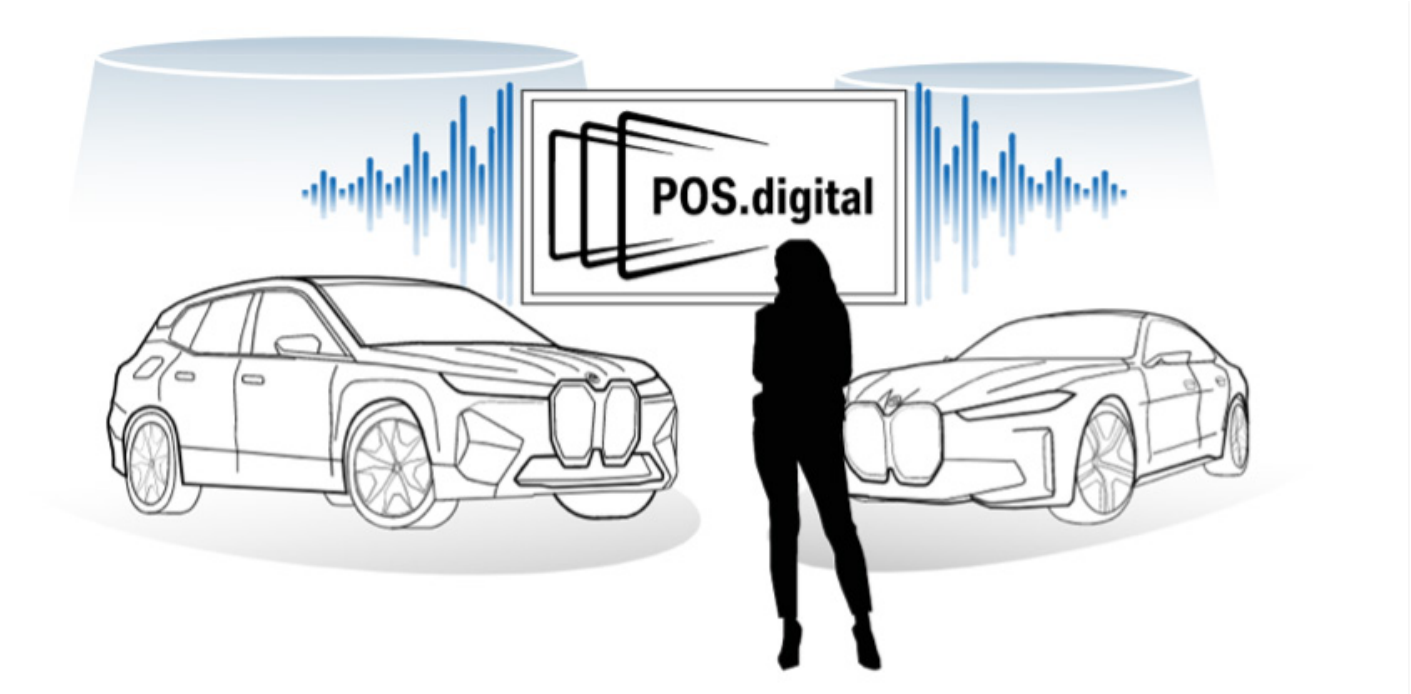
BMW GROUP

How to use the POS.digital Content Management System.

Handbook.

BMW AG ©
2023



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You can click on a chapter directly.

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CHAPTER 1
INTRODUCTION.

INTRODUCTION.

The Sales Process and by extension, dealerships and customer touchpoints are becoming more digital every day .

The POS.digital Content Management System (CMS) offers content across the entire range of BMW, MINI and all BMW sub-brands for your showroom screens.

The System contains various types of content for different purposes. For example:
- Emotional films and animations
- Product details
- General dealership information, e. g. opening hours
- Spots about Service, Parts, Accessories und Lifestyle products
- Explanatory spots for complex topics
- interactive touchscreen applications

You have the opportunity to adapt and create individual content, for example using the various templates to create content for events, seasonal offers and more.

BMW and MINI central marketing team provide regular updates for spots and playlists.

If you have any questions, contact us: http://help.bmwgroup-posdigital.com

Now, follow the steps to use the POS.digital Content Management System.



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CHAPTER 2
GET STARTED.

ACCESS AND LOGIN.
CHANGE YOUR PASSWORD.

