
HOW TO NAVIGATE THE CADMORE PLATFORM

January 2022

Table of Contents

HOW TO NAVIGATE THE CADMORE PLATFORM	1
<i>Table of Contents</i>	2
Welcome to the Platform!	3
<i>Quick Tips</i>	4
SAVE	4
PUBLISH	4
Home	5
General	6
<i>Upload Assets</i>	6
<i>Media Assets</i>	9
<i>Asset</i>	10
Asset Setup Tab	10
Transcripts Tab	17
Segments Tab	20
Metadata Tab	21
Related Tab	22
Trimming Tab	22
Preview & Push Tab	23
Live Status	25
Analytics	25
Logs	26
<i>Analytics</i>	26
Reports	28
<i>Field Set Report</i>	28
Administrate	29
<i>Users</i>	29
<i>Data Library</i>	30
<i>Tags</i>	31
<i>Media Types</i>	32

Welcome to the Platform!

The Cadmore Platform is home to all assets (videos/audio files) and objects (Speakers, Topics, Sessions, etc.) that will eventually go live on your site. This document helps you navigate some (but not all) of the features available for use. Not every tab will be relevant to your needs, but don't hesitate to reach out and ask for help or clarification or to provide feedback. The Platform is a work in progress and we are always looking to improve to better serve our clients - so don't be shy!

Once you receive your invitation from Cadmore, you can dive right in.

Quick Tips

The important thing to remember about the Platform is that any changes must be **SAVED** and **PUBLISHED** to appear live on your site.

SAVE

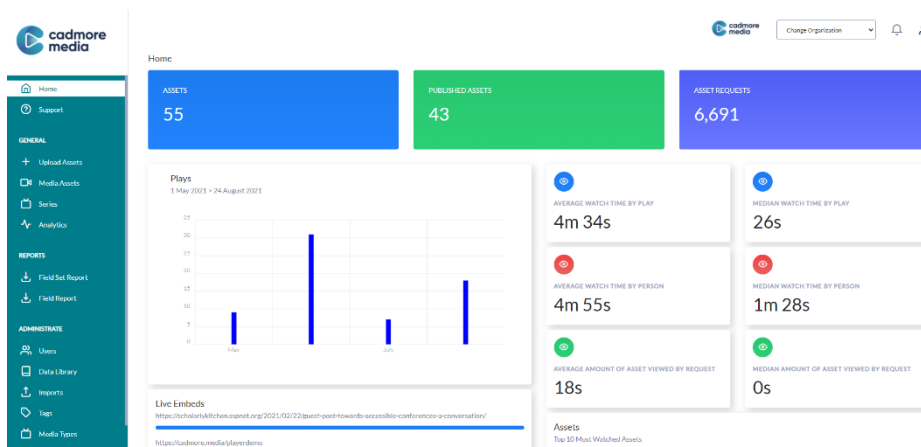
(or Save & Update) at the bottom of every screen when changes are made.

PUBLISH

in the Preview & Push tab. This tab will turn red if there are Saved changes that have not been published.



Home



The home page gives you a snapshot of your assets in the Platform and how they are being used or viewed.

ASSETS are the total number of assets loaded into the Platform.

PUBLISHED ASSETS are the total number of assets currently live on your site (you may have assets available in the Platform that are not live on the site).

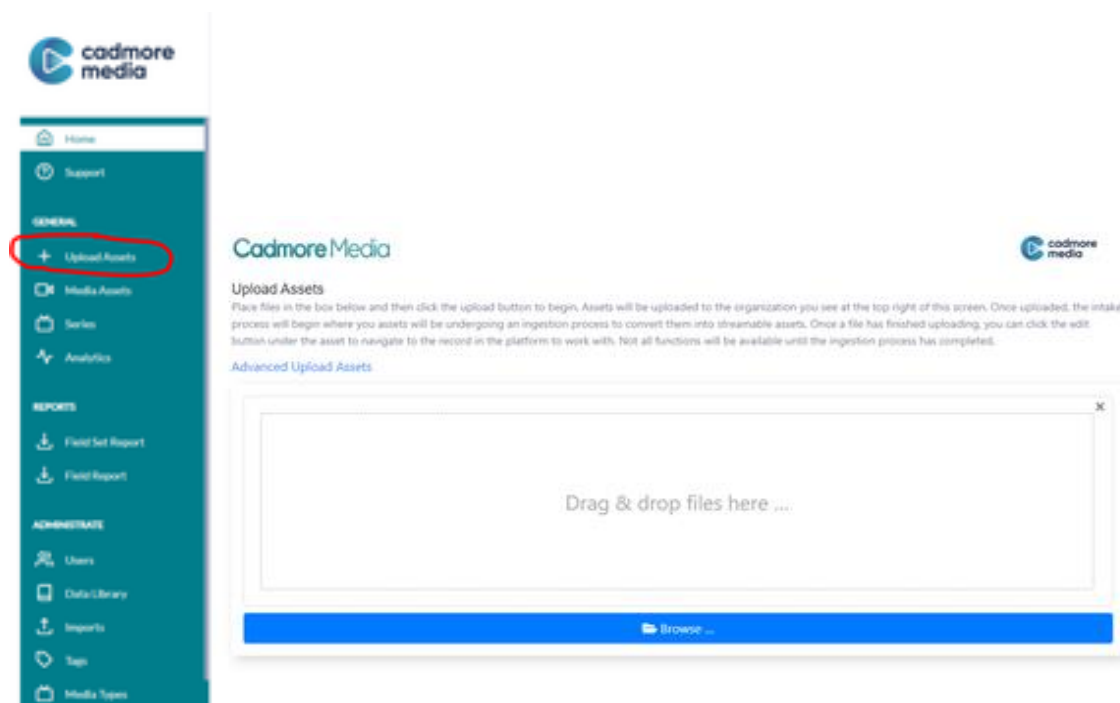
ASSET REQUESTS are total number of times has asset has been loaded on the site (for example: the video page was opened, but not necessarily played).

General

Upload Assets

There are two ways to manually upload files into the Platform, depending on how many files you want to upload at once.

Upload Assets is the regular option you receive when you click the Upload Assets tab on the left side of the screen. You can upload up to 10 videos at a time.



Advanced Upload Assets is the button on the top left of the upload screen. This is where you upload more than 10 videos at a time and you can also change the file name, media type, and language.

Advanced Upload Assets

Here you will provide the video files for upload. Drag and drop, or select video files and/or folders into the first box. You can select some, and then add more. You can select the default values for language and media type or you can select the language, media and title for each video. If you do not provide a title, the video's title will be automatically set to the name of the file. When you press upload, the upload process will begin. This may take quite a while depending on your connection speed and number of files you are trying to upload at once.

Upload Assets

Tips:

1. Press the END key to jump to the bottom of the page.
2. You should process videos in manageable batches in case your get disconnected during upload and to make submitting this form easier.
3. You can add videos and then add more by dragging and dropping onto the box below or selecting different files.
4. Use a stable, high speed internet connection to upload lots of files or do them in small batches if you are on a slower or unstable connection.

Default:

Media Type: Language:

Add Assets:

Choose files or drag them here.

Start Upload

1. Assign the correct Media Type from the dropdown.
2. Select the metadata language (you can change or add additional languages in the metadata tab once the video has loaded).
3. Select the files to be uploaded (this is only for mp3 and mp4 files - transcripts, PowerPoints, and other file types can not be added here). To see the type, size, and file limits of uploads, please refer to the following pdf:



4. Change file names or leave blank to carry over the original file names.
5. Start Upload and do not disconnect from the internet or close your browser until the upload is complete. This could take several minutes or several hours depending on internet speed and the number and size of files.
6. When all four check marks appear on your asset > Asset Setup tab > Process Status, the video is ready to be edited and published.

