ECM Media Centre (M@RSX)
Working with images and videos

Extract of the contents

Overview of the main changes on M@RSX

- Layout: responsive/adaptive
- Changed start page/s
- Option to switch to other Media Centre portals
- Thumbnail view for videos
- Option to manage YouTube videos from within the Media Centre
- Drag-and-drop upload (HTML5)
- Option to change preview image of existing publication
- Option to determine statistics for individual publications

More detailed information on the changes can be found here.

Basic information on the ECM Media Centre.
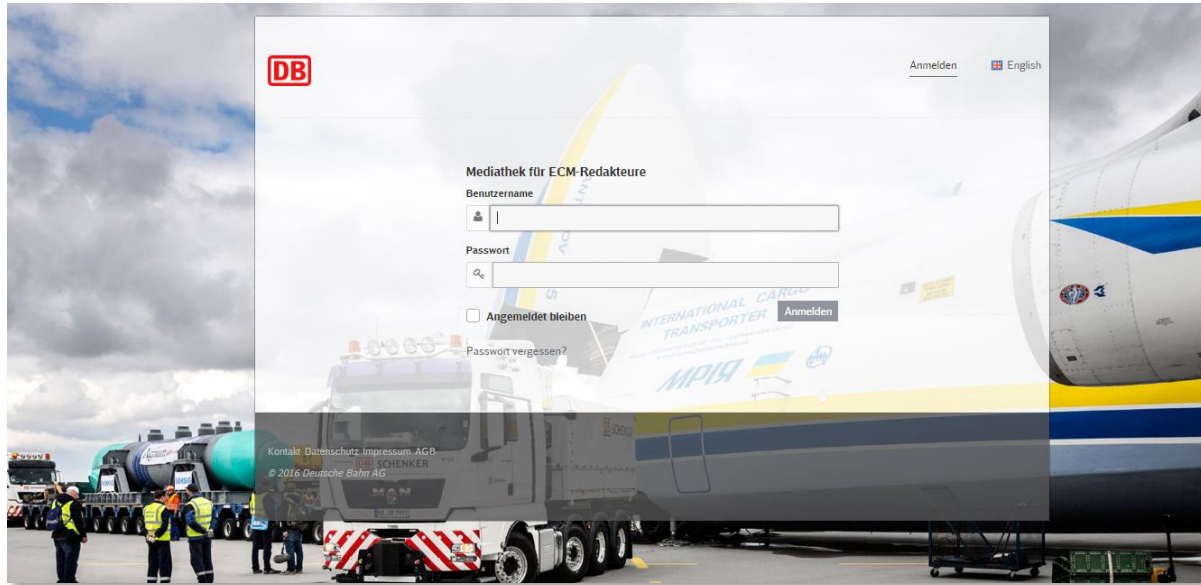
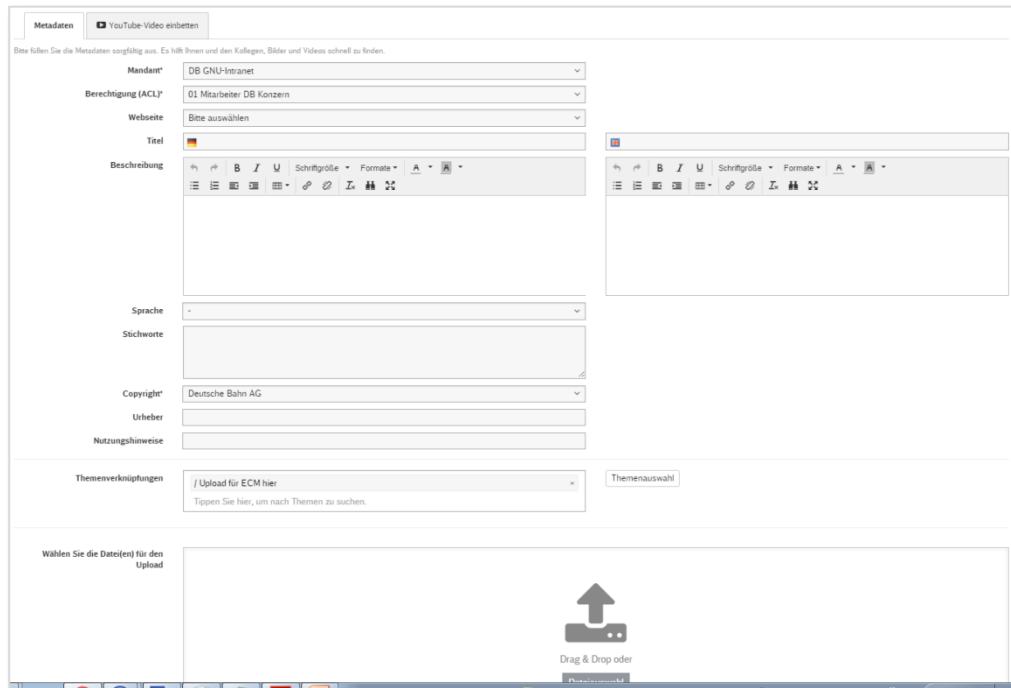**Please note:**
The **ECM Media Centre or Media Centre of Deutsche Bahn - ECM** is not connected to ECM but to the Media Centre. If you would like to be granted user rights for the ECM Media Centre, please follow the instructions in the right column.

