

WatchPoint® CMS 2.5

USER GUIDE

PRELIMINARY

Copyright

WatchPoint® Content Management System (“Software”) is owned by Ericsson Television Inc. (“Ericsson”) or its suppliers and is protected by United States copyright laws and international treaty provisions. Therefore, you may not use, copy or distribute the Software without authorization. You may: (a) make one copy of the Software solely for backup or archival purposes or (b) transfer the Software to a single hard disk provided you keep the original solely for backup or archival purposes.

“Software” shall mean each software program provided by Ericsson in machine-readable, object, printed or interpreted form. Ericsson shall retain all right, title and ownership of any Software and all Intellectual Property Rights herein provided to Buyer or its end users. Ericsson sells or licenses (as in the case of Software or IP rights) its products to Buyer only to the extent that such products consist of non-software items on the terms specified within Ericsson’s Standard Terms and Conditions of Sale.

This document, as well as the software described within, is furnished under license and may be used or copied only in accordance with the terms of such license. The content of this document is for informational purposes only and is subject to change without notice. Ericsson assumes no responsibility or liability for errors or inaccuracies that may appear in this document.

Disclaimer

Any references to company names in sample graphics are for demonstration purposes only and are not intended to refer to any actual organizations.

Ericsson and WatchPoint are trademarks or registered trademarks of Ericsson in the U.S.A. and other countries. Other brands and products are trademarks or registered trademarks of their respective holders and should be noted as such.



Contents

1	About This Guide	1
1.1	Intended Audience	1
1.2	Typographic Conventions	1
1.3	Documentation Comments	1
1.4	Revision Information	1
2	Introduction to CMS	3
2.1	System Overview	3
2.2	Accessing the User Interface	6
2.3	Getting Started	8
2.4	Thumbnails	8
3	Admin Management	9
4	Content Management	11
5	Rules Management	13
6	Resource Management	15
7	Workflow Management	17
8	Partner Management	19
9	Site Management	21
10	Monitoring Management	23
10.1	Workflow Dashboard Information	23
10.2	Workflow Monitoring Alerts	23
10.3	Managing Alerts	23
10.4	Managing Alert Patterns	23
10.5	Viewing Alert History	23
10.6	Storage Drives	23
10.7	Repository Browser	23
11	Report Management	25
12	Job Management	27



13	Planning Management	29
14	Partner Portal	31
15	Contract Management	33
16	*NEW* Category Management	35
17	*NEW* Recording Management	37

PRELIMINARY



1 About This Guide

This document describes step by step instructions when using CMS features.

1.1 Intended Audience

The document is intended for User Interface (UI) operators of CMS.

1.2 Typographic Conventions

Table # provides a list of typographic conventions that may be encountered in this document:

1.3 Documentation Comments

Ericsson Television Inc. encourages feedback, comments and suggestions so that improvements of the documentation better meet reader needs. Please include the following information with comments about the documentation:

- Document Title
- Document number and revision
- Page number

Please send this information and comments to the local Ericsson Support Area.

1.4 Revision Information

Table 1 Revision Information

Section	Title	Description
Revision A		



Table 1 Revision Information

Section	Title	Description

PRELIMINARY



2 Introduction to CMS

The WatchPoint Content Management System (CMS) is a content management and workflow processing system. The system provides a centralized location where users can view and manage information associated with content delivery to multiple platforms in multiple formats with different metadata. The infrastructure includes a complete workflow system, resource management, metadata management, file management, site management and rules engine.

Workflow Operational aspect of a work procedure; task structure and relative order, synchronization, information flow, and tracking.

Architecturally, the system is compartmentalized, allowing customers to choose which features will be enabled through licensing. Enabled components are integrated to appear as a single application.

2.1 System Overview

The CMS system is a collection of components. Each component is accessible using a web browser application to display the User Interface (UI).

2.1.1 Content Management

The Content Management component manages the ingest and storage of Title metadata and associated content file locations. This enables associating metadata assets with still-image and video assets, updating a central library, managing file locations, and tracking distribution history.

Title Describes and references the content.