Media Asset: ALPSP Accessibility Final_with captions

Tags

Asset Setup | Transcripts | Segments | Metadata | Related | Trimming | **Preview & Push** | Live Status | Analytics | Logs


Asset Setup

Internal Asset Name: ALPSP Accessibility Final_with captions
Internal Description:
Media Type: Sample video
Download: ✓
Embed: ☹
Encrypt: ☹
Embargo: ☹
SEO: ☹
Release Date: -
Asset Languages
English (Primary): ALPSP Accessibility Final_with captions

Series

No Series

Change Thumbnail



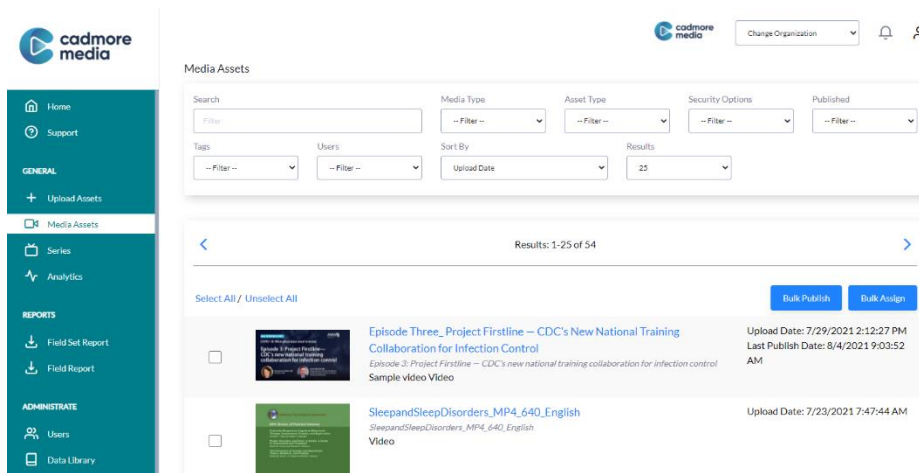
Processing Status

Asset Upload: ✓
Asset Encoding: ✓
Player Configuration File: ✓
Thumbnails Creation: ✓

Asset Info

Download Url: [https://aca1.cadmoremedia.blob.core.windows.net/asset-9944059e-2b85-43d2-a77a-10c7de425d29/ALPSP Accessibility Final_with captions.m4v](https://aca1.cadmoremedia.blob.core.windows.net/asset-9944059e-2b85-43d2-a77a-10c7de425d29/ALPSP%20Accessibility%20Final_with%20captions.m4v) Copy Link
Uploaded By: Violaine Iglesias
Upload Date: 09/08/2021 11:07 PM
File Name: ALPSP Accessibility Final_with captions.m4v
File Size: 228 MB
Format: video/x-m4v
The review url is a secure url intended to provide unauthorized access to the video player for outside clients to review your assets before you publish and un-embargo them. This URL provides unauthorized access to the video and should be kept strictly secure, only made available to trusted sources.
Review URL <https://stream.cadmore.media/x6cc29188-d768-4410-b114-74e7f86ac4bf?unpub=true&reviewId=cXBUjK54WpDwmmmmUDTsOqCtGAC36J7Z1h4V9%2bCJL6OOXLfQ13c2b5EGTN%2bKNAkOPZw5BNKZF9QuA0w6%2b%2bM9zcO8FWbdryIU7gr%2bN6H68dck3d> Copy Link
Transcript Editor URL Not available

Media Assets



Under the Media Assets page you will find all the assets in your organization. Search tools allow you to filter results to find specific assets.

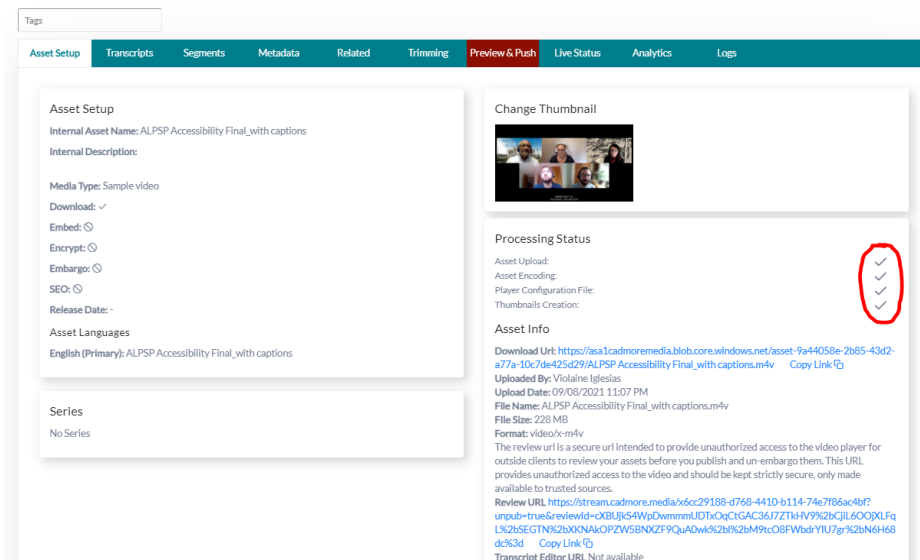
BULK PUBLISH allows you to publish all checked assets at once (an asset that is not published does not appear on the site).

BULK ASSIGN allows you to assign pre-populated metadata from the Data Library. This can save time when you have manually uploaded a large number of videos.

Asset

Clicking into an asset will bring up all details about the asset, including metadata, transcript information, segmenting and trimming options, analytics, and publishing status. The important thing to remember is that no changes made in the Platform will appear live on your site until they are Published.

Media Asset: ALPSP Accessibility Final_with captions



Asset Setup Tab

Click on any of the fields to edit data in the boxes and click **SAVE** at the bottom of the screen.

Internal Asset Name: This name only appears in the Platform. This is a good place to use any internal naming conventions that the end customers will not see, but would be helpful for your own teams working within the Platform.

Internal Description: A good place to make notes about an asset.

Media Type: A customizable metadata template assigned to every asset (read: every asset must have a media type). These are a good way of classifying different types of assets (videos, podcasts, etc.) that might require different types of metadata. You are able to customize and edit these templates at any time in the Media Types page under Administrate in the side menu. Cadmore will almost always help create these!

Security Settings: Security settings determine how an asset functions and is protected on your site. You can pre-set these security settings as part of your Media Types so when you PUBLISH an asset, they will be automatically set to the appropriate settings (Cadmore will do this for you!).

Download: The Download option allows you to turn the Download tools off on the player when the asset is viewed. The download option is intended to prevent direct downloads of your asset. Turning this option off prevents any access to the asset for download directly from our system.

The file that is downloaded is the original asset file you uploaded onto the platform (be it an .mp4, .mp3, etc.). New assets will default to having this option turned off. This prevents the asset from being directly accessed by anyone. An asset can be set to Download independent of its Embargo and Encryption state (see below). The purpose of this is to allow you to provide access to the original asset file for outside systems access (such as transcript retrieval) even if the asset is still under Embargo/Encryption.

When downloads are turned off, you can still download the asset using the link provided in the platform. This link, however, is time sensitive, meaning that the validity of the link will change at least every 2 hours. Therefore, if you were to share this link with an individual or organization, it will only be valid for a minimum of 2 hours and a maximum of 4 hours.

If SEO is enabled but you still desire the download option to not be available on the player, you can set SEO to enabled while setting Download to disabled. This will accomplish that task. Keep in mind, however, this is only to prevent the download tool from appearing on the player. If someone has a link to your file directly, they are able to download it in this scenario.