- The Media Centre allows **website editors** (**ECM, wikis, blogs**) to search for **existing** images and videos and to upload their own new images and videos.

- The Media Centre can be found at: mediathek.extranet.deutschebahn.com/marsDBECM

- The ECM Media Centre is available on the **intranet only**.

- To access as an editor, you need a **Media Centre** account. mediathek.extranet.deutschebahn.com

- After you have crated an account, please send an e-mail to STOM@deutschebahn.com requesting the activation of ECM Media Centre.

- The ECM Media Centre is compatible with all standard browsers. We recommend **Google Chrome**, for example.

Uploading images and videos


- To ensure that you and your colleagues can easily find uploaded images and videos, it is important that great care be taken when attributing meta data. This also applies to media you upload for yourself.

- Meta data fields:
    - **Client:** If you are authorised to upload to multiple clients, you can select the client you wish to use to upload your image or video.
    - **Rights (ACL)**: Here editors can define who has the right to see the content they have uploaded. All editors can restrict content to "only me", in which case only the uploading editor can see the content, or to "everybody" (visible to everybody who has rights in the ECM Media Centre). Editors who have additional rights can assign these rights to an image or video. Rights can be assigned by administrators. To request a right, please send an email to STOM@deutschebahn.com
    - **Website** (drop-down menu showing all websites where the content is used). This information assists users when performing a search (show me all videos that were uploaded for integration in the DB Schenker Deutschland website)
    - **Title and description** (as detailed as possible)
    - Similarly to in the search box, suggestions are presented to the editors when entering **keywords**. These keywords are arranged in a thesaurus, or a network or words where related terms are linked to one another. For example, the term "conductor" is listed as a synonym for "train attendant"
    - In the **Originator** field the editor enters the name of the photographer or the producer/director of the film
    - In the **Notes on usage** field the user or editor can enter information on the image/video, for example *for internal use only*.
    - **Topic links:** Media object must be linked to a topic when they are uploaded.

- After you have uploaded the video, you will automatically receive an **e-mail**.

Interaction between Media Centre and CDN* for videos

Media Centre

- To embed a video in a website, blog, wiki, etc., the web editor first needs to upload the video to the ECM Media Centre. The file is converted to MPEG-4 which is used to organise all media. The user can also edit the meta data at this stage, for example the rights (ACL) associated with the video.

- The video is available for download so that it can, for example, be watched offline.

- The videos uploaded to the Media Centre are only available on the **intranet of DB** and only if the user has been granted the respective rights.