GET STARTED.
ACCESS AND LOGIN.

Access.

To get access to the Content Management System, please contact AZS via

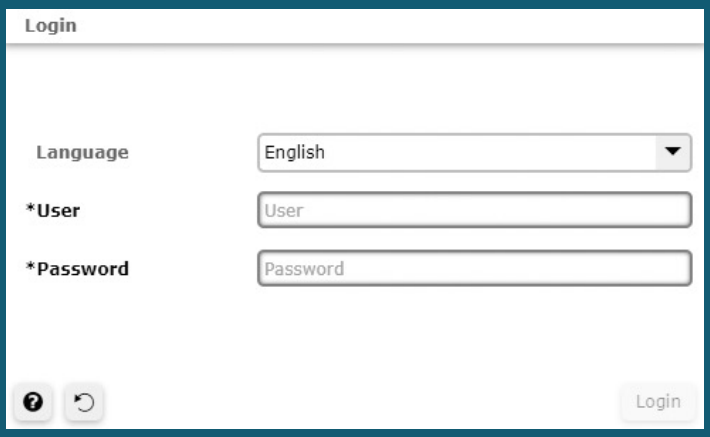
ASZ.Hotline@bmw.de or phone +49 89 382 34900

or create a ticket in IDS (Integrated Dealer Support) 2.0:

https://bmwidsprod.service-now.com/csp

Login.

Using your browser navigate to the web address https://bmwgroup-posdigital.com



First select your **LANGUAGE** to start the Content Management System. This may take several seconds.

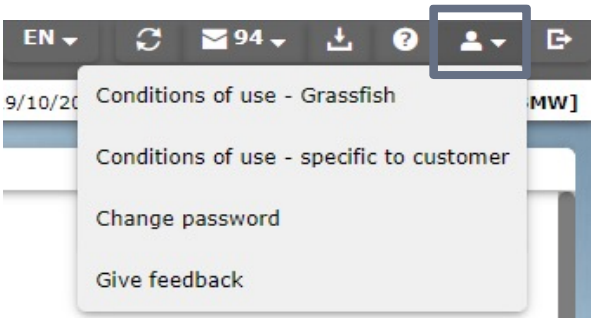
Enter your **USER NAME** and **PASSWORD**.

Then, click **LOGIN**.

Make sure, you use the correct upper / lower case characters when entering your user name and password.

GET STARTED.
CHANGE YOUR PASSWORD.

After you have logged in, you can change your password **BY CLICKING THE PROFILE ICON AND THE PASSWORD TAB** at the top right.



First, enter your current password in the ***OLD PASSWORD** field.

Then, enter your **NEW PASSWORD** twice.



When you first login, you may be automatically asked to change your password. If not, follow the process detailed above.

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CHAPTER 3
SYSTEM STRUCTURE.

CHANNELS.
CONTENT.
SPOTS AND CONTENT GROUPS.
MEDIA MANAGEMENT.

SYSTEM STRUCTURE.
CHANNELS.

The POS.digital Content Management System introduces several spots, templates and playlists to help you enhance your (customer's) showroom experience.

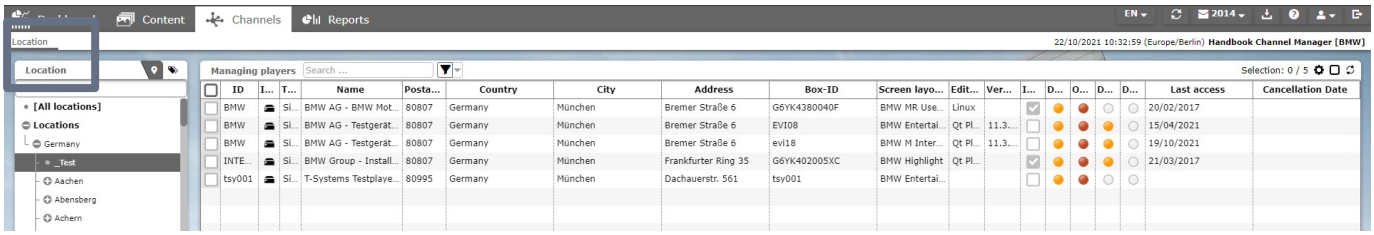
Now, get familiar with the system structure to find your relevant content.

