BMW GROUP

# POS.DIGITAL CMS – MARKET & DEALER GUIDE

## EXPLANATORY VIDEOS, MY SHOWS, MY CLIPS & MODEL FILTER

CB-DC-43



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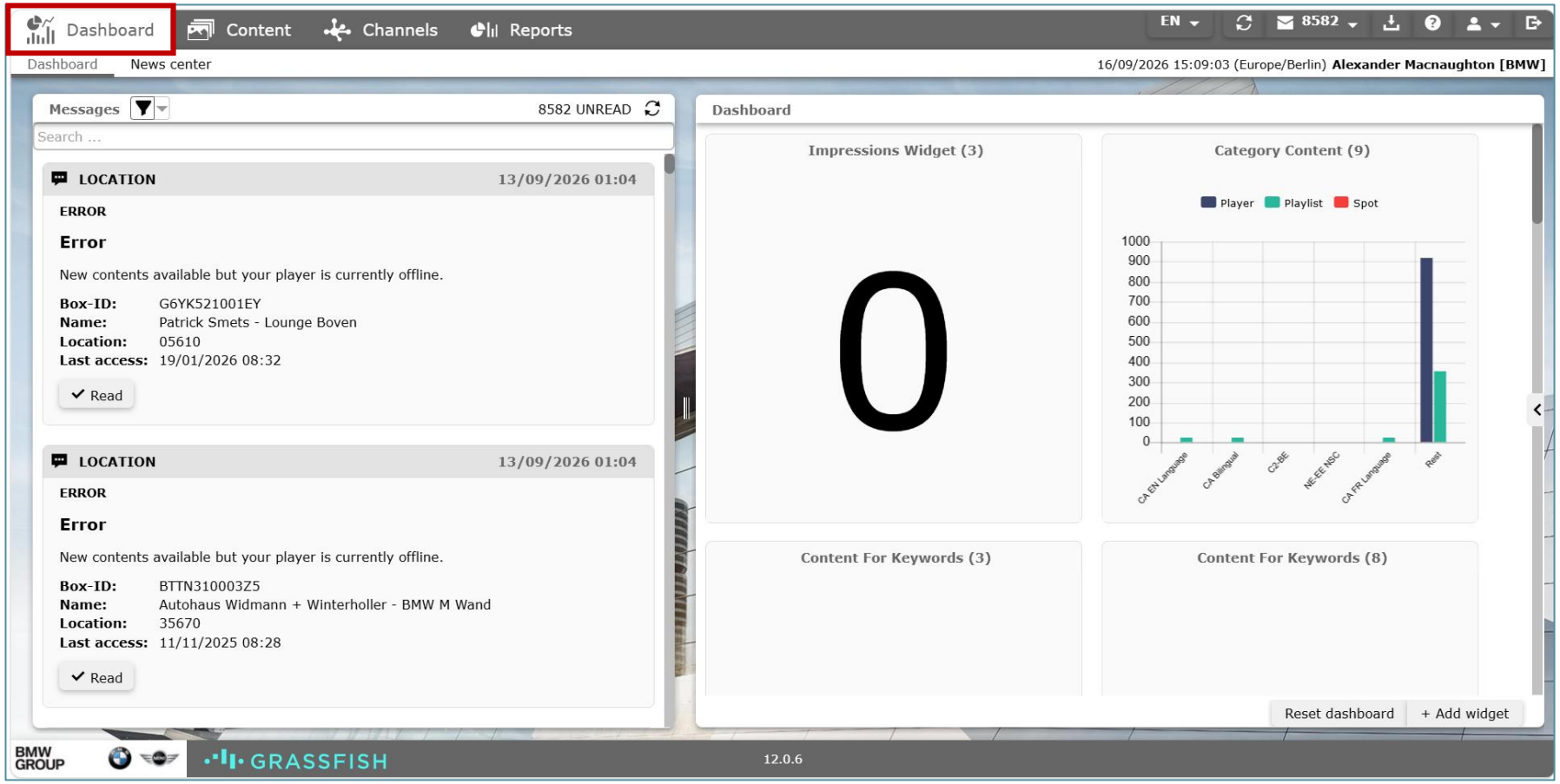


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# AN INTRODUCTION TO THE PLATFORM

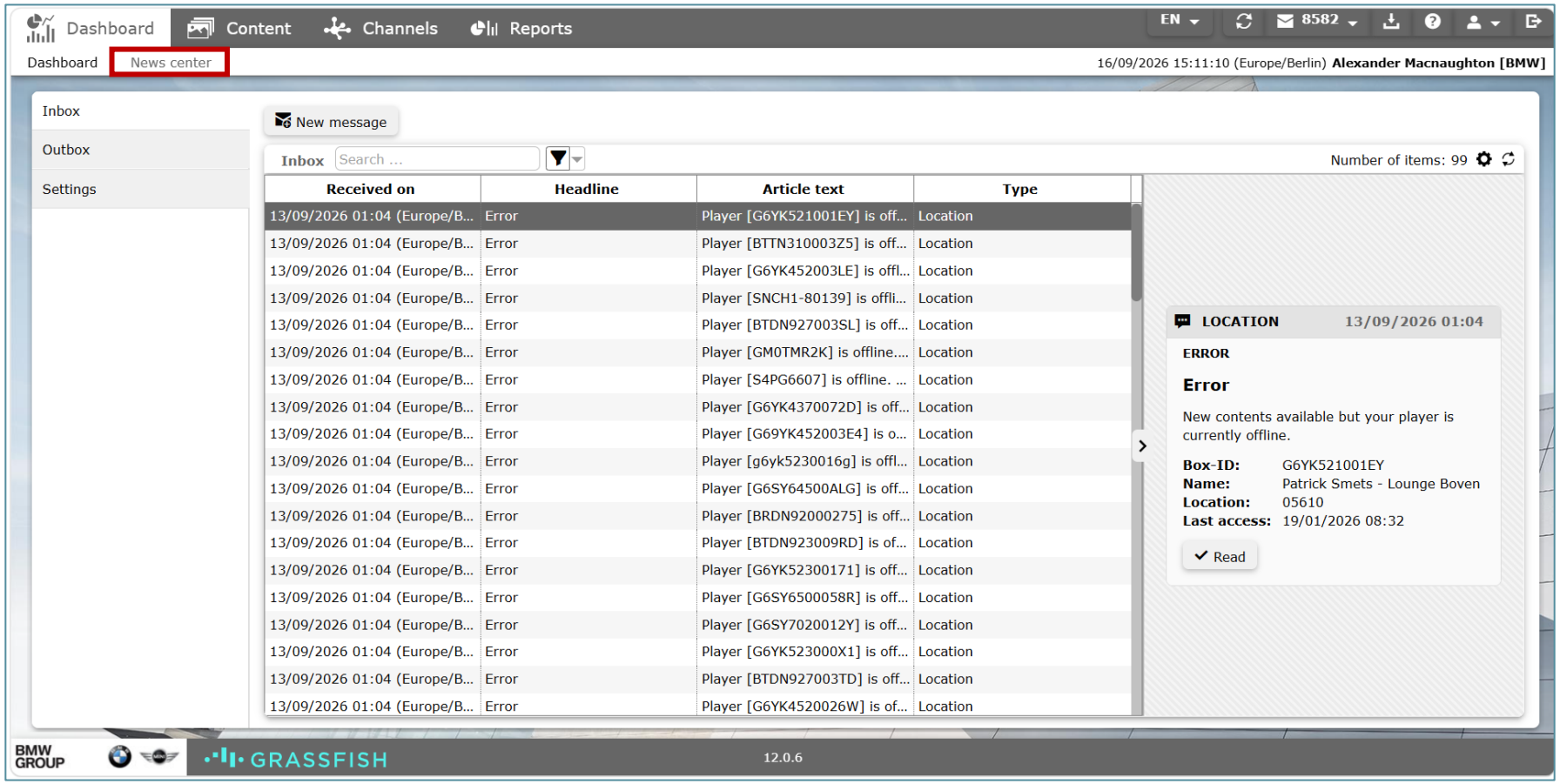

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# OPENING THE CMS



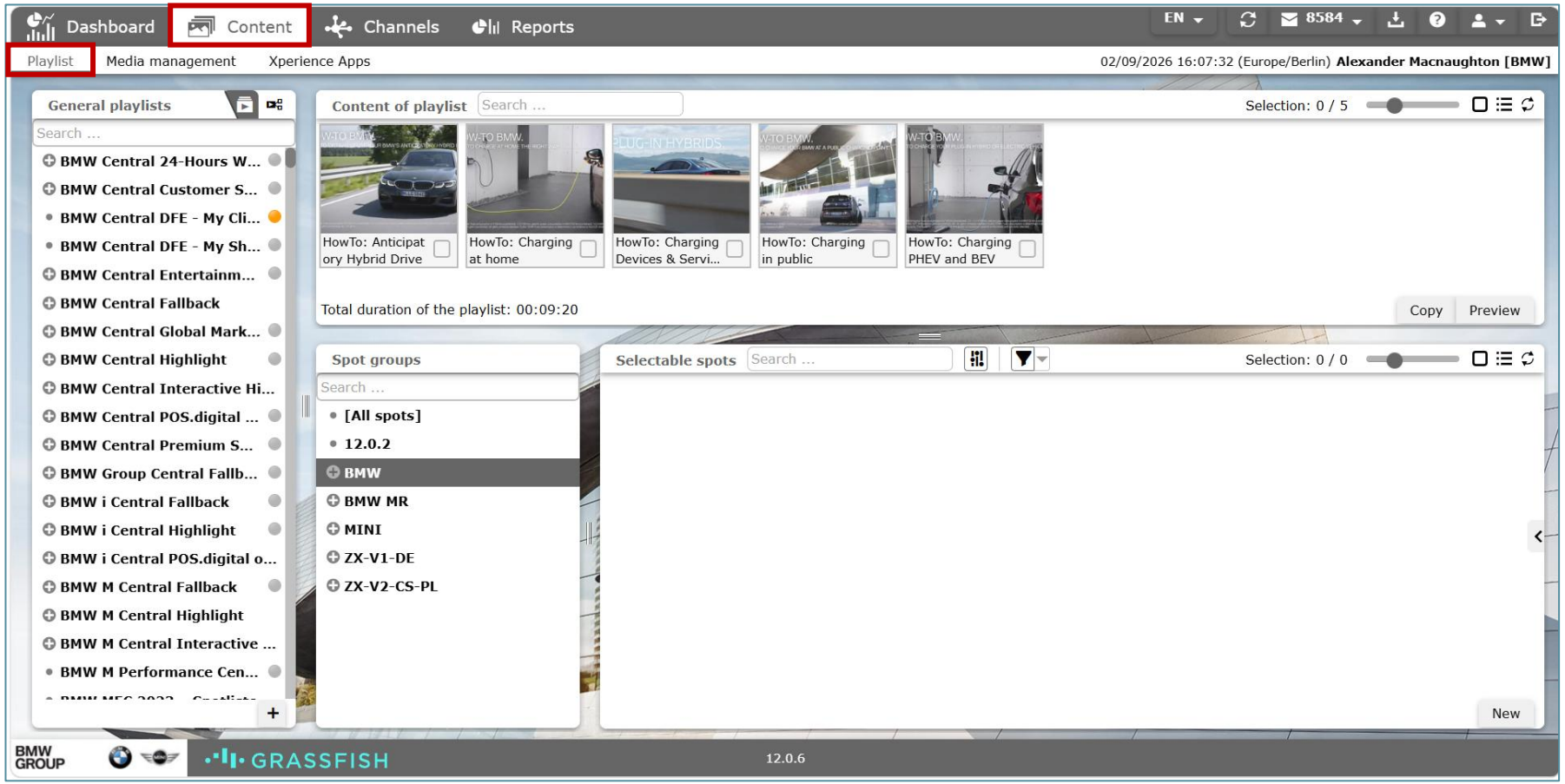

When you log into the CMS platform, you will first land on the Dashboard home page. This page is relatively unimportant in most cases.

# NEWS CENTER TAB



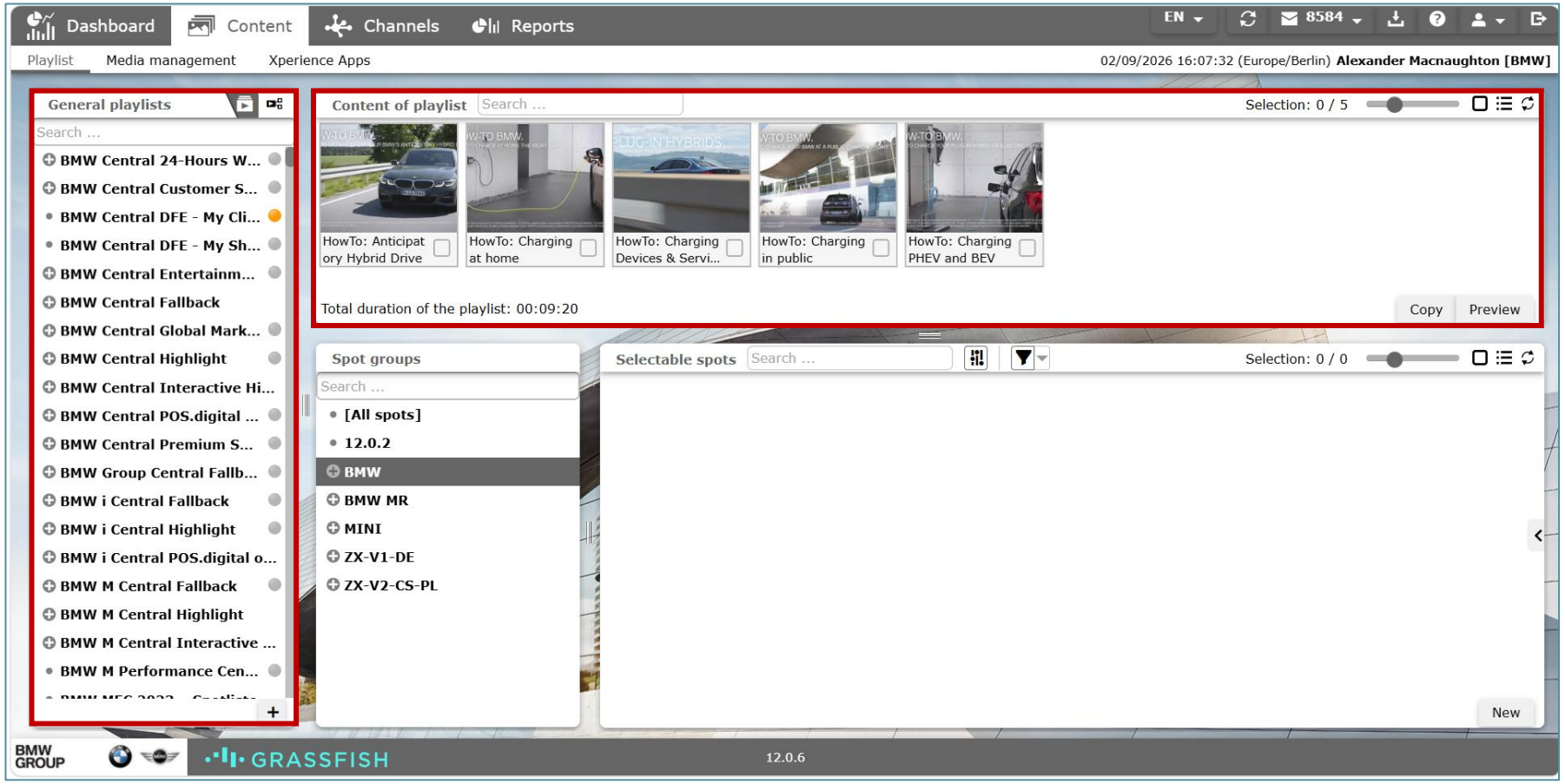

What may be of interest, is the News center tab, as this is where you can see any updates regarding online players in your region. This is typically however set up to come into your Outlook email automatically.

# THE CONTENT AND PLAYLIST TABS



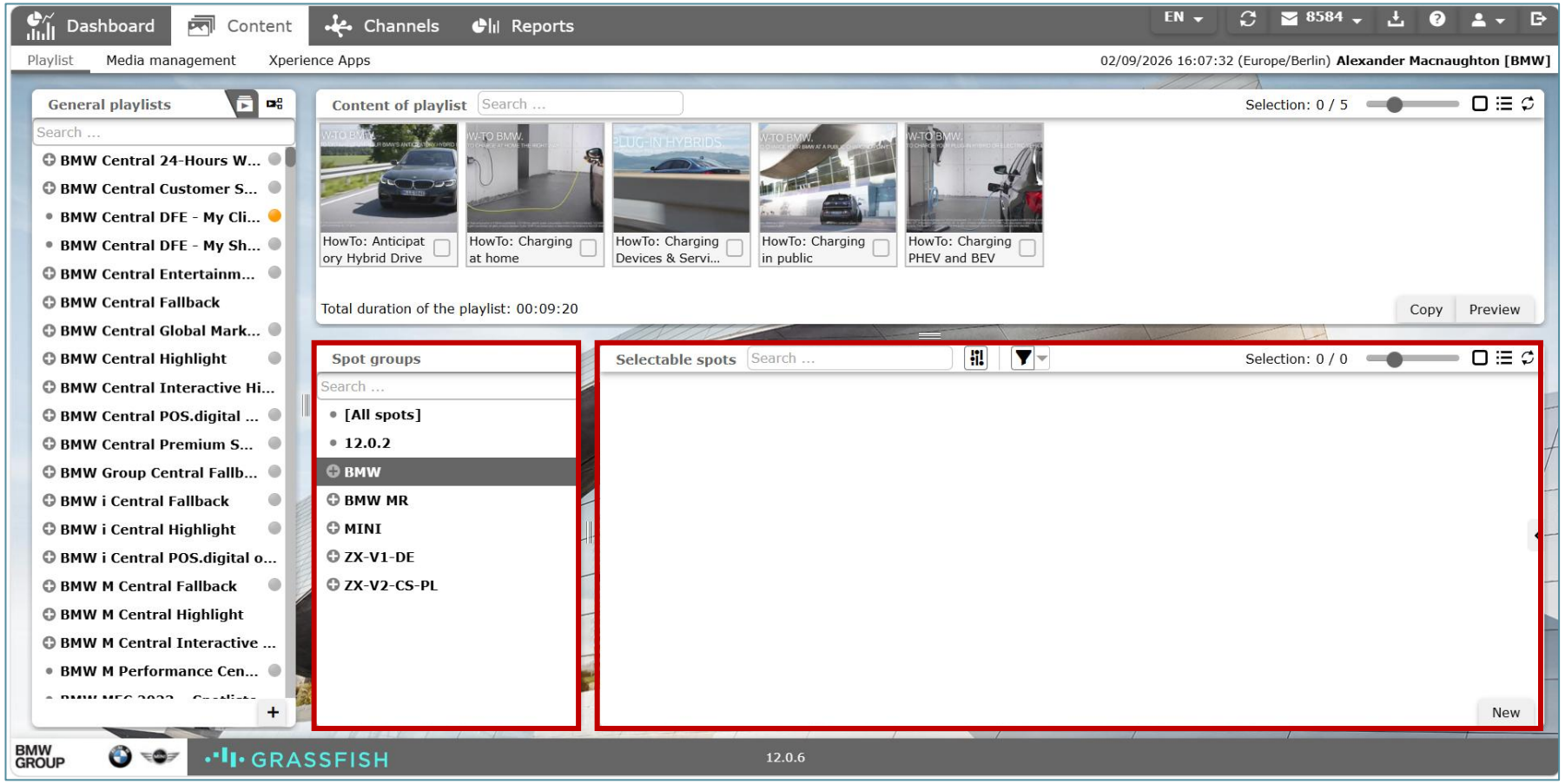

The main functionality of the CMS platform, is under the Content tab, and then the Playlist tab. Here you will find 4 main functionalities, “General playlists, Content of playlist, Spot groups and Selectable spots”.