- If a video is no longer to be used, it must be removed from both the Media Centre and CDN.
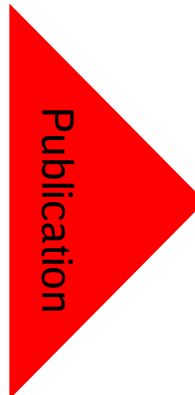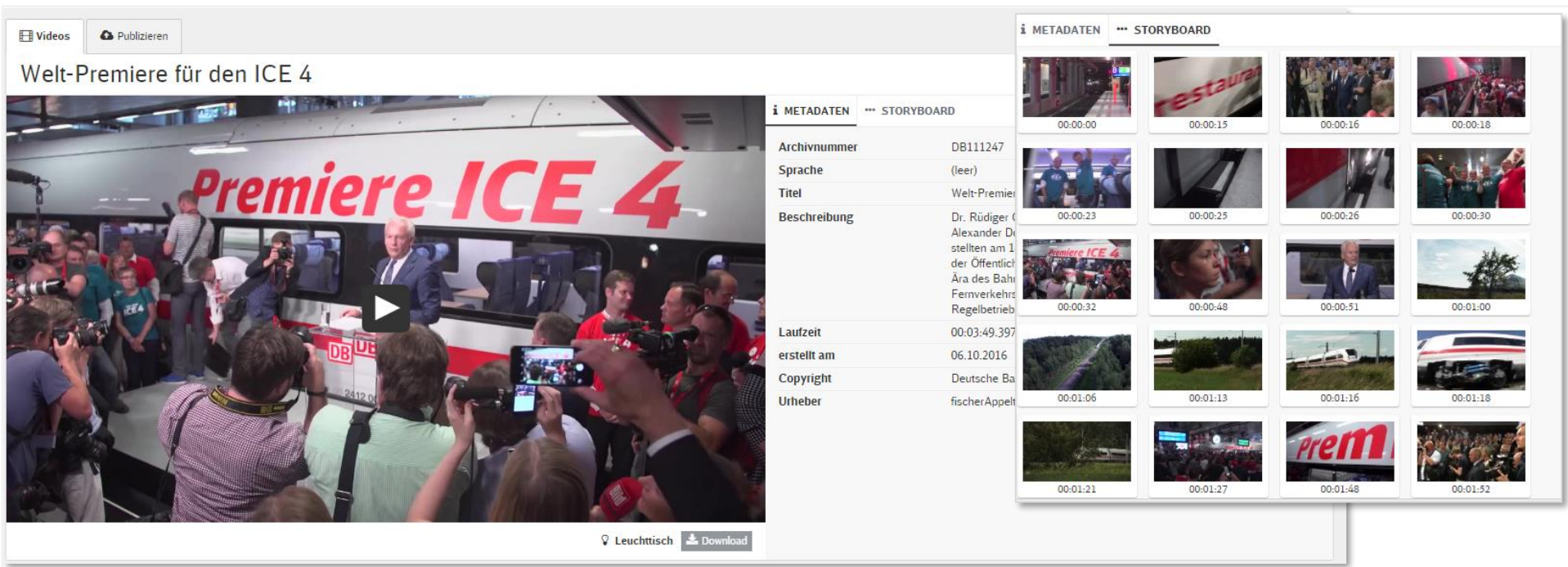
Publication

CDN*

- In order for editors to embed a video into a website, they need to publish it on CDN* after uploading it to the Media Centre.

  CDN nodes are distributed over many locations. They interact to efficiently respond to requests for content by end users.

- The videos are available in the same quality as published on CDN. Videos on CDN are linkable but cannot be downloaded.

- Videos on CDN are stored on the **internet** and are available to everybody, even external users. The Media Centre authorisation does not apply here.

*CDN (Content Delivery or Distribution Network) is a network of several regionally connected servers that are used to distribute content, especially large media files. CDN nodes are distributed over many locations. They interact to efficiently respond end user requests for content. This means that there are always **two physical versions of a published video**, one in the Media Centre and one on CDN.

Video viewing options in the ECM Media Centre:

Videos are shown under two tabs in the ECM Media Centre. The *Video* tab refers to the Media Centre, the *Publish* tab to CDN. The viewing options in detail:

1. **Video** in the ECM Media Centre. In this view, the **meta data** of the video is shown in the Media Centre, selecting the other tab from the sub-menu will display the **Storyboard**. The storyboard lets users quickly and precisely select a certain sequence in a video.

2. **Published** versions of the video on **CDN** (see previous slide for definition). Here editors can find the embed code needed to show the video on their websites, blogs, wikis, etc. (see the following slides)

Video – publishing on CDN (1)
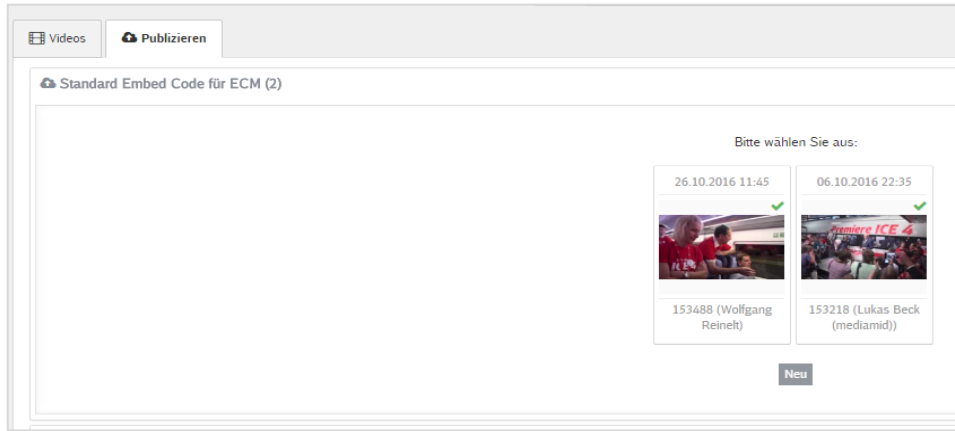
Clicking on the **Publish** tab will display all publications of the video on CDN. As can be seen in the screen shot to the left, a video can have **several publications**. This may be useful if you as an editor want to change the **communicative emphasis** by selecting different preview images.

