

# Integrating Rich Media

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**Meet the Lab**  
**04. - 05. Juni 2014**  
**IBM Labor Boeblingen**



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## Agenda

- Digital Experience Opportunity and Challenge
- Why IBM Digital Experience and Rich Media
- Rich Media Key Capabilities Overview
- Demonstration
- Technical Overview
- Future Investment Areas
- Question and Answer Session



## Rich Media Growth Causes Organizational Challenges

What digital media do we own?

How do we find the needed asset across multiple repositories - including users' desktops?

How do we search for digital assets?

How can users be certain that we own the rights to the assets they find?



## Rich Media Drives Customer Engagement and Revenue

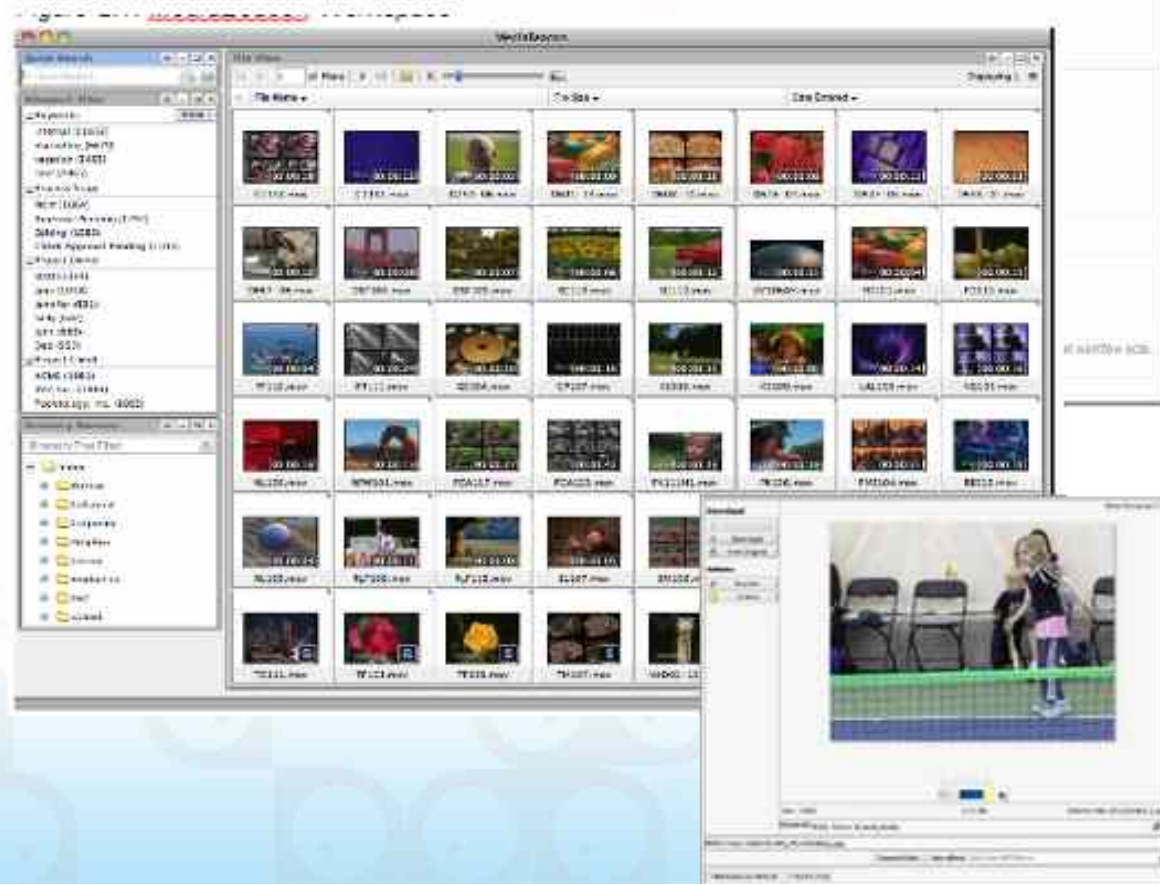
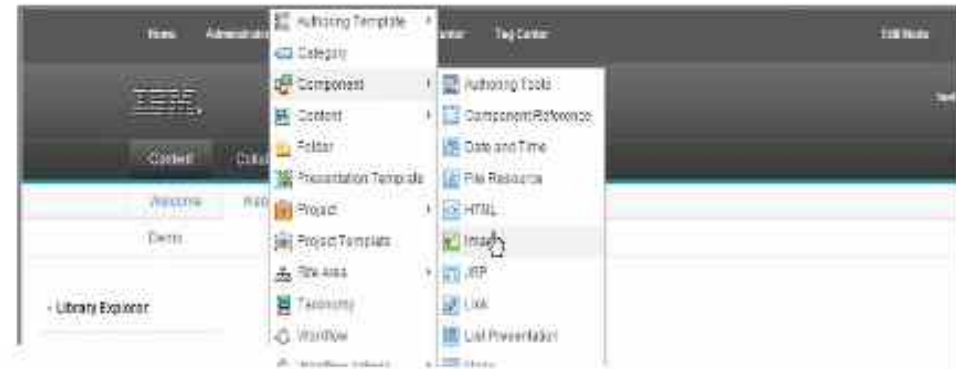


- Customers that view a video are **144% more likely** to place that item in a shopping cart.
- Visitors who watch a video are **64% more likely to make a purchase.**
- Consumers are **27 times more likely to click through** online video ads than standard banners, and **click through rates for video are 12x** rich media ads.
- **Users are 6x more likely to visit a site if video** is used in an ad and **nearly 3x more likely to visit if rich media** is used.

## IBM Rich Media Edition Overview

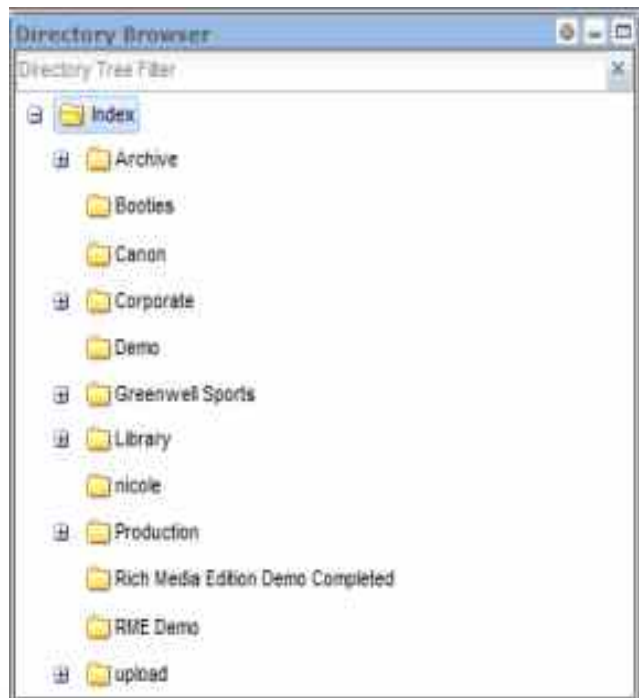


- Delivers captivating, immersive digital experiences by incorporating rich media across channels for brand differentiation
- Unleashes & accelerates the creative production process with collaborative capabilities for designers, agencies and creatives
  - Incorporate assets from leading creative tools
- Maximizes rich media value with centralized management, search & transformation