# GENERAL PLAYLIST + CONTENT OF PLAYLIST




The General playlist section contains all the playlists from around the world, including all the central BMW playlists. Here, you can see the date and time the playlists were made. The **released** ones (meaning the ones that are currently being displayed on that screen) are marked in bold. The content of the playlist tab simply shows the clips that are in the current selected playlist.

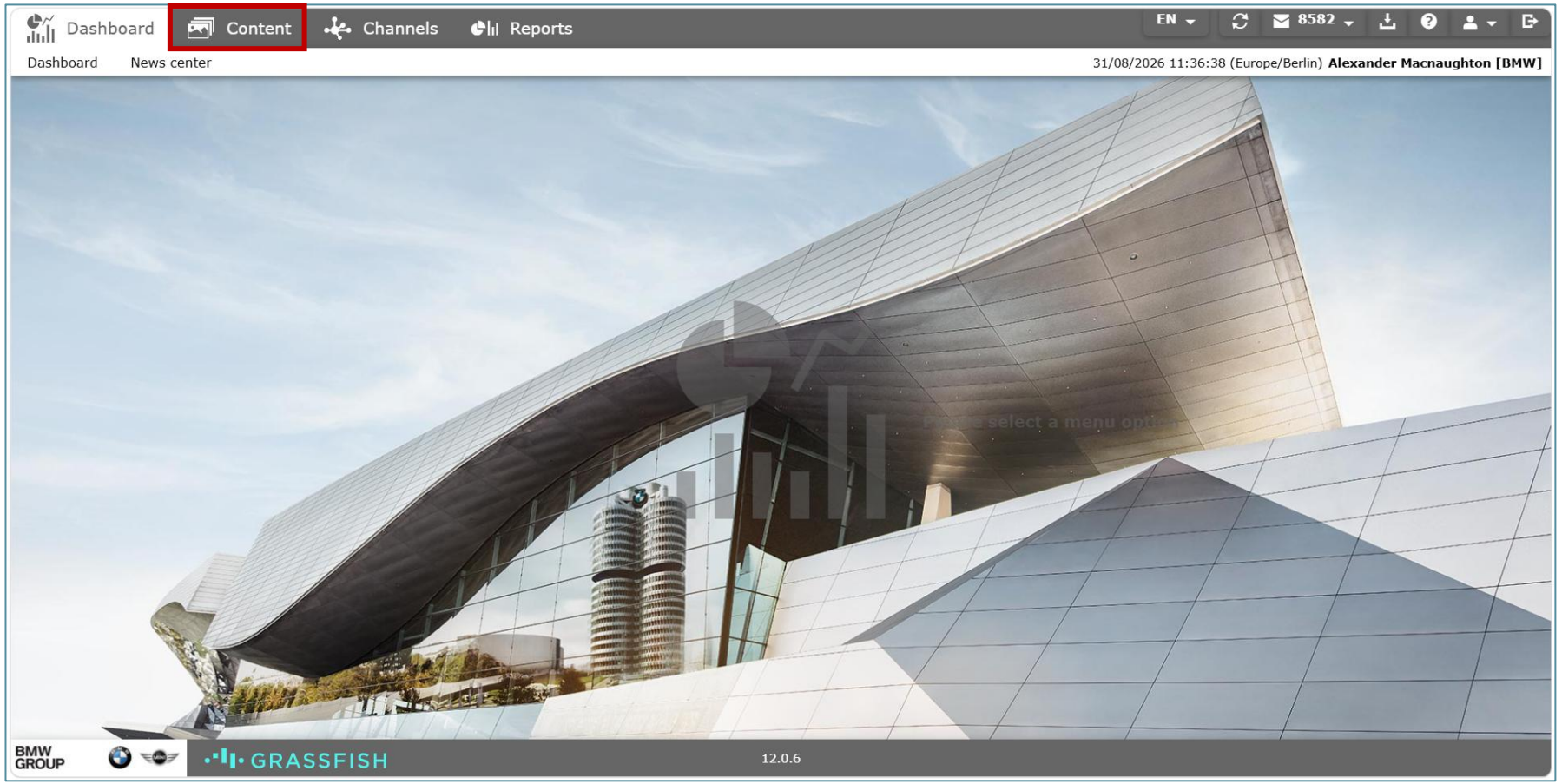
# GENERAL PLAYLIST + CONTENT OF PLAYLIST




The Spot groups tab is where all the content is stored. This area is where you can drag and drop content from the central folders into your own market folders to "localise" the clips. For any playlist you have clicked on, the content will appear in the Selectable spots tab.

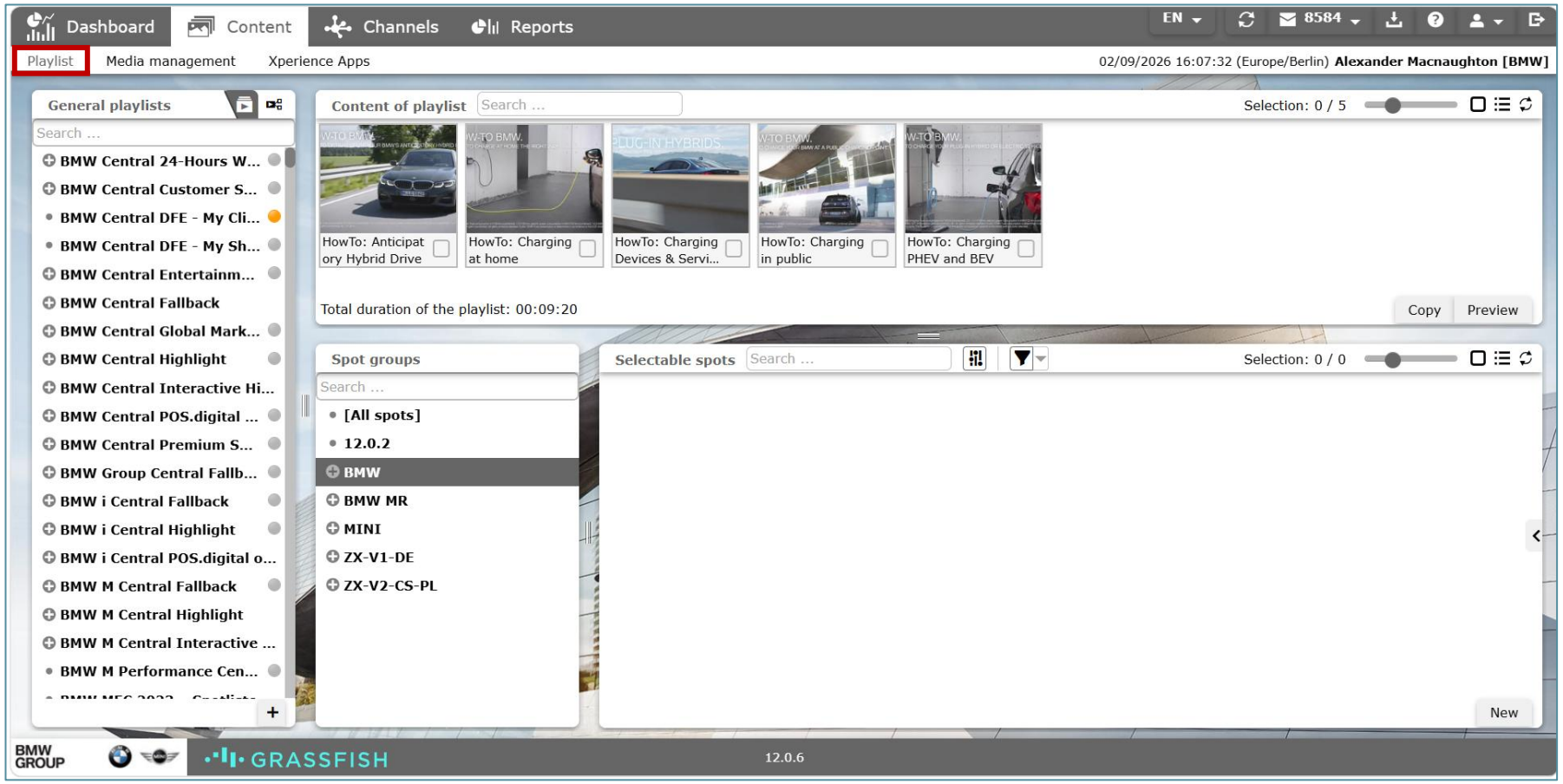
# HOW DO I ADD A VIDEO TO THE EXPLANATORY VIDEOS SECTION?

# OPENING THE CONTENT TAB



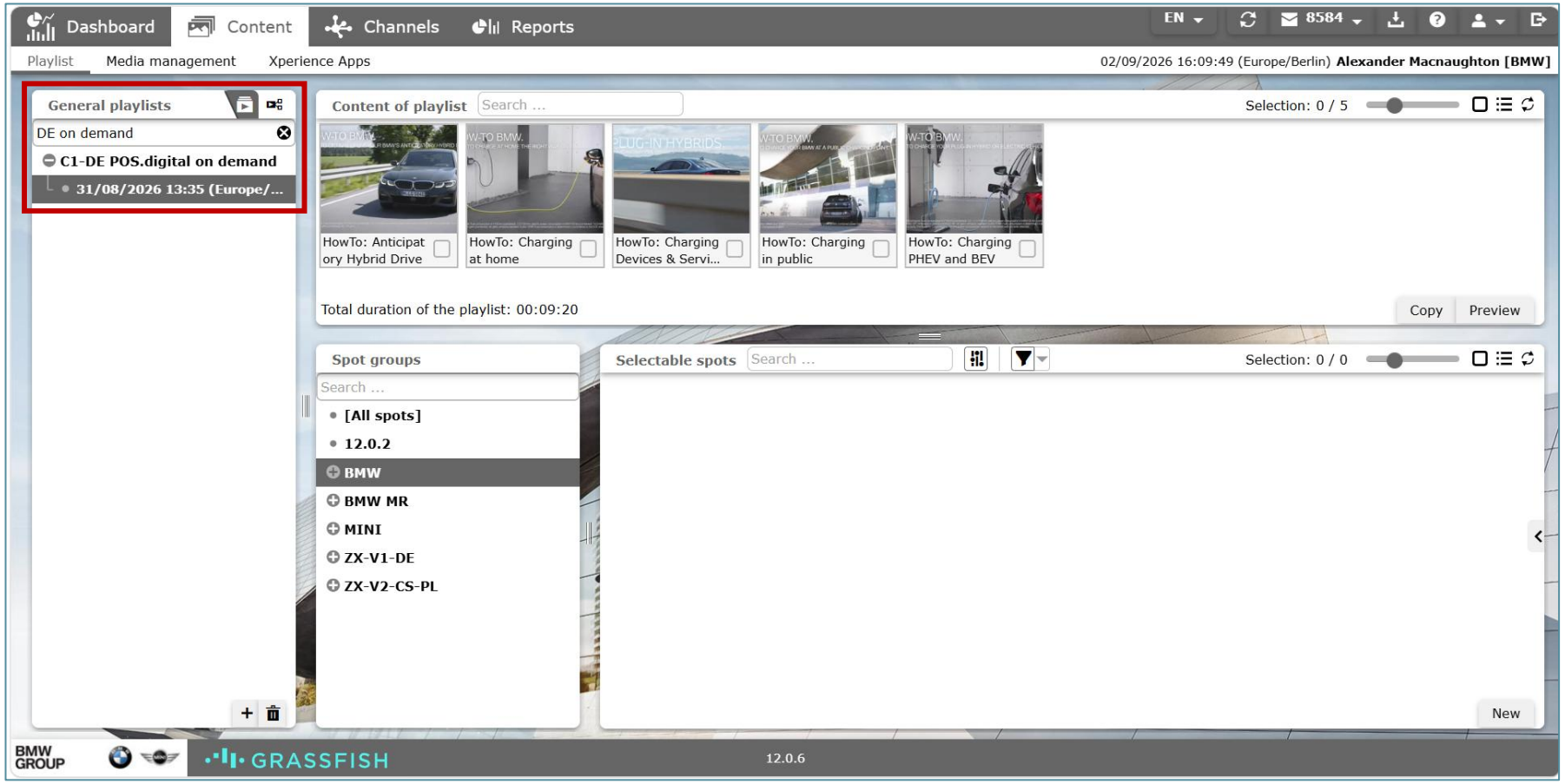

From the CMS dashboard, click the Content tab.

# OPENING THE PLAYLIST TAB



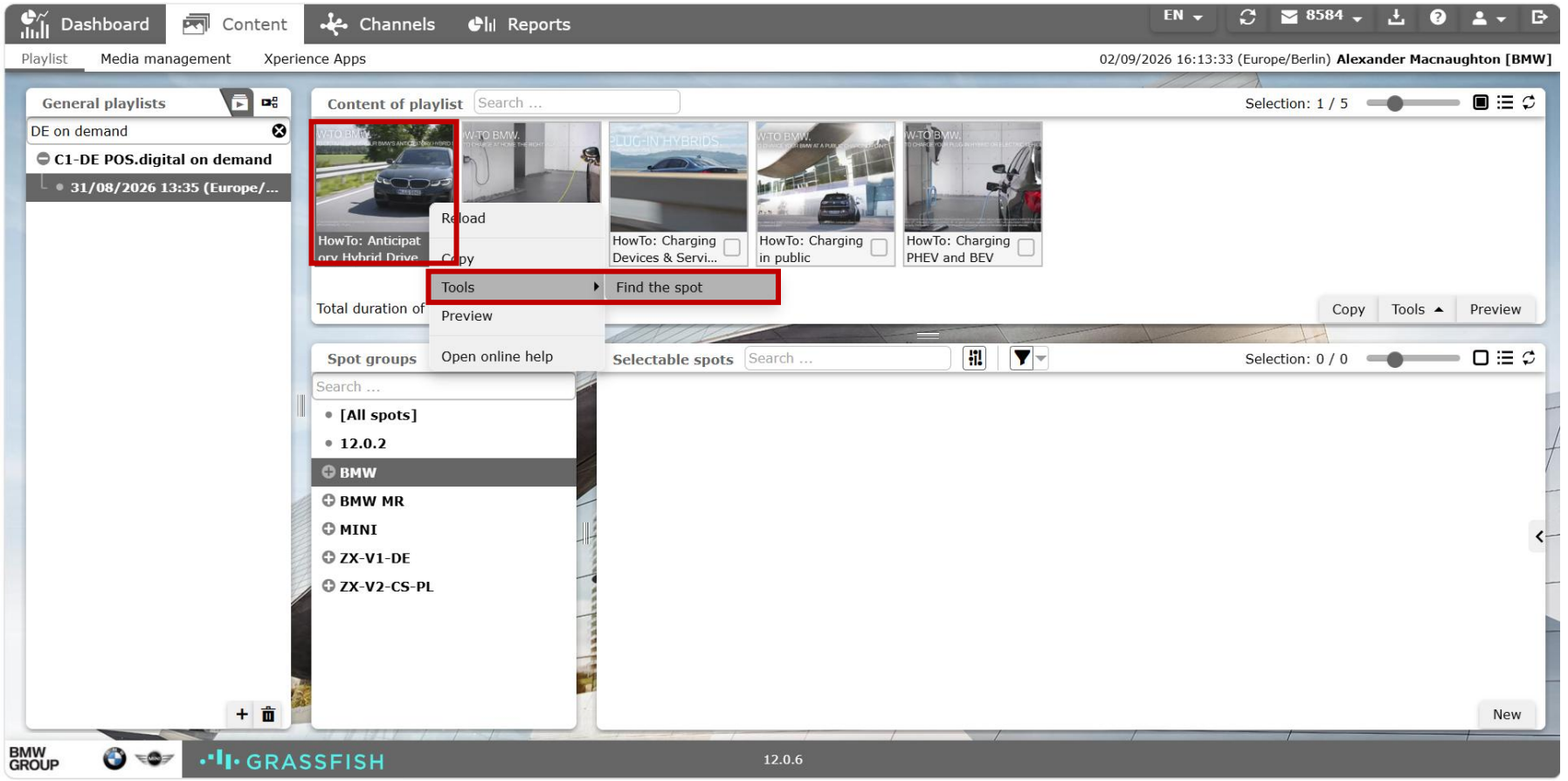

Then, open the playlist tab just below, and you should see all the central and market playlists in the CMS database show up.

# FINDING YOUR LOCAL PLAYLIST



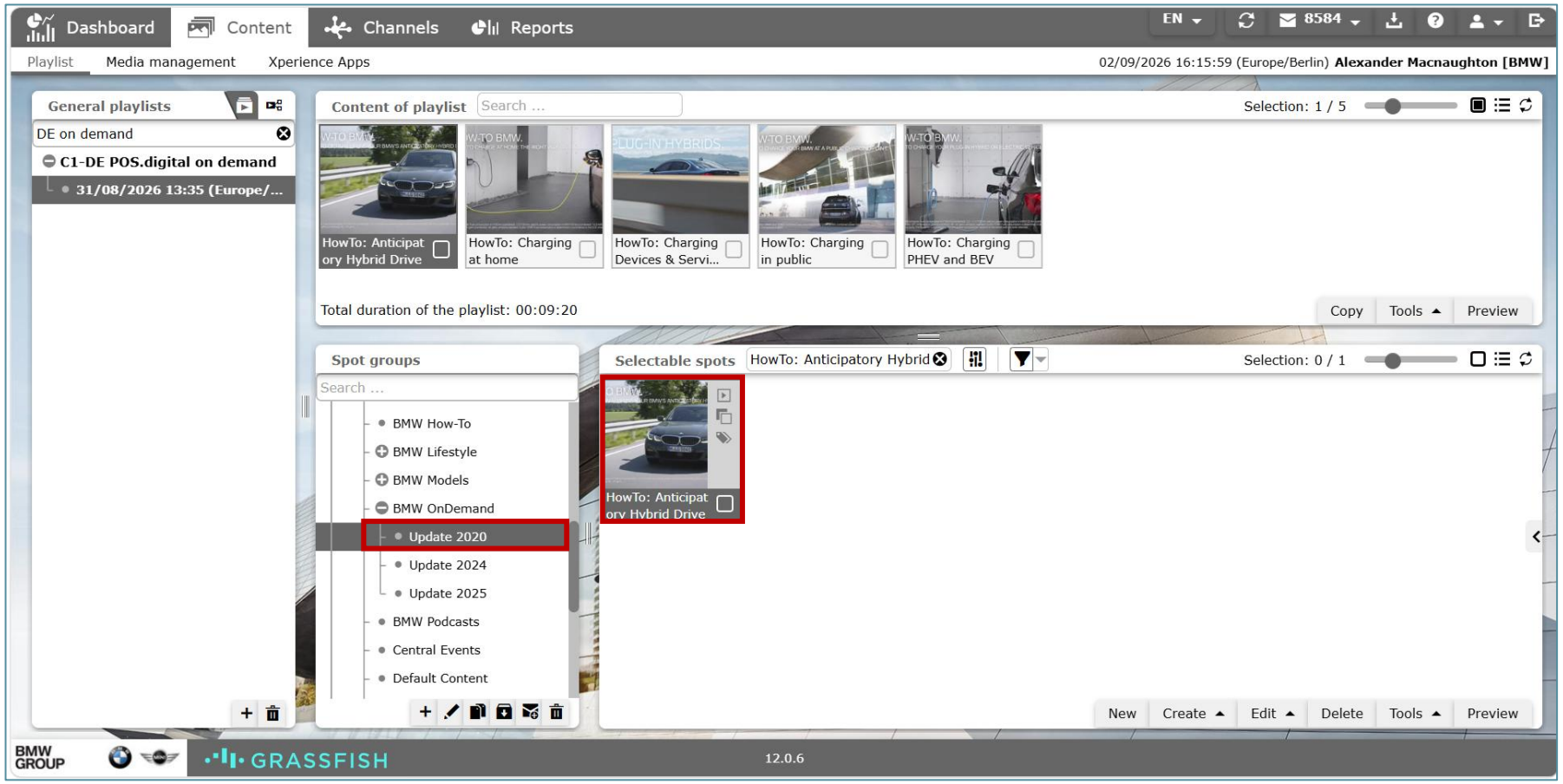

Search for your local "On Demand" playlist, this is the explanatory videos playlist.