Takeaway:

If you do not want end users to be able to download your asset file (.mp4, .mp3, .mov, etc) this option must be turned off. If you want your asset to be downloadable, this option must be turned on.

If you want your asset to be available for SEO (thus it must be publicly downloadable) but do not want the download utility to appear on the player, you can set Downloads to off while setting SEO to on.

Embed: The embed option allows you to turn the Embed tools off on the player when the asset is viewed. The embed tools allow users to generate

embed links that they can post on their own web pages to your asset. They do this in the same way you would embed your asset on your web sites.

Turning off the Embed option merely turns off the tools on the player. This does NOT prevent someone from embedding your asset on their own page using the links to the streaming asset should they know those links. The only way to prevent unauthorized access to the streaming of an asset is to use the Encrypt or Embargo option below and to plug your systems into an authentication workflow.

Takeaway:

This simply controls if the tools for generating an embed code will be available on our player for your asset. This does not provide additional security for your asset.

Encrypt: The Encrypt option provides general security around your **asset's streaming files** to prevent unauthorized access and storage. By checking this option, the asset will be configured to use AES key encryption on your asset, meaning that only users with valid keys can decrypt and thereby consume the asset. DRM encryption is also available for enhanced security needs (see AES vs DRM below).

To obtain a key, a user must have authenticated with our system. From within the Cadmore platform, this is automatic. If you are authenticated to the platform and are deemed to have access to an asset via that authentication, the key is automatically issued within the platform to allow you to view your asset while working with it (such as through the Preview and Publish tab, or Live tab on the asset screen).

An asset embedded on an external site will not be accessible unless the user is also authenticated with our platform. To use encrypted assets on an external site effectively, you will need to negotiate an authentication key with our system that can be issued when a user requests to view your asset there. This is typically handled through a simple REST call to our API layer.

For a user who is not authenticated, they will receive an unauthorized message when accessing the asset. For a user who tries to bypass our player and directly navigate to the asset's streaming files on our streaming servers, they will be unable to decrypt the content. As with all files, a locator URL is generated which automatically is recycled every 12-24 hours to aggravate attack, and further, the encryption key service will only accept a distributed

key for 2-4 hours, per our standard security policy. This adds a further layer of protection.

In addition, our platform will not provide any signed urls to any of your **asset's files** unless the person is authenticated. This solution provides a robust protection suite for your assets.

Takeaway:

This option prevents someone from watching your video or listening to your audio file unless they are authorized to do so. It will also prevent our platform for releasing any signed urls to any of the asset's other files to non-authenticated users.

Embargo: The Embargo option allows you to set an asset not to be available outside of authenticated access to the platform. This provides the same protection of Encrypt, but with the caveat that we will only accept users authorized by our platform, not any outside authorization.

The purpose of an Embargo is to prevent an asset from being accessed in any way and represents a full lock down of your files. All assets when newly created are set to Embargo. The purpose of this is to prevent your asset from being available while you are not yet ready to publish it.

Think of Embargo as a way to prevent the publication of your asset or to immediately retract a published asset. Think of Encrypt as a means by which to provide secure access to an asset.

Takeaway:

Leave assets set to Embargo until you are ready to publish them for consumption. Turn Embargo on if you need to immediately retract a published asset.

SEO: Search Engine Optimization (SEO) is the idea of making your asset's information publicly available to search engines such as Google or BING. This is often very useful in order to promote the visibility of your assets via search engines.

Search Engines demand full, unfettered, public access to your asset. Otherwise, they cannot index your information for search. Thereby, marking an asset to be available for SEO means your entire asset will be made available for

consumption and distribution including the asset file, streaming files, and all associated metadata and transcripts. Do not turn on SEO unless your intent is to provide full access to the public.

By turning on SEO, this will override your other security settings in the following way:

- Download will be set to allowed.
- Encrypt will be set to off.
- Embargo will be set to off.

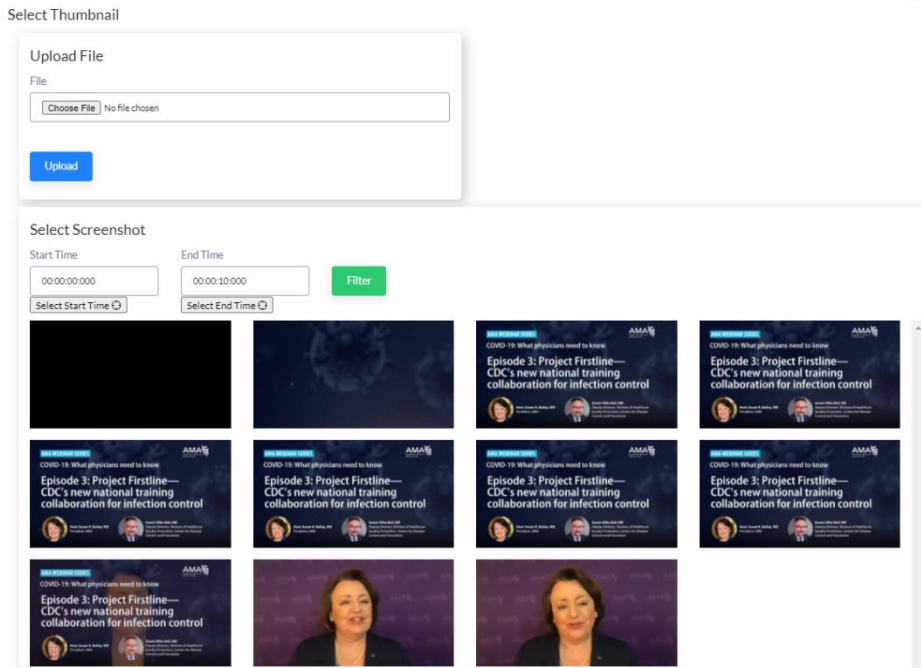
Furthermore, once SEO is turned on, direct urls will be made available for access to all of your asset's files. Therefore, they will no longer be signed urls.

Release Date: Makes your asset unviewable on your site until a specific date. This allows you to prepare an asset for release at a specific date and time (UTC / GMT 0). An Embargo'ed asset will still not be available even if the release date has passed. When the release date arrives, the platform will make the asset available in whatever state it is currently published in including the selected security settings.

SEO: By configuring for SEO, you are setting your asset and all accompanying data to be publicly available. This overrides security settings above (see the security link). This includes the asset itself as well as accompanying metadata, thumbnails, and transcripts.

Asset Languages: This is where you can list the asset's languages and the appropriate translated titles for each language version (for example: "Video Title One" would become "Título de Video Uno"). If your video is in a language you do not see in the dropdown list, let us know! We can get it added for you. The titles of the files listed here are the public titles that will appear in the media player on your site.

Change Thumbnail: The Cadmore player takes a screenshot for every second of your video and you can choose any of those images or upload your own to serve as the title thumbnail of your asset. This is the image that will appear on your site before the video has begun playing.



Processing Status: When a video has been uploaded to the Platform it will go through an encoding process. The video is ready for editing once all 4 check marks appear under the Processing Status section (Asset Upload, Asset Encoding, Player Configuration File, Thumbnails Creation). You will not be able to Publish an asset until it has finished encoding.

Asset Info: This section will give you basic information about the asset.

Download URL: If you want to download the original file stored in the Platform, you can do so through this link.

Review URL: The review url is an insecure link intended to provide access to the video player to outside clients for review before you publish and un-embargo the asset. This URL provides unauthorized access to the video and bypassed all security settings currently set on the asset. This link should only be made available to trusted sources.

