Content and function

Logo **PolyThink**

Account: Warner Brothers
Network: LOTR Group
Switch

Welcome Chris | Help | Sign out

Dashboard
My Account
Network
Metrics
CMS

Content Editing
Channels
Workflow Overview
Setup

Content Management System

» CMS > Channels

Sort by: Channel Type (B)

Channel	Channel Type	Last Live Update	2 / 6 & 7
Cool Tools	Video	12/23/2007	Edit Content | Manage Assets
Nice Videos	Video	11/12/2007	Edit Content | Manage Assets
Special Offers	RSS	10/22/2007	Edit Content | Manage Assets
News (A) (A)	RSS	10/18/2007	
Tools Casts	Audio	09/12/2007	Edit Content | Manage Assets

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Annotation

A. Icon for Automated Channel. Automated Channels cannot be edited.

B. Sort by: Name, Type and Last Update.

Content and function

Logo **PolyThink**

Account: Warner Brothers **Network: LOTR Group** Switch

Welcome Chris | Help | Sign out

- **Dashboard**
- **My Account**
- **Network**
- **Metrics**
- **CMS**
  - Content Editing
    - Channels
    - Workflow Overview
  - Setup

Content Management System

» CMS > Channels > Special Offers > Content Packages

3 **Preview Live Content Packages** **Preview In-test Content Packages** 4 & 5 **Create New Content Package**

Filter by: All Non Archived (A) **Choose Tag:** Lorem Ispum (B) **go**

(D) Legend: **Status -** In Development, Scheduled for Publication, Live, Archived
Others - Waiting for you, R Read Only

(C) **Order by:** Start Date

Content Packages	Status	Start Date	End Date	Publication Date	Workflow Stage	Tags
Vacation Special		9/1/2007	12/23/2007	12/23/2007	Edit	V Actions
Great Value R (N)		8/14/2007	9/27/2007	12/23/2007	Approve 8	V Actions (E)
ContPac D		7/25/2007	6/25/2007	12/23/2007	Complete	V (O)

> Schedule for Publication (G)
> Copy (H)
> Delete (I)
> Edit Content
> Edit Targeting

> Back to Development (K)
> Test (L)
> Push Live (M)
> Edit Content (F)
> Edit Targeting

Annotation

A. Drop down list fields: All Non Archived (default), In Development, Scheduled for publication, Live, Archived, Tag
B. Only if Tag is chosen in the Filter by: dropdown list, Choose Tag field and drop down list should appear.
C. User should be able to order by Start Date, End date, Publication Date & Name.
D. Legend for icons.
E. Depending on Status of a Content Package, user can perform certain actions. Available actions are displayed in a pop up menu on mouse-over.
F. Edit Content & Edit Targeting. Edit Content: Leads to read only page when not in development. Fields same as Create New Content Package, only pre-filled fields.
G. Starts Publication Workflow. **H.** Copies an in-development Content Package as - existing name (n). 'n" goes up by one each time the content package is copied.
I. Only possible with Content Packages In-Development.
K. Brings Scheduled Content Packages back into development. **L.** Make content available to Content Receivers that are configured to receive test content.
M. Makes content live immediately. **N.** If workflow is defined, the package is marked as read only as it enters the workflow.
O. Mouse-over triggers a pop-up with list of tags

Additional Notes:
> Content Editing Access required
> X to Y denotes page/s of this document where a feature is illustrated
> If no workflow is defined for channel the content is scheduled immediately.

Content and function

Logo

PolyThink

Account: Warner Brothers

Network: LOTR Group

Switch

Welcome Chris | Help | Sign out

Dashboard

My Account

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Content Editing
Channels
Workflow Overview
Setup

Preview Live Content Packages

» CMS > Channels > Special Offers > Content Packages > Preview Live Content Packages

Preview

Error or success message area (if any)

Select Live Content Package: ContentPac D

Select Content Receiver: LOTR Cast Interviews

A

B

Content gets displayed here.

Close

Annotation

A. Relevant Content Receivers are listed. On choosing a Content Receiver, user will be able to view content as will be displayed in those receivers.

Same for In-Test Content Packages. User needs to select from listed In-Test Content Packages and then relevant content receiver.

B. Content gets displayed as thumbnails, which expand into full view when user clicks on the thumbnail.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Content and function

Logo

PolyThink

Account: Warner Brothers

Switch

Welcome Chris | Help | Sign out

Dashboard

My Account

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CMS

Content Editing
Channels
Workflow Overview
Setup

Create New Content Package

» CMS > Channels > Special Offers > Content Packages >Add New

Add Content Package

1. Basic Information

Error or success message area (if any)

Name:

Start Date: C

End Date: C

Publication Date: C

A

Tags:

Offers, Special, Christmas

B

Cancel **Save**

2. Edit Content

Close

Annotation

A. Calendar icon

B. Displays last saved list of tags by default. When user is defining tags for the first time, a message should be displayed in the grey box:

'Please use comma to separate tags'

Uses auto completion to help users find existing tags.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Logo PolyTh ...out

- Dashboard
- My Account
- Network
- Metrics
- CMS

Content Editing
Channels
Workflow Overview
Setup

Create New Content Package

» CMS > Channels > Special Offers > Content Packages > Add New

Add Content Package

1. Basic Information ✓ (E)

2. Edit Content

(B) Preview Content

Content Items:

Top Image: (A) (F)
Bottom Image: (A)
Photo Caption:

Content Sets: Drag to change order

Content Set 1 (C) view details

Article Title: Clickthrough URL:

Content Set 2 (D) Delete (E) Copy to New hide details

Article Title:
Clickthrough URL:
Article Text: Plain text (A)

Cancel Save

Close

Additional Notes:

> Content Editing Access require

> X to Y denotes page/s of this document where a feature is illustrated

Annotation

Content Editing is form based, driven by the template for the channel.