# FINDING THE SPOT



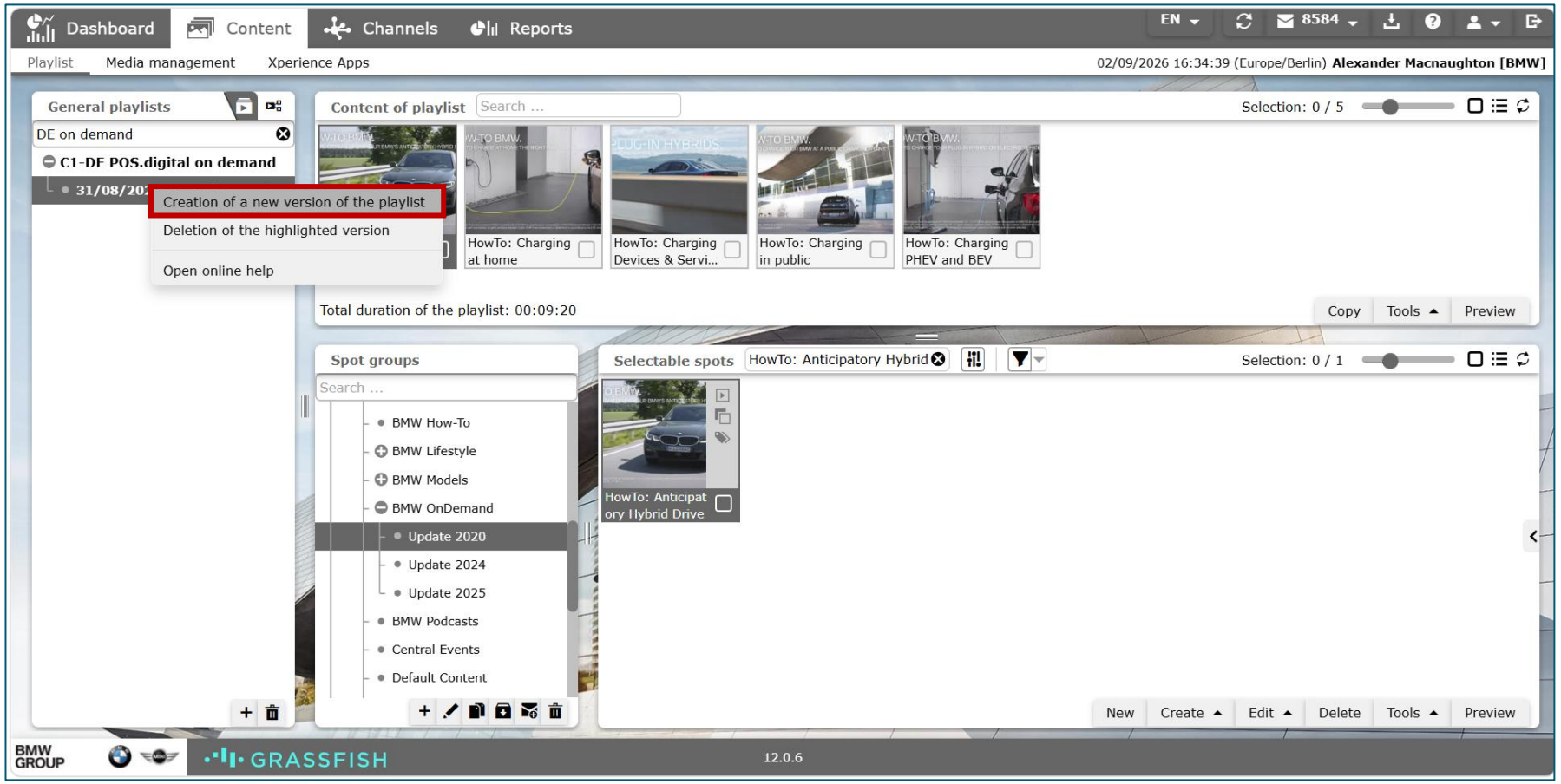

Right click the video that you would like to tag, hover over tools, and then click “Find the spot” on the right.

# IDENTIFYING THE LOCATION OF THE SPOT



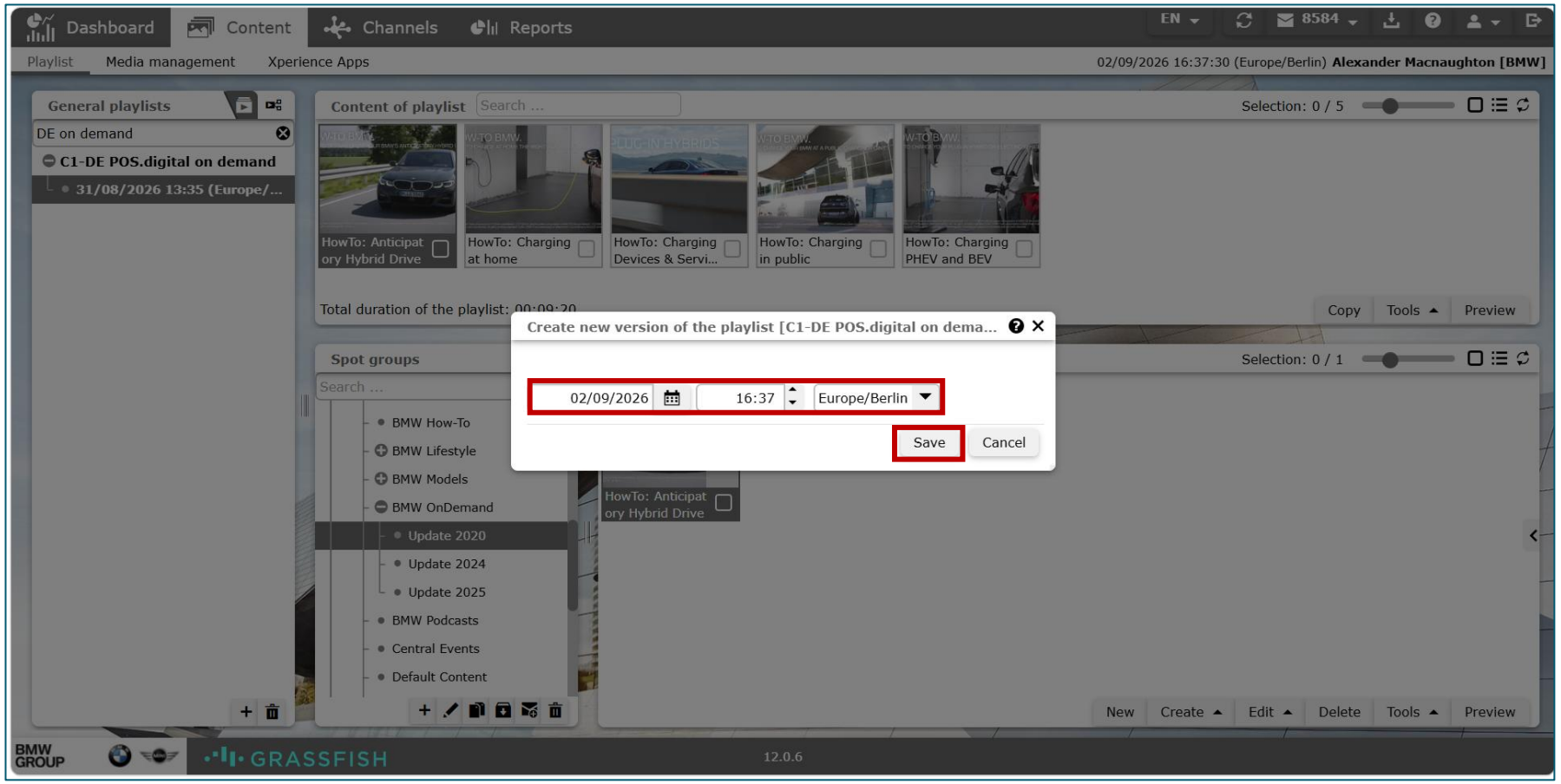

The location of the spot will then appear in the selectable spots box. You will also see in the spot groups folder where it has come from on the left.

# CREATING A NEW PLAYLIST



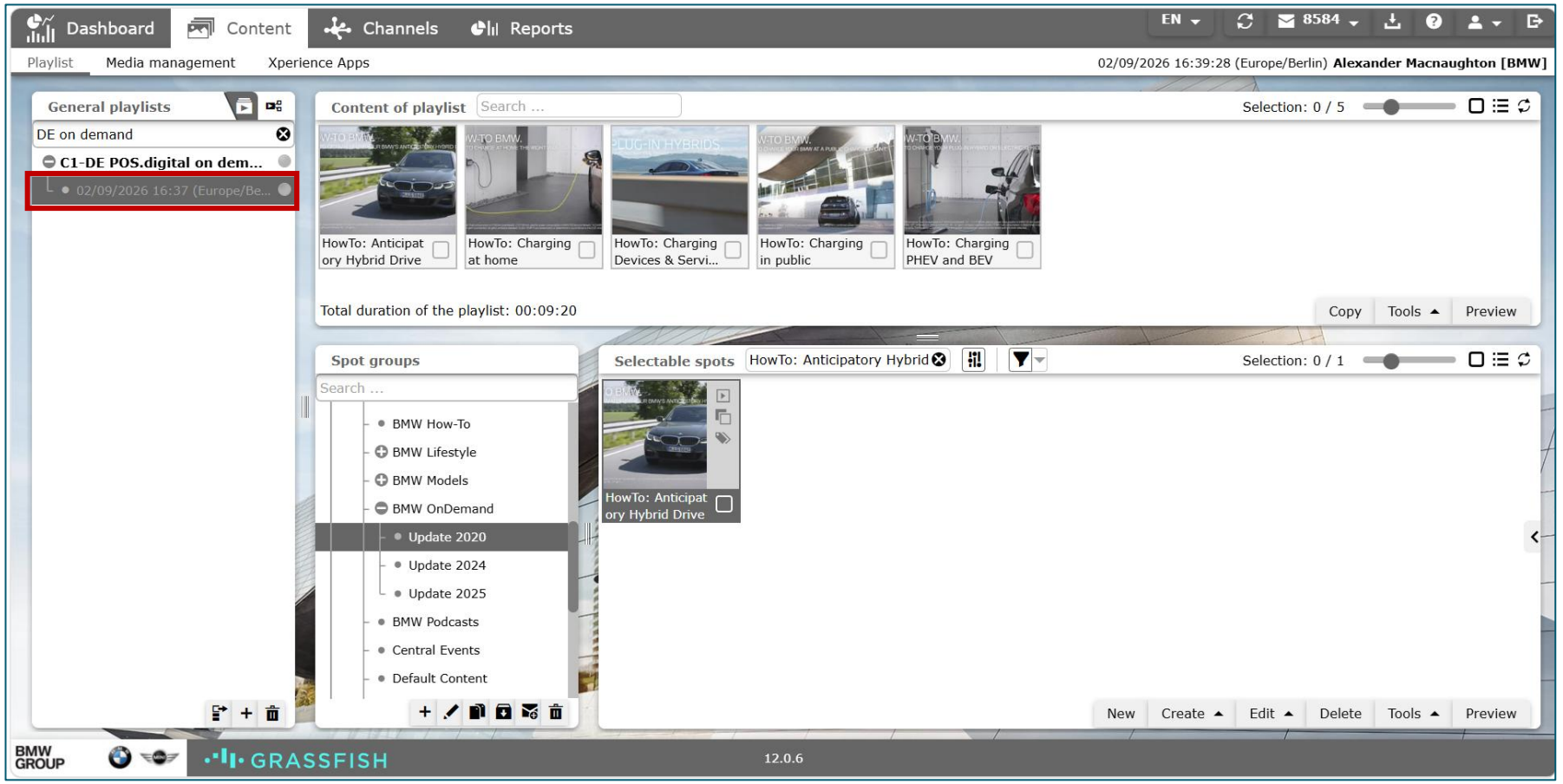

Next, right click on the current playlist in the left, and select create a new version of the playlist.

# SETTING THE TIME



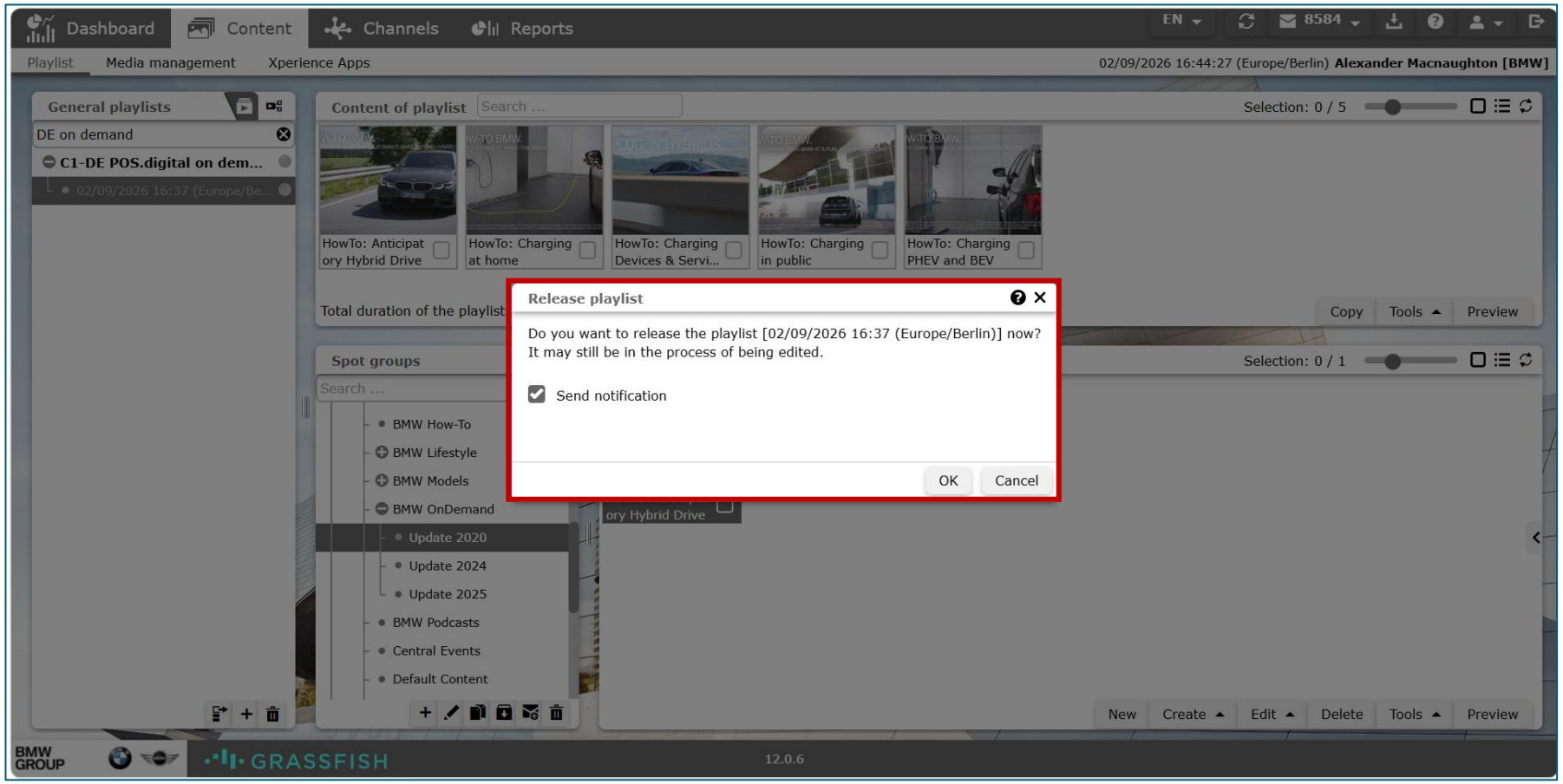

You will then get a message where you must just set the current date, time and time zone. Then click save.

# IDENTIFYING THE NEW PLAYLIST CREATION




We can now see that a new version of the playlist has been created with the current date and time.