The publications are always shown with the name of the author, date, time and publication ID. The ID is also part of the embed code.

Please note: Up until November 2016 you had to create a new publication of a video if you didn't like the preview image of your video. **This required storage and replacing the code in e.g. ECM Studio** if you had already published the original code on a website. Now you select an existing publication, click *re-publish,* change the preview image and re-publish the video. The embed code remains the same. The preview image will update automatically (delete cache and user a different browser to test.)

Video – publishing on CDN (2)
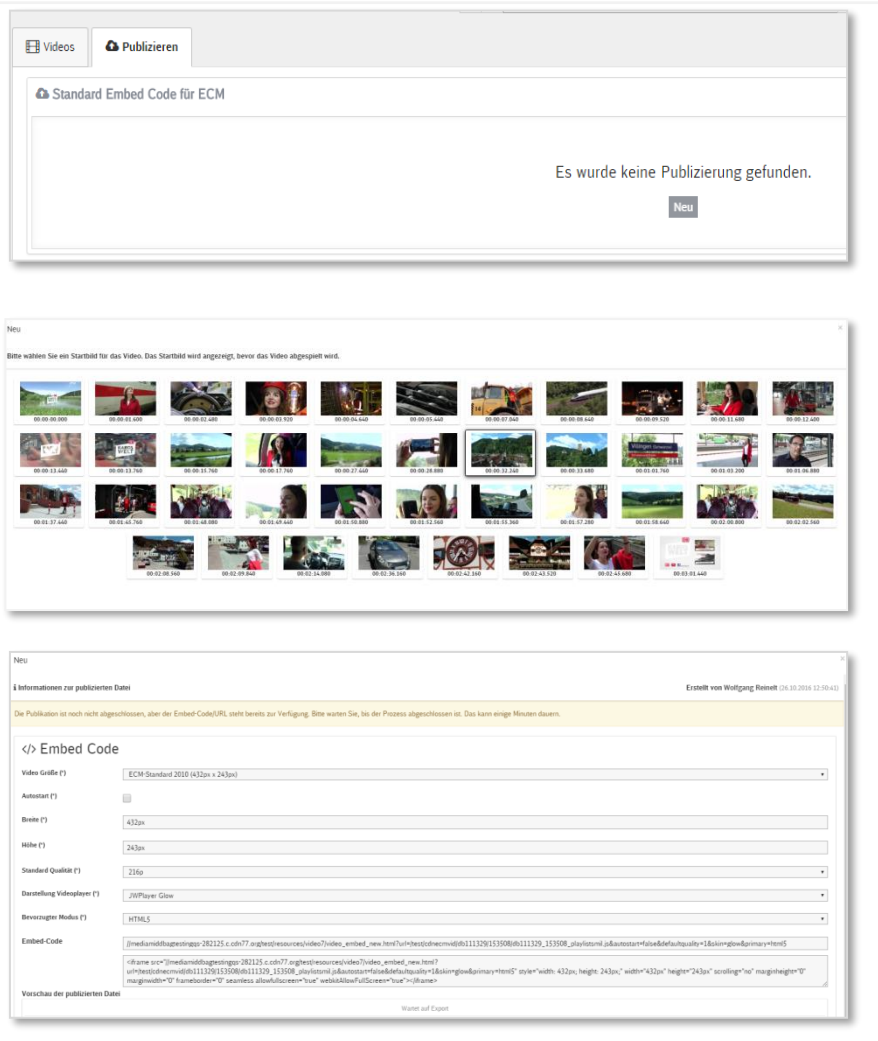
When you upload a new video to the ECM Media Centre, your screen will look the **Screen shot 1**.

There are no publications and before you can embed the video you must publish it. To do so, click the *New* tab.

A new window with preview images will then appear (Screen shot 2). You will be prompted to select a preview image for the video to be shown on your website. The selected image will be highlighted with a black frame.

Clicking on *Next* in the lower right corner will start the publication process.

The window now shows the configured embed code that is currently in the process of being published. This means you can start working with the code, for example by embedding it in your website, but you must not use it until you have received a confirmation that the publication process is complete. Depending on the length of the video and other ongoing processes, this may take a while.