Processing Status

Asset Upload: ✓
Asset Encoding: ✓
Player Configuration File: ✓
Thumbnails Creation: ✓

Asset Info

Download Url: https://asa1cadmoremedia.blob.core.windows.net/asset-53f2a847-2f23-40e7-95e6-310577df06fa/Episode_Three_Project_Firstline_%e2%80%94_CDC%27s_New_National_Traini.mp4?sv=2019-02-02&sr=c&sig=wUiBFpQde0XuccxQlruynAJ7njpp7gyZS1kz8M1zhfw%3D&st=2021-08-31T17%3A54%3A05Z&se=2021-08-31T19%3A59%3A05Z&sp=r Copy Link

Uploaded By: Violaine Iglesias
Upload Date: 07/29/2021 02:12 PM
File Name: Episode Three_ Project Firstline – CDC’s New National Training Collaboration for Infection Control.mp4
File Size: 166 MB
Format: video/mp4

The review url is a secure url intended to provide unauthorized access to the video player for outside clients to review your assets before you publish and un-embargo them. This URL provides unauthorized access to the video and should be kept strictly secure, only made available to trusted sources.

Review URL <https://stream.cadmore.media/x669d44e9-d77a-4615-9682-ed5952bbf250?unpub=true&reviewId=Rq1YEK%2fBmA8gsA9FAqOaEI7W819IsxQScy0fdUhaQIEM56QTMZcnJF Muc5PRDxFFmorW9cCF3W1BiNrKA7pZ7MRwXDqPZNxtocb5DHlYrtQ%3d> Copy Link

Transcript Editor URL
https://transcripts.cadmore.media/Rq1YEK_2fBmA8gsA9FAqOaEI7W819IsxQScy0fdUhaQIH5Yh_2fITEQPOSTWEpgw3v_2fX Copy Link

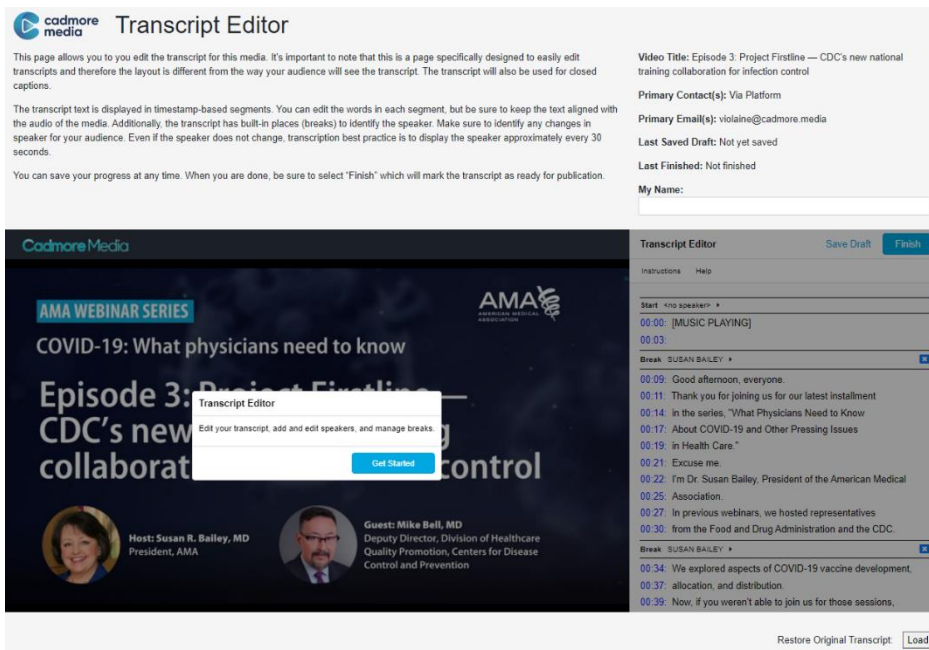
[Delete Asset](#)

Transcript Editor URL: This link will take you to the Cadmore Transcript Editor where you can edit your transcript. This is also possible (albeit more limited) under the Transcripts tab. Changes must be **SAVED** and **FINISHED** in the Transcript Editor, and **PUBLISHED** in the Platform to go live on the site.

Cadmore can automatically email this link to you or your editors when the transcripts are ready to be edited. It's important to note that this is a page specifically designed to easily edit transcripts and therefore the layout is different from the way your audience will see the transcript. The transcript will also be used for closed captions.

The transcript text is displayed in timestamp-based segments. You can edit the words in each segment, but be sure to keep the text aligned with the audio of the media. Additionally, the transcript has built-in places (breaks) to identify the speaker. Make sure to identify any changes in speaker for your audience. Even if the speaker does not change, transcription best practice is to display the speaker approximately every 30 seconds.

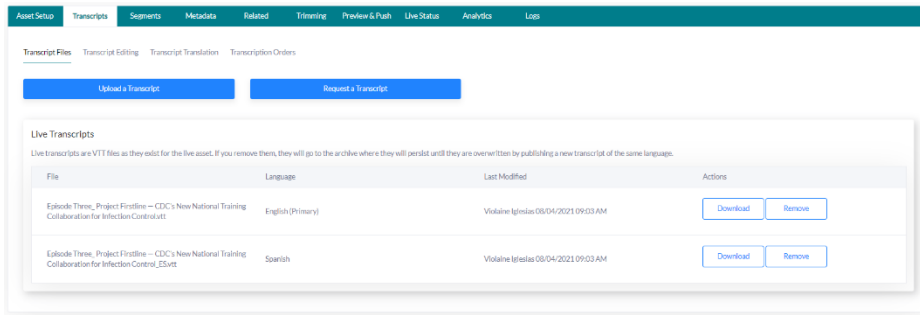
You can save your progress at any time. When you are done, be sure to select “Finish” which will mark the transcript as ready for publication.



If the original video is replaced a new transcript will need to be ordered. This is because the timestamps will no longer match up to the audio. Changes to the transcript editor will not carry over to the new transcript.

Transcripts Tab

In the Cadmore Platform, transcript files supply both the side-by-side transcript window and closed captions through a webvtt (.vtt) file. This type of file is more than just a word-for-word printout of a video - it matches WHAT is said to WHEN it is said so the text appears at the correct time in the video. When the transcript appears on the video player, viewers can easily scroll or search through the transcript, click on text, and be taken to that place in the video. The transcript text also appears in search results on your site.



Transcript Files: This is where you can view existing transcripts and upload new .vtt files with the Upload a Transcript button. You can also Request a Transcript from our third-party vendor 3PlayMedia, who provide several transcription and translation options for different prices. Enter your email if you would like to be notified once the transcript is complete. There are two main types of transcripts to be aware of:

Manual Transcription: These files are produced by a person and are typically 98% accurate (and more expensive). The benefit is that you spend less time reviewing your manuscript because a person has already had eyes on it.

Automated Transcription: These files are generated by a computer and have a much lower 90% accuracy rate, but they do give you a head start by providing a transcript to edit. They are typically much faster (unless you are ordering thousands of transcripts at once you can expect a half hour turnaround). We do not recommend ordering an automated transcript and publishing without reviewing, because at the end of the day it is a computer trying to understand human speech.

Request a Transcript

If you do not see the transcription option you need, please [submit a ticket](#) with your specific request.