# CONFIRMING THE RELEASE

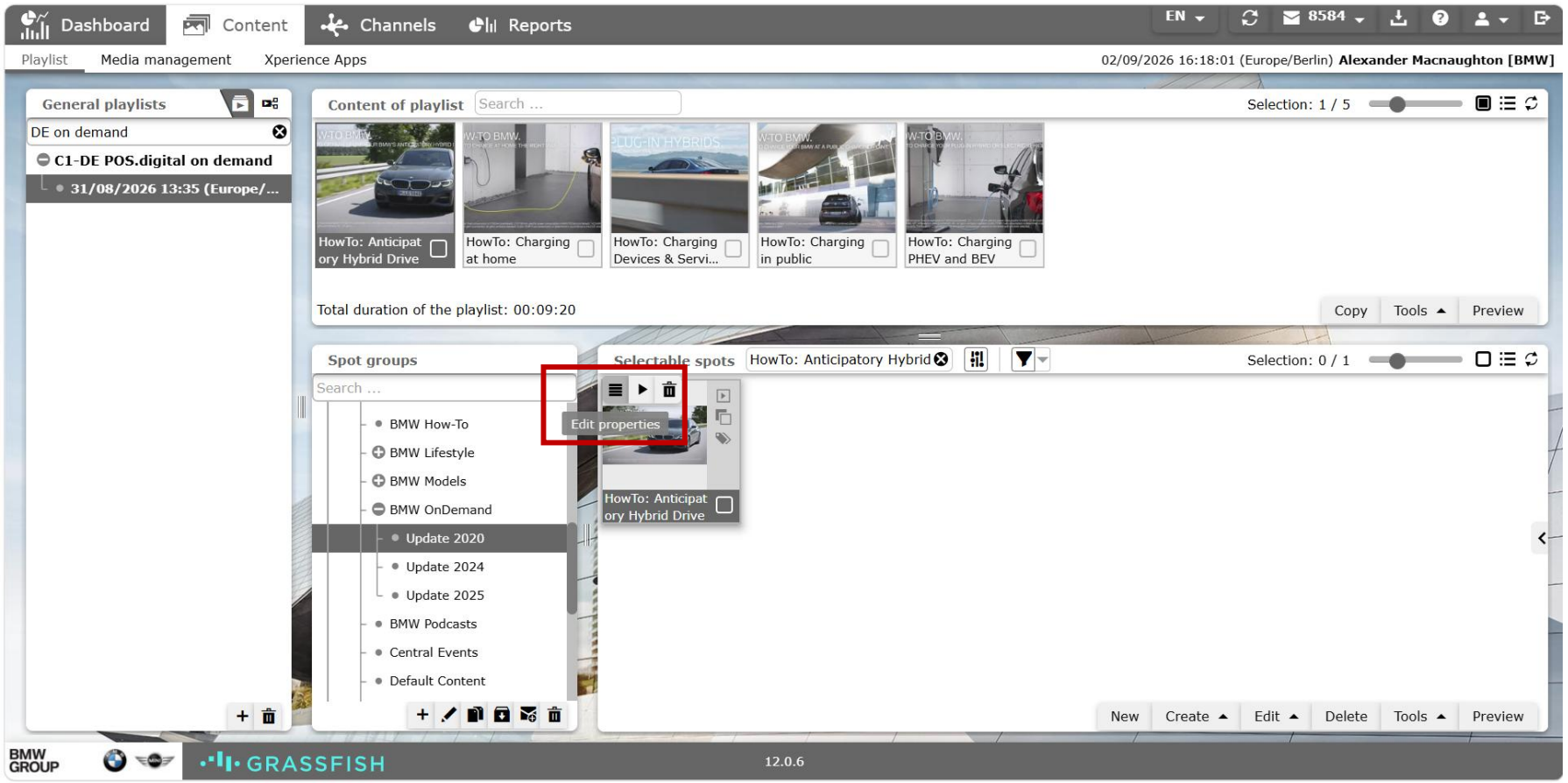



You must then simply confirm that you would like to confirm this. Important to note is that once the playlist is released you cannot go back and edit it.

# HOW DO I APPLY FILTER TAGS? (EXAMPLE USED: EXPLANATORY VIDEOS)

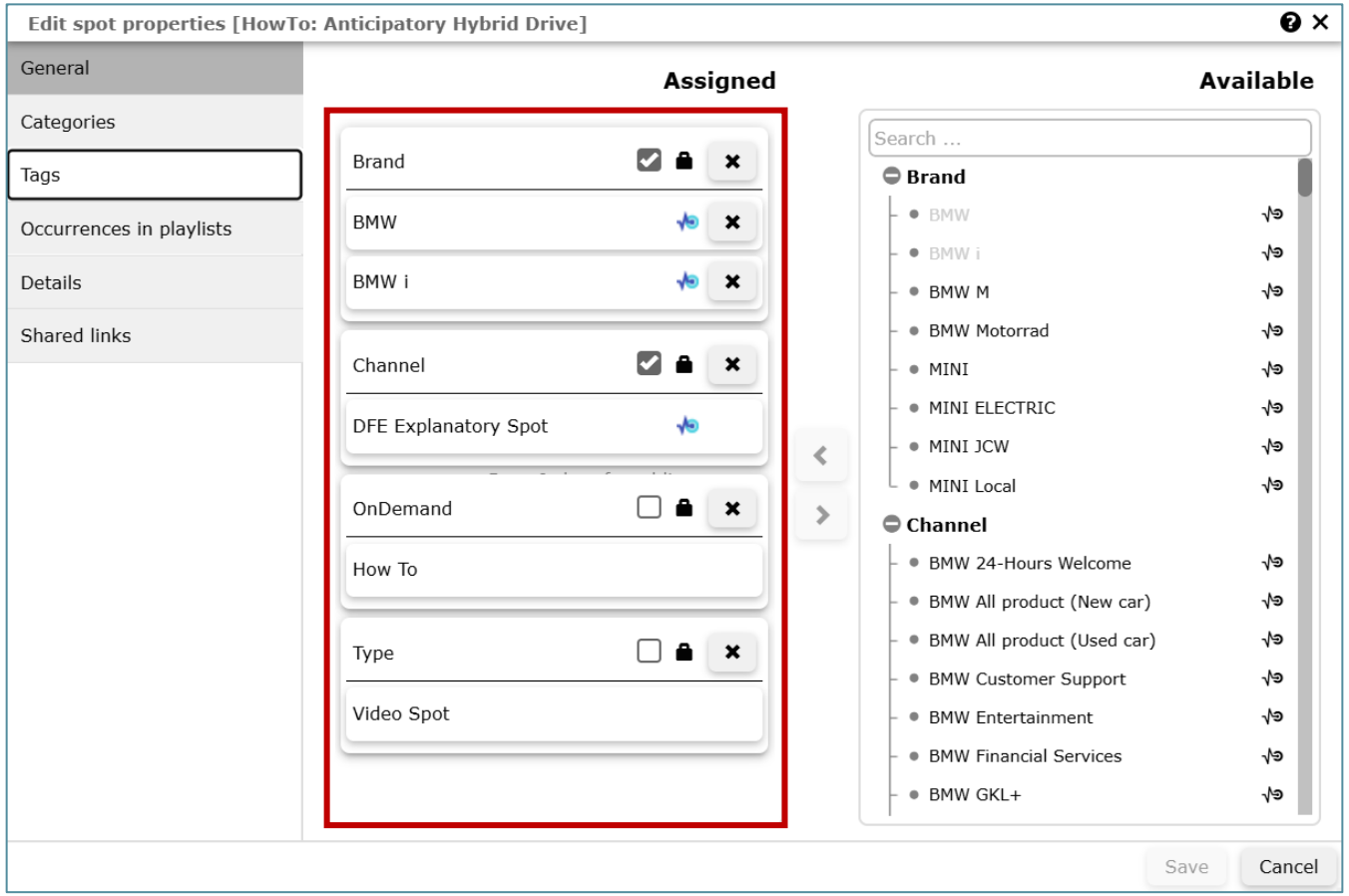

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# EDITING THE PROPERTIES



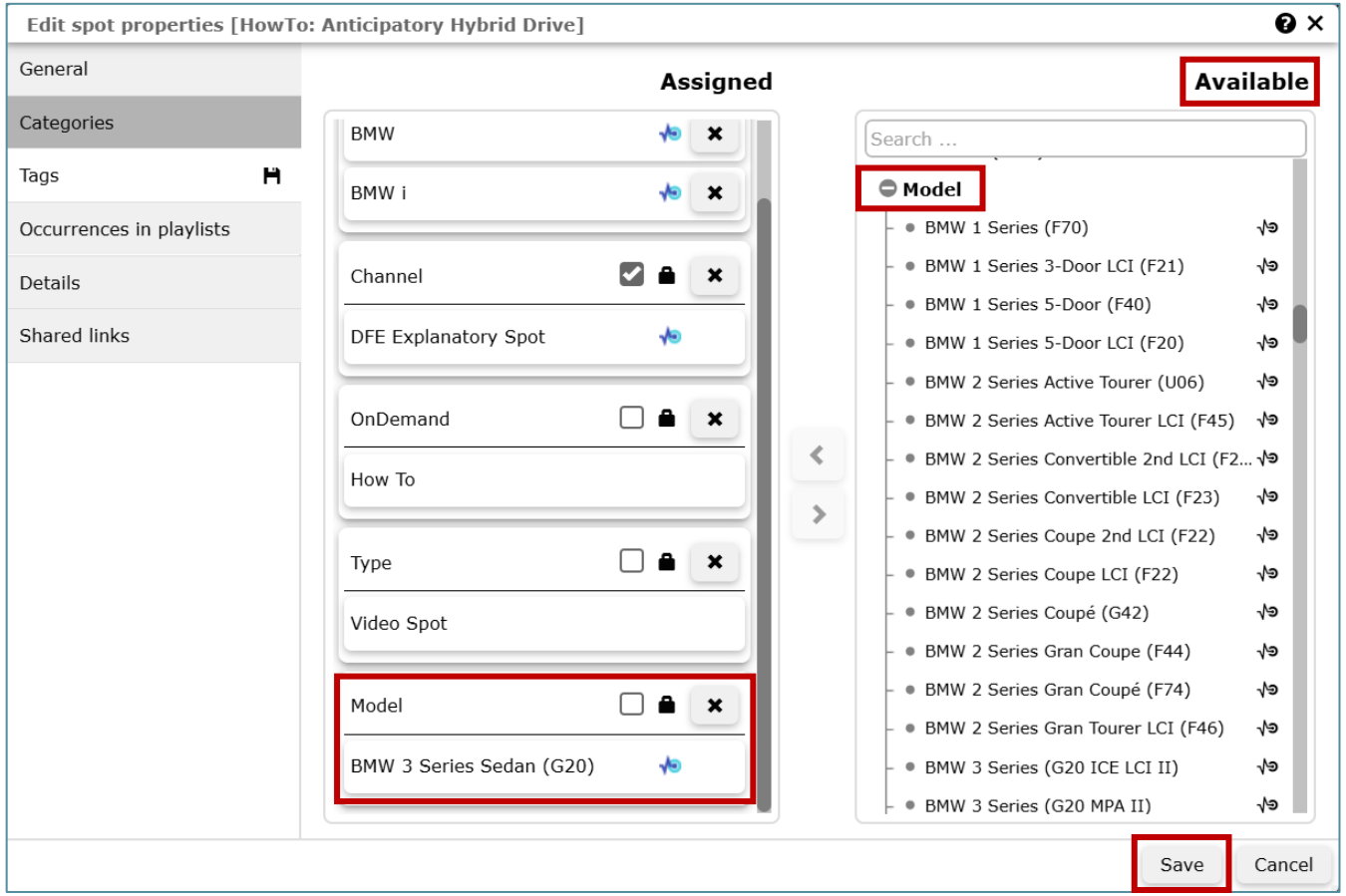

Hover over the video with your mouse and click on the burger menu in the top left to “Edit properties”.

# IDENTIFYING THE TAGS



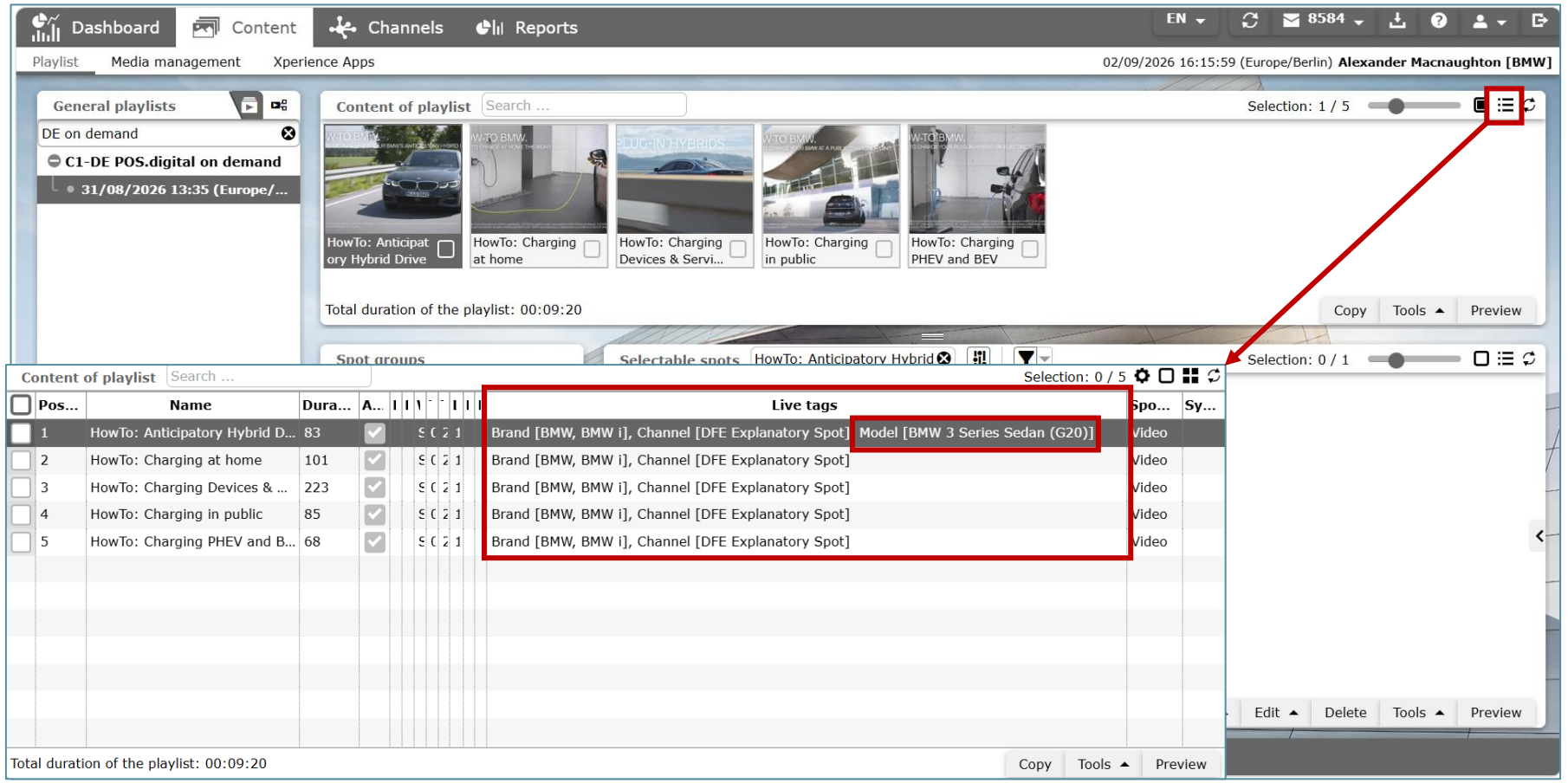

Navigate to the Tags tile, the 3rd one from the top on the left-hand side. Here all the tags that have already been set will pop up.

# ASSIGNING NEW TAGS



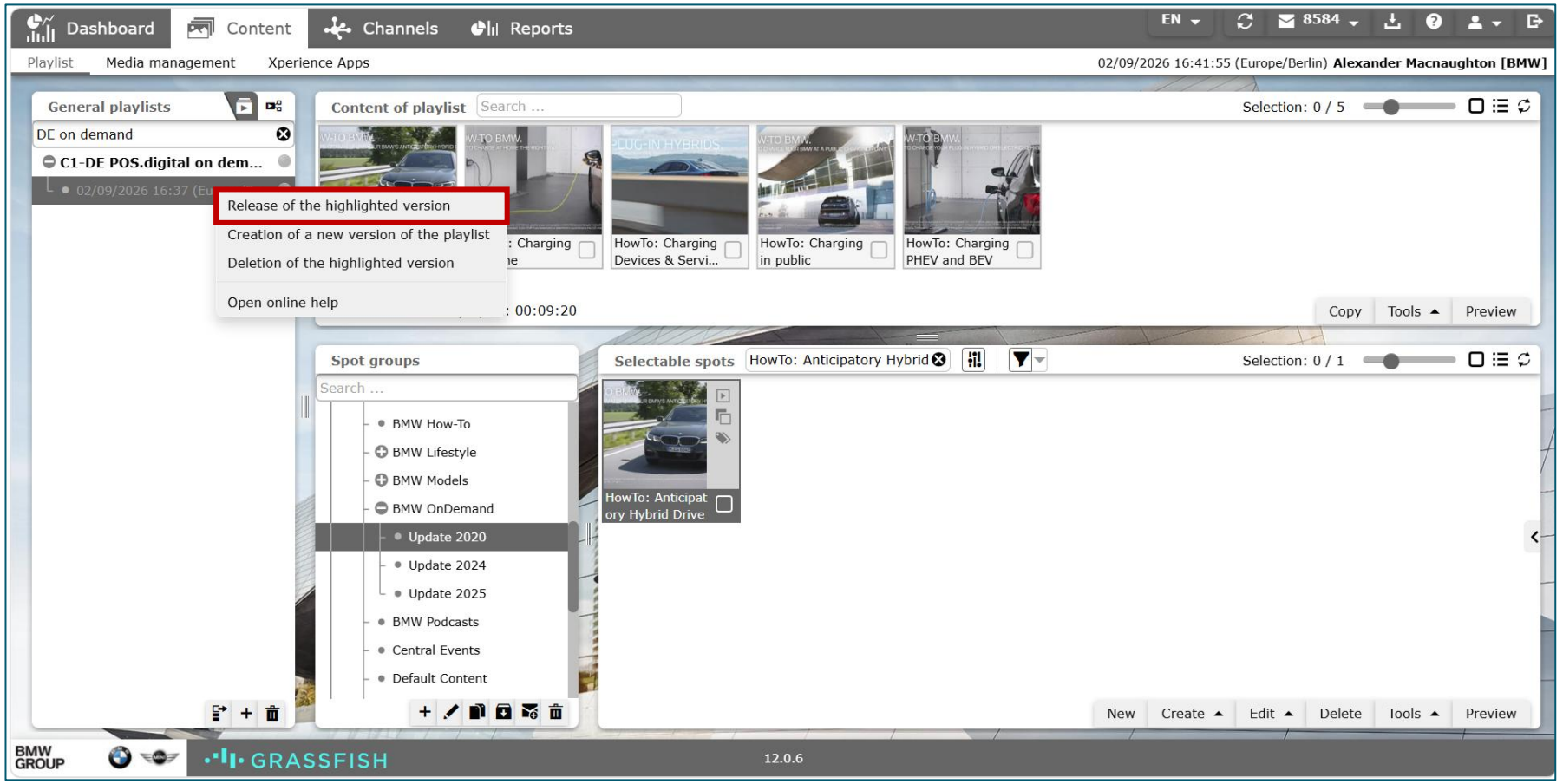

If you scroll down in the available tags box on the right, you will come to Model. Here you can set a model tag by simply dragging and dropping from one box to the other. I have added a tag for the BMW 3 Series Sedan, as this is the car that appears in the video. Click save to finish.

# IDENTIFYING THE TAGS APPLIED




You can click on the list menu in the top left to change the view. This will open up the live tags list, where you can then confirm that the tag has been applied.