The **CHANNELS TAB** gives you an overview of the number and current status of all installations in the specific market.
All information displayed in this tab is only for your information.



Location tab.

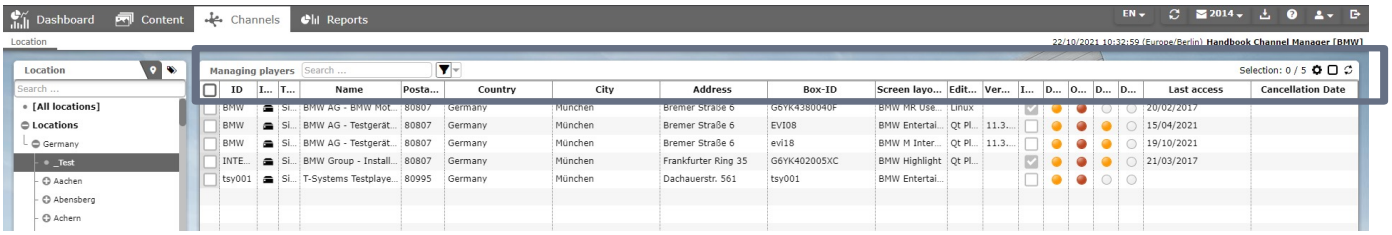
This tab displays the hierarchical structure of the locations and media players in your area.
Players in the **LOCATION TAB** are grouped by market, city and point of installation.



Players tab.

The **PLAYERS TAB** displays the assigned players for the selected location, grouped by market, city, address, touchpoint and screen layout.

You can also see the number and activation status of all installations in the specific market as well as **THE LAST ACCESS DATE**.



SYSTEM STRUCTURE.
CONTENT.

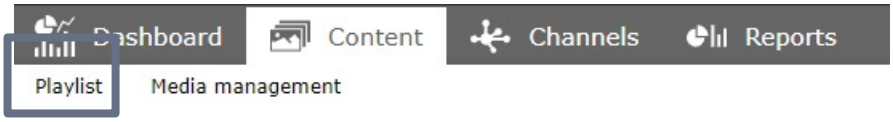
In the **CONTENT AREA**, you will find the playlists and the media files.



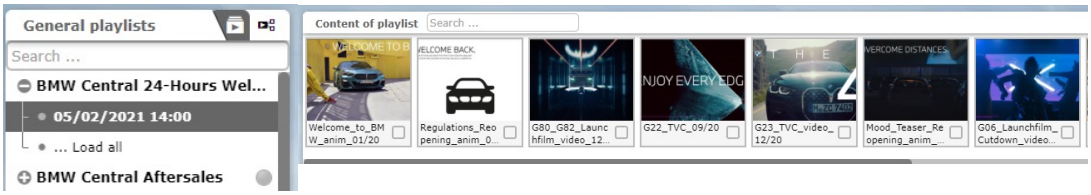
Playlist tab.

This tab lists your locally adapted and central playlists.
You can enter search terms into the search field at the top of the page to filter the list.

You can only edit your **LOCAL PLAYLISTS**.

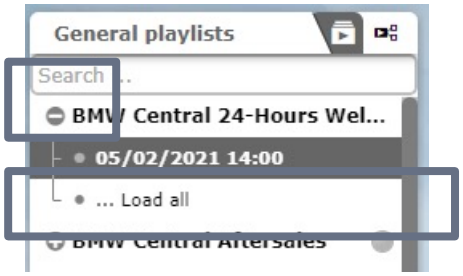


Click on a **PLAYLIST** to display the spots it contains in the **PLAYLIST CONTENT SECTION.**



Click on the **PLUS ICON** to see the current playlist of the chosen touchpoint.