Email

Language

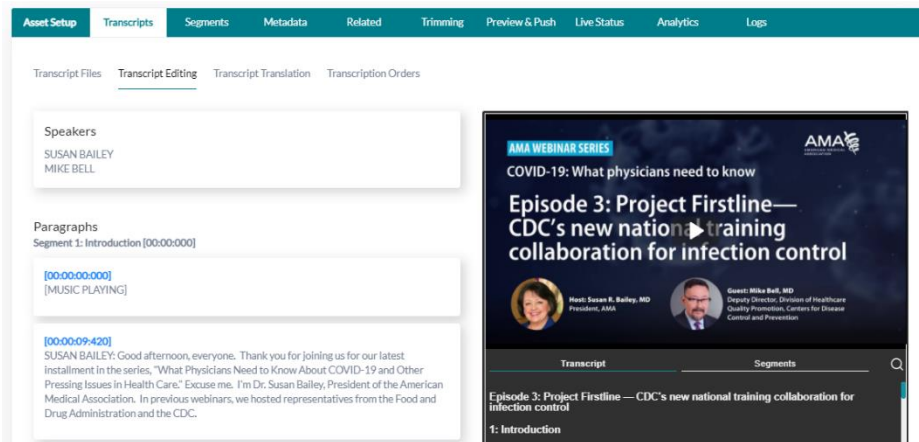
Type

Turn-Around Time
 Business hours are Monday through Friday, 8am to 6pm Eastern Time, with the exception of holidays. Files uploaded by 6pm ET should be ready by 8pm ET on the scheduled delivery date.

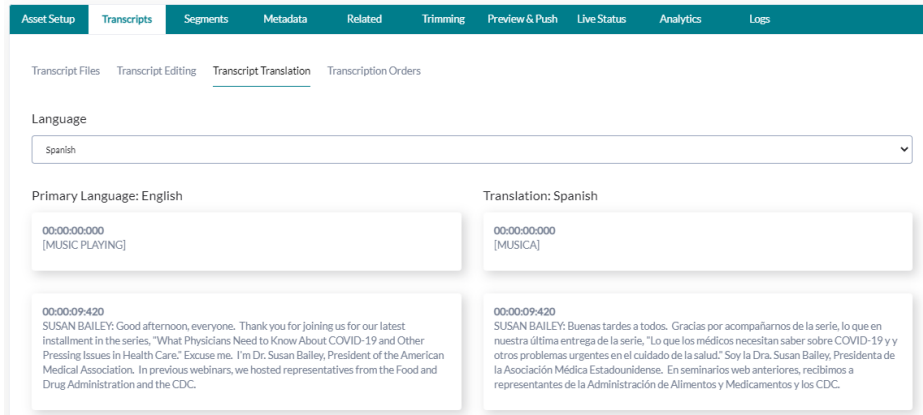
<input type="radio"/> Standard 4 Business Day(s) +\$0.00 / minute	<input type="radio"/> Same Day 8 Hour(s) +\$1.90 / minute	<input type="radio"/> Rush 1 Business Day(s) +\$0.90 / minute	<input type="radio"/> Expedited 2 Business Day(s) +\$0.40 / minute
<input type="radio"/> Extended 10 Business Day(s) -\$0.15 / minute	<input type="radio"/> Two Hour 2 Hour(s) +\$4.00 / minute		

Base Price \$-- x Duration (Rounded To Nearest Minute) 44 Minute(s) = Estimated Cost \$--

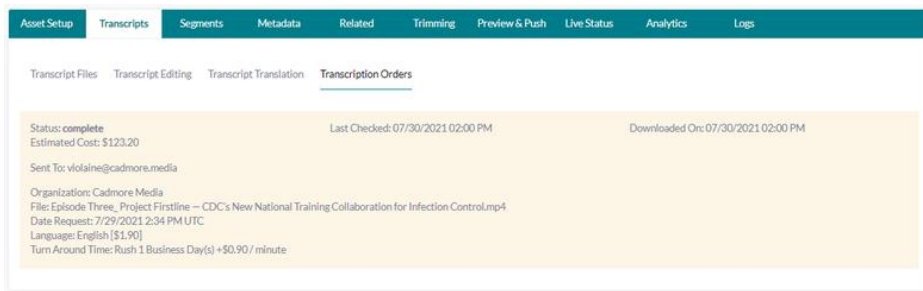
Transcript Editing: This is Cadmore’s original Transcript Editor and provides a more basic view of the editing tools.



Transcript Translation: This screen allows you to manually translate your transcript and will create a new .vtt file to be stored in the player. Please do not request a transcript for a non-English asset until you set this process up with Cadmore.



Transcription Orders: Check on the status of an existing transcript request or find a detailed receipt of a previous transaction.

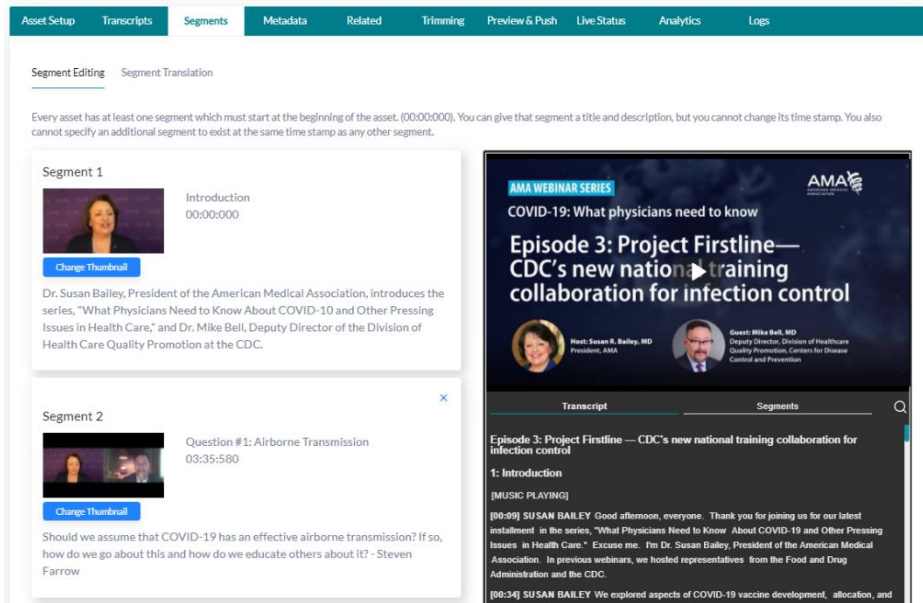


If the original video is replaced a new transcript will need to be ordered. This is because the timestamps will no longer match up to the audio. Changes to the transcript editor will not carry over to the new transcript.

Segments Tab

Segments are like chapters for a video. You can easily break down a long video or organize the content within to provide jump points for viewers. Segments can be titled, assigned a unique thumbnail, given a description, and translated. A transcript makes this tool easier to use.

You also have the option to click **Segment Translation** and manually translate the headers and bios of segments as needed.



If the original video is replaced a new transcript will need to be ordered. This is because the timestamps will no longer match up to the audio and timestamps are used to create segments. Segments will be deleted and will need to be re-created.

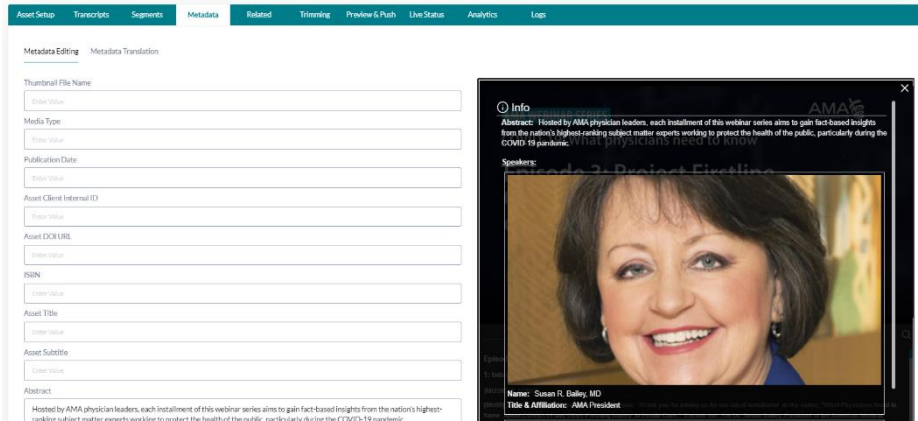
Metadata Tab

The metadata tab is entirely customizable. The fields are pulled from the media type (ex: podcast or video) and Cadmore can adjust which fields are included in which media type at any time.

