category. However, not all users have access to the category.

If a user creates or edits an asset of the type that does not have access to the default category, the asset attributes cannot be saved. In effect, the user cannot create or edit the asset.

Therefore, make sure that either default values are entered without access restriction or the asset type is assigned to users of organizational units that have access to the value.

**Automatic population of the default value**

Note when an attribute is populated with the default value:

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

**Required administrator rights**

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

**Edit asset type**

1. Click *> Administration >Media Pool> Asset types*.
2. Click the pencil icon for the asset types that you want to edit.  
The *Edit asset type* dialog box is displayed.
3. Optional: Click *Edit Asset Type Settings* to edit the name, assigned organizational units or description.
4. Optional: Assign attributes:
  - a. Optional: Click *Create group*.  
The *Create asset type group* dialog box is displayed.

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

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

c. Click *Create group*.

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

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

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

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

7. Configure the attributes for the asset type:

a. Click the configuration icons for the assigned attributes.

A dialog box opens.

b. Configure the attribute for this asset type.

8. Repeat step 7 for each attribute.

Click *Save*.

You have edited the asset type.

### 2.2.3 Delete asset type



#### Note

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

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

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

A confirmation prompt is displayed.

3. Click *Delete*.

You have deleted the asset type.

## 2.3 Migration

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

### Standard asset type

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


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

In addition, the default asset type is used in special cases, such as when an authorized user wants to display all fields of an asset for editing (see Chapter [Prerequisites for editing the assets on page 47](#)).

### Process

The migration steps optimally proceed as follows:

| No. | Function                               | Description   |
|-----|--|---|
| 1   | Conceptual planning                    | <p>Asset types and attributes enable a semantic differentiation of different assets independent of the technical file type. Since both the user-defined attributes and the asset types are new as of version 6.9, a conceptual plan should be drawn up in advance of the introduction.</p> <p>In doing so, answer the following basic questions:</p> <ul style="list-style-type: none"> <li>• Which different asset types are needed initially? Note <a href="#">Asset types on page 34</a>.</li> <li>• Which attributes should be used to describe these asset types? Note <a href="#">Custom attributes on page 15</a>.</li> <li>• Which departments and divisions in the company maintain these different asset types and the assigned assets? Note <a href="#">Edit asset type on page 38</a>.</li> </ul> |
| 2   | Automatic migration of existing assets | <p>Existing assets are automatically assigned to the default asset type (see previous section). The assets can be edited as before by all users who were previously able to do so and all attributes configured in the system are available.</p>  |

| No. | Function   | Description  |
|-----|--|--|
| 3   | Asset type assignment of existing assets           | A new asset type assignment of existing assets is not necessarily required, as these are not changed by the migration. We recommend that asset types of existing assets are only changed when they are edited again.   |
| 4   | Creating a basic asset type (transition phase)     | Determine which attributes have been relevant in asset editing so far and should therefore generally continue to be available in future editing. Normally, these are all attributes that were previously configured in the system, on the part of BrandMaker or via free text fields. The basic asset type should be assigned to all organizational units and can serve a transitional phase until the various new asset types have been configured.   |
| 5   | Definition of necessary attributes and asset types | <p>Different attributes are necessary for each individual company to be able to cover the corresponding requirements. Define these attributes and also determine whether and, if so, which different asset types are necessary or desirable for a targeted way of working when editing assets.</p> <div data-bbox="587 1037 1390 1406" style="border: 1px solid #0070c0; border-radius: 10px; padding: 10px; background-color: #e6f2ff;"> <p> <b>Note</b></p> <p>The earlier this definition is completed, the higher the quality of the assets edited by means of asset type assignment. Asset types can be changed subsequently, but the assets assigned to the asset type up to that point are not affected. Only when an asset is edited again will the asset type affect the asset.</p> </div> |
| 6   | Minimum recommended asset type assignment          | It is recommended to assign at least the initially created basic asset type to an asset when editing it. The automatically assigned default asset type is likely to make more attributes available than before when editing.   |
| 7   | Optimal asset type assignment                      | <p>Optimally, post-migration editing of assets is done after defining and configuring what attributes are deemed necessary as well as the different asset types.</p> <p>When editing new or existing assets, the asset type that should also be valid for this asset group in the future is then always assigned to the asset.</p>   |