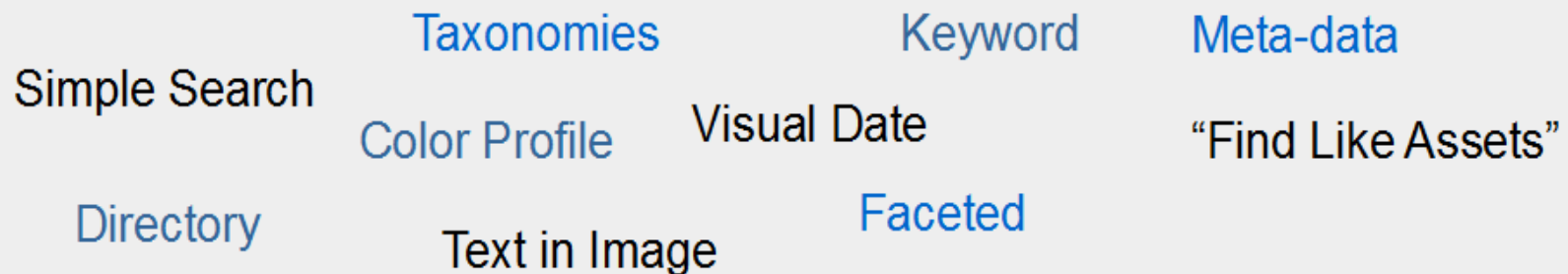
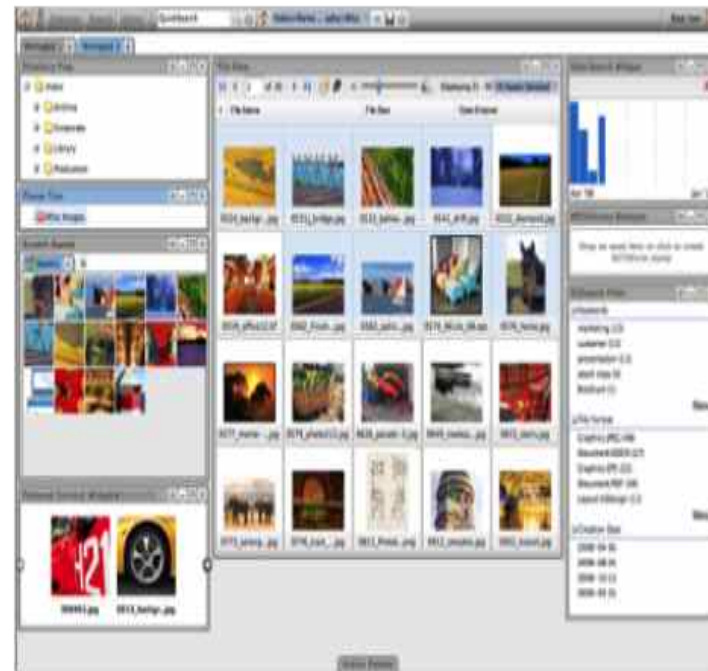
## Organize, Categorize & Describe Rich Media