# RELEASING THE PLAYLIST

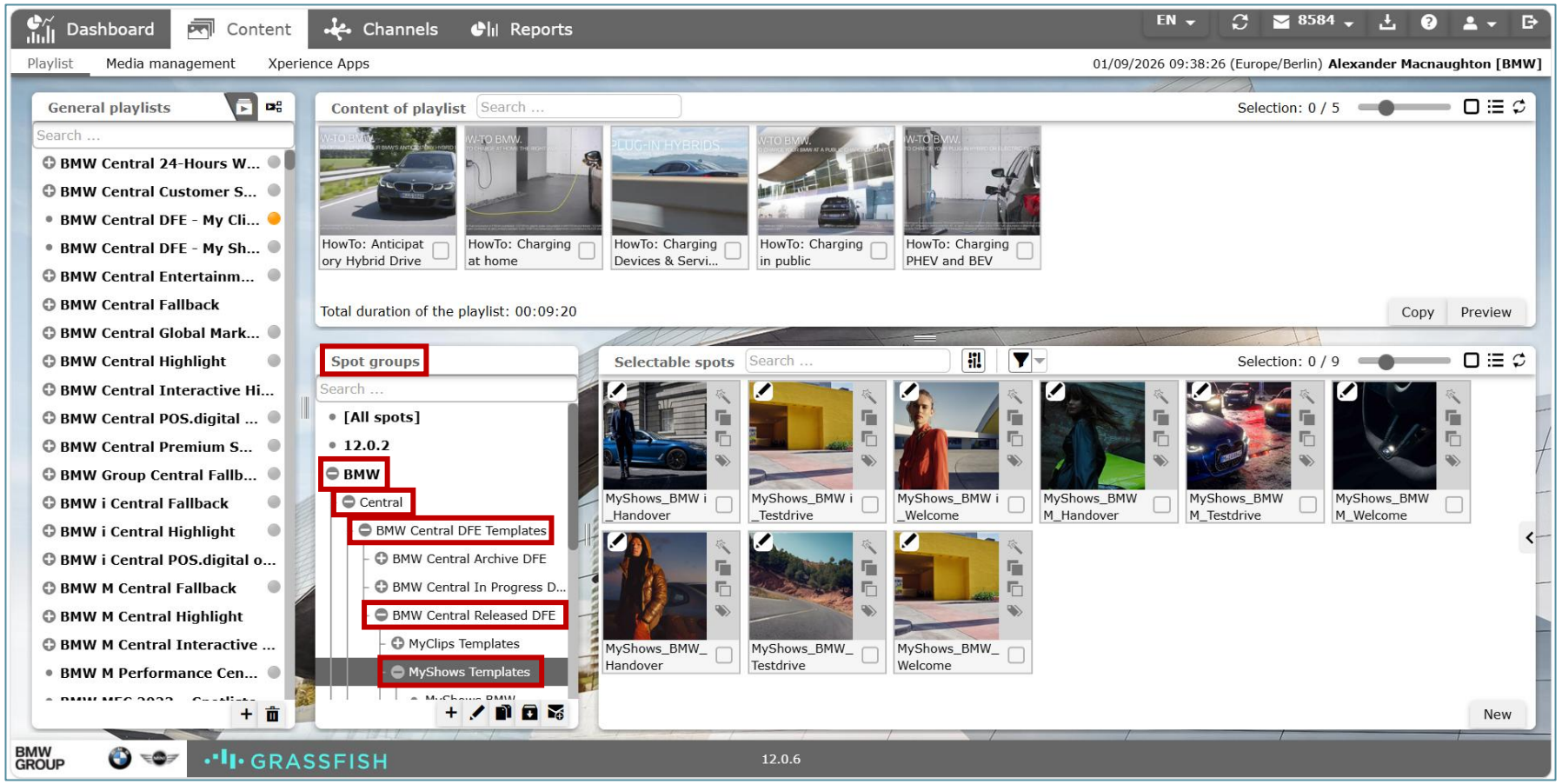



The last step of the process is to release the playlist, done so by right clicking on the new version you just created.

# HOW DO I LOCALISE A TEMPLATE (MYCLIPS/MYSHOWS)?

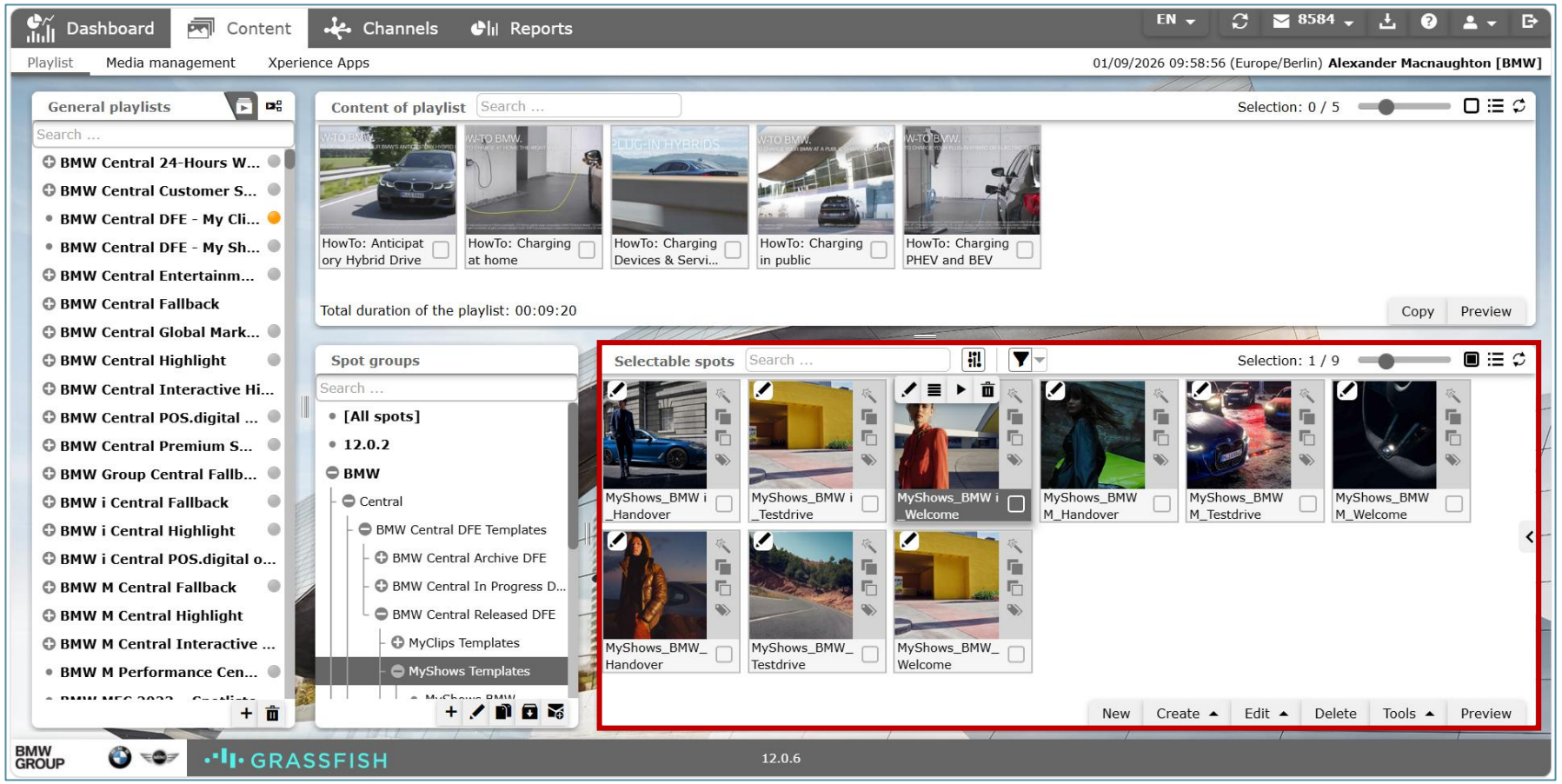

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# LOCATING THE CORRECT FOLDER



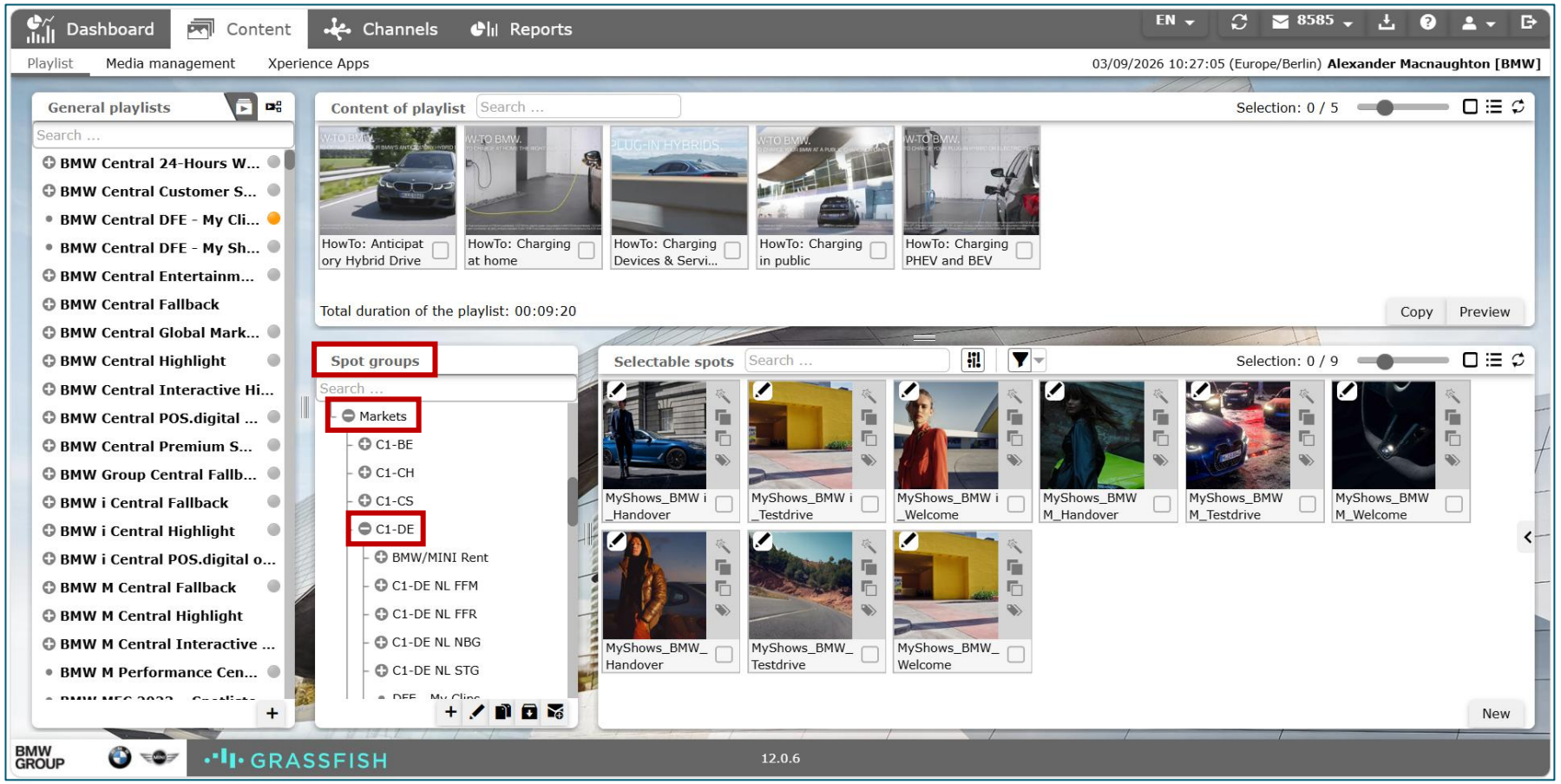

Navigate to Spot Groups and open the folder: BMW → Central → BMW Central DFE Templates → BMW Central Released DFE → MyShows Templates. This is where all centrally provided My Shows templates are stored.

# IDENTIFYING SELECTABLE SPOTS



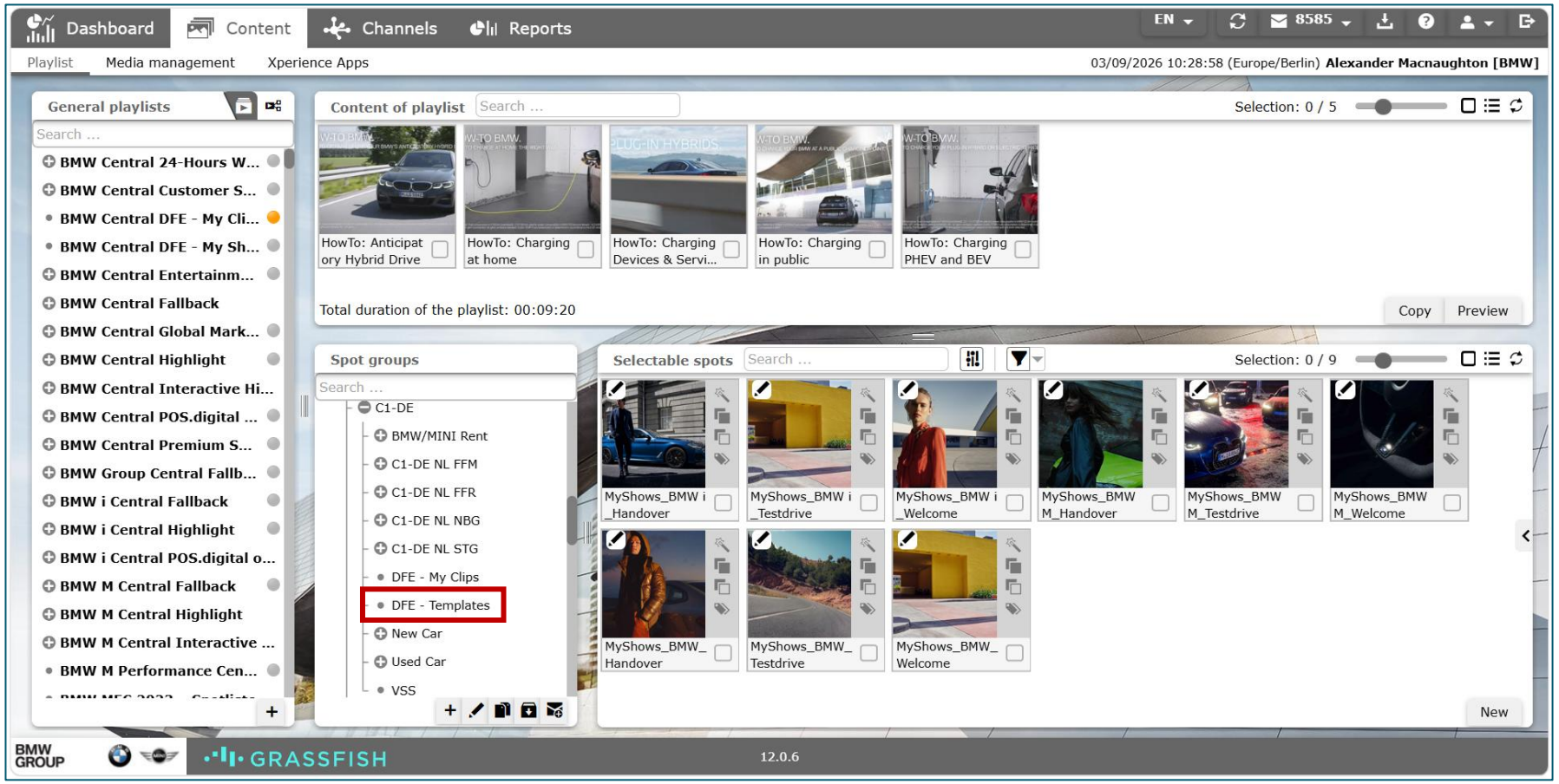

You should now have the MyShows folder open in the „Selectable spots“ box on the right.

# LOCATING YOUR LOCAL MARKETS FOLDER



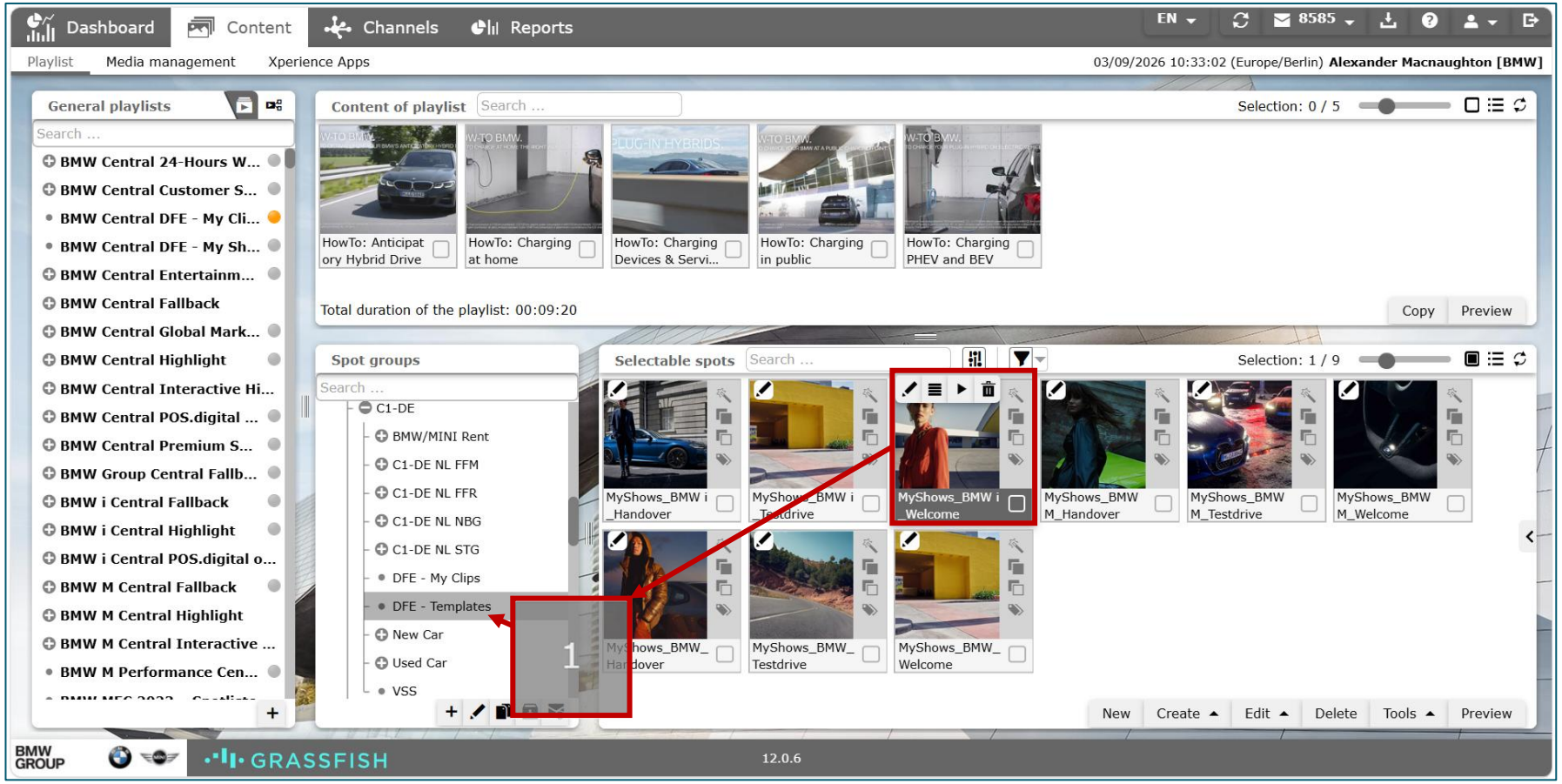

In the Spot groups box, scroll down to Markets and open your market folder.

