



Creo Video Manager

User Manual

Welcome to Creo Video Manager

Creo Video Manager is a comprehensive online platform that enables the management and distribution of all types of media e.g. video, still images, and documents in one single place. The platform is web-based, user-friendly and offers a wide spectrum of functionality. This platform enables your media to reach your target audience, quickly and effectively, all around the world.

LIBRARY

The library stores all of your files and you will find everything that you upload to the platform here. Files that have not yet been published in a channel cannot be accessed through the platform. You can securely store files in the library until you are ready to publish them. The library is the place where you upload and edit your files. You can then publish them in any of your channels.

SORT, FILTER AND SEARCH FOR FILES

There are a number of different ways to find a file you are looking for. At the top of the file list there are various options to sort your files. In the library, you can sort the files by date or by name “**sort by**”. By clicking on the filter you can choose to display one particular file type or several different types of files. By checking the box “**group by content**” you can also sort files by file type. The list is then divided up into sections according to the types of files you have. You can choose to view your files as a list or with icons “**view**”. You can also search “**search**” within your files. Simply type in your keyword and hit return/enter to search the system. You can search on the title, description, and tags.

FOLDERS

The library allows you to organise your files by arranging them into folders. You will see the folders in the list of files or in the left column, if you click on the arrow to the left of the library icon. To create or edit folders, you

BROWSERS REQUIREMENTS

Firefox (3.0 or later)
Safari (4.0 or later)
Google Chrome
Internet Explorer (8 or later)
Enabled JavaScript
Flash 9

We recommend that you avoid using Internet Explorer, since other browsers provide a better experience, when using Creo Video Manager.

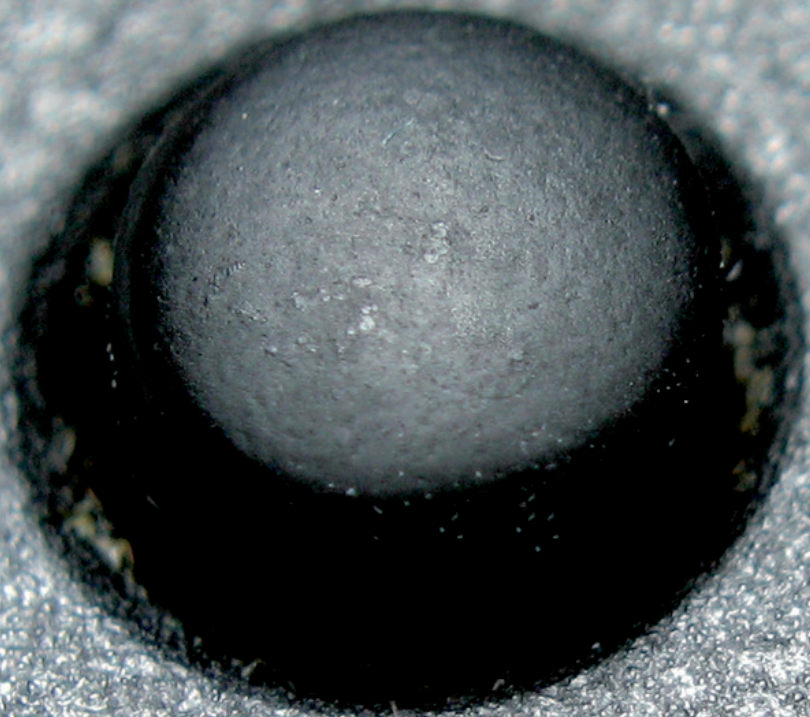


must be authorised. If you are not authorised, please contact your administrator. You can also limit access to include only certain folders. Read more about this under “**Users**.”

To move a file to a different folder, use the “**drag and drop**” feature. Grab the file you want to move and drag it to the folder in the left column. The folders are only used to organise your files within the library and they do not affect the way the published files are viewed.

UPLOADING FILES

In Creo Video Manager you can upload all common types of media e.g. video, still images, documents and audio files. Let us focus on the motion-based content for now.



VIDEO

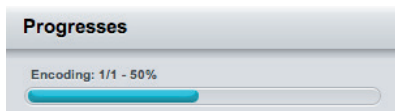
In order to upload your video to Creo Video Manager, we have the following format requirements: **flv, mov, avi, mp4, mpg, wmv, 3gp.**

When uploading your videos the platform will automatically transcode the files to the pre-set formats for your account in order to be available for more types of devices/players e.g. smart phones, Windows Media Player and Flash player.