A. HTML Content fields are edited with a WYSIWYG editor. The editor would have basic editing options. User has option to switch to 'Plain Text' Mode.

Content can be entered in any character set and stored as Unicode

B. Similar to details in page 3 but without "Select Live Content Package:" option.

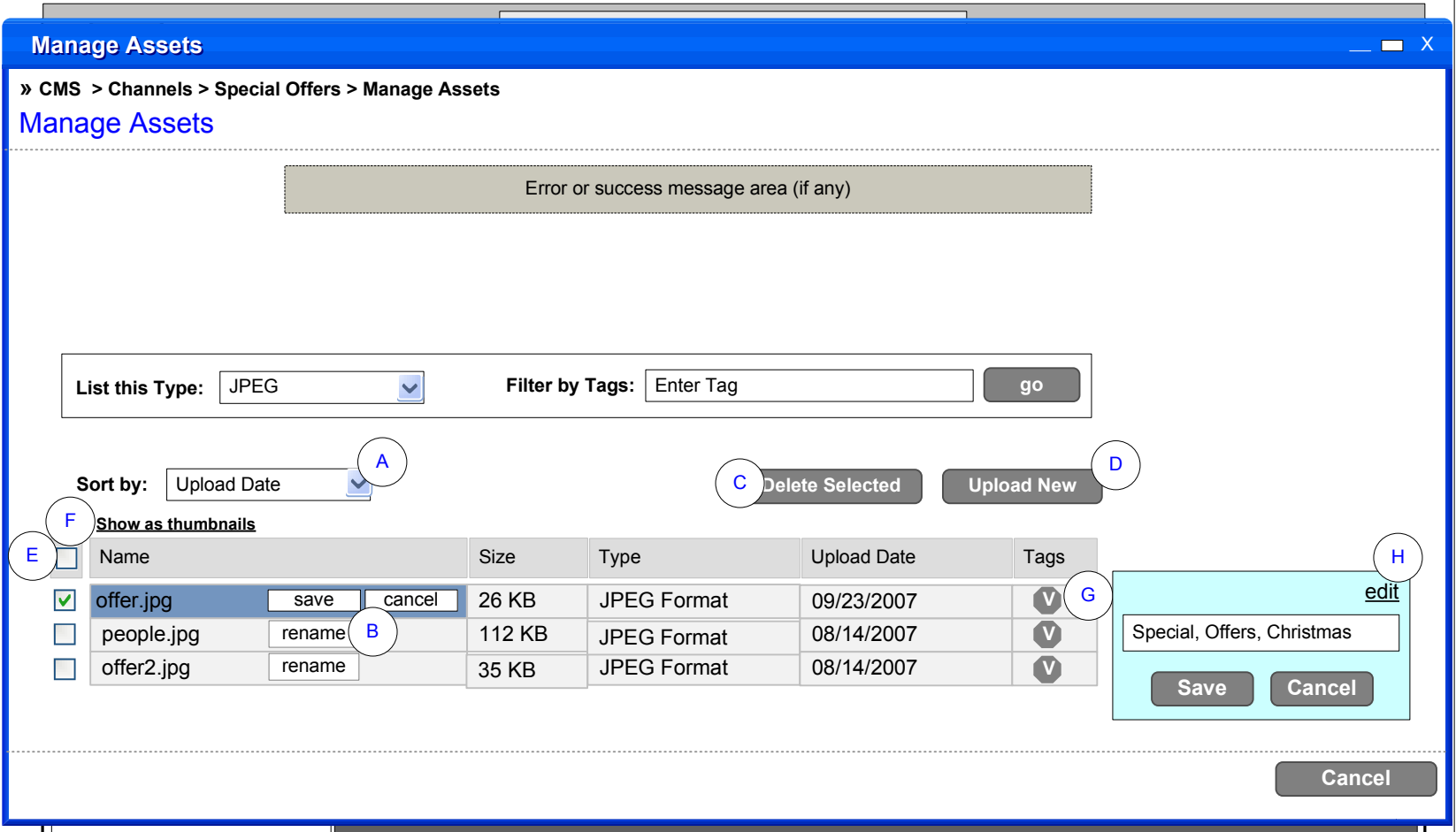
C. By default content sets remain collapsed. Clicking on 'view details' expands content set (e.g. Content Set 2).

D. Deletes the Content set

E. Adds a New Content Set with same fields.

F. Leads to list of assets, where user can select the required file. 8

Content and function



Annotation

A. Sort Assets by Name, size, upload date and tags.

B. When user chooses to Rename an asset, file name gets highlighted and can be edited in place. User can then save and cancel action.