# LOCATING THE DFE TEMPLATES FOLDER



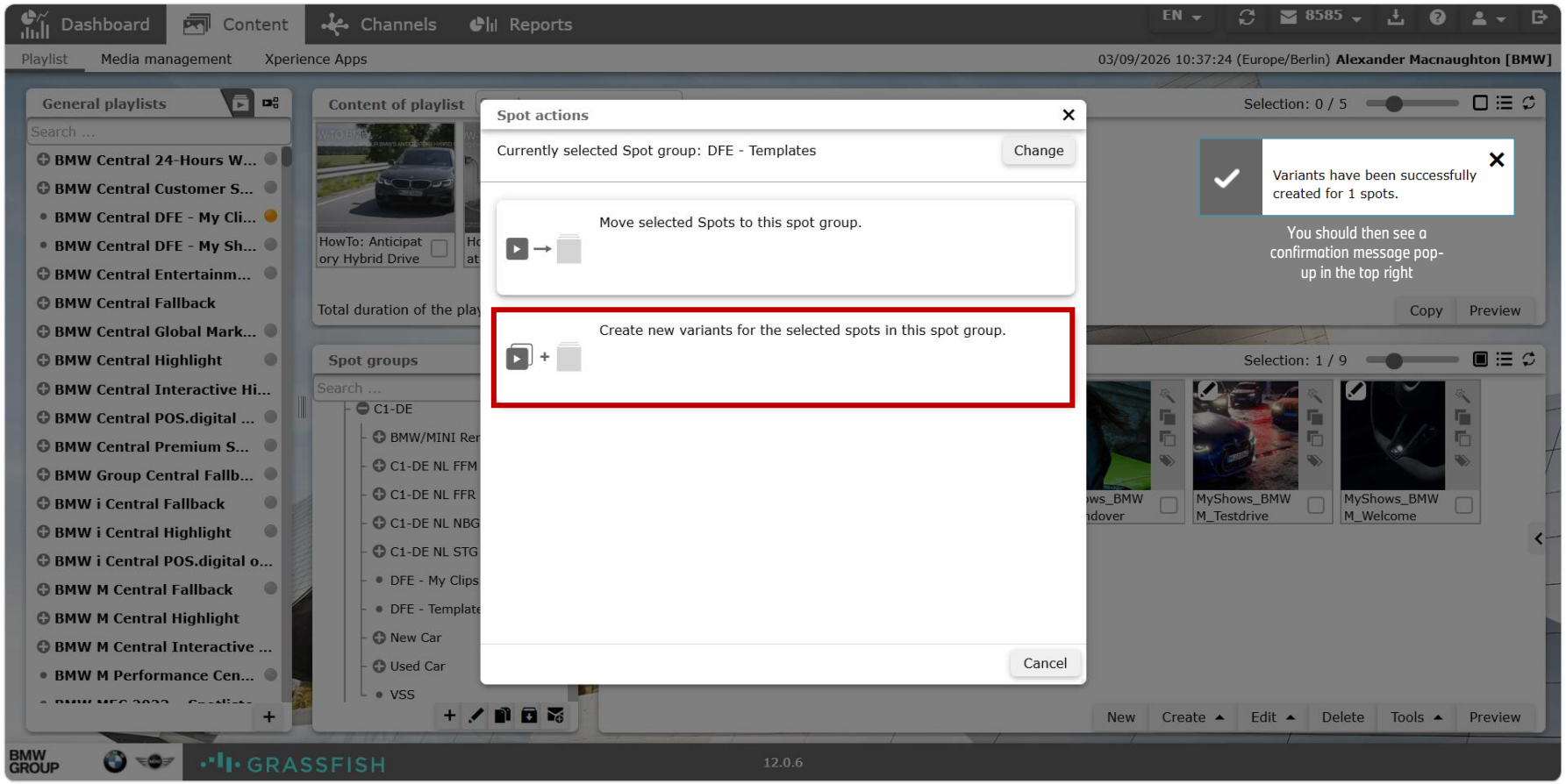

Scroll down a little further to find the DFE – Templates Spot group. Do not click it, just have it in view.

# COPYING THE SPOT INTO THE DFE TEMPLATES FOLDER



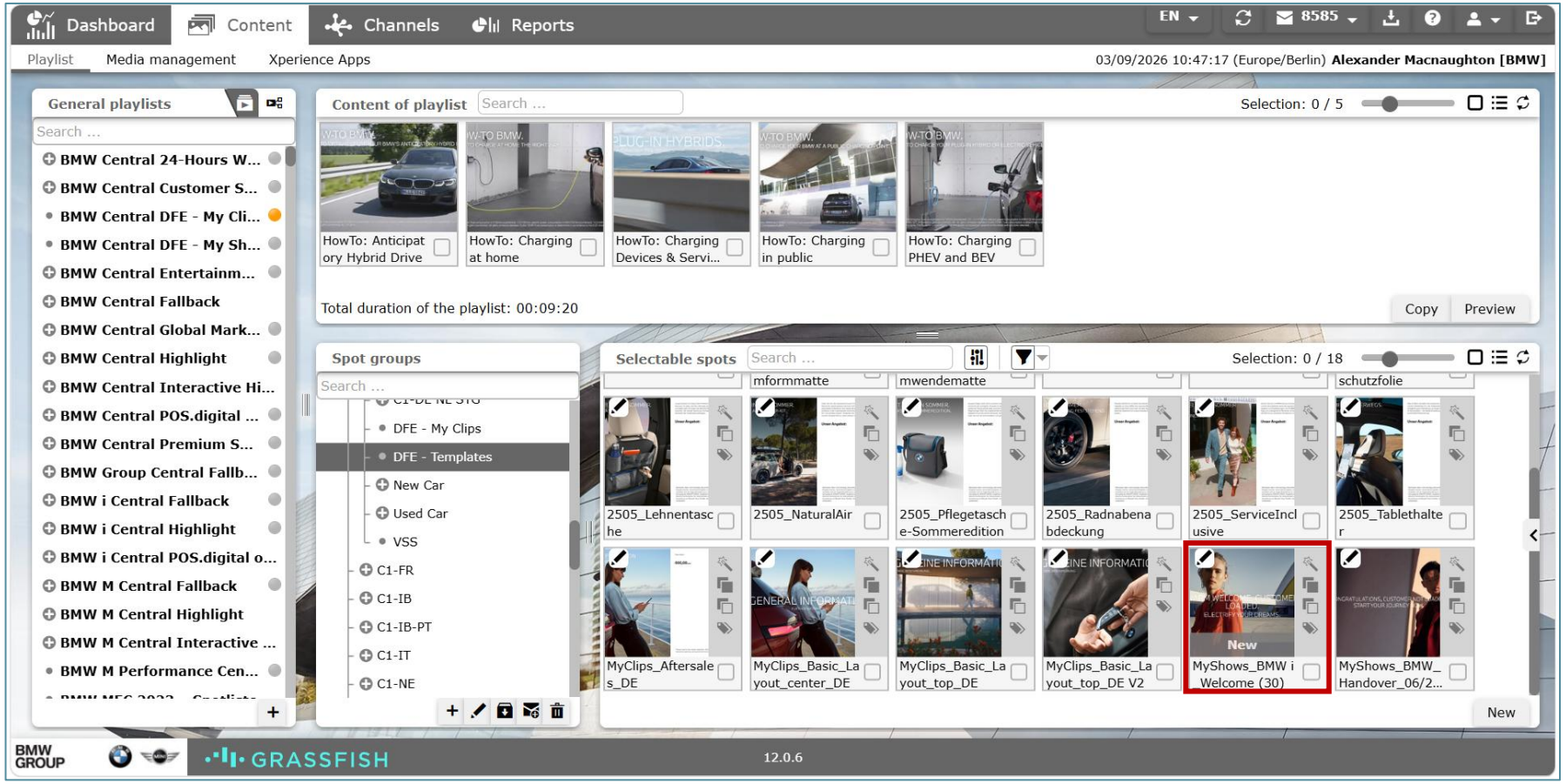

You can now select the MyShows video you want to copy, and drag and drop it into your local markets DFE folder.

# CREATING A NEW VARIANT




It will then ask you if you want to move the Spot to this Spot group or create a new variant. Please select create a new variant.

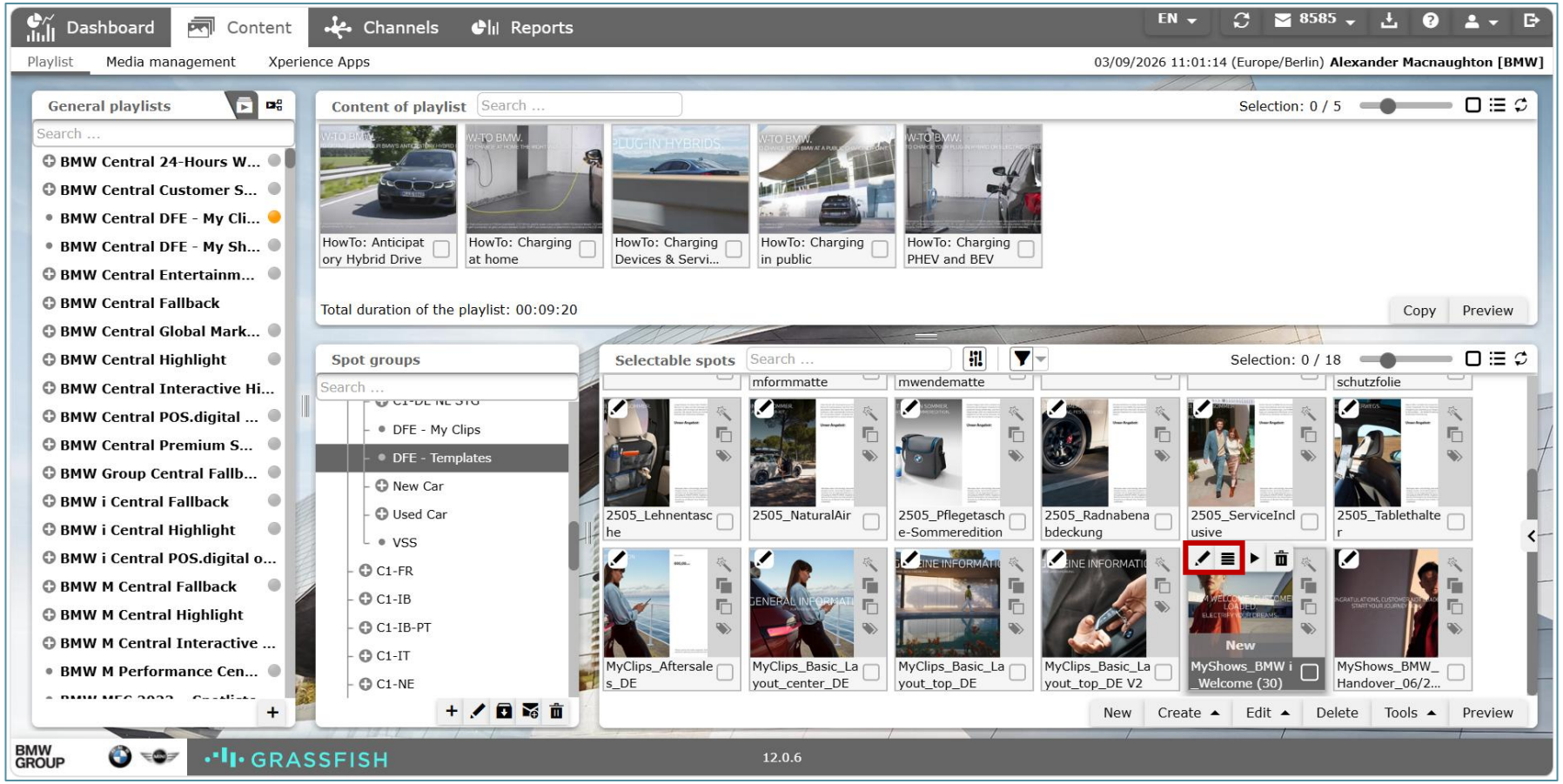
# IDENTIFYING THE NEW SPOT




You can now see the new spot in your markets local playlist.

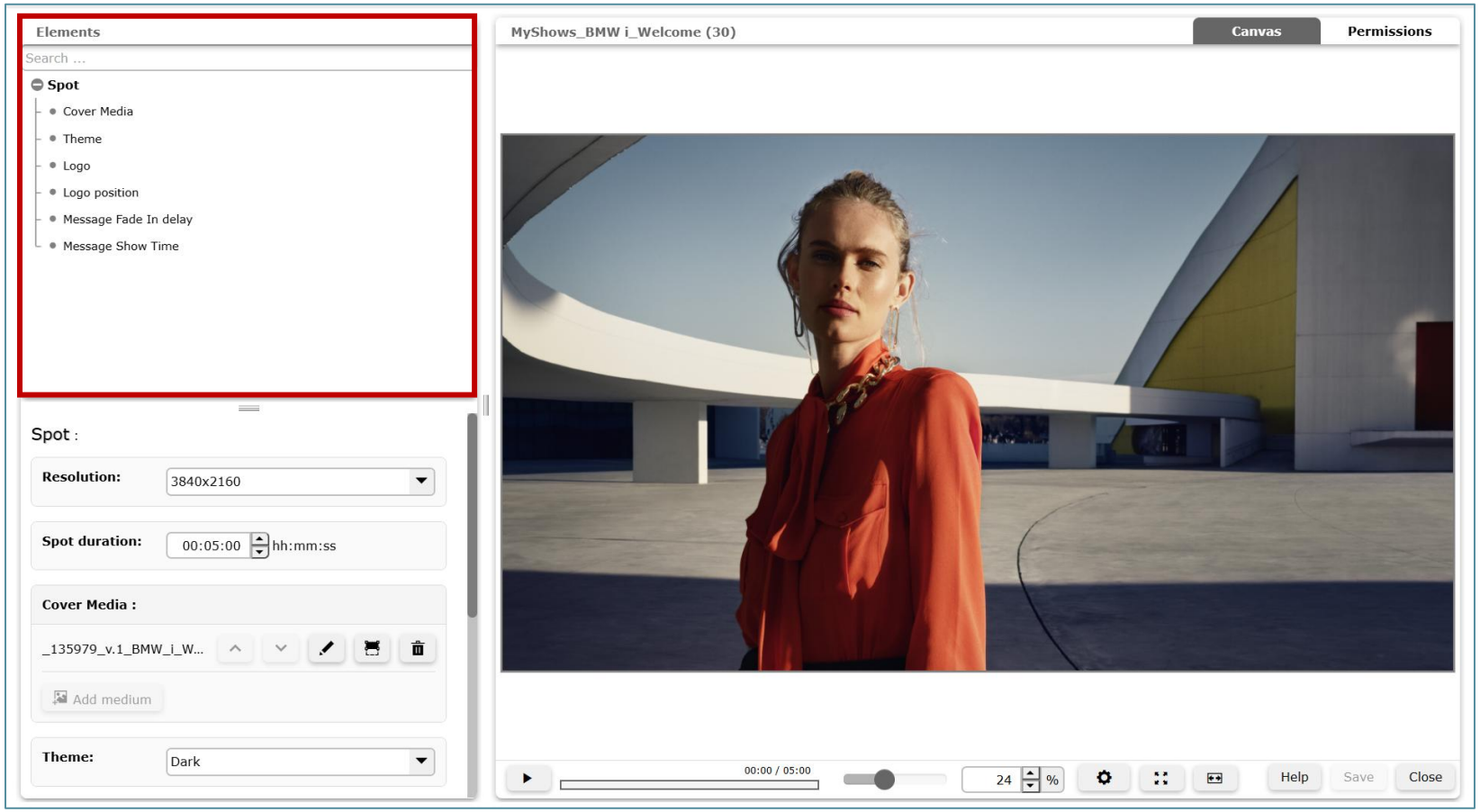
# HOW DO I CUSTOMISE A TEMPLATE (MYCLIPS/MYSHOWS)?

# EDITING THE CONTENT/PROPERTIES



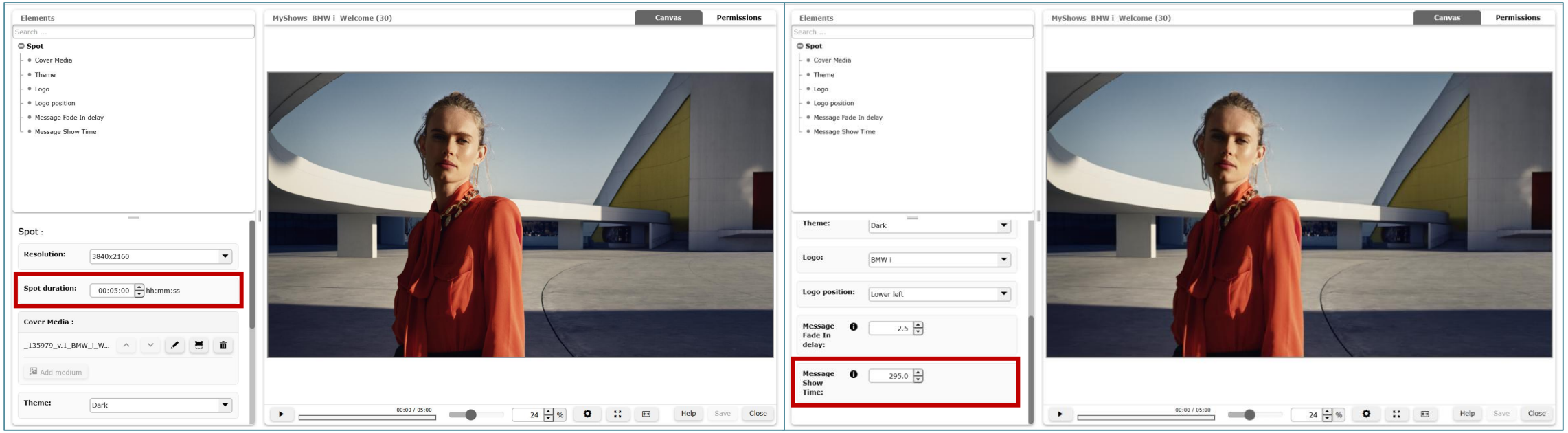

Here you can either edit the content by clicking on the pencil icon or edit properties by clicking on the burger menu.