To upload a new file, you must be in the library. You will find the upload button at the top of the list. Click on the **“upload button”** and select the file on your computer. After selecting the file, the platform will start to upload and encode it. In the lower left corner you will see the status of your file. Do not close your browser or reload the page while the status indicator says **“Uploading.”**

Once the file is uploaded, the system starts to encode it - **“encoding.”** You may now close your browser. When the status indicator has disappeared, your file has been completed. Before you publish your video, you should rename it, tag it and choose a thumbnail.



Your account may also support uploading via FTP. Please contact Creo should you need this feature or if you need any further assistance.

EDITING FILES

When your video is uploaded and encoded you may edit the information. Click on the file, in the list, to open the settings for the file.

INFO

This is where you can tag and add a title or a description to your video. **“Title”** is the name of your file. **“Description”** is the descriptive text that is often displayed in your player and **“Tags”** are searchable keywords. You separate your tags in the list by using commas.

PREVIEW

This is the place where you preview your video.

FORMAT

Under format you can see what video format the video has been encoded to as well as the status of the encoding.

THUMBNAILS

After your video has been encoded, the system automatically picks out nine thumbnails. Click on the image that you want to use. The thumbnails appear in the overview in Creo Video Manager as the opening image and in the corresponding overview in the player.



If you are not pleased with any of the automatically generated thumbnails you may upload your own images by clicking **“upload”** under the thumbnails.

If you upload images, remember to use a high quality image that has the same proportions as the video. The platform automatically scales the image to the desired sizes.

CUE POINTS

Time codes for different events in your video can be entered as cue points. Click on **“new cue point”** and enter the time code in the following format: *HH:MM:SS:DD*. Write a descriptive text to the cue point and click on **“save.”**

Keep in mind that your player needs to support cue points. If you would like to have this functionality, please contact Creo.

PUBLISHING

This is where you view which channel(s) the video is published in. If you want to unpublish a video from a particular channel, click on **“delete.”** It is also possible, via the list at the bottom, to publish the video in other channels.

SUBTITLES

In order to put subtitles to a video you need a subtitle file in the **.srt** format (*SubRip Subtitle File*). You can create this file on your own or get it from your translation agency. It is important to keep in mind that your file must be encoded as UTF8 and have line breaks according to Windows Coding rules (*\r\n*). Click on **“upload”** to upload your subtitle file. You can upload multiple files for different languages. Remember to name them so that the viewer knows which one is which.

NAME TAGS

You can add name tags directly in the platform. Click on **“New name tag”** and enter the name, title and time when the name tag is to appear and disappear in the *HH:MM:SS:DD* format. If you need any assistance in adding a custom design to your name tag, please contact Creo.

SLIDE IMAGES

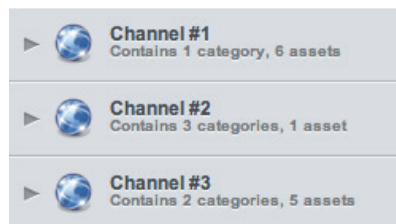
If your player supports synchronised image support, upload the photos that you would like to synchronise with your video. Click on

“upload” and select the images you want to upload. You can then reorganise, delete or replace individual images.

To save the changes you made to your video, click on **“save.”**

CHANNELS

Your channels are located on the left side of the page. A channel contains your published video footage and your channel can be divided into several categories.



If your player supports categories and sub-categories, you can create new categories and edit existing ones with the **“new category”** and **“edit category”** buttons.

To publish videos in your channel, grab the video in the library and **“drag and drop”** it to the channel, or the category, that you want it published to. The video is now published and can be viewed in your player. To unpublish a video you click on the X that can be seen on the video in the list or drag it to the Recycle Bin in the left column.

When you unpublish a video, it is not deleted from the library. In order to delete a video please follow the same instructions but in the library folder.



Please note! It is not possible to “undo” the deletion of a file.

FILE TYPES

Not only can you upload many different types of files in Creo Video Manager but you can also create different files directly in the platform. Below you will find the available various types of files.



VIDEO

All motion-based materials that can be uploaded.



LIVESTREAM

Create a live broadcast by clicking **“create”** in the library. An authorisation is required.