- Increases findability with custom directory taxonomy, keywords and meta-data

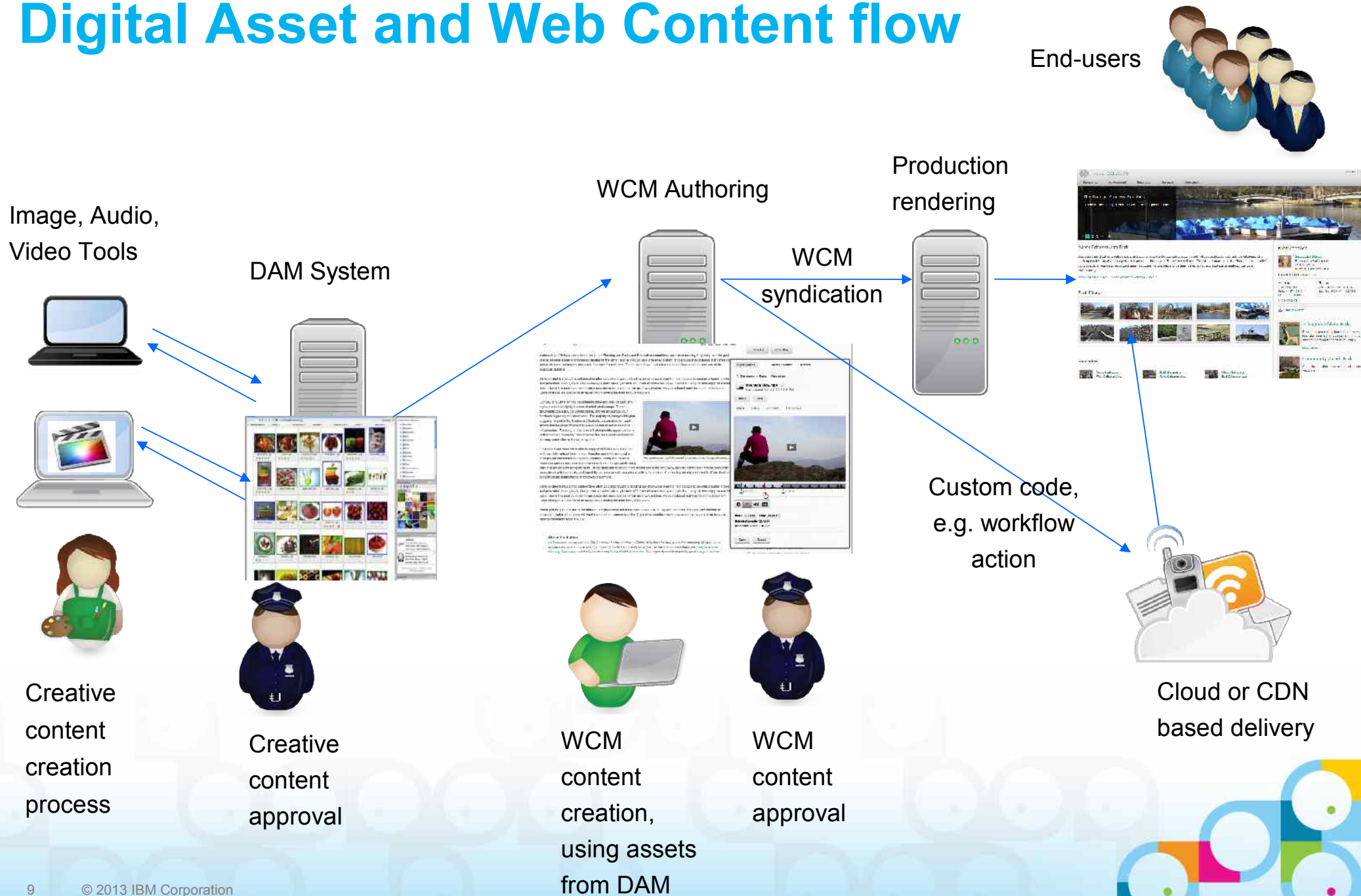


## Search & Discover Rich Media

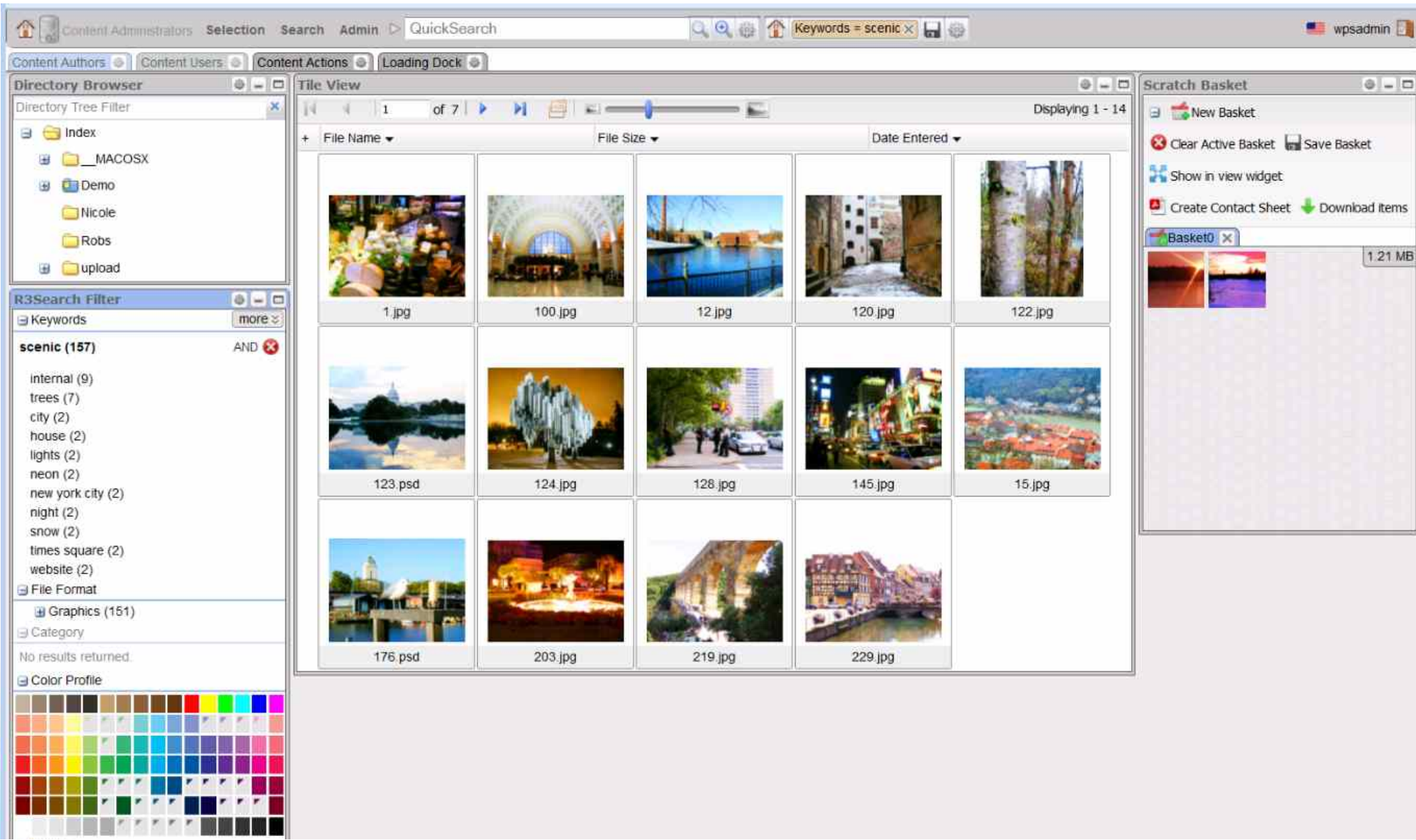
- Facilitates rapid discovery of high impact digital assets, improving asset resuse and rich media ROI



# Digital Asset and Web Content flow



# DAM Authoring UI




# DAM Server Administration UI

USERS GROUPS **FIELDS** M3TAFORMS NAME MAPPINGS POPUPS LD TYPES FTP ?

Group Name: Content Users Save Cancel

ACLs

	Root Path	Index	<span>Edit</span> <span>Delete</span>
ACL Name		Content Users	
Upload M3taform		<input type="checkbox"/> Upload only with M3TAForms M3TAForm:none	
ACL Description			
Inherit		<input checked="" type="checkbox"/>	

USERS GROUPS **FIELDS** M3TAFORMS NAME MAPPINGS POPUPS LD TYPES FTP ?

Type  State  City  Zip

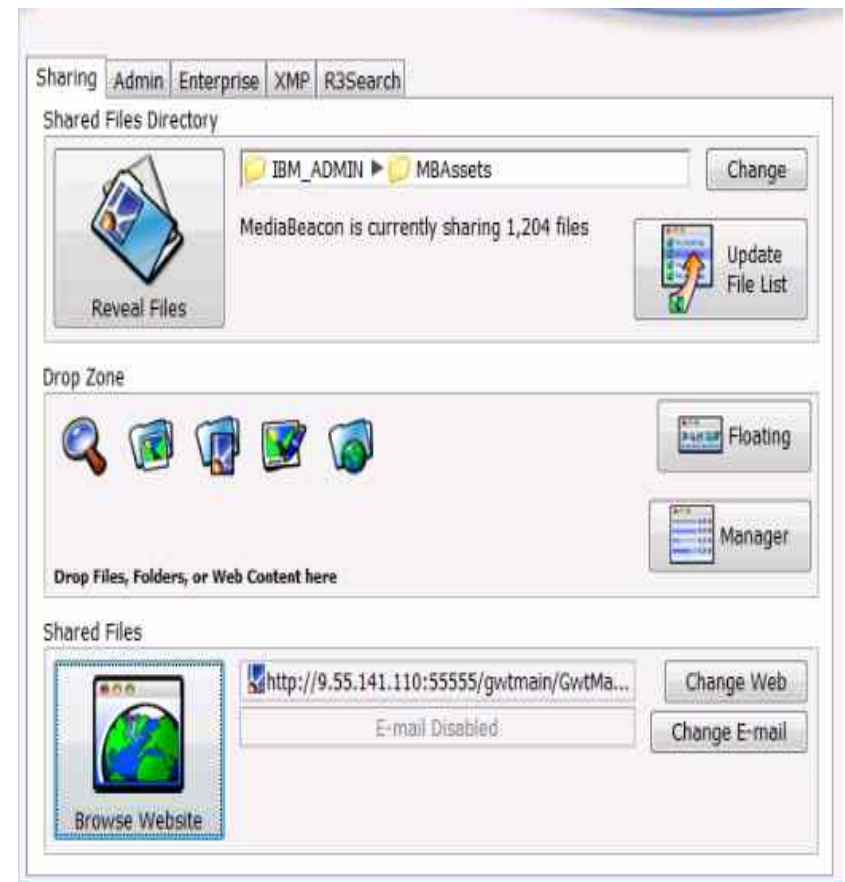
New User Invite Users [All](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Type	Status	User	Name	Group	State	City	Zip	Email
Group Administrator	Active(Local)	<a href="#">[contentadmin]</a>		Content Administrators				
General User	Active(Local)	<a href="#">[contentuser]</a>		Content Users				
General User	Active(Local)	<a href="#">[guest]</a>		Default				<a href="#">guest@localhost</a>
General User	Active(Local)	<a href="#">[latoya]</a>		Content Administrators				
Global Administrator	Active(Local)	<a href="#">[manager]</a>		Content Administrators				
General User	Active(Local)	<a href="#">[nicole]</a>		Content Administrators				
Global Administrator	Active(Local)	<a href="#">[root]</a>		Default				<a href="#">root@localhost</a>
General User	Active(Local)	<a href="#">[sdaryn]</a>		Content Administrators				
Global Administrator	Active(Local)	<a href="#">[wpsadmin]</a>		Content Administrators				