2.1.2 Content Class

Content class categorizes titles within a given domain. Content Class is used to define default values for metadata fields, drop-down list options, and locked fields. Some content class examples include Movie, News, Music Video, Series, and Post Roll. When a user creates titles, the content class provides a template with some of the fields already populated.

2.1.2.1 Content Class Management

Content class creation and updates are managed from the CMS UI. CMS Content Class Management enables customers to create their own set of content classes, specify default values, and lock fields.



2.1.3 Rules Engine

The Rules Engine process allows the initiation of Rule Sets based upon one or more “events”. Rule Sets include an option to create a specified filter and input parameters to match against titles, enabling a variety of processes, such as metadata validation, data modification or even the submission of a work order, to be performed systematically.

There are of five types of Rule Sets; Validation. Normalization, Content Processing, Prioritization and Targeting.

2.1.4 Workflow Management

Workflow management is comprised of rules that trigger processing and process parameters that are performed by customizable XML-based templates. CMS uses customizable XML-based workflow templates to define the process that is being managed. Templates define the process that is being managed through specified parameters and contain all the tasks in the order needed to complete the specific process. Templates are ingested into CMS and used as a basis to create work orders. A CMS system can be designed to have one or more templates. For example, a template could be designed to handle particular asset types (for example, movie or trailer) or for delivery to different platforms (for example, VOD or Mobile).

Tasks Actions within a work order template. These can be automatic or manual.

2.1.4.1 Workflow Process Examples

Examples of workflow processes include:

- Asset Ingest — Receipt of asset information, when submitted by a trusted provider, initiates a Title to be created and registered with CMS. Optionally, a work order requiring a human resource to validate and complete the registration is also available.
- Content Processing — Using input parameters, such as target formats, the workflow system manipulates and transfers the content as required, this might include encoding, transforming, title association, title creation, or distribution to specific repository locations.
- Metadata Processing — Data validation and modification applied against target metadata specifications.

2.1.5 Resource Management

CMS manages the multiple resources that perform the various tasks defined in the workflow process. Examples of such resources are asset management systems, transcoders, encoders, ad insertion systems, human personnel, and distribution systems. These resources can be Ericsson systems, third-party



systems, in-house systems, and users. CMS interacts with these resources through open interfaces. This component also notifies the user and oversees the completion of any manual tasks.

Resources External systems or entities that perform the workflow process.

User tasks can be a designed part of the process or a necessary override to an external step, allowing the work to move forward.

2.1.5.1

Queues

Work orders waiting for a resource to fulfill a process or task are placed into a queue during the workflow process. Queue management is necessary to ensure that started processes are completed in the sequence and manner specified. To expedite a process based on changing needs, the system allows users to view current queue status for the various resources in use and manipulate the standings as needed.

2.1.6

Site Management

The Site Management component manages and tracks the distribution and deployment of titles to multiple sites from a central location. It also allows localization of titles based on the properties of the site. The site may represent regional sites or different platforms. The localization of metadata allows for the targeting of data (such as pricing or rating) or format of data for the downstream platform (such as CableLabs 1.1, MSTV 2.0).

2.1.7

Monitoring

The CMS UI is browser-based and includes a dashboard summary and portals into the various components. A menu based on function is also available. The CMS home page provides a Content Planning portlet to view notifications of when expected files successfully arrive and pitch schedules execute completely. Pending user tasks are also displayed to notify the user upon login that actions are required.

2.1.8

Content Planning

Content Planning involves the management of third-party content source and distribution partners and their content movement. Examples of Content Planning work include tracking content ingest and distributing titles by schedules, as well as the reconciliation of expected content against received content. To perform work on behalf of third-party entities, CMS employs the concept of the job, which is a set of parameters that can define and schedule the related processes.



Distribution Partner

Entity to which titles are distributed.

Job

Determines when and how work orders are executed to prepare titles for distribution.

2.2 Accessing the User Interface

The CMS system is a browser-based solution. To access the UI, enter the provided URL in the Web browser and press **Enter** on the keyboard.

The CMS product contains a role-based security framework that requires that a user be defined and active to access the UI.

After the user credentials are verified, the home page displays.

2.2.1 CMS Home Page

The **Home** page serves as an overview window of CMS. The page displays multiple portlets linking to many system components. It is accessible by selecting **Home** from the menu.