C. User can select one or more files to delete. Requires confirmation.

D. When user clicks on 'Upload file here' the content is replaced with content demonstrated in the next wireframe.

E. Selects all files

F. If checked, show images as thumbnails.

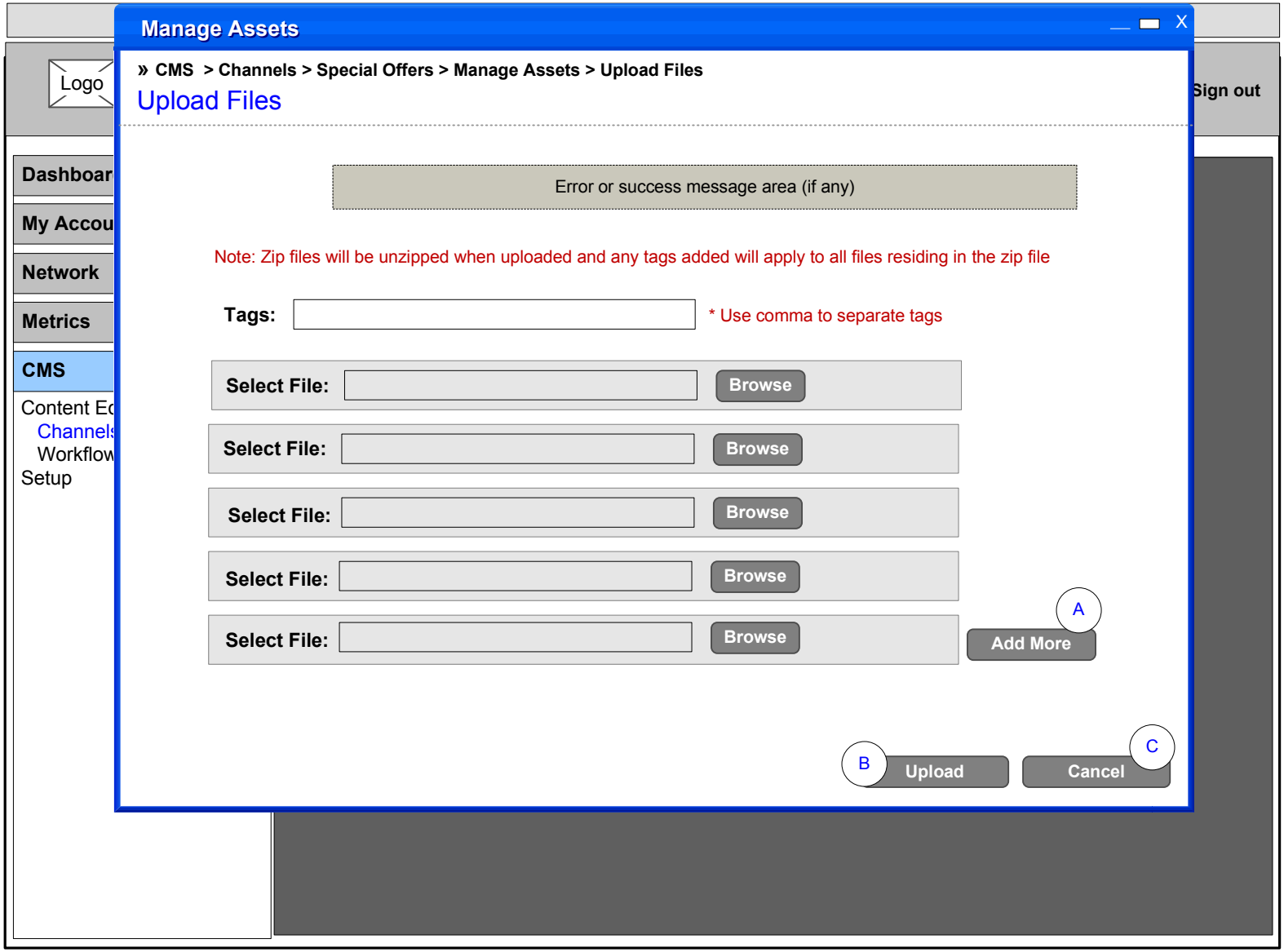
G. View/Edit tags: Mouse-over triggers a pop-up with list of associated tags, which can be edited.

H. When a user clicks on edit, the tags become editable and save & cancel buttons appear.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated



Annotation

A. Adds 5 more rows with 'Select file, browse and Add Tag options.

B. When user clicks on upload, a progress bar with a 'Cancel' button should appear.

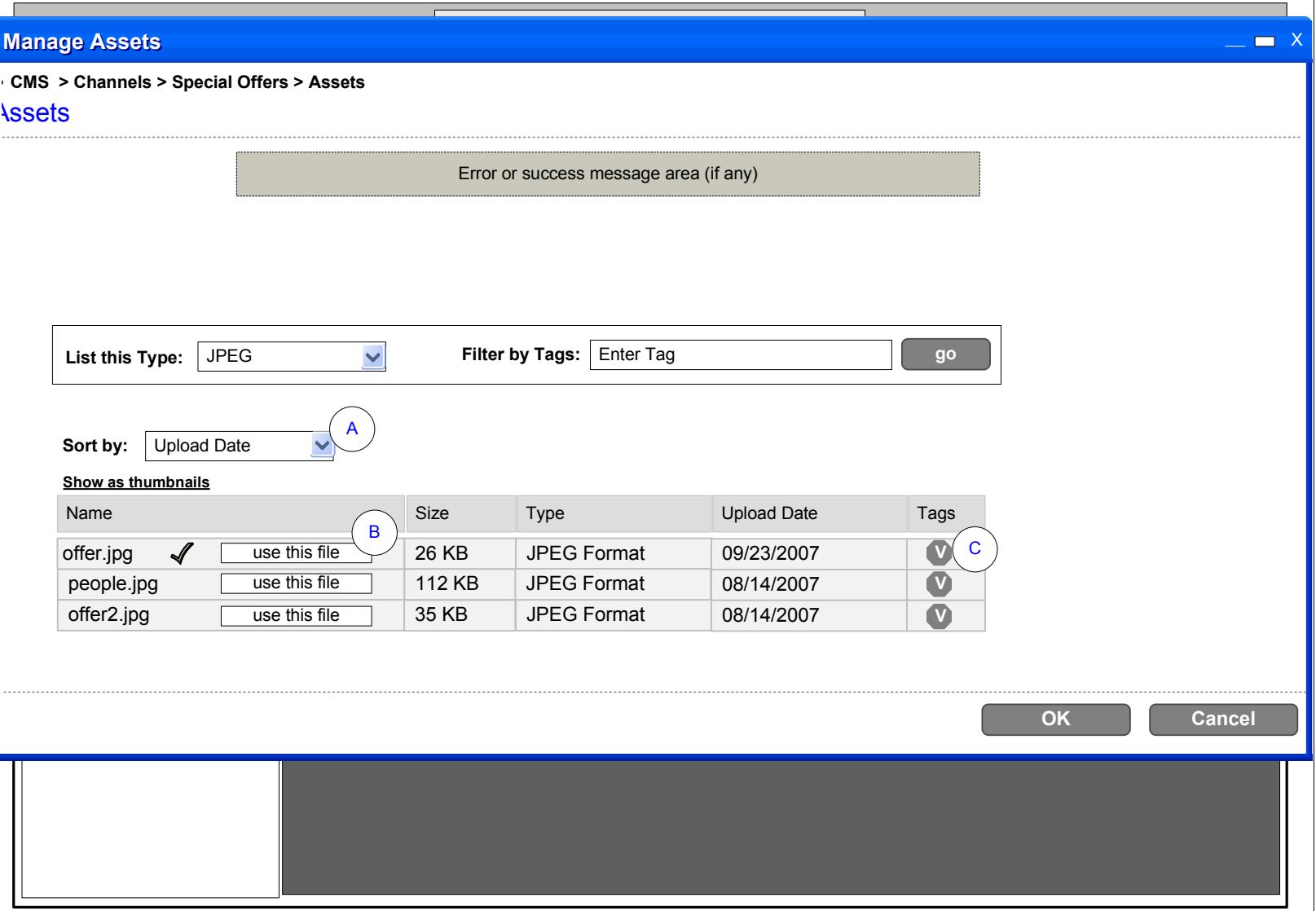
C. Takes user back to the Manage Assets page