Deleting videos on CDN
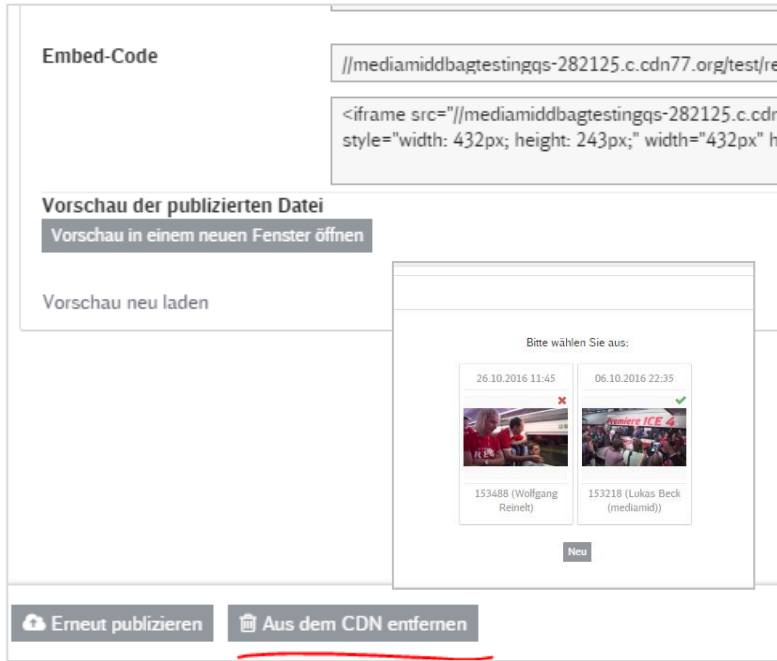
Versions that have been published on CDN can be **deleted again**. To do so, click *Remove from CDN*. You should do this if you are sure that you no longer need the publication.

The deleted version will then be marked with a red x in the publication list (see small screen shot in the foreground).

A deleted version can be **re-published**. In this case, no new embed code is generated, but instead the deleted code is re-activated.

Please note:

Before you delete the video, make sure that no embed code associated with the publication is embedded in a published website, blog, wiki, etc. Otherwise an error message will appear there.

Video – configuring the embed code:

Details (153218)

ⁱ Informationen zur publizierten Datei

Piwik-Dashboard

</> Embed Code

Video Größe (*)	ECM-Standard 2010 (432px x 243px)
Autostart (*)	☐
Breite (*)	432px
Höhe (*)	243px
Standard Qualität (*)	216p
Darstellung Videoplayer (*)	JWPlayer Glow
Bevorzugter Modus (*)	HTML5
Embed-Code	//mediamiddbagtestingqs-282125.c.cdn77.org/test/resources/video7/video_embed_new.html?url=/test/cdnecmvid/db111247/153218
	<iframe src="//mediamiddbagtestingqs-282125.c.cdn77.org/test/resources/video7/video_embed_new.html?url=/test/cdnecmvid/db11 style="width: 432px; height: 243px;" width="432px" height="243px" scrolling="no" marginheight="0" marginwidth="0" frameborder="0

Editors have various options available when configuring the embed code:

- **Video size:** Editors can select from various default video sizes. However, we recommend the use of **ECM Standard 2014 – Responsive**, especially if the video is used on an ECM website that uses the 2014 layout. The video will then adapt to the available screen size.

- **Autostart:** With this option editors can define whether an embedded video should automatically start playing when the respective website is loaded.

- **Width and height:** Option to change the size of the video.

- **Default quality:** With this option editors can define the quality of the video to be used when users play the video for the first time. Modern browsers ignore this setting and automatically use the best quality possible with the available bandwidth.

- **Video player:** Currently only *JWPlayer Glwo* is available. Other players can be made available if necessary. Please contact STOM.

- **Preferred mode:** In the meantime, only HTML5 is shown here. The reason for this is that almost all browsers can handle HTML5. If not, Flash player is used.

- **Embed code:** There are two code snippets. The first can be sent as a **link** to the video in CDN, the second is the code that can be embedded in the website, blog, wiki, etc.