Portlets

Pluggable software components managed and displayed in CMS.

The following portlets are available:

- **Last Modified Titles** — Titles most recently updated
- **Active Work Orders** — Work orders currently in progress
- **Assigned Tasks** — Work Order tasks assigned to the current user
- **Queued Tasks** — Work Order tasks waiting to be assigned to a user
- **Current Activity** — Titles currently being processed by a work order; “Canceled” or “Completed” work orders are not listed
- **Resources** — Status of each Resources available to CMS
- **Distribution** — Titles currently processing or completed distribution for one or more sites
- **Work Order Status** — Current number of work order with specific statuses
- **Queues** — Work orders in a Resource Group's queue, when configured to display
- **External Tools** — Links to websites accessible from CMS
- **Upcoming Jobs** — Jobs scheduled to execute in the future



Note: The Upcoming Jobs portlet is only included when the Scheduler license is purchased.

- **Content Trafficking Alerts** — Messages for titles listed within Planner or Pitch schedules requiring user attention

Note: The Content Trafficking portlet is only included when the Planning Management Module (PMM) license is purchased.

2.2.2 Object Management

Listing pages display defined entries related to a specific menu area. Clicking a displayed entry name or id link generally displays details of that entry.

2.2.2.1 Save or Print Results

Throughout the CMS UI, a **Save** icon and **Print** icon are available when a listing page is printable or savable as a comma separated values (csv) file.

2.2.2.2 Sorting Results

Listing pages generally allow specific columns to be sorted. An underlined column heading indicates the option to sort. A triangle next to the column name indicates which order, either ascending or descending, the information is currently sorted.

Clicking an underlined column heading sorts the column, click again to change between ascending and descending order.

2.2.3 Mouse-over Tool Tips

CMS provides contextual Tool Tips within the UI as an aid to productivity. To display a tool tip, hover the mouse pointer over an icon or menu tab.



2.3 Getting Started

Once familiar with the UI, this guide provides details of the many functions that can be performed and monitored.

When setting up CMS for the first time, the following steps are suggested:

1. Create Roles.
2. Create Users.
3. Create Source Partners.
4. Create Content Classes.
5. Create Rule Sets.
6. When applicable, create Jobs. (The *Scheduler* license is required.)
7. When applicable, create Distribution Partners and Schedules. (The *Planning* license is required.)
8. When applicable, create Contracts. (The *Contract Manager* license is required.)

2.4 Thumbnails

Thumbnail graphics are created from Poster or Box Cover content files. They display on various pages throughout CMS, such as the Search Results, the Title Details and within the Title asset tree. Every title displays one of three types of thumbnails:

- | | |
|--------------------|---|
| No Image | When a graphic is not available from either the Partner or the Title, a default thumbnail displays as a placeholder until a graphic is available. |
| Partner | This thumbnail displays the Content Owner responsible for the title when no Poster or Box Cover content file is associated with a title. |
| Title Asset | This thumbnail displays a user selected graphic generated from the Poster or Box Cover content file representing the title. |



3 Admin Management

PRELIMINARY



PRELIMINARY



4 Content Management

PRELIMINARY



PRELIMINARY



5 Rules Management

PRELIMINARY



PRELIMINARY



6 Resource Management

PRELIMINARY



PRELIMINARY



7 Workflow Management

PRELIMINARY



PRELIMINARY



8 Partner Management

PRELIMINARY



PRELIMINARY



9 Site Management

PRELIMINARY



PRELIMINARY



10 Monitoring Management

10.1 Workflow Dashboard Information

10.2 Workflow Monitoring Alerts

10.3 Managing Alerts

10.4 Managing Alert Patterns

10.5 Viewing Alert History

10.6 Storage Drives

10.7 Repository Browser



PRELIMINARY



11 Report Management

PRELIMINARY



PRELIMINARY



12 Job Management

PRELIMINARY



PRELIMINARY



13 Planning Management

PRELIMINARY



PRELIMINARY



14 Partner Portal

PRELIMINARY



PRELIMINARY



15 Contract Management

PRELIMINARY



PRELIMINARY



16 *NEW* Category Management

PRELIMINARY



PRELIMINARY



17 *NEW* Recording Management

PRELIMINARY