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Content and function



Annotation

A. Sort Assets by Name, size, upload date and tags.

B. When User chooses ‘use this file’ an tick should appear near the chosen file.

C. Mouse-over triggers a pop-up with list of associated tags.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Content and function

Logo

PolyThink

Account: Warner Brothers

Network: LOTR Group

Switch

Welcome Chris | Help | Sign out

Workflow Status

» CMS > Channels > Special Offers > Vacation Special > Workflow Stage

Workflow Stage Details

Workflow Steps:

D

Content Form **Preview**

Step	Name	Responsibility:	Message:	Status:
1	Create	Chris Pointon	L oremipsum dolor sit amet, consectetuer ad In suscipit porttitor erat. Duis	Complete ✓
2	Edit	Adrian Hall	L oremipsum dolor sit amet, consectetuer ad In suscipit porttitor erat. Duis	Complete ✓
3	Approve	Paul Stone	Type to add note	**Accept** **Reject**

B

A

C

Close

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Annotation

A. Accept & Reject buttons appear only when logged in user is responsible for the step. If the logged in user is not responsible for the step, the status should show as ‘pending’

B. Accept moves the content package to the next step in the flow. Boxed area should expand and user should be prompted for confirmation (Yes/No)

C. If user chooses Reject, boxed area should expand and user should be prompted for confirmation (Yes/No) An e-mail should be sent to the creator with any notes provided.

Rejection moves a package back into development.

D. If reviewing user clicks on Content Form and the content is read only, user can over-ride the read only flag in order to edit it. The action is recorded as a part of the Workflow Log.

Content and function

Logo **PolyThink**

Account: Warner Brothers **Network: LOTR Group** Switch

Welcome Chris | Help | Sign out

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    - Workflow Overview
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Content Management System

» CMS > Workflow Overview

A

Filter by:

D

Show Historic Workflow

Waiting For: Dave D **Workflow Stage:** Any

Submitted By: Andrew Ried **Publication Date:** Select Date C E

Order by: Channel B

Waiting for you

Channel	Content Packages	Publication Date	Submitted by	Waiting For	Workflow Stage
Special Offers	Vacation Special	12/23/2007	Chris Pointon	Dave D	Approve
Special Offers	Great Value	12/23/2007	Paul Stone	Alec C	Edit C
Cool Tools	ContPac D	12/23/2007	Mitchell Ahern	Kevin Smith	Create

Additional Notes:
> Content Editing Access required
> X to Y denotes page/s of this document where a feature is illustrated
> When Workflow is defined, all user of Step 1 of the Workflow are notified by e-mail, with the name of the package and a link to the workflow status page for the package. The package is marked as read only.

Annotation

A. Default to filtered by – Waiting for: (logged in user) .

B. List can be ordered by any column

C. Clicking on underlined text which denotes the Workflow Stage, would take the user to the Workflow Stage Details page (Page 8)

D. Workflows are archived along with the content package it belongs to. Workflow history can be retrieved and displayed.

E. Calendar Icon

Content and function

Logo **PolyThink**

Account: Warner Brothers **Network: LOTR Group** Switch

Welcome Chris | Help | Sign out

Dashboard

My Account

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CMS

Content Editing
Channels
Workflow Overview
Setup

Content Management System

» CMS > Channels

Sort by: Channel Type B

Channel	Channel Type	Last Live Update	2 6 & 7
Cool Tools	Video	12/23/2007	Edit Content | Manage Assets
Nice Videos	Video	11/12/2007	Edit Content | Manage Assets
Special Offers	RSS	10/22/2007	Edit Content | Manage Assets
News A	RSS	10/18/2007	
Tools Casts	Audio	09/12/2007	Edit Content | Manage Assets

Annotation

A. Icon for Automated Channel. Automated Channels cannot be edited.

B. Sort by: Name, Type and Last Update.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Content and function

Logo **PolyThink**

Account: Warner Brothers **Network: LOTR Group** Switch

Welcome Chris | Help | Sign out

- **Dashboard**
- **My Account**
- **Network**
- **Metrics**
- **CMS**
  - Content Editing
    - Channels
    - Workflow Overview
  - Setup

Content Management System

» CMS > Channels > Special Offers > Content Packages

3 **Preview Live Content Packages** **Preview In-test Content Packages** 4 & 5 **Create New Content Package**

Filter by: All Non Archived (A) **Choose Tag:** Lorem Ispum (B) **go**

(D) Legend: **Status -** In Development, Scheduled for Publication, Live, Archived
Others - Waiting for you, R Read Only