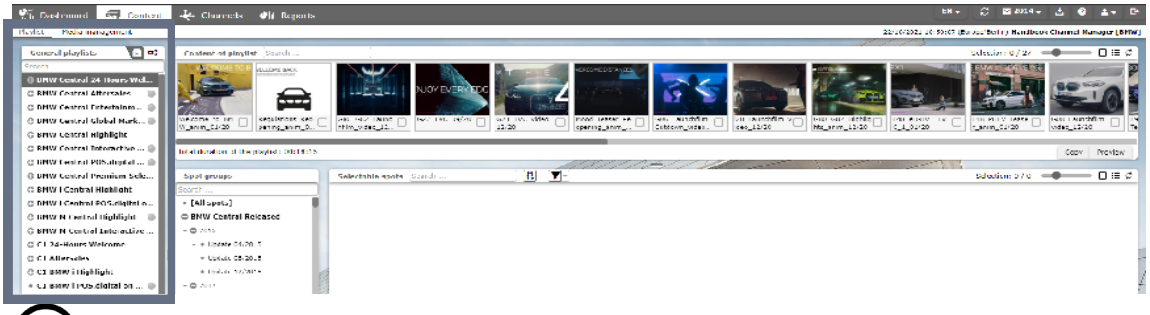
Then click on **LOAD ALL** to see all playlists.



The overview also shows you the release date and the status of each playlist:
CURRENT PLAYLISTS are marked in **BOLD**. **UNRELEASED PLAYLISTS** are marked with a **GREY POINT** on the right-hand side.

Content of playlist.

Here, you can see sequences of spots as they are shown on the related screens, as well as the total duration of the playlist.

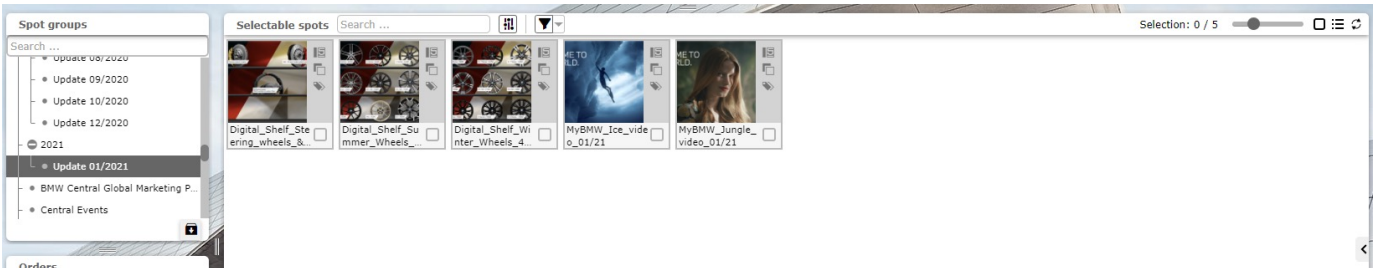


See also "How to create new spots" and "How to create and edit playlist content".

SYSTEM STRUCTURE.
SPOTS AND CONTENT GROUPS.

Selectable spots.

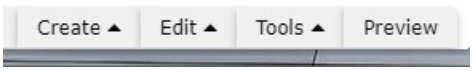
SELECTABLE SPOTS displays all available spot that can be interested into a playlist sequence or adapted to your own preferences (only for templates and local spots).



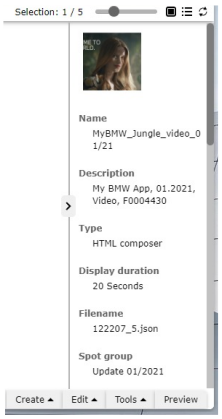
To change the **SIZE** of the displayed spots, use the **SCALE FUNCTION** in the top right-hand corner to change the displayed spots.



To see a spot in full length click on **PREVIEW.**

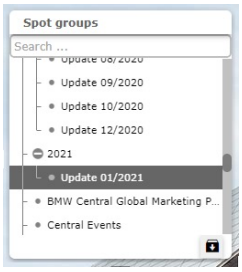


A click on the arrow on the right-hand side of the **SELECTABLE SPOTS SELECTION** opens an overview of the spot properties and attributes.



Spot groups.

Grouping spots by touchpoints, type or other criteria makes them easier to manage.
Subdirectories can only be created in your local groups.



Hint:
If you want to find the spot group for a spot integrated into a playlist, click on **TOOLS** in the **CONTENT OF PLAYLISTS** and select **FIND THE SPOT**. The spot group will then be highlighted and the spot will be displayed in the **SELECTABLE SPOTS SELECTION**.
preferences (only for templates and local spots).

Take care to follow the approval process in this document (Content Approval Process).