Edit Metadata	Yes
Enable Contextual Menus	Yes
Enable Full Extended View	Yes
File Action	Yes
File Upload	Yes
Folder Action	Yes
FTP Delivery	Yes
<a href="#">Link Assets</a>	No
Maximize Widgets	Yes
Move Widgets	No
Rename Assets	Yes
Replace Assets	Yes
RSS	No
Send E-mail	Yes

# DAM server

- Normally separate server
  - for demo purposes can be installed on the portal machine
- Functionality
  - Web server for the remote access
  - Search
  - Thumbnail image generation
  - Video conversion using external video libs
  - Image conversions
  - Populating database using filesystem data
  - Workflow engine (Javascript based)
  - Admin settings (AC, configurations, workspaces, ...)



# RME infrastructure details – RME 8001CF9

- Portal server side
  - supported operation systems: Linux, Windows, AIX
- DAM server
  - supported operation systems: Linux, Windows
  - installs a DB2Embedded 10.5 per default
    - supported DBs are: IBM DB2, Oracle, Microsoft SQL server
  - integrates with the WAS user repository, no additional LDAP connection needed



# How Portal interacts with MediaBeacon

Rendering

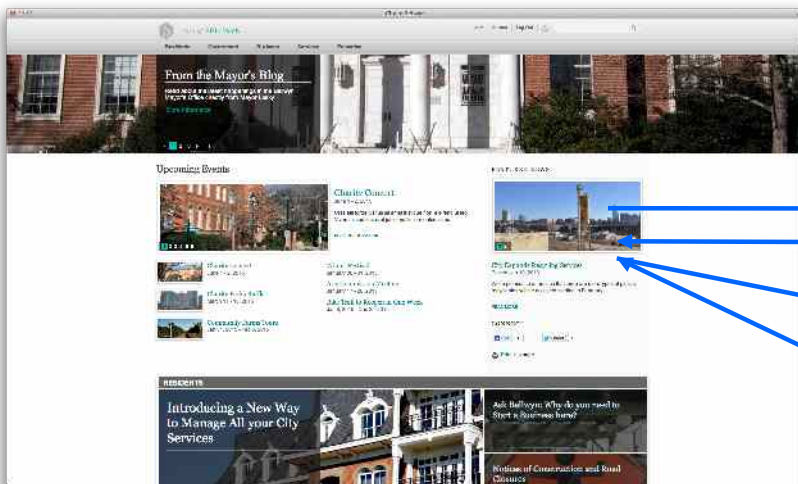
Portal/WCM  
Server

WCM image component renders:  
A. link to WCM servlet if asset is copied  
B. link to MB servlet if asset is referenced