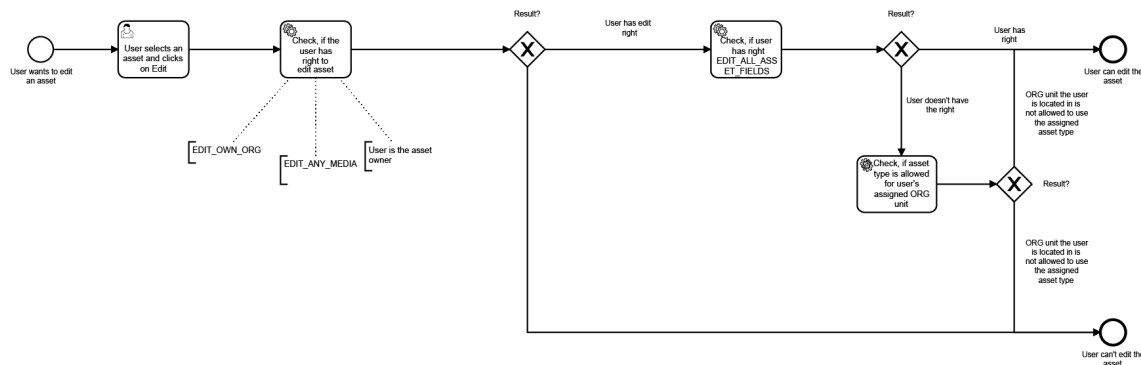
## 2 Assets

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| No. | Function               | Description  |
|-----|------------------------|--|
| 8   | Subsequent adjustments | Subsequent adjustments of attributes for the individual asset types are of course possible. Note, however, that the subsequent adjustments have no influence on existing assets; only when editing existing assets will these adjustments be taken into account. |

## 2.4 Prerequisites for editing the assets

Several conditions must be met for a user to be able to edit the attributes of an asset. The following diagram shows in which cases a user can edit an asset. The prerequisite is the right `MODULE_ACCESS` for the module *Media Pool*.



To edit assets, a user also requires at least one of the following rights:

- `EDIT_OWN_ORG`
- `EDIT_ANY_MEDIA`
- Alternatively, the user is the owner of the asset.

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

### View and edit excluded attributes

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

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

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

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

### Change asset type

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

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

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



### Note

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



Changes for the  
user

3

### 3 Changes for the user

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The following section lists the areas and processes that have changed for the user.

## 3.1 Structure

### 3.1.1 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
- If you are managing assets and want to edit the attributes

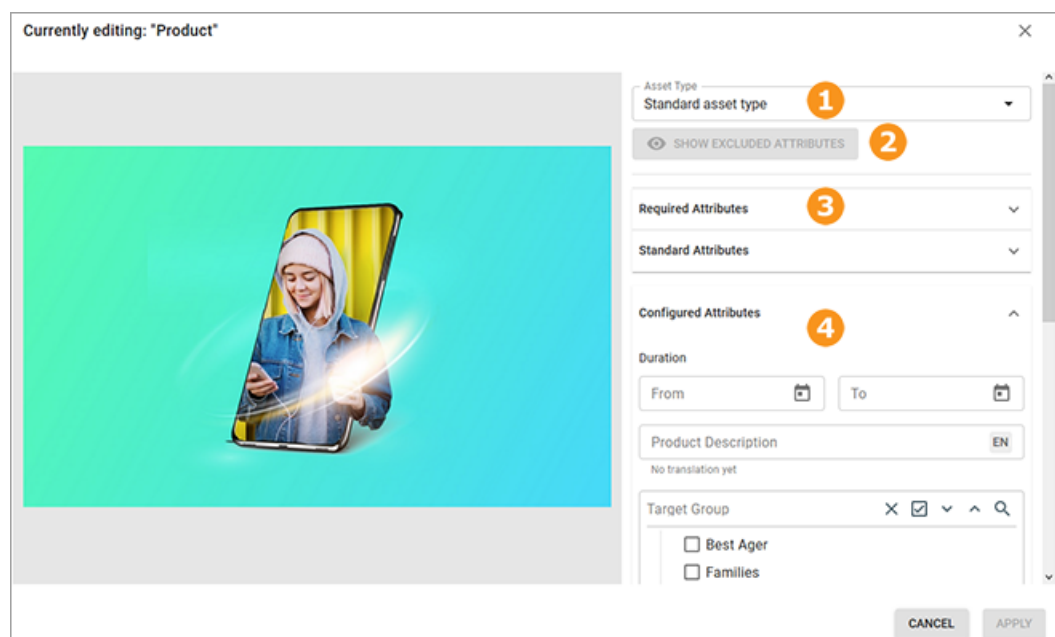
For more information, see the chapter [Tasks on page 53](#).