(C) **Order by:** Start Date

Content Packages	Status	Start Date	End Date	Publication Date	Workflow Stage	Tags
Vacation Special		9/1/2007	12/23/2007	12/23/2007	Edit	V Actions
Great Value R (N)		8/14/2007	9/27/2007	12/23/2007	Approve 8	V Actions (E)
ContPac D		7/25/2007	6/25/2007	12/23/2007	Complete	V (O)

> Schedule for Publication (G)
> Copy (H)
> Delete (I)
> Edit Content
> Edit Targeting

> Back to Development (K)
> Test (L)
> Push Live (M)
> Edit Content (F)
> Edit Targeting

Annotation

A. Drop down list fields: All Non Archived (default), In Development, Scheduled for publication, Live, Archived, Tag
B. Only if Tag is chosen in the Filter by: dropdown list, Choose Tag field and drop down list should appear.
C. User should be able to order by Start Date, End date, Publication Date & Name.
D. Legend for icons.
E. Depending on Status of a Content Package, user can perform certain actions. Available actions are displayed in a pop up menu on mouse-over.
F. Edit Content & Edit Targeting. Edit Content: Leads to read only page when not in development. Fields same as Create New Content Package, only pre-filled fields.
G. Starts Publication Workflow. **H.** Copies an in-development Content Package as - existing name (n). 'n" goes up by one each time the content package is copied.
I. Only possible with Content Packages In-Development.
K. Brings Scheduled Content Packages back into development. **L.** Make content available to Content Receivers that are configured to receive test content.
M. Makes content live immediately. **N.** If workflow is defined, the package is marked as read only as it enters the workflow.
O. Mouse-over triggers a pop-up with list of tags

Additional Notes:
> Content Editing Access required
> X to Y denotes page/s of this document where a feature is illustrated
> If no workflow is defined for channel the content is scheduled immediately.

Content and function

Logo

PolyThink

Account: Warner Brothers

Network: LOTR Group

Switch

Welcome Chris | Help | Sign out

Dashboard

My Account

Network

Metrics

CMS

Content Editing
Channels
Workflow Overview
Setup

Preview Live Content Packages

» CMS > Channels > Special Offers > Content Packages > Preview Live Content Packages

Preview

Error or success message area (if any)

Select Live Content Package: ContentPac D

Select Content Receiver: LOTR Cast Interviews

A

B

Content gets displayed here.

Close

Annotation

A. Relevant Content Receivers are listed. On choosing a Content Receiver, user will be able to view content as will be displayed in those receivers.

Same for In-Test Content Packages. User needs to select from listed In-Test Content Packages and then relevant content receiver.

B. Content gets displayed as thumbnails, which expand into full view when user clicks on the thumbnail.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Content and function

Logo

PolyThink

Account: Warner Brothers

Switch

Welcome Chris | Help | Sign out

Dashboard

My Account

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CMS

Content Editing
Channels
Workflow Overview
Setup

Create New Content Package

» CMS > Channels > Special Offers > Content Packages >Add New

Add Content Package

1. Basic Information

Error or success message area (if any)

Name:

Start Date: C

End Date: C

Publication Date: C

A

Tags:

Offers, Special, Christmas

B

Cancel **Save**

2. Edit Content

Close

Annotation

A. Calendar icon

B. Displays last saved list of tags by default. When user is defining tags for the first time, a message should be displayed in the grey box:

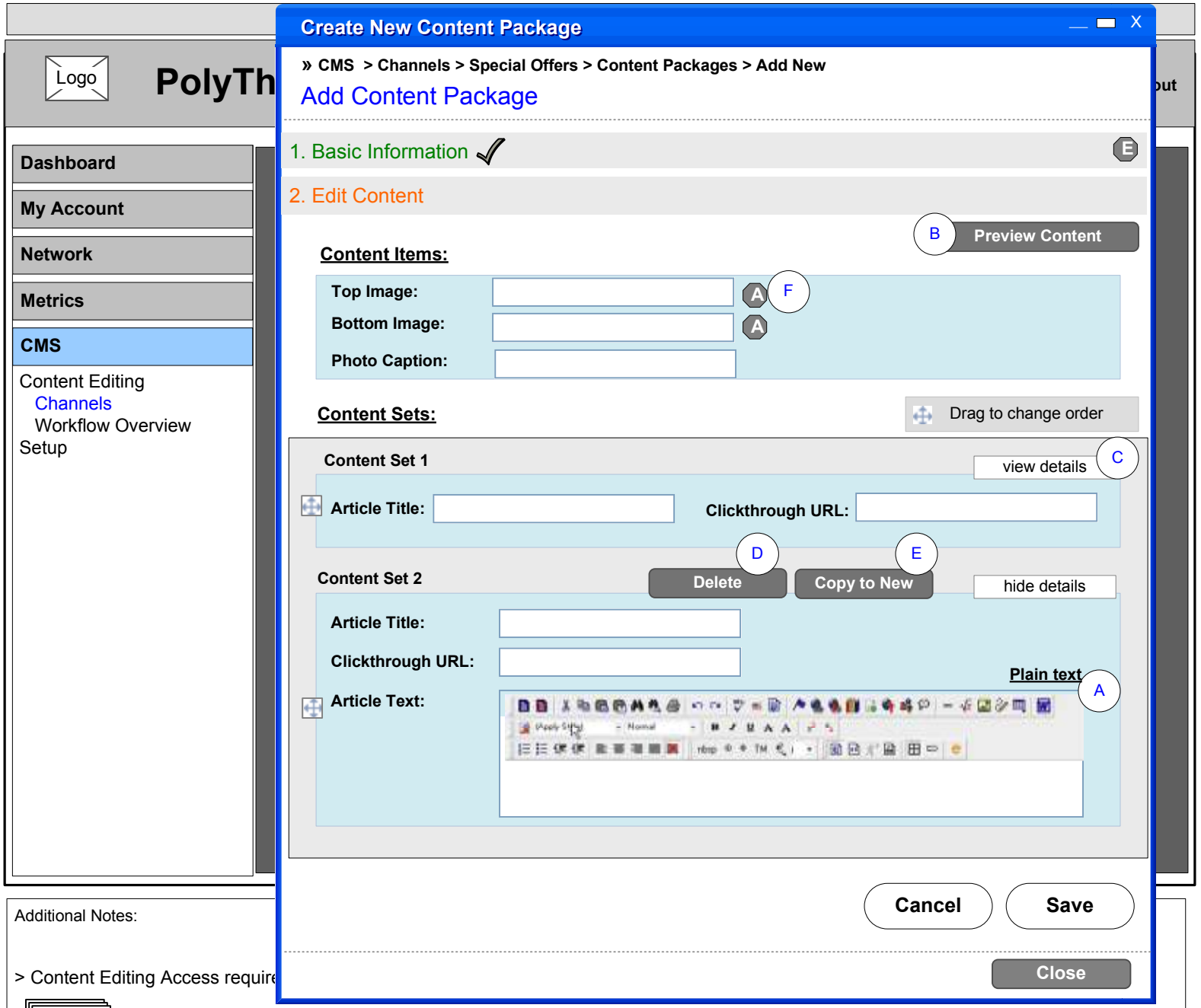
'Please use comma to separate tags'