MediaBeacon  
Server

HTTP

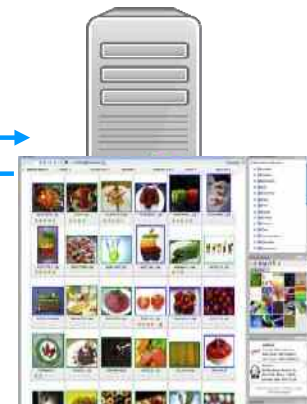
HTTP Call



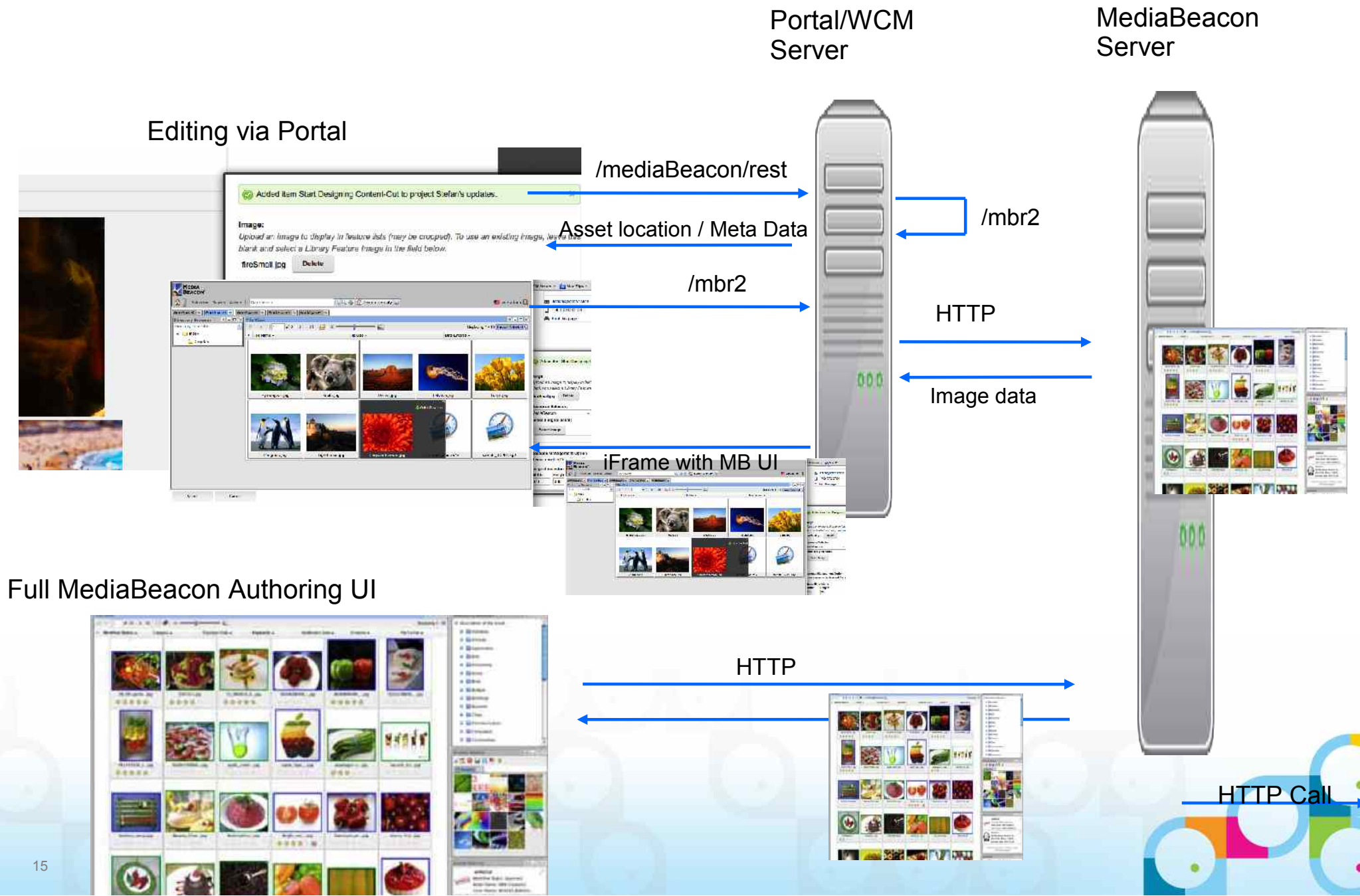
/wps/portal

A: /wps/connect

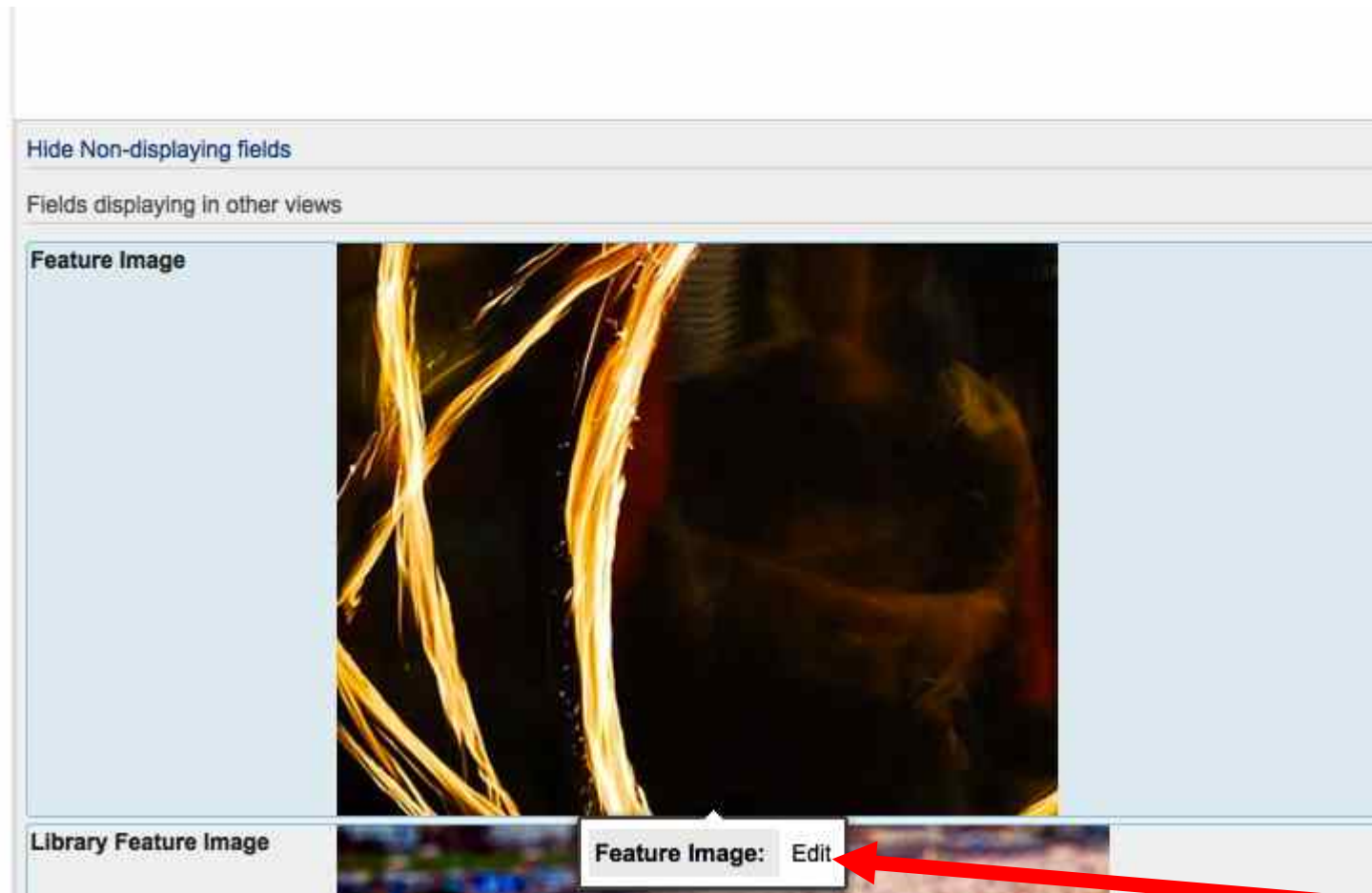
B: /mbr2



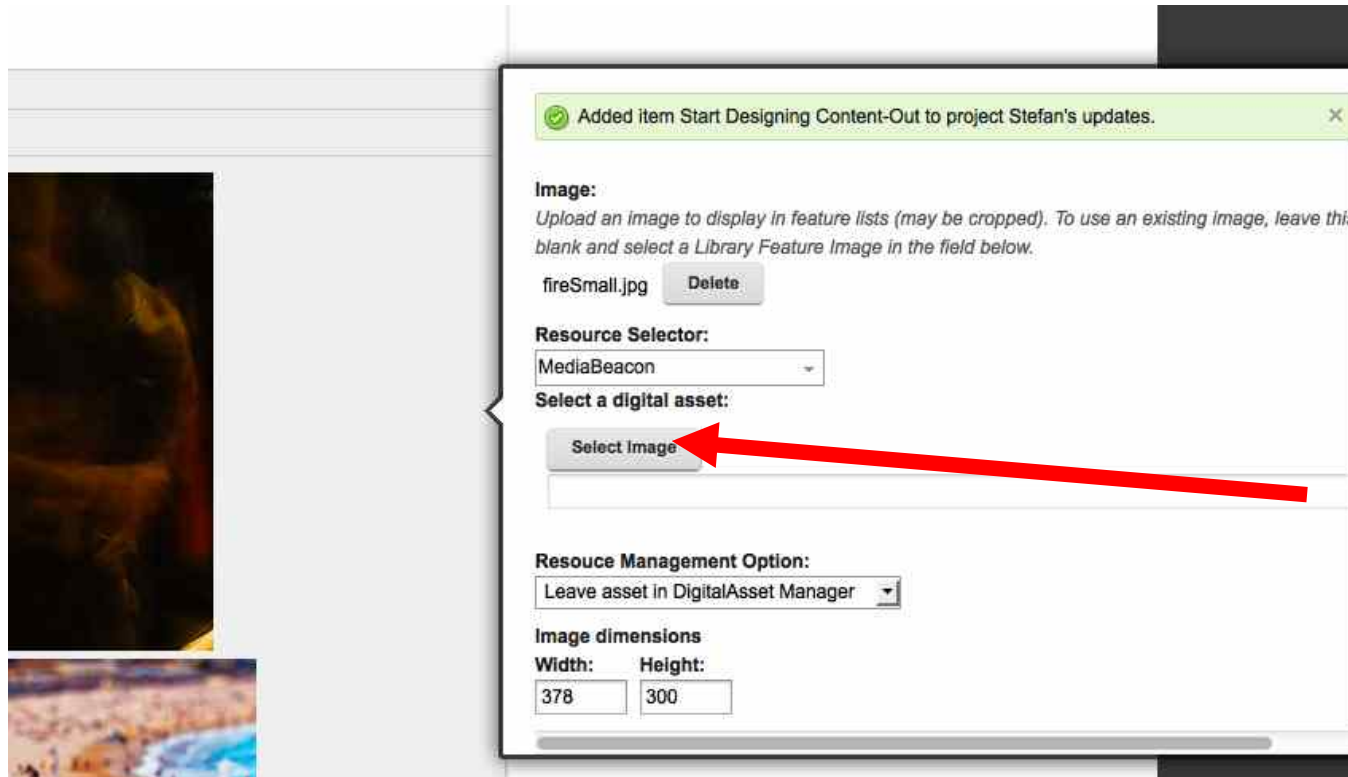
# How Portal interacts with MediaBeacon



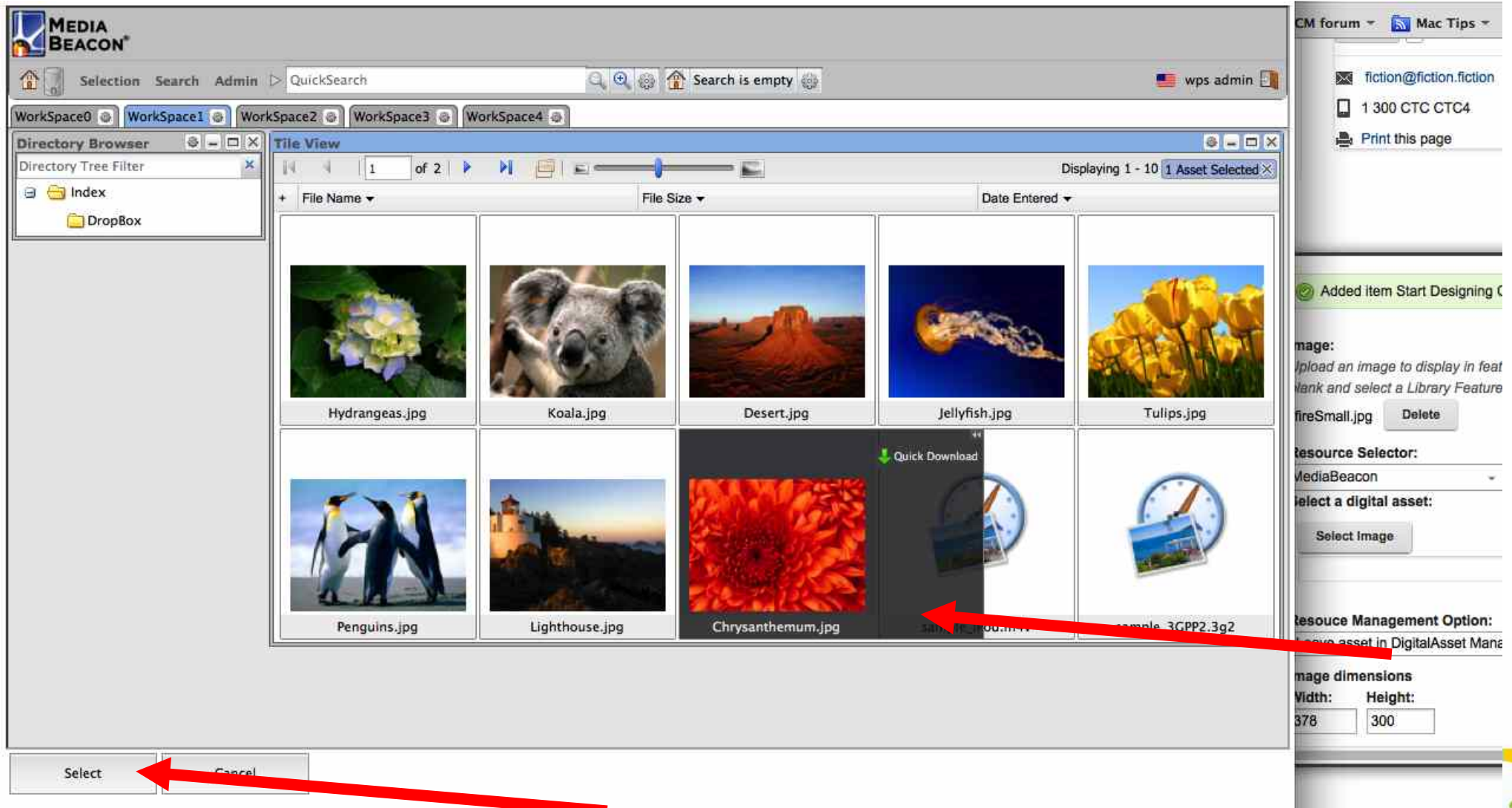
# Change an image rendered on the page



# Change an image rendered on the page



# Change an image rendered on the page



The screenshot shows the Media Beacon interface with a file selection dialog open. The dialog has a 'Directory Browser' on the left showing 'Index' and 'DropBox'. The main area is 'Tile View' showing a grid of image thumbnails. The thumbnails are labeled: Hydrangeas.jpg, Koala.jpg, Desert.jpg, Jellyfish.jpg, Tulips.jpg, Penguins.jpg, Lighthouse.jpg, and Chrysanthemum.jpg. A red arrow points from the 'Select' button at the bottom left to the 'Chrysanthemum.jpg' thumbnail. Another red arrow points from the 'Chrysanthemum.jpg' thumbnail to the 'Resource Management Option' section on the right, which includes 'Image dimensions' (Width: 378, Height: 300).

**MEDIA BEACON**

Selection Search Admin QuickSearch Search is empty wps admin

WorkSpace0 WorkSpace1 WorkSpace2 WorkSpace3 WorkSpace4

Directory Browser

Directory Tree Filter

Index

DropBox

Tile View

1 of 2

Displaying 1 - 10 1 Asset Selected

File Name File Size Date Entered

Hydrangeas.jpg Koala.jpg Desert.jpg Jellyfish.jpg Tulips.jpg

Penguins.jpg Lighthouse.jpg Chrysanthemum.jpg

Quick Download

Select Cancel

CM forum Mac Tips

fiction@fiction.fiction

1 300 CTC CTC4

Print this page

Added item Start Designing C

Image:

Upload an image to display in feat

Link and select a Library Feature

fireSmall.jpg Delete

Resource Selector:

MediaBeacon

Select a digital asset:

Select Image

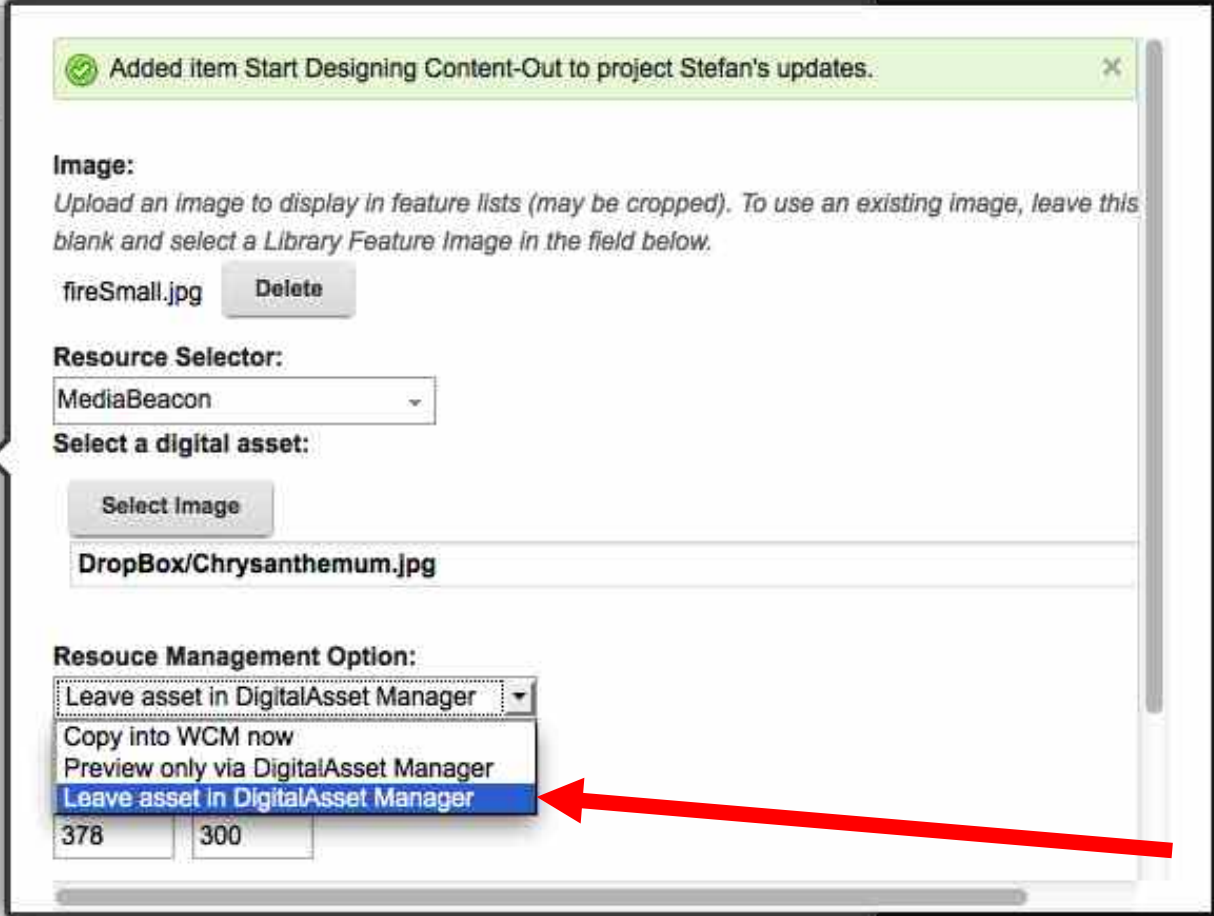
Resource Management Option:

Leave asset in DigitalAsset Mana

Image dimensions

Width: 378 Height: 300

# Change an image rendered on the page



Added item Start Designing Content-Out to project Stefan's updates.

**Image:**  
Upload an image to display in feature lists (may be cropped). To use an existing image, leave this blank and select a Library Feature Image in the field below.

fireSmall.jpg

**Resource Selector:**  
MediaBeacon

**Select a digital asset:**  
  
DropBox/Chrysanthemum.jpg

**Resource Management Option:**  
Leave asset in DigitalAsset Manager  
Copy into WCM now  
Preview only via DigitalAsset Manager  
Leave asset in DigitalAsset Manager

378 300

A red arrow points to the 'Leave asset in DigitalAsset Manager' option in the Resource Management Option dropdown menu.

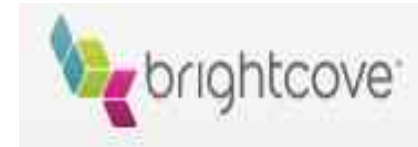
# Video delivery

- Videos are a great asset for your web site, but they need to play in a good quality for your current device and uninterrupted
  - video needs to be transcoded into different resolutions and different qualities in order to deliver the best experience for a given device display and connection speed
- How to deliver videos?
  - neither WCM nor the DAM are well suited for delivering larger videos or videos to many users in parallel, a Cloud/CDN or video server is the best solution for those use cases
  - the DAM system does not do adaptive video encoding, nor re-format the video into different resolutions, thus for a multi-channel delivery the videos should be delivered via a video service like Softlayer, Brightcove, or Akamai
  - Videos can either be stored in the DAM and then published to video delivery service, or directly uploaded to the video delivery service



## Stream and Deliver HD Videos

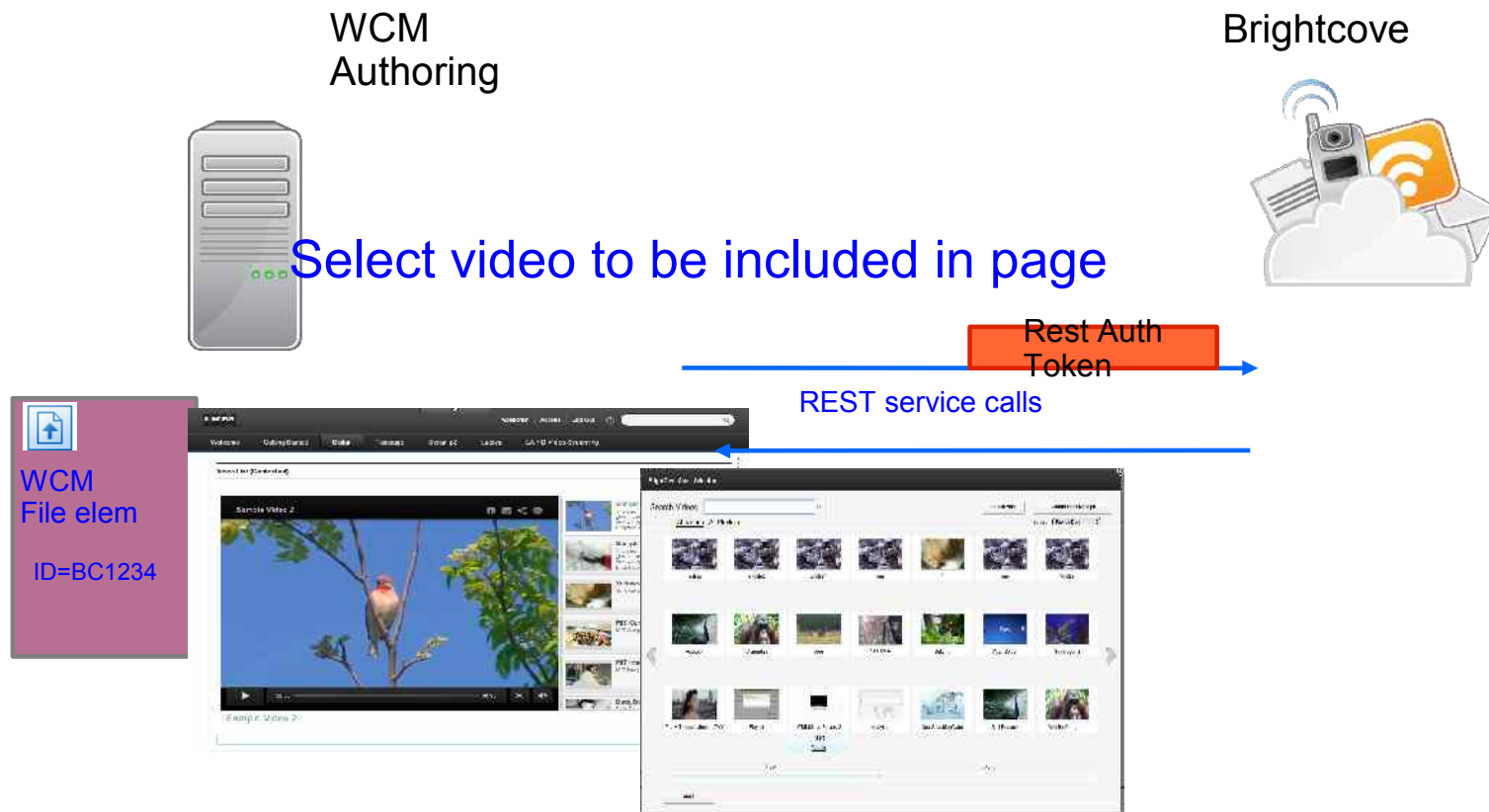
For Captivating, Immersive Digital Experiences Across Web and Mobile Channels