# EDITING THE CONTENT



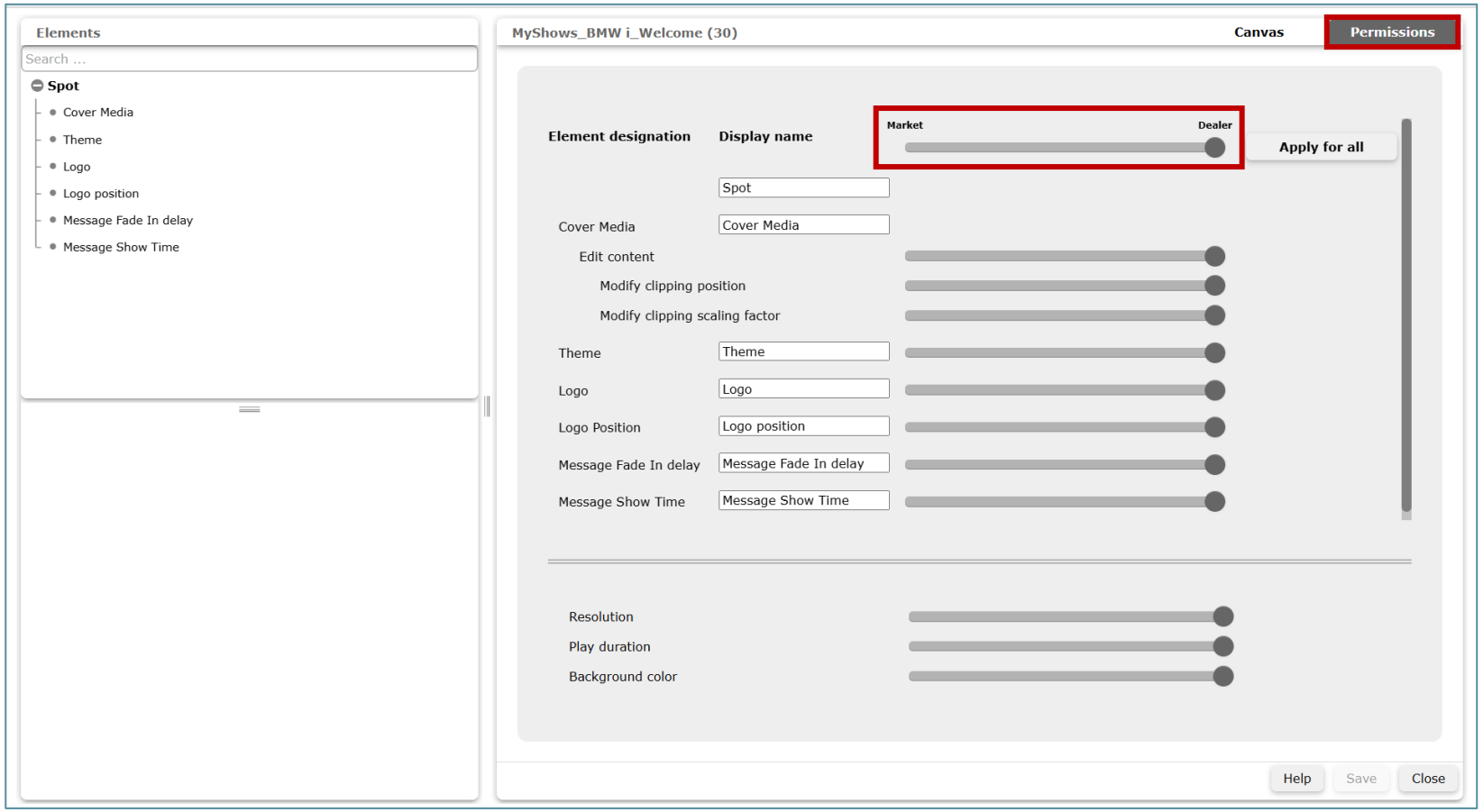

When selecting edit content, a new window will pop up. This feature allows you to edit the video in a variety of ways, listed in the top left of the screen under “Elements”.

# SPOT DURATION VS. MESSAGE SHOW TIME




Most of the features are fairly self explanatory. A common misconception however is between “Spot duration“ and “Message Show Time”. Spot duration refers purely to the length which the spot is shown on screen. Message show time refers instead to how long the text is displayed on screen. You must ensure that “Message Show Time” is not longer than “Spot duration”, otherwise nothing will show.

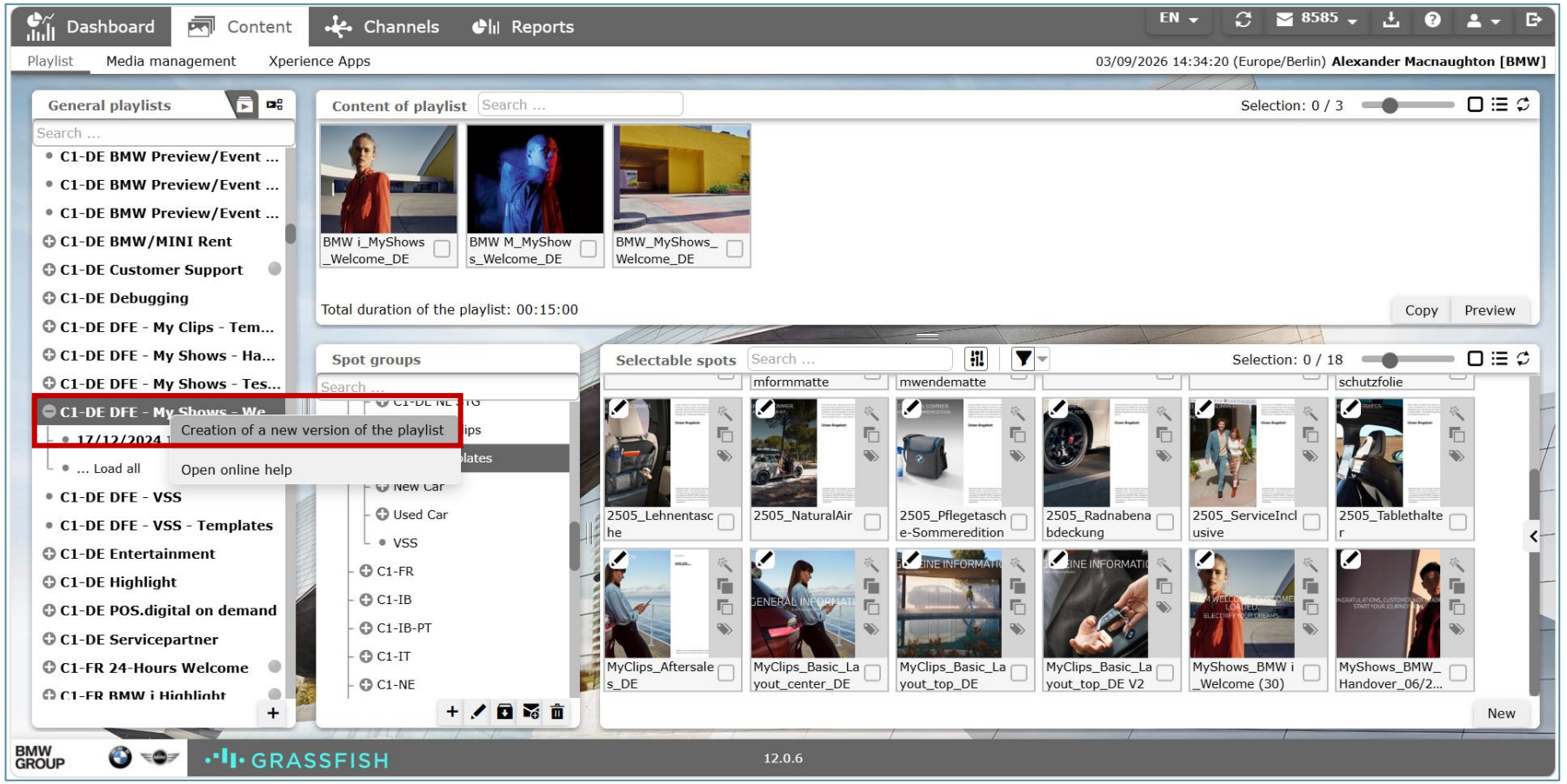
# CHANGING PERMISSIONS




Another possibility is the “Permissions” tab in the top right. Here, as an NSC you can adjust how much freedom your dealer has by adjusting what they can and can't control.

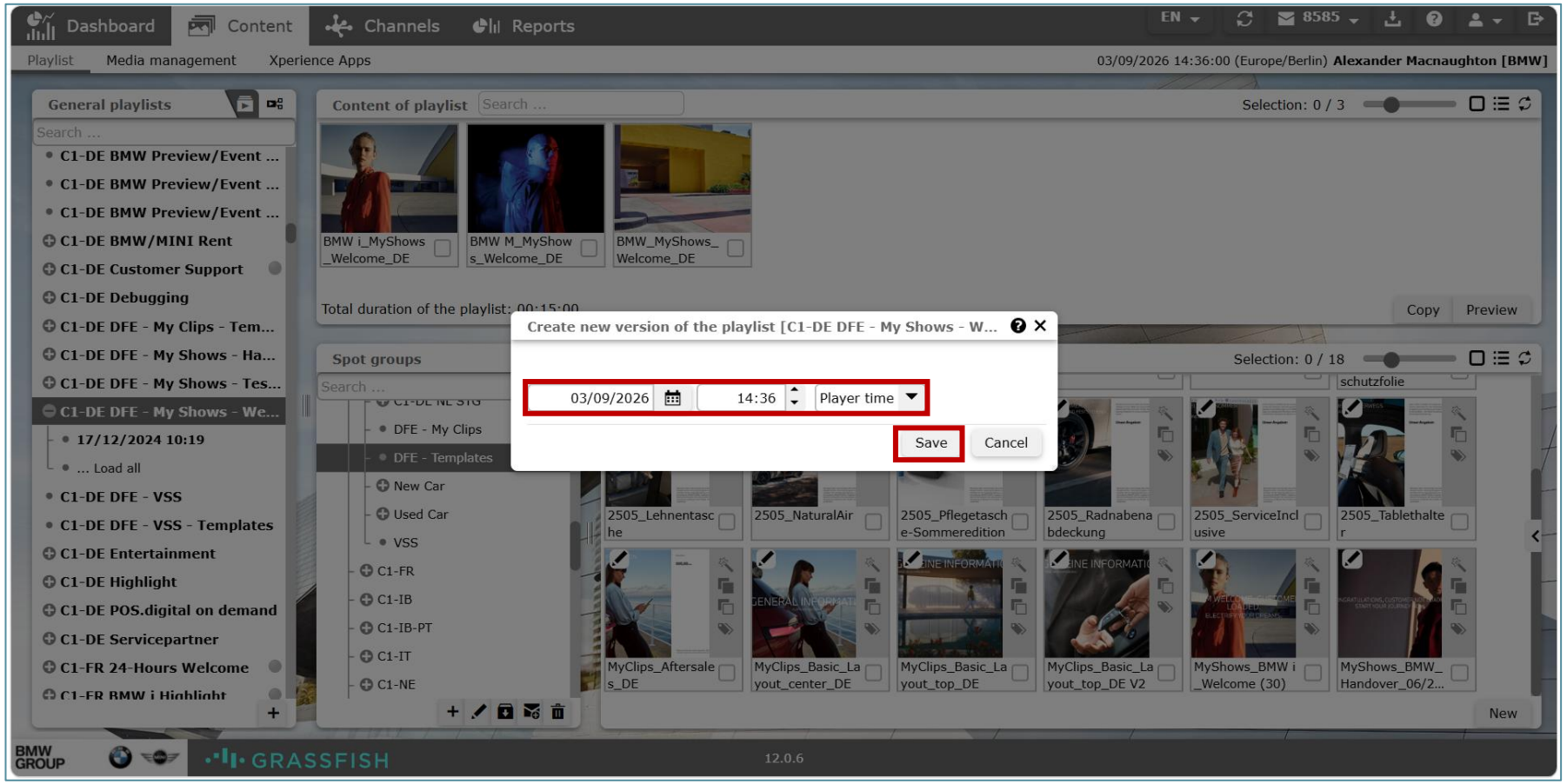
# HOW DO I RELEASE A NEW TEMPLATE (MYCLIPS/MYSHOWS)?

# CREATING A NEW VERSION OF THE PLAYLIST



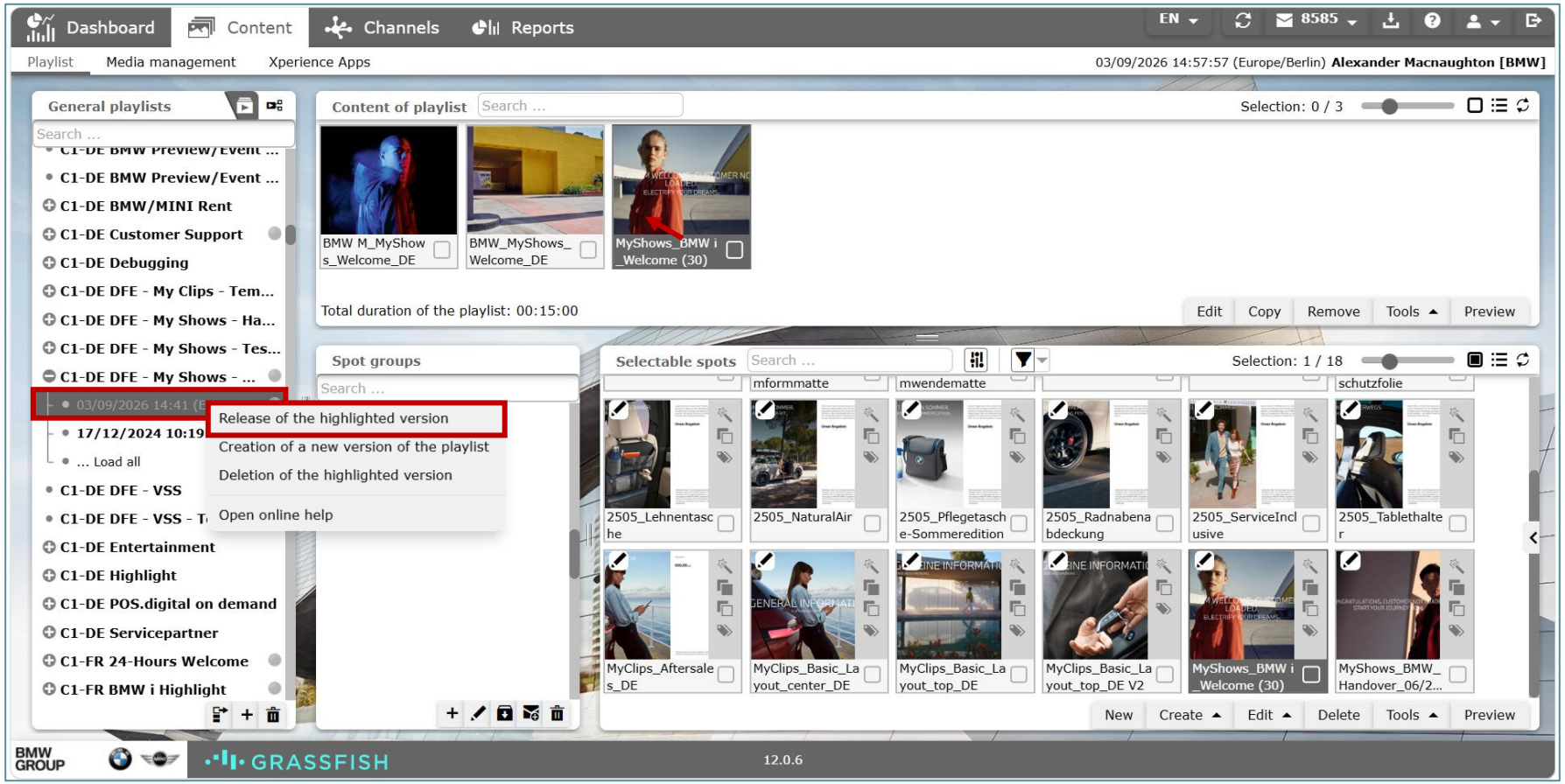

Right click the desired playlist and create a new version of the playlist.

# SETTING THE TIME



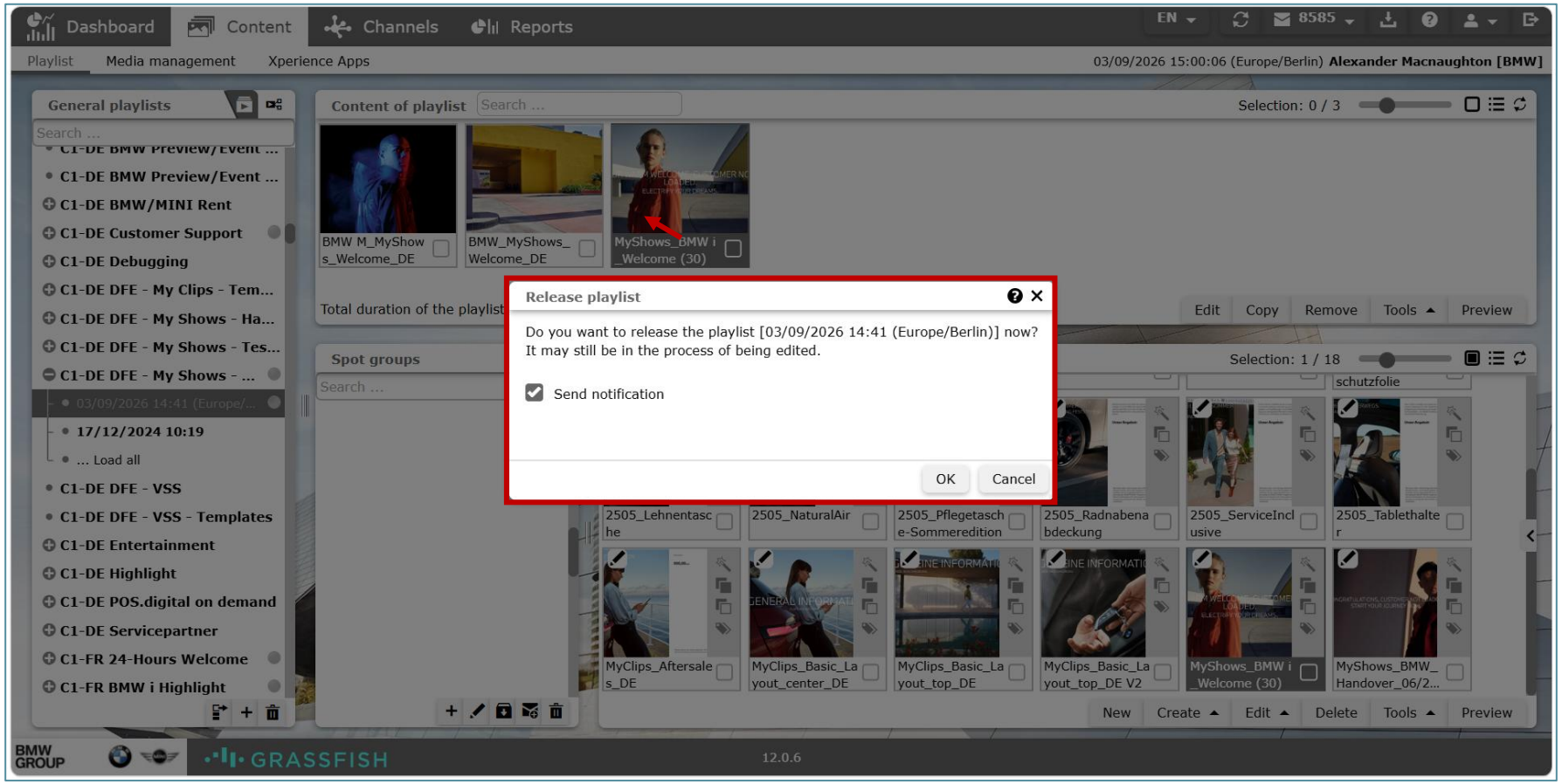

You will then get a message where you must just set the current date, time and time zone. Then click save.

# RELEASING THE PLAYLIST




You will see a new playlist version has been created with the current date and time you just set. To release the playlist, right click this new version and select “Release of the highlighted version”.