Uses auto completion to help users find existing tags.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated



Additional Notes:

> Content Editing Access require

> X to Y denotes page/s of this document where a feature is illustrated

Annotation

Content Editing is form based, driven by the template for the channel.

A. HTML Content fields are edited with a WYSIWYG editor. The editor would have basic editing options. User has option to switch to 'Plain Text' Mode.

Content can be entered in any character set and stored as Unicode

B. Similar to details in page 3 but without "Select Live Content Package:" option.

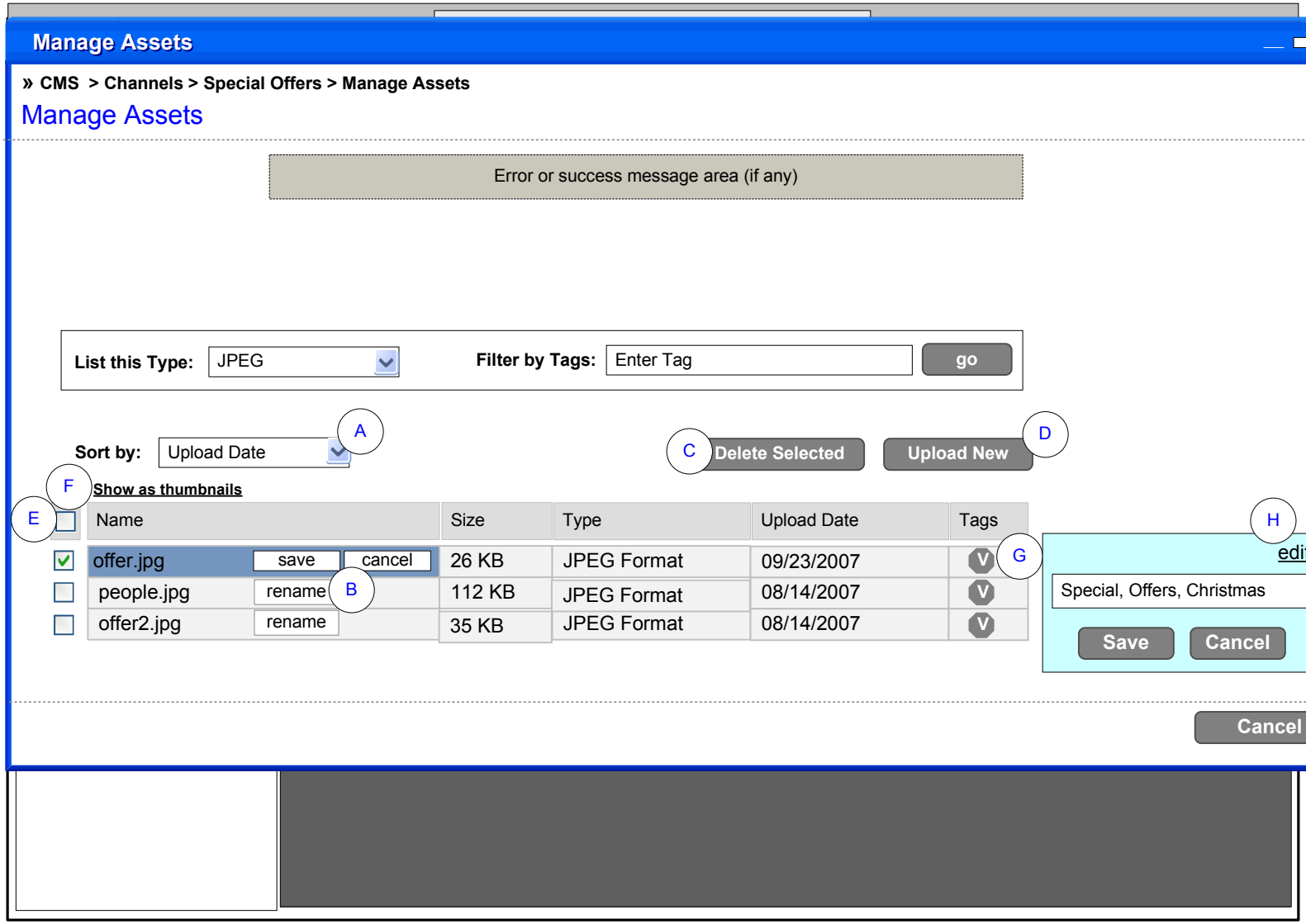
C. By default content sets remain collapsed. Clicking on 'view details' expands content set (e.g. Content Set 2).