Inserting the code into a website: ECM example
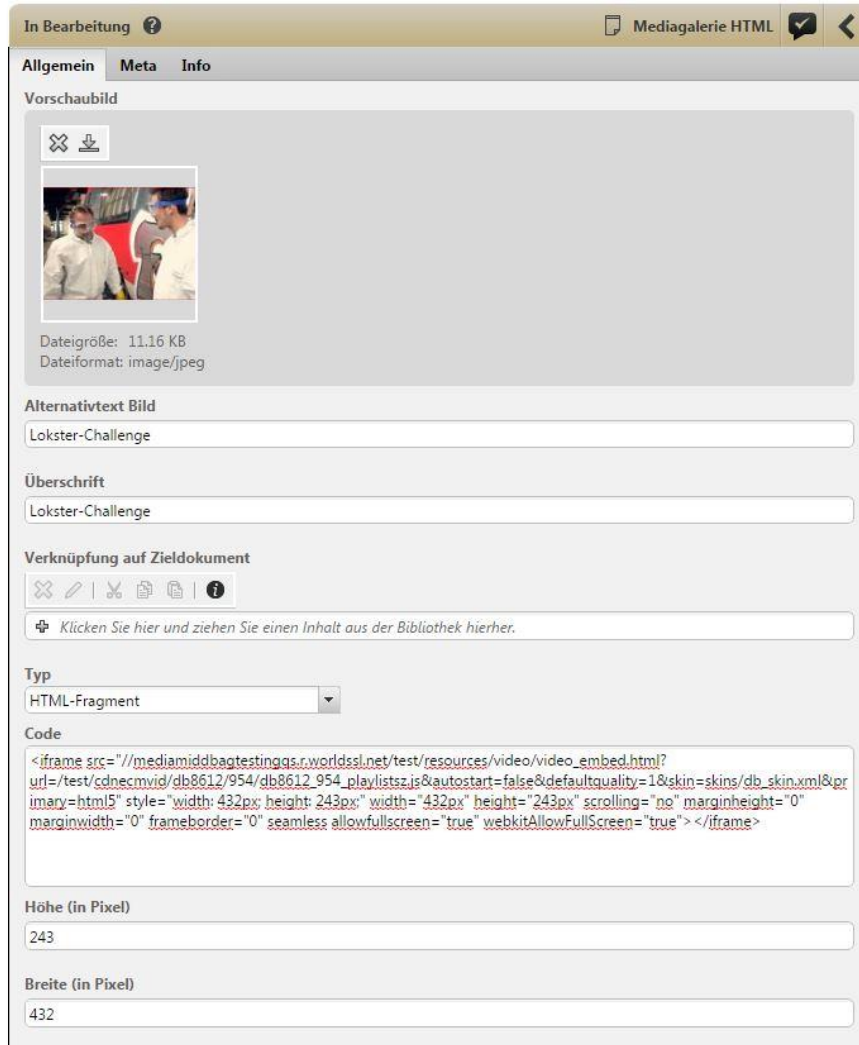
You can now further process the code copied from the ECM Media Centre and then insert it into a website, blog, wiki, etc.

For ECM this involves the following steps:

1. Create the module "**HTML media gallery**".

2. Copy the embed code from the clipboard and paste it into the *Code* field. Then select *Video (ECM Media Centre)* under *Type*.

3. Specify the width and height according to the width and height you defined in the ECM Media Centre. In this case: 432 x 243

4. Provide an *Alternative image text* and *Title*.

5. Then insert a preview image (131px x 98px) **Note:** The preview image only appears if you integrate the "HTML media gallery" module into a "Media gallery" module. There is will serve as a preview image. If, however, you insert the "HTML media gallery" into the content area, the preview image selected for publication in the ECM Media Centre will be used. In this case you could use a dummy image as the preview image in ECM.

Inserting the code into a website:
Special case: Flexteaser on opener page


When embedding the video code for the opener page (for example DB intranet or DB Schenker), you need to modify the code slightly. Take the following steps:

1. Select *ECM-Flexteaser* from the *Video size* menu and copy the **first code** into an editor, for example the Windows editor.