#### 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.



### 3 Changes for the user

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| No. | Function                 | Description   |
|-----|--------------------------|---|
| 1   | 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.<br><br><b>Note:</b> You can only change the asset type if your role has the corresponding authorization. If you have any questions, please contact your system administrator. |
| 2   | 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.  |
| 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.   |




#### 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.

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.

## 3.2 Tasks

In order to make the asset available in the *Media Pool* module after an upload:

- [Completing the attributes of an asset below](#)
- [Completing the attributes of several assets simultaneously below](#)
- [Completing the attributes of multiple assets one after the other on page 55](#)

When editing one or more existing assets:

- [Editing the attributes of an asset on page 56](#)
- [Editing the attributes of several assets simultaneously on page 56](#)
- [Editing the attributes of multiple assets one after the other on page 59](#)

### 3.2.1 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.

### 3.2.2 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:

### 3 Changes for the user

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- 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 thumbnail of one of the assets to be selected.  
A checkbox appears on the bottom right of the thumbnail.
  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 be able 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.

### 3.2.3 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.

### 3.2.4 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.

### 3.2.5 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.

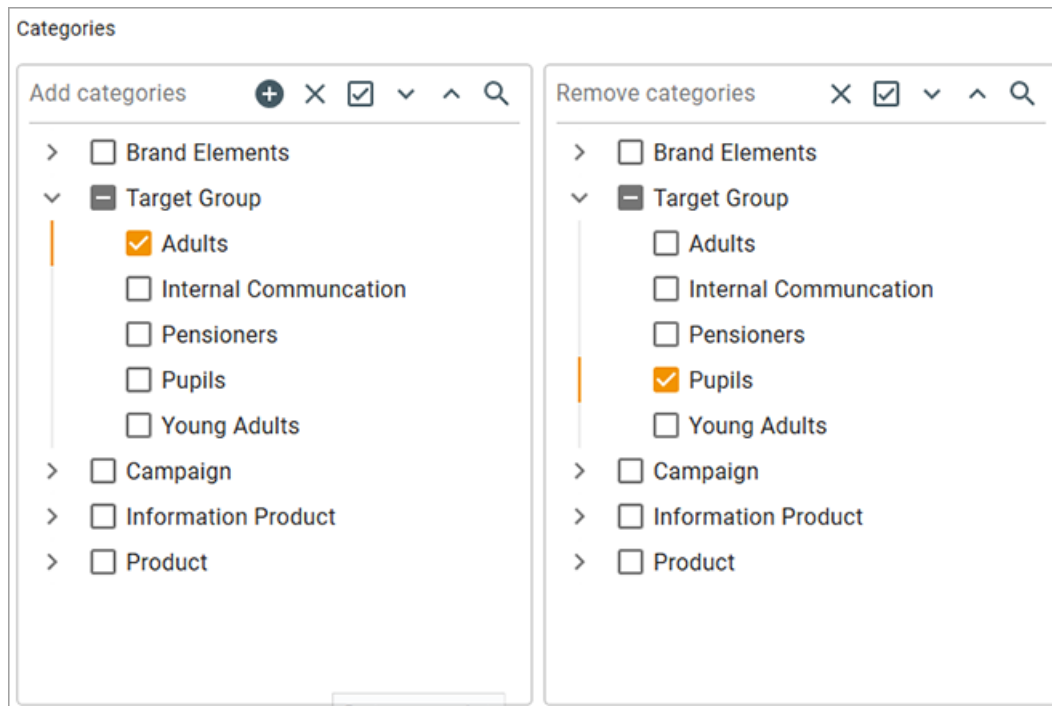
### **Edit mandatory attributes**

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 clicking  $\oplus$  in order to activate the checkbox on each asset.
3. Above the asset search, select the top menu... button, click *> Edit > Edit all at once*.

The dialog box for editing the attributes opens.

4. Edit the attributes.
5. Click *Save and Close*.

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

### 3.2.6 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 clicking ⊕ in order to activate the checkbox on each asset.
3. Above the asset search, select the top menu button, click > *Edit* > *Edit assets one by one*.  
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.

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Changed rights

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## 4 Changed rights

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The following chapter lists the section of rights to which new rights for asset editing have been added. There are `MODIFY_ASSET_TYPE` and `EDIT_ALL_ASSET_FIELDS`.