D. Deletes the Content set

E. Adds a New Content Set with same fields.

F. Leads to list of assets, where user can select the required file. 8

Content and function



Annotation

A. Sort Assets by Name, size, upload ate and tags.

. When user chooses to Rename an sset, file name gets highlighted and an be edited in place. User can then ave and cancel action.

. User can select one or more files to elete. Requires confirmation.

. When user clicks on 'Upload file ere' the content is replaced with ontent demonstrated in the next ireframe.

. Selects all files

. If checked, show images as umbnails.

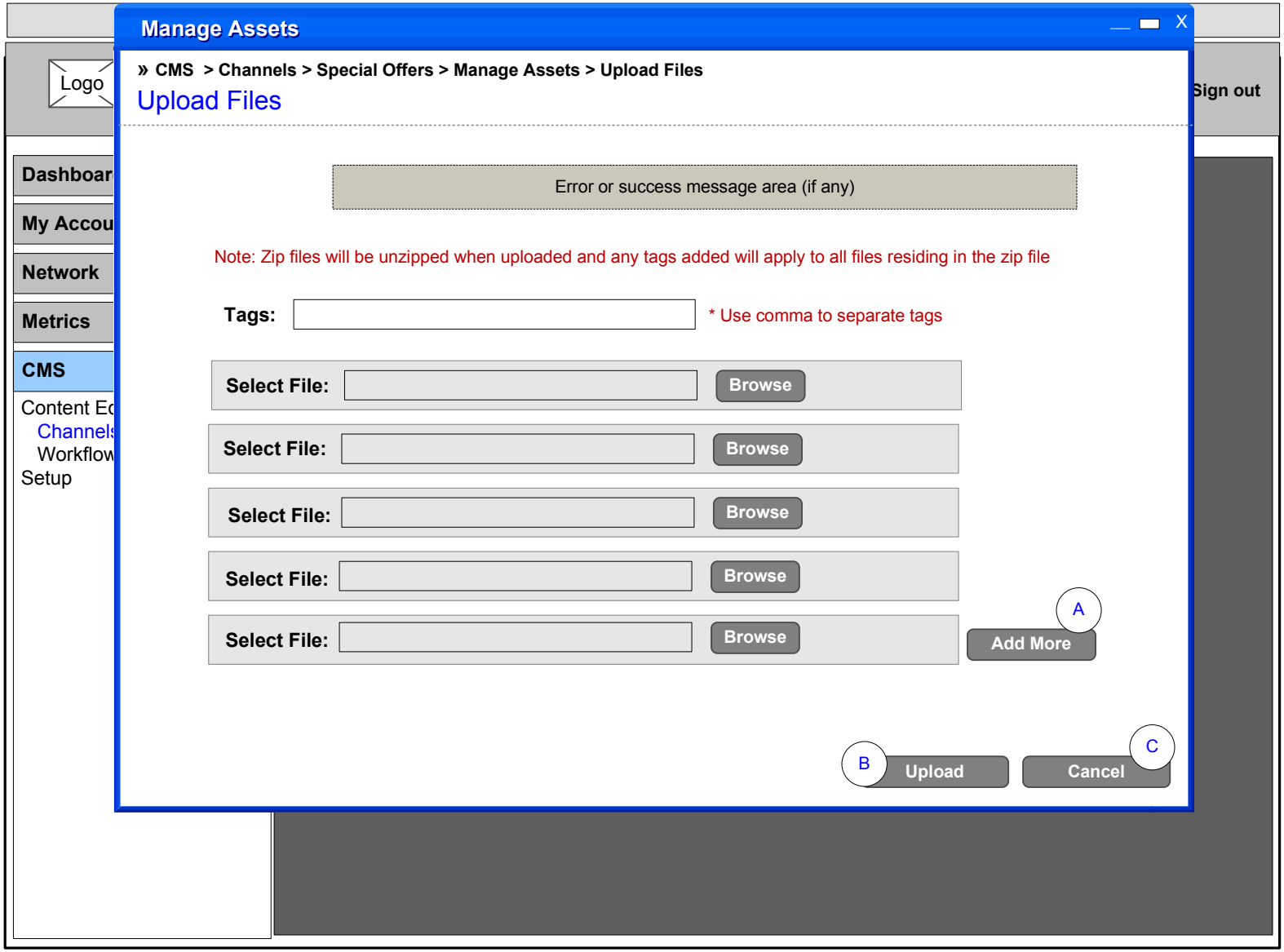
. View/Edit tags: Mouse-over triggers a op-up with list of associated tags, which an be edited.

. When a user clicks on edit, the tags ecome editable and save & cancel uttons appear.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated



Annotation

A. Adds 5 more rows with 'Select file, browse and Add Tag options.

B. When user clicks on upload, a progress bar with a 'Cancel' button should appear.

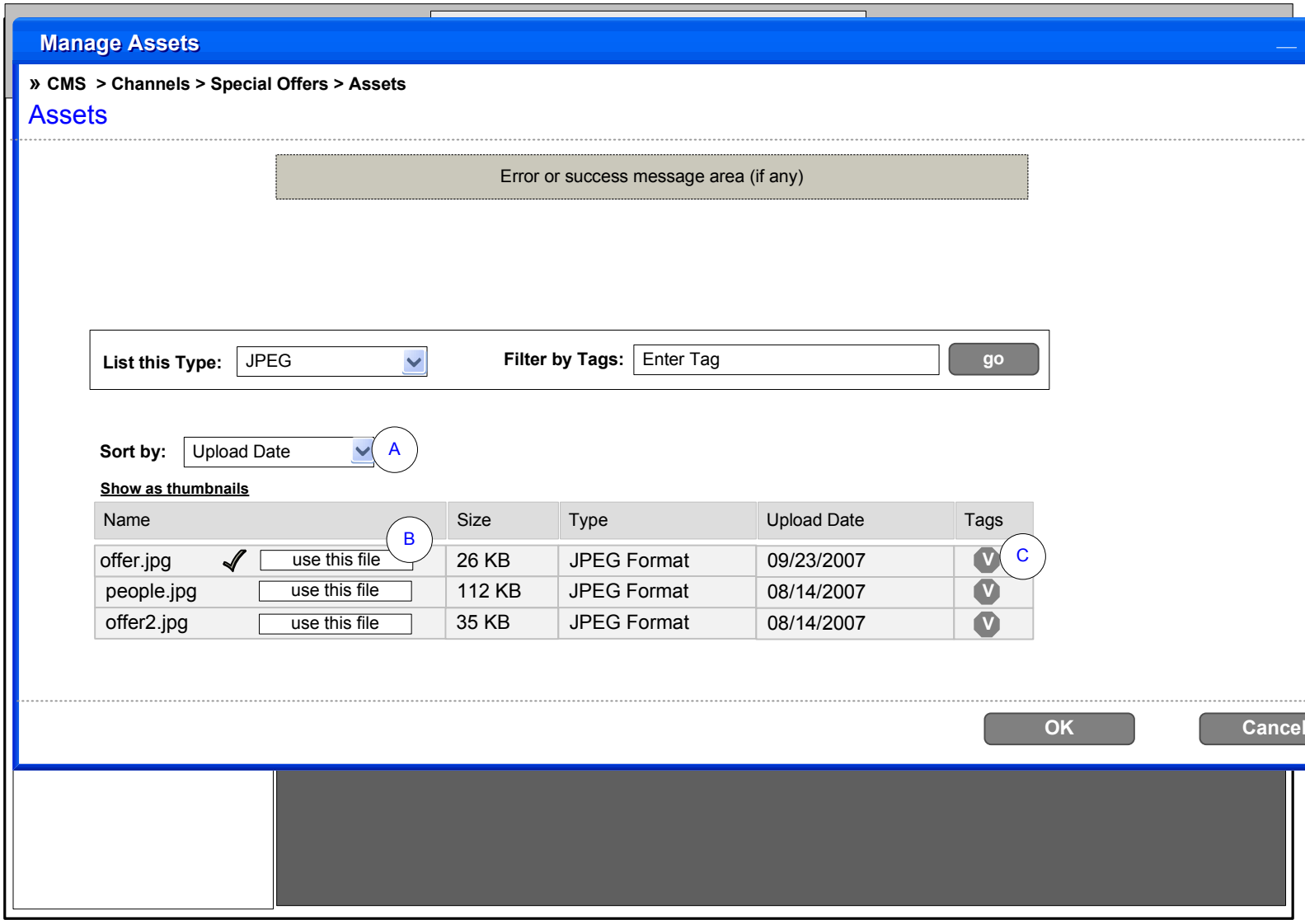
C. Takes user back to the Manage Assets page

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Content and function



Annotation

A Sort Assets by Name, size, upload e and tags.

When User chooses 'use this file' ick should appear near the chosen

Mouse-over triggers a pop-up with list of ciated tags.

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Content and function

Logo

PolyThink

Account: Warner Brothers

Network: LOTR Group

Switch

Welcome Chris | Help | Sign out

Workflow Status

» CMS > Channels > Special Offers > Vacation Special > Workflow Stage

Workflow Stage Details

Workflow Steps:

D

Content Form **Preview**

Step	Name	Responsibility:	Message:	Status:
1	Create	Chris Pointon	L oremipsum dolor sit amet, consectetuer ad In suscipit porttitor erat. Duis	Complete ✓
2	Edit	Adrian Hall	L oremipsum dolor sit amet, consectetuer ad In suscipit porttitor erat. Duis	Complete ✓
3	Approve	Paul Stone	Type to add note	**Accept** **Reject**

B

A

C

Close

Additional Notes:

> Content Editing Access required

> X to Y denotes page/s of this document where a feature is illustrated

Annotation

A. Accept & Reject buttons appear only when logged in user is responsible for the step. If the logged in user is not responsible for the step, the status should show as ‘pending’

B. Accept moves the content package to the next step in the flow. Boxed area should expand and user should be prompted for confirmation (Yes/No)

C. If user chooses Reject, boxed area should expand and user should be prompted for confirmation (Yes/No) An e-mail should be sent to the creator with any notes provided.

Rejection moves a package back into development.

D. If reviewing user clicks on Content Form and the content is read only, user can over-ride the read only flag in order to edit it. The action is recorded as a part of the Workflow Log.

Content and function

Logo **PolyThink**

Account: Warner Brothers **Network: LOTR Group** Switch

Welcome Chris | Help | Sign out

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Content Management System

» CMS > Workflow Overview

A

Filter by:

D

Show Historic Workflow

Waiting For: Dave D **Workflow Stage:** Any

Submitted By: Andrew Ried **Publication Date:** Select Date C E

Order by: Channel B

Waiting for you

Channel	Content Packages	Publication Date	Submitted by	Waiting For	Workflow Stage
Special Offers	Vacation Special	12/23/2007	Chris Pointon	Dave D	Approve ★
Special Offers	Great Value	12/23/2007	Paul Stone	Alec C	Edit C
Cool Tools	ContPac D	12/23/2007	Mitchell Ahern	Kevin Smith	Create

Additional Notes:
> Content Editing Access required
> X to Y denotes page/s of this document where a feature is illustrated
> When Workflow is defined, all user of Step 1 of the Workflow are notified by e-mail, with the name of the package and a link to the workflow status page for the package. The package is marked as read only.

Annotation

A. Default to filtered by – Waiting for: (logged in user) .

B. List can be ordered by any column

C. Clicking on underlined text which denotes the Workflow Stage, would take the user to the Workflow Stage Details page (Page 8)

D. Workflows are archived along with the content package it belongs to. Workflow history can be retrieved and displayed.

E. Calendar Icon