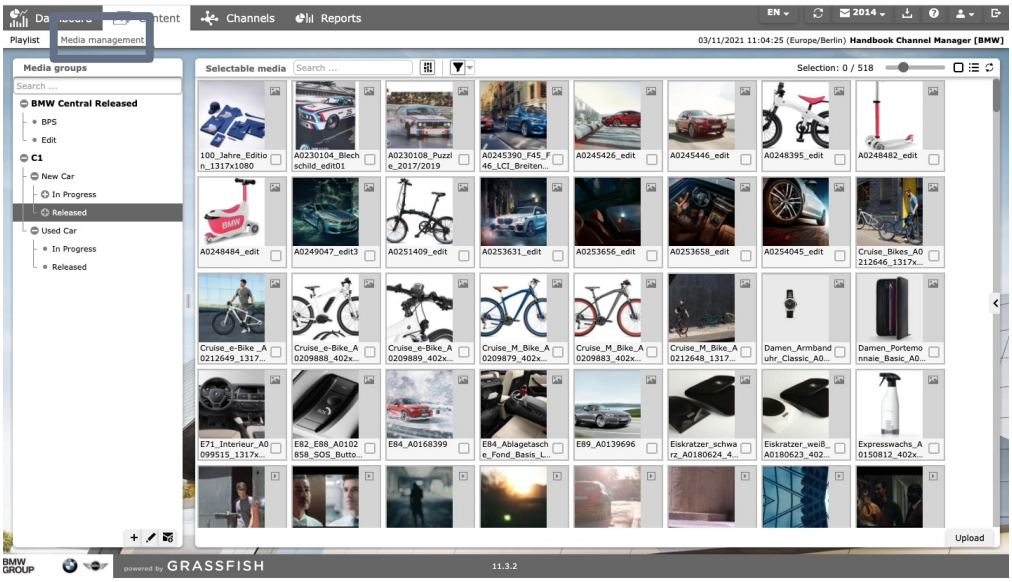
SYSTEM STRUCTURE.
MEDIA MANAGEMENT.

The **MEDIA MANAGEMENT TAB** is used to organise master and local assets (e. g. pictures).
Use the **MEDIA MANAGEMENT TAB** to upload images and videos to use in your own spots.

Media groups.

Group your media files to maintain a clear overview.

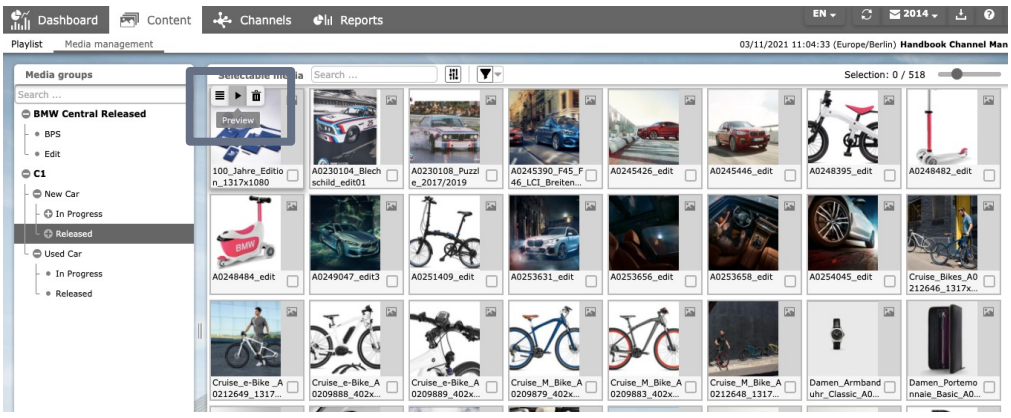
Select a media group to show all files in this group.



Selectable media.

The **SELECTABLE MEDIA SELECTION** displays all available media files in this selected group.

Use the **PREVIEW** button for a large scale version of the selected media element.



See also "Uploading Media".

BMW GROUP

CHAPTER 4
HOW TO EDIT EXISTING SPOTS.