- Delivers professional quality video to audiences on any device using the digital channel
  - Automatically detects device and bandwidth and uses best rendition for highest quality playback
- Customizes viewer experience by styling player with WYSIWYG point and click capabilities for branding
- Broadens audience reach with CDN integration for fast and secure delivery across the globe



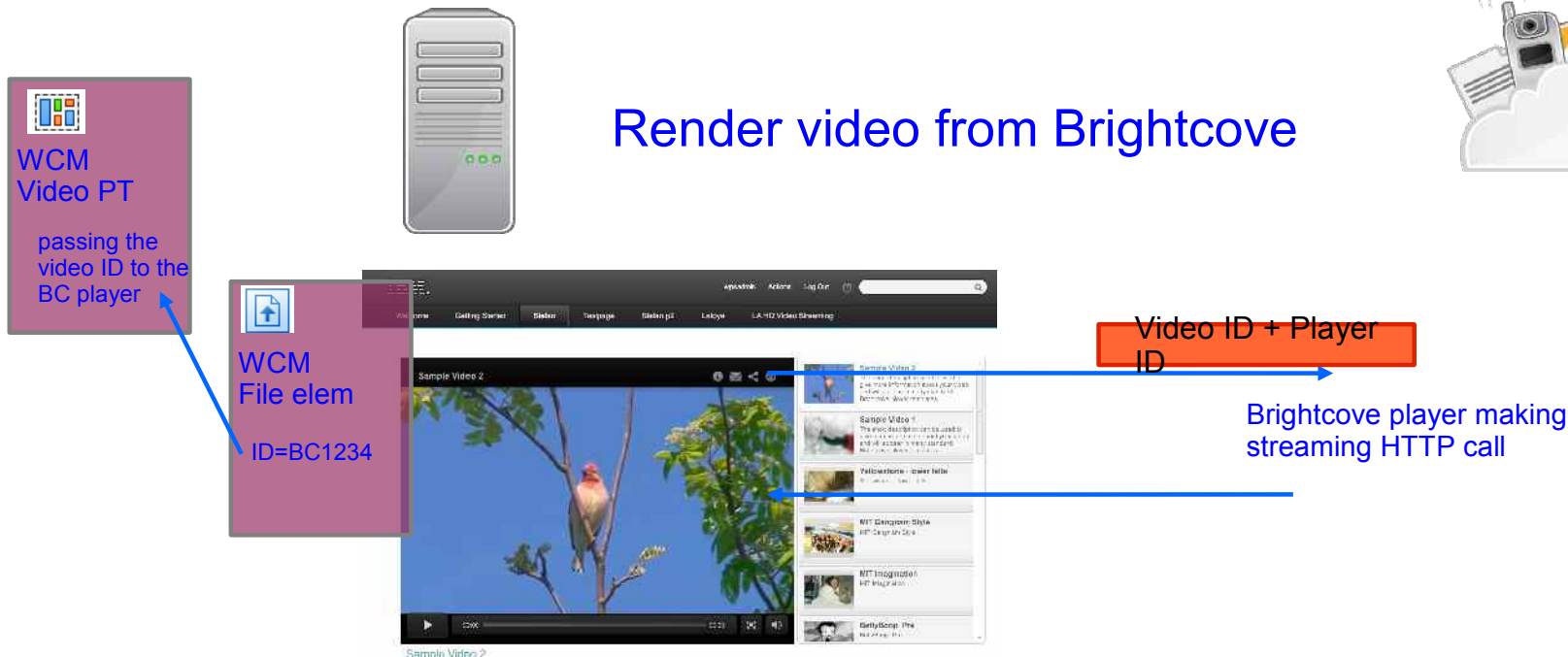
# Authoring Flow



# Authoring Flow

WCM  
Authoring

Brightcove



**Note:**  
the video will be directly rendered from BC via the BC video player markup and not via portal. The same link to the BC video will be used when rendered on the WCM Rendering server.



wpsadmin

Actions

Log Out



Welcome

Getting Started

videos

Video (Specified)



Digital asset source:

Brightcove Video Manager

File:

test

Select

Remove

Save

Cancel





## Select a Video or Playlist

Search: **Videos** Playlists[All Videos](#) > sh test

sh test

Insert Video

Delete Video

**Description:**

sss

**Tags:**

No tags:

**Last modified date**

Tuesday, March 11, 2014 at 12:36:45 PM PDT

**Scheduling:**

Always Available

Available To: Tuesday, December 31, 2019 at 4:00:00 PM PST

**▼ Additional Settings****Renditions:**

400x228px | 300244bps

400x228px | 107536bps

480x272px | 626815bps

**Related links:**

No related links

**Economics model:**

AD\_SUPPORTED

**Countries:**

All



# Demo scenarios

- Scenario 1: RME
  - Content designer
    - upload a new image, attach meta data to it
    - look at a comment that was made on one of the images, act on the comment (crop image)
  - Content author
    - add an image to the page, in the context of the page
    - use taxonomy and color search to find image that best fits the needs
- Scenario 2: Brightcove integration
  - Content author
    - add new Brightcove video player to page
    - show on ipad, iphone



## Engage Online

- **RME documentation**

- [http://www-10.lotus.com/ldd/porta.wikiinsf/xpDocViewerxsp?bokupName=V8+Update%3A+Supplemental+Documentation#action=openDocument&res\\_title=Rich\\_Media\\_Edition\\_Integrating\\_with\\_MediaBeacon\\_wp8001&content=pdfcontent](http://www-10.lotus.com/ldd/porta.wikiinsf/xpDocViewerxsp?bokupName=V8+Update%3A+Supplemental+Documentation#action=openDocument&res_title=Rich_Media_Edition_Integrating_with_MediaBeacon_wp8001&content=pdfcontent)

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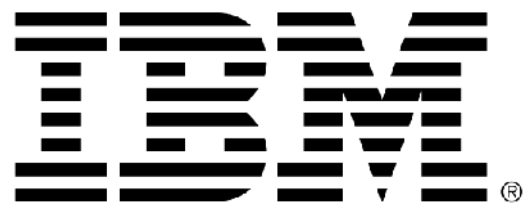
- **Facebook** <https://www.facebook.com/IBMSocialBiz>

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