GROUP

A **“group”** functions much like a package where you can store multiple files together and publish the entire package in one channel. For example, this is used when downloading files that are connected with a particular video. Create a group by clicking on **“create”** in the library.



HTML

This is an HTML object. An HTML file contains an editor where you can write longer texts which can be formatted. You can also write HTML codes. Create an HTML object by clicking on **“create”** in the library.



FILE/DOCUMENT

All uploaded documents e.g. PDF, Word, Excel, PSD, EPS, TXT will be added as a **“file.”** The icon lets you know what type of file it is.



AUDIO

An uploaded audio file, such as an MP3 or a WAV, is processed differently than a video file and will be added as an audio file.

USER

If you are an administrator you can create new users and manage authorisations. Click on **“users”** in the left column to list the existing users. Click on the desired user to edit or click **“new user”** to create a new one.

When you create a new user, the log-in information is sent to the e-mail address on file. If you do not enter a password, the platform will automatically create one.

There are three different authorisation levels. A **“Member”** has no access to Creo Video Manager. This authorisation is only used for front-end e.g. if you have a login linked to the player. A **“User”** can log into the platform, but an administrator can control what the user can do there e.g. upload, delete, publish. An **“Admin”** can do everything as well as view the statistics, create and edit users.

STATISTICS

The statistics in Creo Video Manager is specially designed for motion-based material and gives you all the necessary data that you may need about your visitors and viewers. Only administrators can view the statistics.

To view the statistics for an entire channel, click on **“statistics”** in the left column. If you have multiple channels, you may select the channel with the tabs at the top of the page. When you access it for the first time the statistics will automatically show one month retroactively from the current date. If you want to see the statistics for another time period you simply click on **“from”** and **“to”** to select the dates and then click the button with the two arrows to refresh the page.

You can view basic statistics such as the number of visitors, number of pages visited, and how long visitors have remained on a page. The **“visitors”** chart displays the number of visitors per day during the time span that you

selected. You can also view which browser and operating system that was used as well as the countries the visitors come from.

Under **“played assets,”** you can view how many times your videos have been played. If you want to see more statistics for a specific video, click on the name. Under **“page views,”** you can also view which pages have been visited.

If you click on **“traffic,”** you can view what keywords were used to find your pages, and what pages that are linking to your page.

You can choose to export the statistics as a PDF or an Excel file. You will find both of those icons in the upper right hand corner.

Statistics for individual files

Click on the file in the list to open up the settings and click on the **“statistics”** tab. If the video is an on-demand or a live broadcast there will be three tabs at the top: **“overview,” “live”** and **“on-demand.”** **“Overview”** is an accumulation of statistics for live and on-demand but under the other tabs you can view the statistics separately for the live broadcast and the on-demand version.

In the same manner, as with the channel statistics, you can select what time period you want to see the statistics for. The date is pre-set to when the video was uploaded up to the present. You can view the statistics of how many times the video was played and how many times it was downloaded. Under **“play time,”** you can see how long the video was viewed by the visitors. The graph shows how long the video is (*number of seconds*). Just place the arrow on top of the video to find out how many viewer it has had. This feature is a helpful tool when analyzing the video’s content and when you want to find out, for instance, when the visitors have chosen to stop watching the video. Under **“locations,”**

you can track where your video has been embedded and how many times it has been played on the site e.g. on a blog or on Facebook. You can click on the address to open the page that the video is embedded on. This is not possible, however, with Facebook as one cannot trace who has shared a specific video. You can view the top ten places where the video was played the most times.

Under **“country”** you can view what countries the viewers come from. You can also see the top ten countries where the video has been played the most times.

“Player technology” specifies which format the visitor has viewed the video in e.g. Flash or HTML5. Place the arrow over the chart to find out more details regarding the format and the percentage.

“Browsers” displays which browser the viewer has used e.g. Internet Explorer or Firefox. To find out more information regarding the browser just place the arrow over the chart.

You can also export the statistics to a PDF or Excel file (*in the way same as you export in the statistics channel.*) The buttons are located at the top right corner of the page. It is also possible to connect Google Analytics to the platform’s built-in statistics.

SUPPORT

Your license include a full two hours of support each week so please feel free to contact Creo should you have any further questions. We are always willing to help you out!

Customer service is available during business hours via telephone and e-mail. Please give Andreas Lindqvist a call **+46 709739858** or send your email request to **support@creo.se**.

We hope that you will thoroughly enjoy your Creo Video Manager experience.



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