2. Replace the **html** suffix with **js** (see screen shots).

3. Now paste this slightly modified code into the *Video* field in the *FlexTeaser* module.

4. The *Video with disabled script* field can remain empty.

5. Use the preview feature to check whether the video plays correctly.
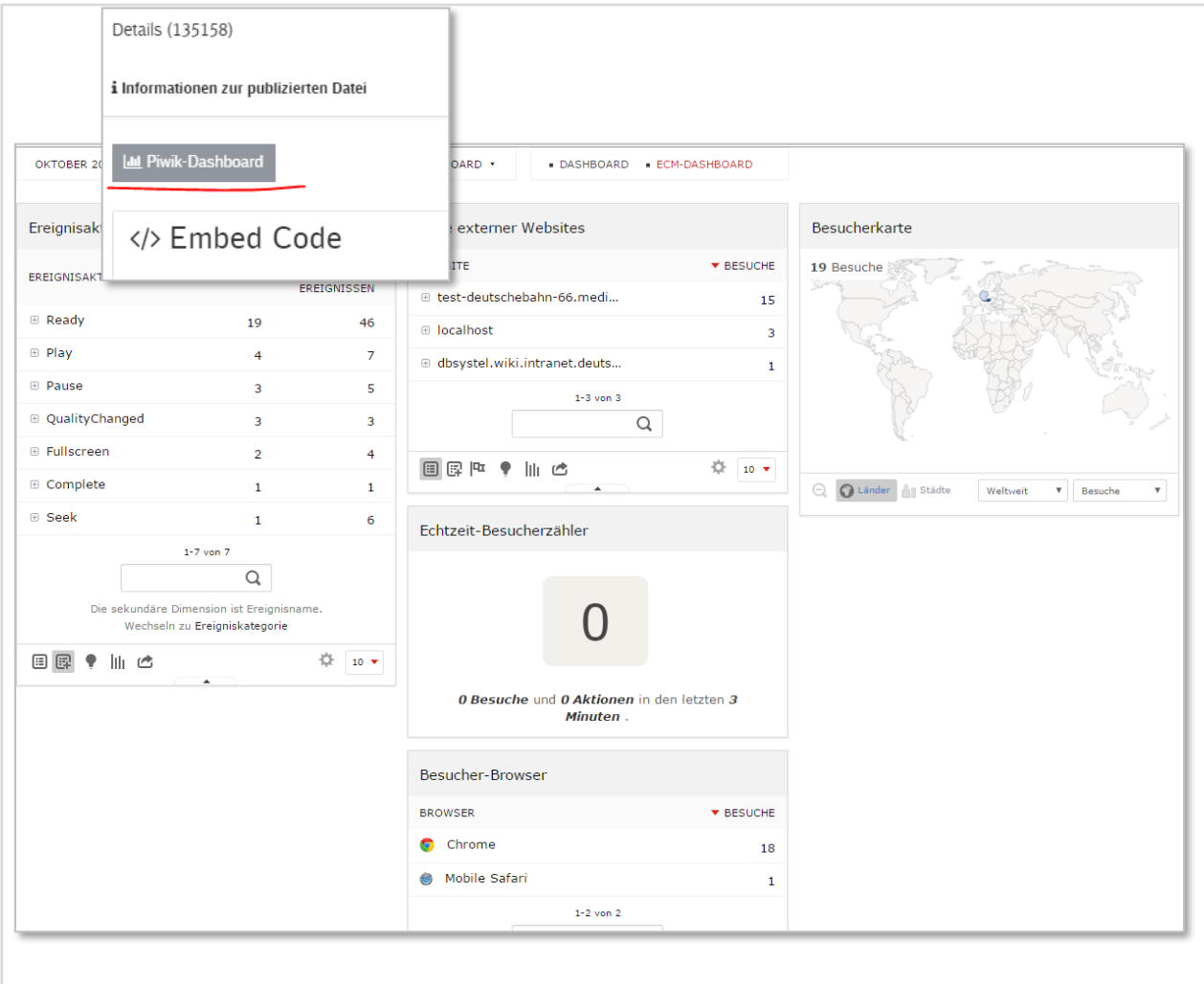
Embedding the code into wikis and blogs
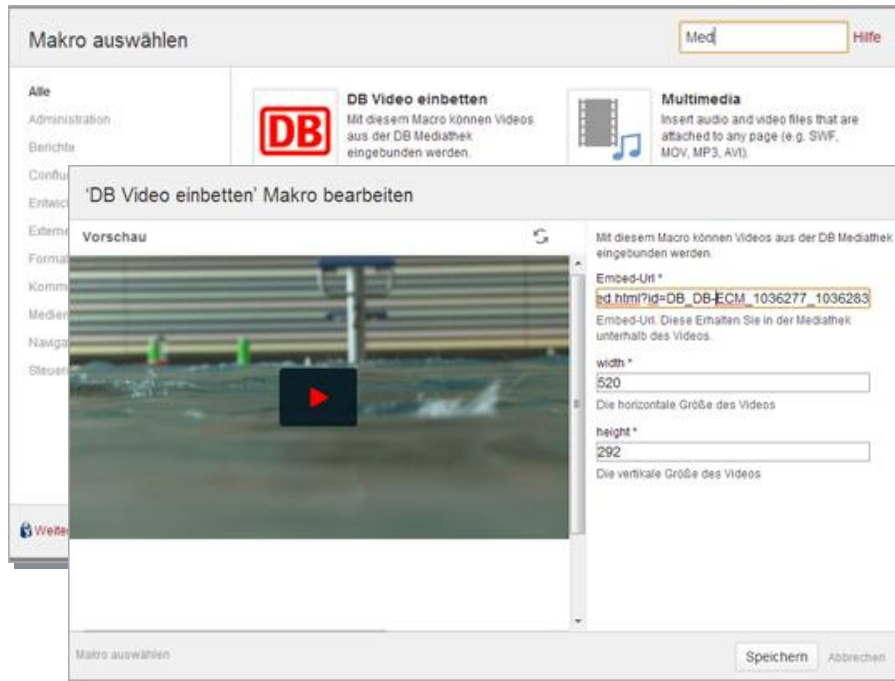
- To insert a video from the Media Centre (including Mein Video) into a **wiki (Standard − Confluence wiki of DB Systel and DB Training)** (Version 5.2), proceed as follows: Open the wiki page and click *Insert > Other macros*.