# CONFIRMING THE RELEASE

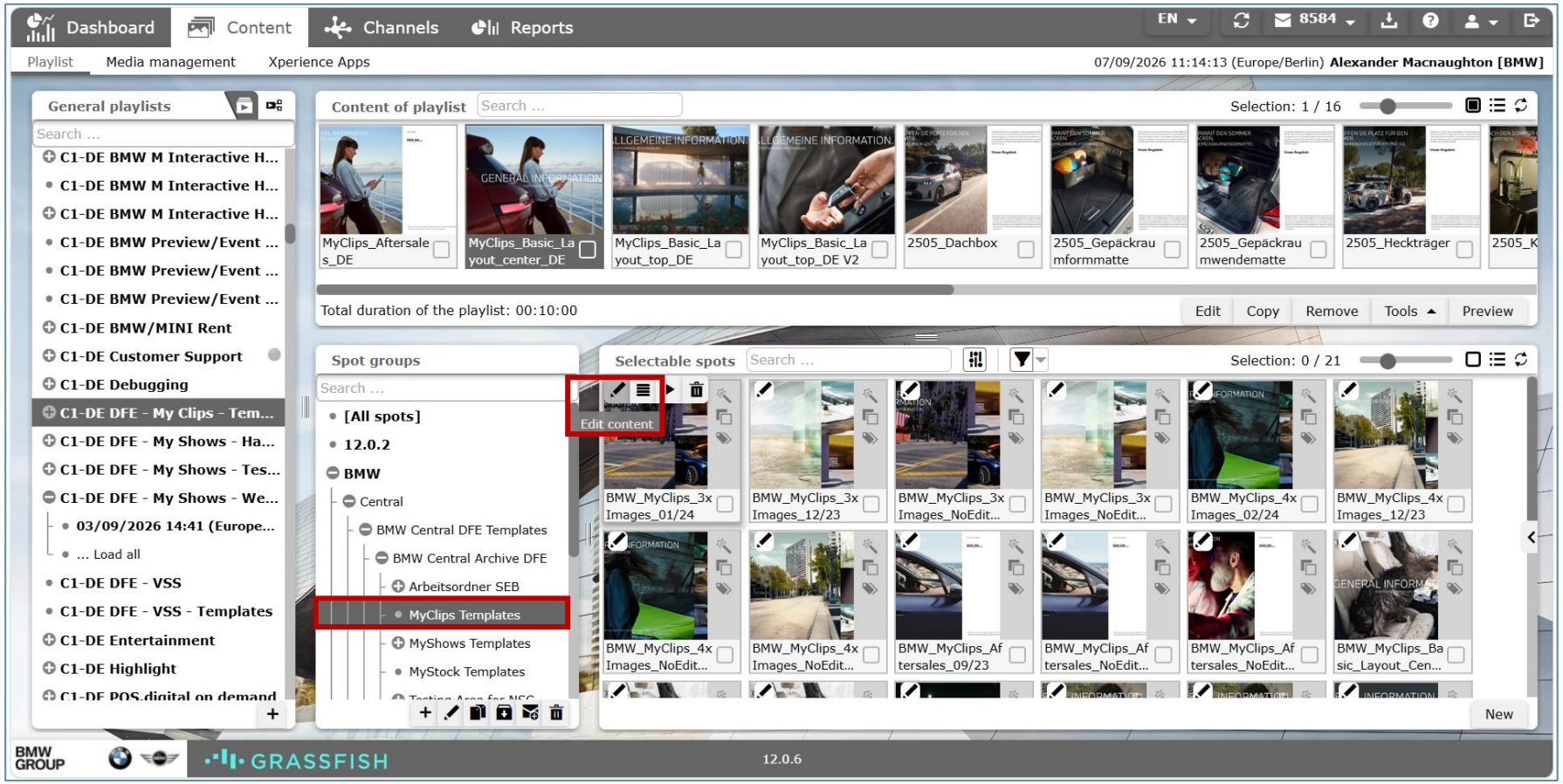



You must then simply click that you would like to confirm this. Important to note is that once the playlist is released you cannot go back and edit it.

# HOW DO I PROVIDE NEW BACKGROUND IMAGES FOR MYCLIPS?

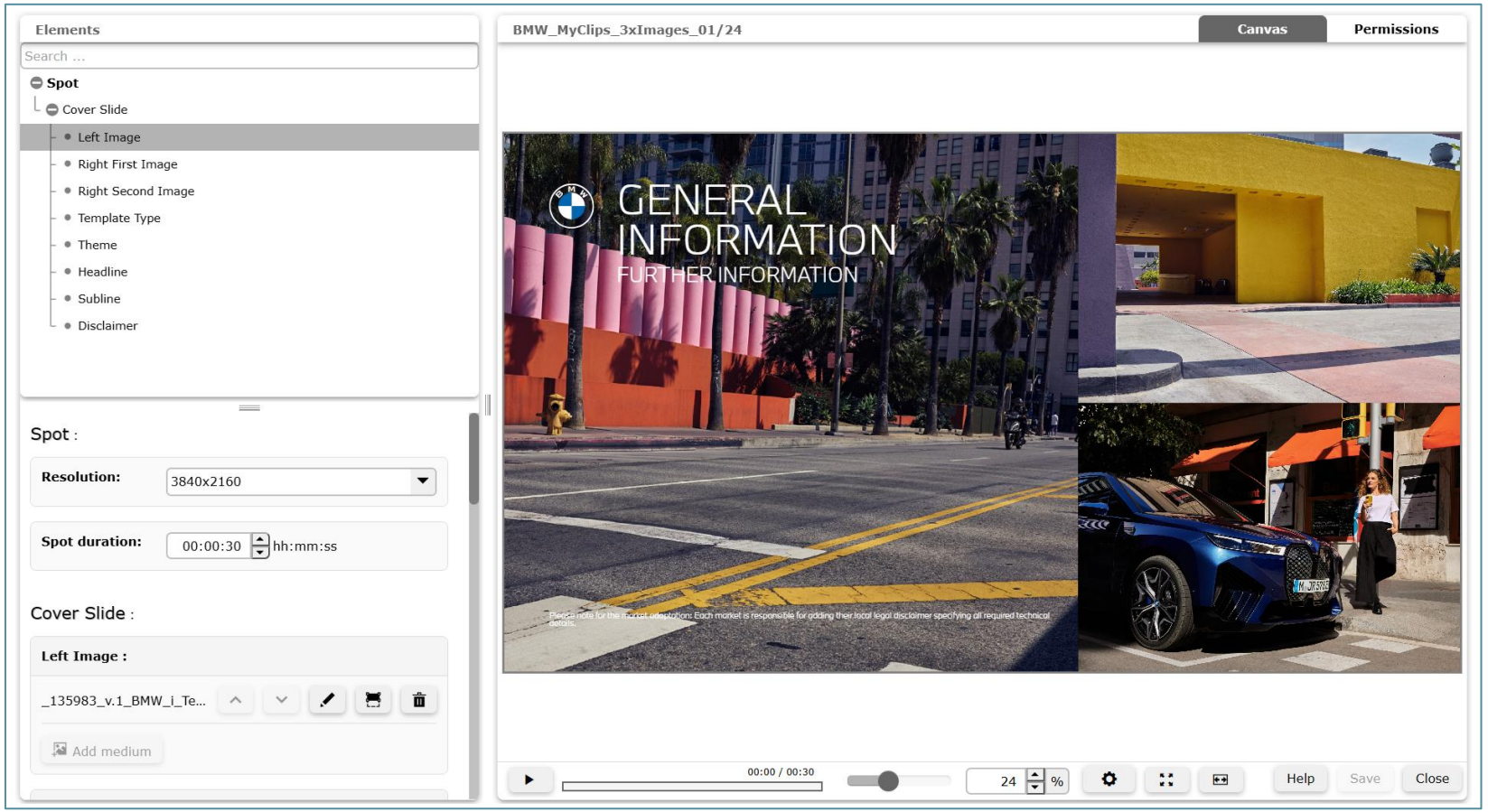

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# CONFIRMING THE RELEASE



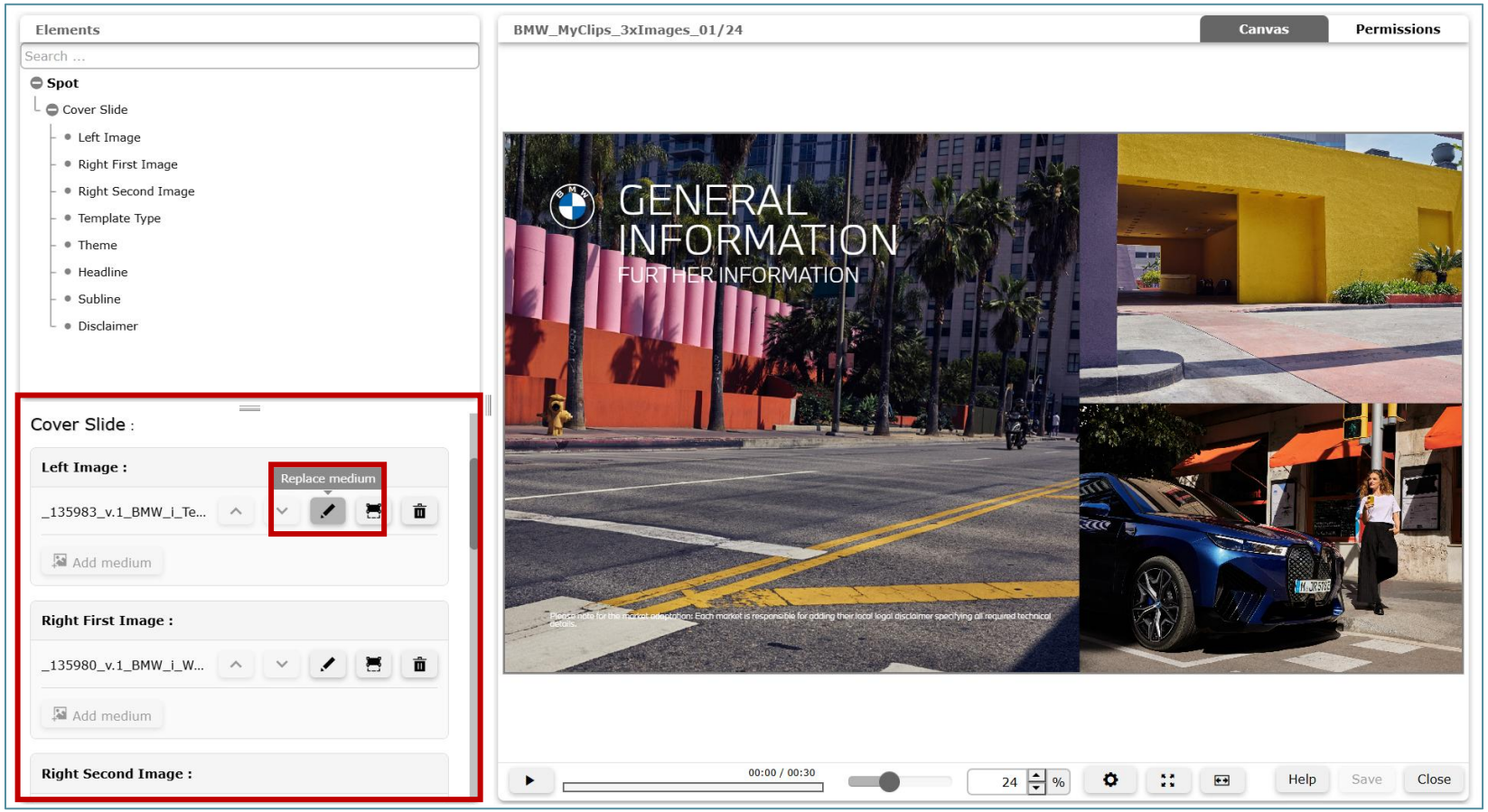

Navigate to the BMW central MyClips templates folder to find a template you might want to edit and then copy. To edit your desired template, hover over the clip and click the pencil icon to edit content.

# CONFIRMING THE RELEASE



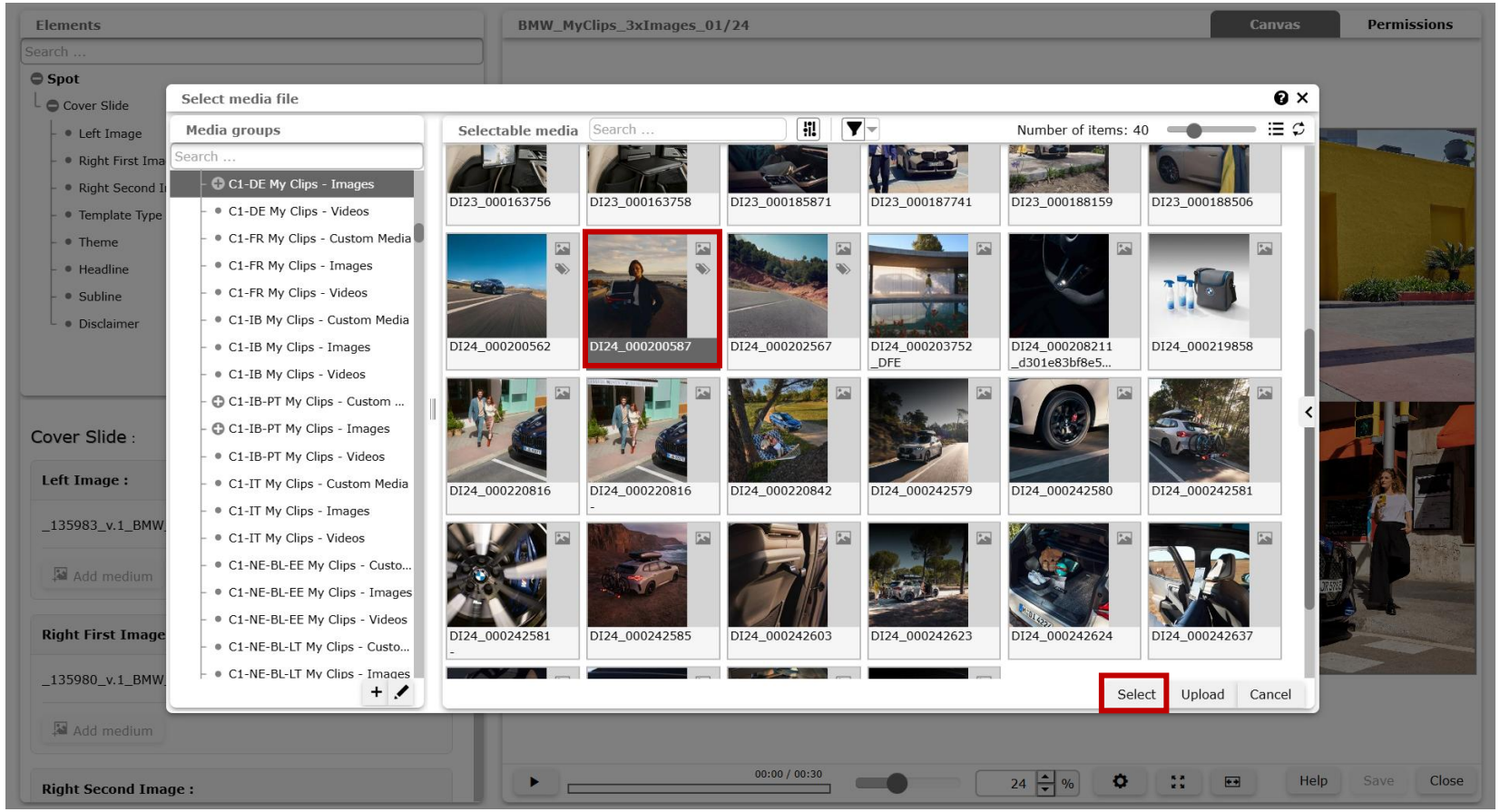

A separate window will then open, where you can edit the content of the clip.

# CONFIRMING THE RELEASE



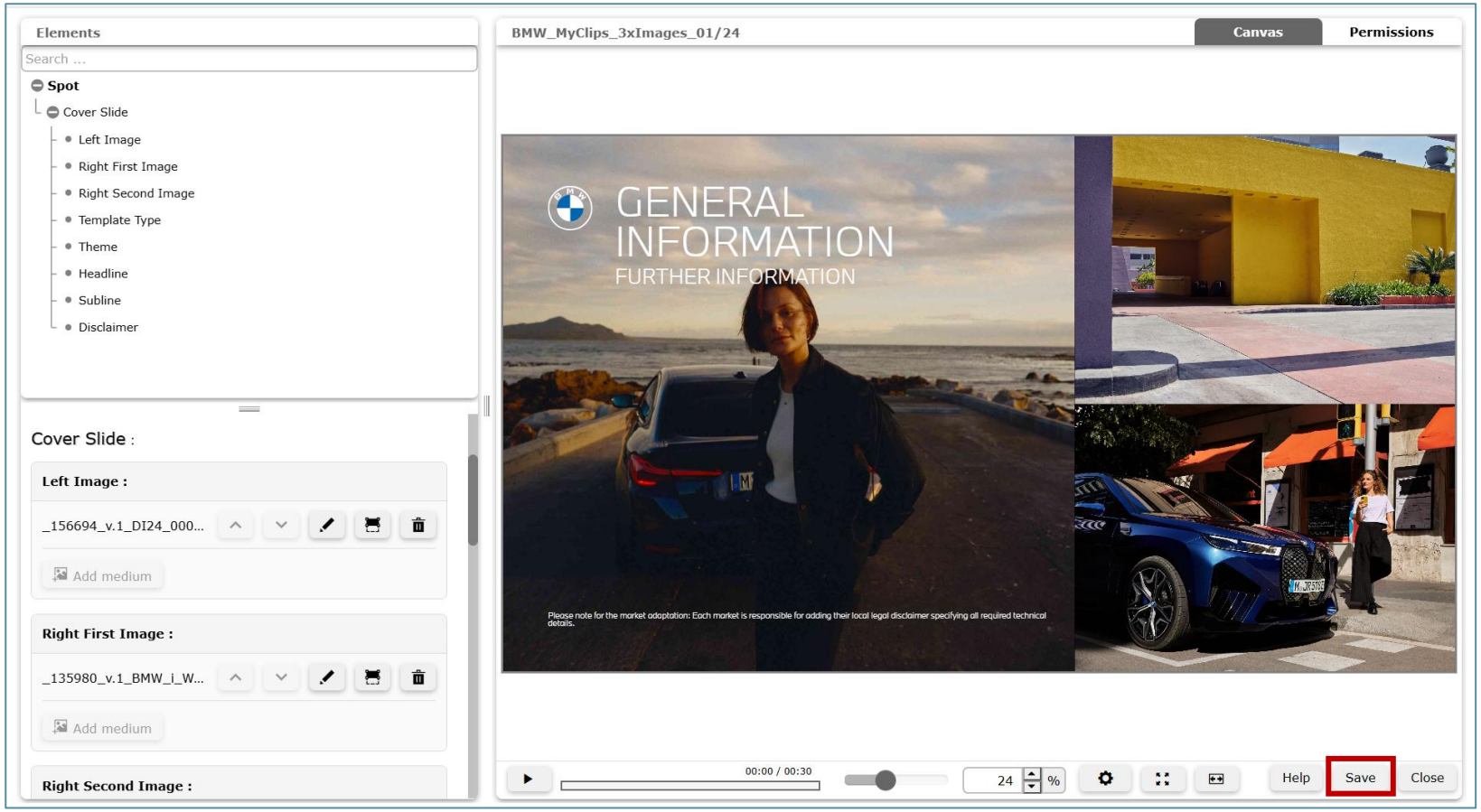

Scroll down slightly on the left, and you will find the list of images. In many cases, there is one main image, but in this case, there are three, which is why you see the “Left Image” and “Right Image”. To edit the background, simply click the pencil icon to replace medium.

# CONFIRMING THE RELEASE




A new window will open where you can select your desired media file from a large list of media in the left-hand box. Click the clip you would like to set as the background and a select button will then pop up next to upload and cancel. Click this.

# CONFIRMING THE RELEASE




You will then be returned to the previous window, where you can see that the background image has been updated. Simply click the save button in the bottom right to finish.