This is where you can track simple metadata like date and title as well as more complex metadata like DOIs and events. The metadata pulls some information from the Data Library so information such as Authors, Sessions, and Topics should first be added to the Data Library and then linked to the metadata.

You can choose which metadata information will be displayed in the Info tab of the video player and a preview of that view is found on the right side of the screen. It is likely that you will have more metadata in the Platform than you have visible in the Info tab on the video player.

There is also a feature where you can manually translate metadata by clicking the **Metadata Translation** option. This will allow you to view the fields side by side for direct translation.



Related Tab

To link videos together, you can manually search your library to connect them. Once listed under Related, these videos will appear below your player as suggestions for similar content.


Trimming Tab

You can use the following tab to apply a trimming mask to your asset. A trimming mask can be used to clip portions of your asset out, but does not modify the underlying asset file (for example: if 5 minutes are trimmed off the end of a 10 minute video, the video player will show a 5 minute video to viewers, but the Platform will retain the full 10 minute video so you can edit the trims later). By specifying a start and end time, you will clip that portion of the asset out when it gets played. Note that if you clip out times covered by segments, transcripts, and other time sensitive metadata, those portions may not show up in the final view. The asset shown on this page is the untrimmed version, allowing you to make modifications.

This tool is easier to use with a transcript.

Asset Setup Transcripts Segments Metadata Related **Trimming** Preview & Push Live Status Analytics Logs

You can use the following form to apply a trimming mask to your asset. A trimming mask can be used to clip portions of your asset out. A trimming mask does not modify the underlying asset file. By specifying a start and end time, you will clip that portion of the asset out when it gets played. Note that if you clip out times covered by segments, transcripts, and other time sensitive metadata, that only portions may show up, if at all on the player. The asset shown on this page is the untrimmed version, allowing you to make modifications.




Clips
Clips are sections of the original asset which will be trimmed out. The start and end times specified are the segments of the original asset which are clipped out.

New Clip
Start Time End Time

Preview & Push Tab

Asset Setup Transcripts Segments Metadata Related Trimming **Preview & Push** Live Status Analytics Logs



Embed URL: <https://stream.cadmore.media/player/669d44e9-d77a-4615-9682-ed5952bbf250>

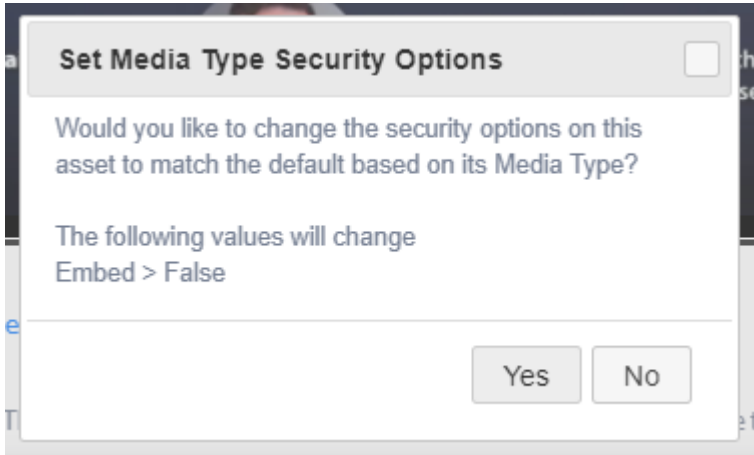
How to embed this asset

The following are warnings about this asset. They will not stop you from publishing the asset and are merely here to inform you of your enrichment progress.

There are no citations present for this asset.

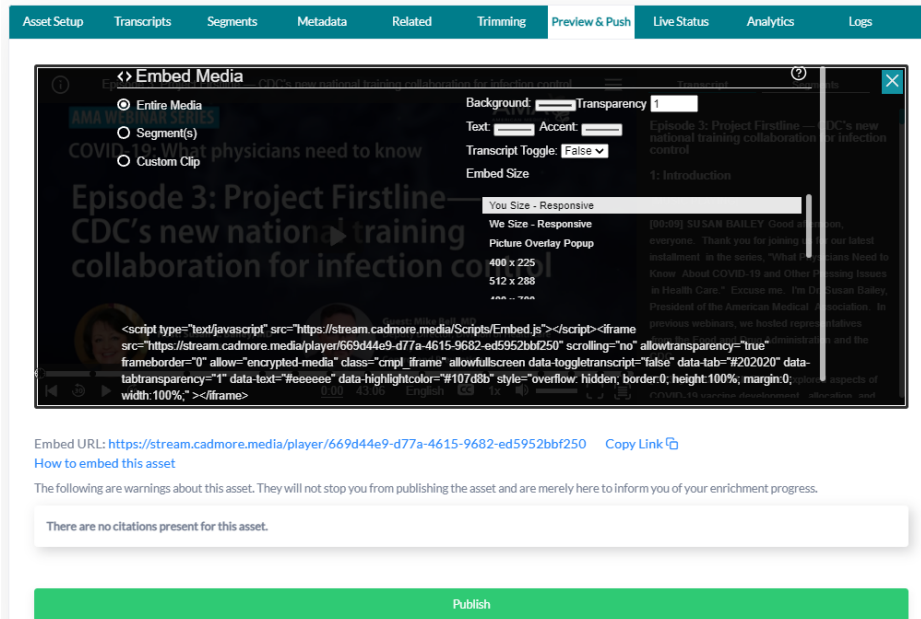
For changes made in the Platform to go live on your site you must PUBLISH the asset. To help you keep track, the Preview & Push tab will turn red if there are unpublished changes associated with the asset.

Click the large green Publish button at the bottom of the screen to publish changes and a screen will come up asking you want to publish the video with the security settings associated with the media type (these are customizable). If you say No, the security settings will remain as they currently are:



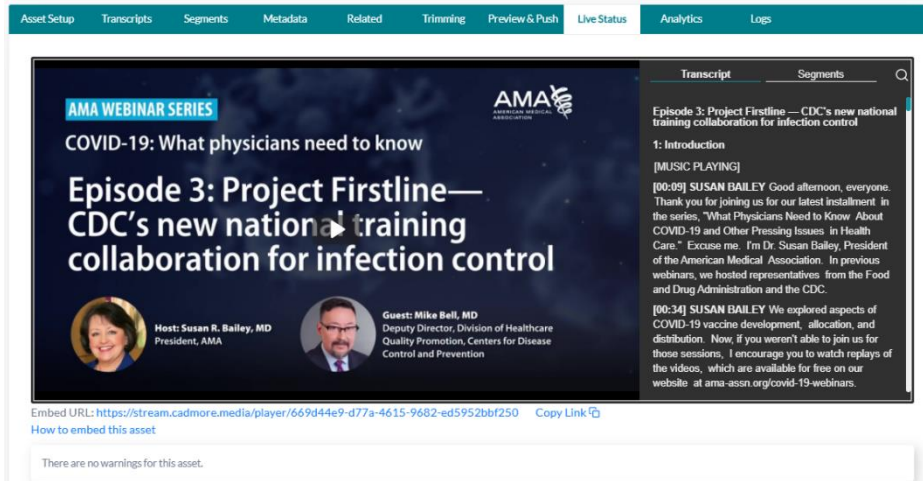
Embed Code

If you are using embeds, you can find the embed link by hovering over the video player, clicking the sandwich menu in the upper right, and selecting <> Embed.



Live Status

This tab provides you a view of how the player and transcript editor will appear live on your site. If there are any playback problems, you will see them appear here.