- Then search for the keywords *Media Centre* or *video* and select the *Embed DB video* macro.

- Select the *Blogs and Wikis* embed code and copy the code into the *Embed URL* field.

- In Wikis the size values have no effect on the video size. The size is determined by the values specified in the Media Centre.
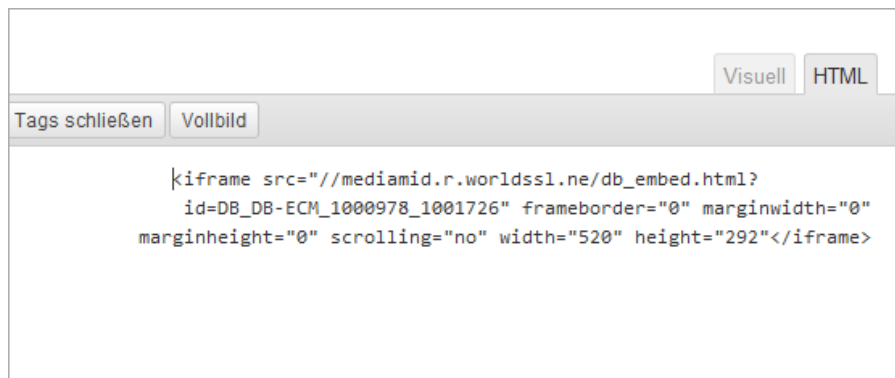
- To insert the video into a blog (DB Systel WordPress blog), copy the embed code into the html view of the page.

Generating statistics for your videos

You can determine the number of views of your videos. This is done via the **DB web analytics tool DB WAS**, which is connected to the ECM Media Centre.

To generate statistics, click the **Piwik Dashboard** button in the publication screen.

A new browser window showing the statistics appears (if you have several publications of a video, you need to compile these statistics).

Depending on your interests, you can customise the dashboard by e.g. **adding, removing or shifting widgets**. This setting applies to the statistics of all publications that you open in the ECM Media Centre with your user rights. Obviously you can change the setting at any time.

Please note that **STOM does not officer support** for the evaluation of statistics. Extensive documentation (tutorials and user guide) is available at **db.de/dbwashilfe**. For English speaking users help can be found in numerous forums by searching for *Piwik user forum*.

FAQs:

Why do I need two steps for uploading a video? This was easier in the previous version.

- The new system is more flexible compared to the old one. The old system could cope with only one quality version of a video, which means all uploaded videos were published in this quality. The new system can handle different quality version. The editor can publish a video in low quality (e.g. for mobile applications) and in high and very high quality for CDN. This has to do with rights. Please contact us for more information.

I no longer need a video on a website. How can I delete it?

- Unlike in the previous version, editors can delete videos from CDN that are no longer needed. However, please make sure that the video is no longer embedded in any website. Otherwise an error message will appear there.
- In addition to this, you can delete the video from the ECM Media Centre. That was also possible in the previous version. However, if you simply want to hide the video so that nobody can embed it, you can set ACL to "only me" if you haven't already done so.

I have a new version of a video I want to show. What do I do?

- Open the existing video you no longer need.
- Upload the new version.
- Publish the new version on CDN. You now have two published CDN versions.
- Replace the EmbedCode, for example in ECM.
- Delete the old version from CDN.

FAQs:

How do I add a new preview image for a publication?

■ In version M@RSX (from November 2016), editors can change the preview image of a publication on the basis of the existing publication even if the content of the video has not changed. Before you had to create a new publication of the video if you did not like the preview image. **This required storage and replacing the code in e.g. ECM Studio** if you had already published the original code on a website. Now you select an existing publication, click *re-publish,* change the preview image and re-publish the video. The embed code remains the same. The preview image will update automatically. (Delete cache and user a different browser to test.)

Any questions?

Contact: DB Systel (STOM) – STOM@deutschebahn.com