In addition, the rights `MANAGE_CUSTOM_ATTRIBUTES` and `MANAGE_ASSET_TYPES` have been created; with these rights, administrators can reach the Administration pages for attributes and asset types in the Administration. As these are Administration rights, they are not listed separately here.

The former right `MANAGE_FREE_TEXT_FIELDS` has been renamed to `MANAGE_CUSTOM_ATTRIBUTES` in version 7.2.

From now on, the new right must be used in the Rights Management. However, after an update to 7.2 or newer, users with the existing old right are automatically assigned to the new right.

## 4.1 Editing attributes

### Editing attributes

| Designation           | Description  |
|-----------------------|--|
| EDIT_ANY_MEDIA        | The user can edit all assets that he or she can access.  |
| EDIT_ALL_ASSET_FIELDS | The user can edit all attributes created in the system for an accessible asset, regardless of whether the attributes are assigned to the asset type. |
| MODIFY_ASSET_TYPE     | The user can change the asset type of an asset that has already been created.  |
| EDIT_APPROVAL         | The user can edit the meta data <i>Approval required</i> and <i>Reason for approval</i> for a asset, even if the user is not the owner.              |
| EDIT_LICENSE          | The user can assign a license to an asset.   |
| EDIT_OWN_ORG          | The user can edit assets whose owner is assigned to the same organizational unit.  |
| CHANGE_MEDIA_OWNER    | The user can change the owner of assets whose detailed view he or she can access.  |
| ADMIN_REPAIR_PREVIEWS | The user can access the <i>Re-create preview images</i> function from the menu button in the detailed view of an asset.                              |

### Asset view

| Designation        | Description   |
|--------------------|---|
| VIEW_LARGE_PREVIEW | <p>The user can click the preview in the detailed view of an asset and then view a large preview.</p> <p><b>Note:</b> Note that there are no large previews for videos. If you click the preview in the detailed view of a video, the video starts.</p> |

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Tips and tricks

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| Title                                    | Description   | Chapter reference   |
|--|---|---|
| Description of the asset type            | The description of the asset type can significantly support proper and quick assignment during editing.   | <a href="#">Create asset type on page 38</a>                    |
| Deleting organizational units            | <p>If asset types exist that are assigned to a specific and now deleted organizational unit, assigned assets can no longer be edited by other users.</p> <p>Therefore, when an organizational unit is deleted, the asset type will continue to be transferred to the selected new organizational unit.</p>              | <a href="#">Asset types on page 34</a>                          |
| Assignment of default values             | <p>When editing, attributes are preassigned with default values.</p> <p><b>Attention:</b> This only works if the attribute was previously empty! It should also be ensured that the user has access to the selected default value, especially if it has been configured as not editable or not visible.</p>             | <a href="#">Edit asset type on page 38</a>                      |
| Required administrator rights            | In order to be able to administer the asset types in the Media Pool correctly, at least the MODULE_ACCESS rights (in the Media Pool) and EDIT_ALL_VDB rights (in Administration) are required.  | <a href="#">Asset types on page 34</a>                          |
| Separation of viewing and editing rights | <p>Until now, VDB, organizational unit assignment and the right to edit assets could be used to distinguish which user could only view or also edit an asset.</p> <p>The asset types make it easier to edit across organizational units and define exactly which organizational units can edit the assigned assets.</p> | <a href="#">Prerequisites for editing the assets on page 47</a> |
| Editing process                          | <p>Through differently configured asset types per organizational unit, processes can be represented that differentiates between who can maintain which attributes on an asset dependent on the user.</p> <p>With the MODIFY_ASSET_TYPE right and access to the current asset type, this can be changed.</p>             |   |

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| Title          | Description   | Chapter reference                                      |
|----------------|---|--|
| Admin Fallback | With the new EDIT_ALL_ASSET_FIELDS right, all available attributes can also be edited in the future, regardless of the assignment of the asset types to organizational units. | <i>Prerequisites for editing the assets on page 47</i> |

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Feedback and  
queries

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## 6 Feedback and queries

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In addition to this detailed document, BrandMaker will also be happy to advise you on the changeover to the new functionality. If you have any questions about the best way to proceed with the changeover or if you need a contact who will work with you to develop a concept, please reach out to your Customer Success Manager or get in touch via [customer.success@brandmaker.com](mailto:customer.success@brandmaker.com).