The screenshot displays the 'Live Status' tab in a software interface. At the top, a navigation bar includes tabs for 'Asset Setup', 'Transcripts', 'Segments', 'Metadata', 'Related', 'Trimming', 'Preview & Push', 'Live Status' (which is active), 'Analytics', and 'Logs'. The main content area is split into two panels. The left panel shows a video player with a dark background. The video title is 'AMA WEBINAR SERIES COVID-19: What physicians need to know'. Below the title, it says 'Episode 3: Project Firstline— CDC's new national training collaboration for infection control'. There are two circular headshots: one for the host, Susan R. Bailey, MD, President of AMA, and one for the guest, Mike Bell, MD, Deputy Director, Division of Healthcare Quality Promotion, Centers for Disease Control and Prevention. The right panel is a transcript editor. It has tabs for 'Transcript' and 'Segments'. The transcript text reads: 'Episode 3: Project Firstline — CDC's new national training collaboration for infection control', '1: Introduction', '[MUSIC PLAYING]', '[00:09] SUSAN BAILEY Good afternoon, everyone. Thank you for joining us for our latest installment in the series, "What Physicians Need to Know About COVID-19 and Other Pressing Issues in Health Care." Excuse me, I'm Dr. Susan Bailey, President of the American Medical Association. In previous webinars, we hosted representatives from the Food and Drug Administration and the CDC.', and '[00:34] SUSAN BAILEY We explored aspects of COVID-19 vaccine development, allocation, and distribution. Now, if you weren't able to join us for those sessions, I encourage you to watch replays of the videos, which are available for free on our website at ama-assn.org/covid-19-webinars.' Below the transcript, there is an 'Embed URL' and a 'Copy Link' button. At the bottom of the interface, it says 'There are no warnings for this asset.'

Analytics

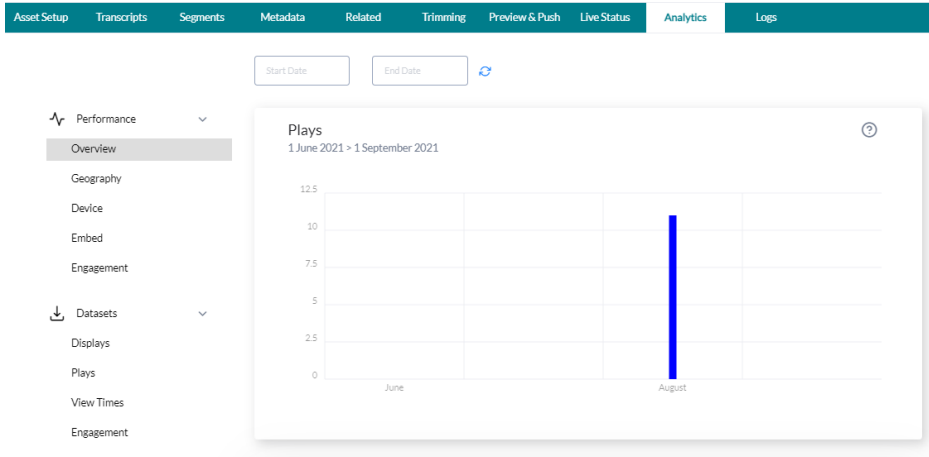
Check out the stats of an individual asset. A more general overview of all your organizations' assets can be viewed on the Home screen.

Performance

These analytics provide live charts and graphs to easily see how your video is performing. You can look at how many people have watched your video, what countries and devices they were logged in from, and even which segments they watched. Please be patient while loading some of the tabs - they are crunching live numbers!

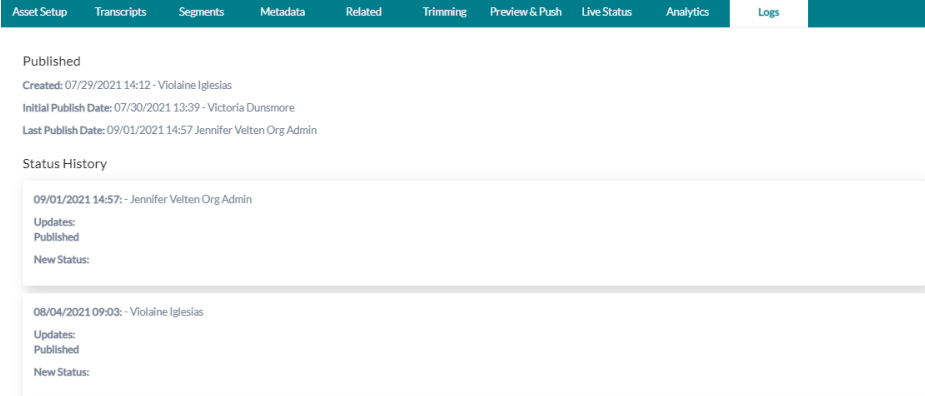
Datasets

These analytics are the hard numbers and can give you detailed spreadsheets about your video's performance.



Logs

Track the history of when an asset was edited, published, or tagged. You can also add notes here under any tags you may add.



Published

Created: 07/29/2021 14:12 - Violaine Iglesias
 Initial Publish Date: 07/30/2021 13:39 - Victoria Dunsmore
 Last Publish Date: 09/01/2021 14:57 - Jennifer Velten Org Admin

Status History

- 09/01/2021 14:57: - Jennifer Velten Org Admin
 Updates: Published
 New Status:
- 08/04/2021 09:03: - Violaine Iglesias
 Updates: Published
 New Status:

Analytics

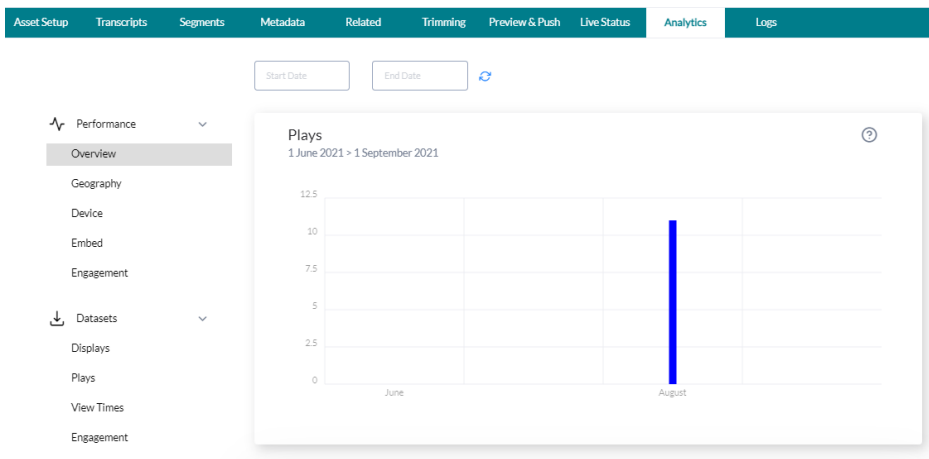
This is the aggregated overview of all your organization's assets.

Performance

These analytics provide live charts and graphs to easily see how your videos are performing. You can look at how many people have watched your videos and what countries and devices they were logged in from. Please be patient while loading some of the tabs - they are crunching live numbers!

Datasets

These analytics are the hard numbers and can give you detailed spreadsheets about your video's performance.



Reports

Field Set Report

This is where you run reports by pulling information for sub records attached to your assets. A sub record (a.k.a. field set) is a sub set of data. For example, a Speaker attached to an asset is sub set of speaker data. To get started, you can select a Media Type you wish to filter on, and then type in a field set (i.e. speaker, event, access rights, and so on). Click to Run Report or Export (for an Excel spreadsheet) and you will get back all of your assets with their sub set data and security settings.

Field Set Report

Beta

The Field Set Report allows you to pull information for sub records attached to your assets and display their values. A sub record (a.k.a. field set) is a sub set of data. For example, a Speaker attached to an asset is sub set of speaker data.

To get started, you can select a Media Type you wish to filter on, and then use the type ahead to locate one of your field sets in use (i.e. speaker, event, access rights, and so on). Click to run the report, and you will get back all of your assets with their sub set data and security settings.

Media Types

Field Set

Select Fields for Report

- | | | | |
|---|---|--|---|
| <input checked="" type="checkbox"/> Title & Affiliation | <input checked="" type="checkbox"/> Biography | <input checked="" type="checkbox"/> LinkedIn | <input checked="" type="checkbox"/> Email |
| <input checked="" type="checkbox"/> Last Update | <input type="checkbox"/> Website | <input type="checkbox"/> Twitter | <input checked="" type="checkbox"/> Name |
| <input checked="" type="checkbox"/> ORCID | | | |

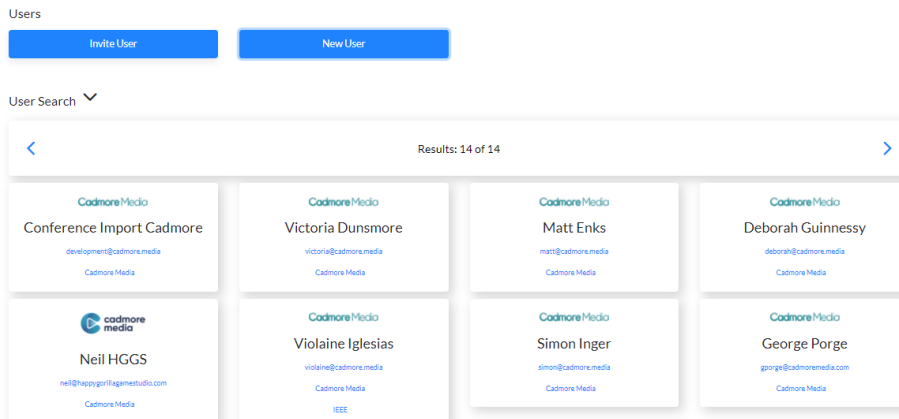
Administrate

Users

As an organization admin you have the ability to add new users to the Platform and edit your own profile. There is only one Org Admin status available at this time. There are two ways to do so:

Invite User sends an email to a user with directions on how to log in to the Platform. Use the same name and email listed on their account (you must make an account before you send out an invite).

New User is how you add users to the Platform. They will need a name, email and starting password.



The screenshot shows the 'Users' management interface. At the top, there are two blue buttons: 'Invite User' and 'New User'. Below these is a 'User Search' dropdown menu. The search results are displayed in a grid of 8 user cards, each with a Cadmore Media logo, a name, an email address, and the text 'Cadmore Media'. The results are: Conference Import Cadmore (development@cadmore.media), Victoria Dunsmore (victoria@cadmore.media), Matt Enks (matt@cadmore.media), Deborah Guinnessy (deborah@cadmore.media), Neil HGGs (neil@happygirlgamestudio.com), Violine Iglesias (violine@cadmore.media), Simon Inger (simon@cadmore.media), and George Porge (gorge@cadmoremedia.com). The interface also shows 'Results: 14 of 14' and navigation arrows.

Data Library

The Data Library is a place where you can prepopulate field sets with metadata. Once inside the library, when someone is entering metadata for an Asset, they can use the library when adding field sets. In this way, you can build a consistent library of metadata that can be shared across Assets. This can be used to store speaker information or help categorize your videos into sessions, topics, events, collections, etc. These are customizable.

For example, loading all speakers into the Data Library will allow you to search and add speakers (and their accompanying profiles) to any asset without having to manually re-enter their information every time.

Data Library

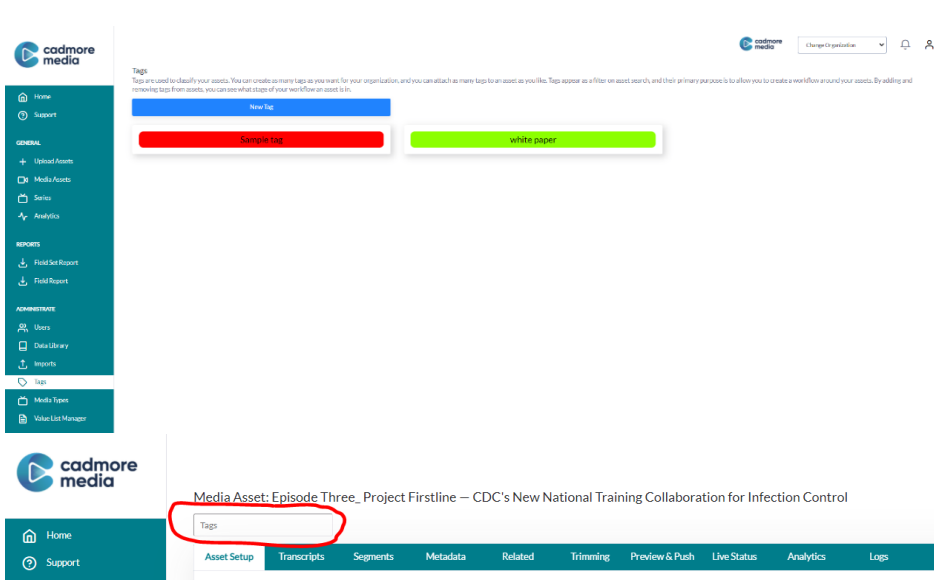
The Data Library is a place where you can prepopulate field sets with metadata. Once inside the library, when someone is entering metadata for an Asset, they can use the library when adding field sets. In this way, you can build a consistent library of metadata that can be shared across Assets.

Affiliation Speaker title & affiliations	0
Collection	1
Contributor	10
Event Event or conference where the recording was made	0
Live Screening A live screening is a watch party of a video which includes chat. It happens at a specific time, is set on a video, and can thereby be wired.	3
Speaker Speaker that appears in the asset	2
Test Data Library Update FieldSet For testing data library bulk update job.	1
Topic OECD Topics	4

Tags

Tags are an easy way to add notes to your assets and add searchability within the Platform (on the Media Assets tab you can filter by Tag). They can also be used to manage workflows (ex: “Ready for QC” or “Needs Additional Metadata”), categorize videos (ex: “Season 5”), or to claim a video (ex: “James Kirk”). Create a new tag in the Tag tab, then it will be available once you have clicked into an asset. You also have the ability to **Save w/ Note** to give your tag additional context.

The Platform also has automatic tags that will appear on assets. They are typically black and grey and indicate things like “DOI Registration complete” or “Transcript Order Pending.” The tags will disappear after each publish to reflect the most recent (and unpublished) changes to your asset.



Media Types

Media Types are classifications of your assets. Each asset must have a Media Type associated with it. It will determine what metadata the asset requires and many other attributes. These are customizable and Cadmore can help you create new ones or edit existing ones at any time. You can view the full list of your Media Types here and edit publishing setting under the More dropdown (for example: on PUBLISH you can make sure all assets in a media type change to Encoded with SEO).

Cadmore Media Media Types

Media Types are classifications of your assets. Each asset must have a Media Type associated with it. It will determine what metadata the asset requires and many other attributes.

[Media Types Documentation](#)

Title	Description	Packages	Actions
Media Library Demo Video		Demo video	More ▾
Sample video		Cadmore Core, Live Screening	More ▾
Standard Podcast		Standard Podcast	More ▾
Test Data Library Update Job		Test Data Library Update Job	More ▾
Test Live Cpy			More ▾
Test Security Settings		Demo video	More ▾