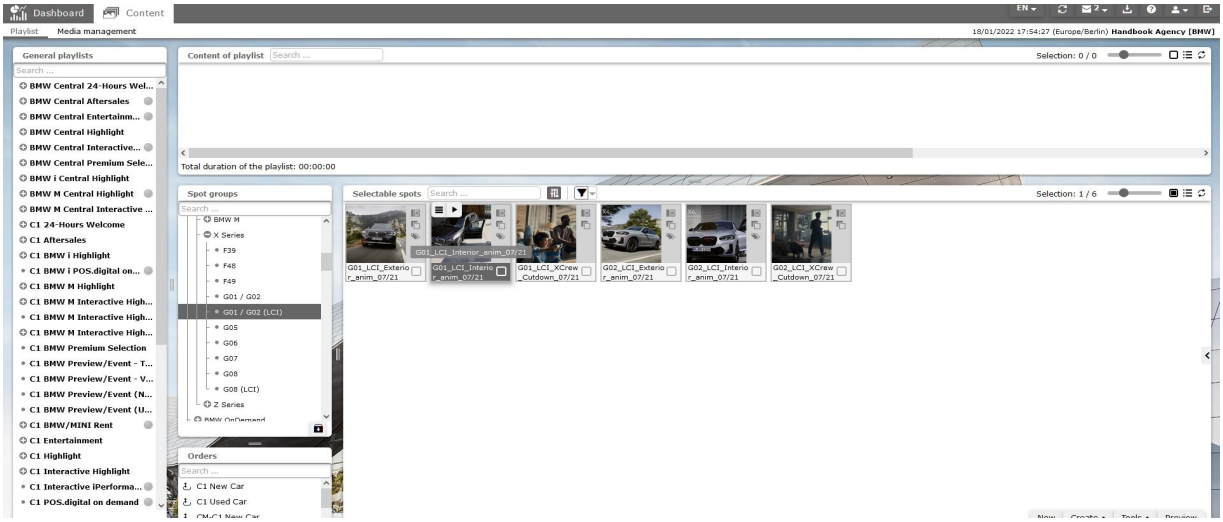
ADAPTING SPOT PROPERTIES.
EDITING MEDIA ELEMENTS.

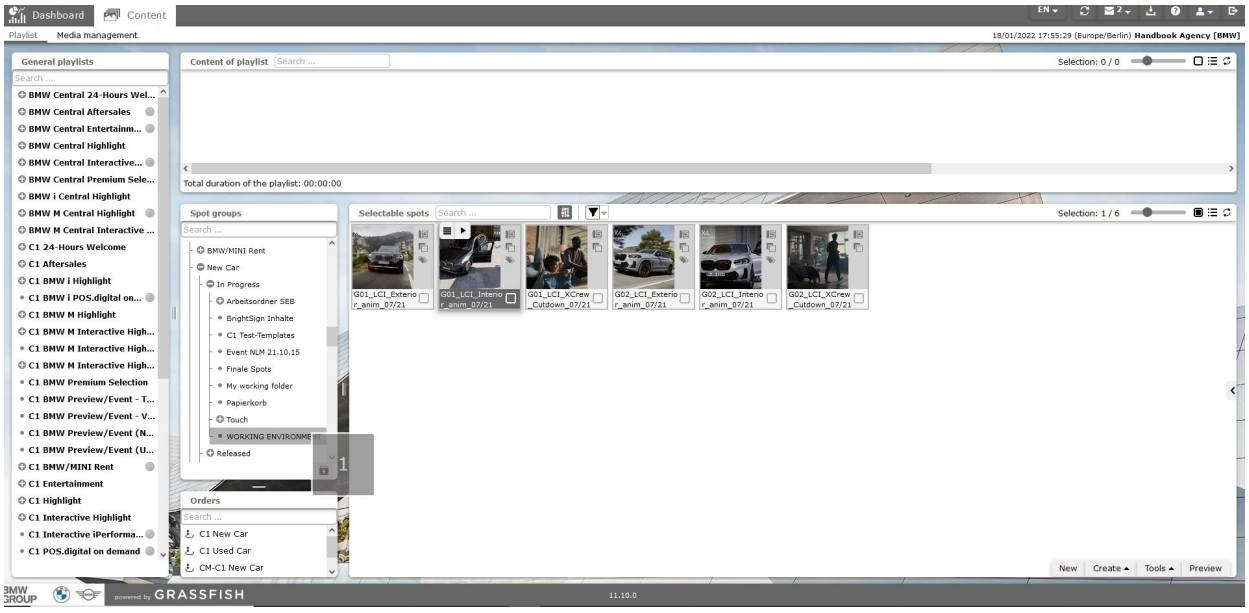
HOW TO EDIT EXISTING SPOTS.

You can edit and enhance text and media elements.

Now, follow the steps.

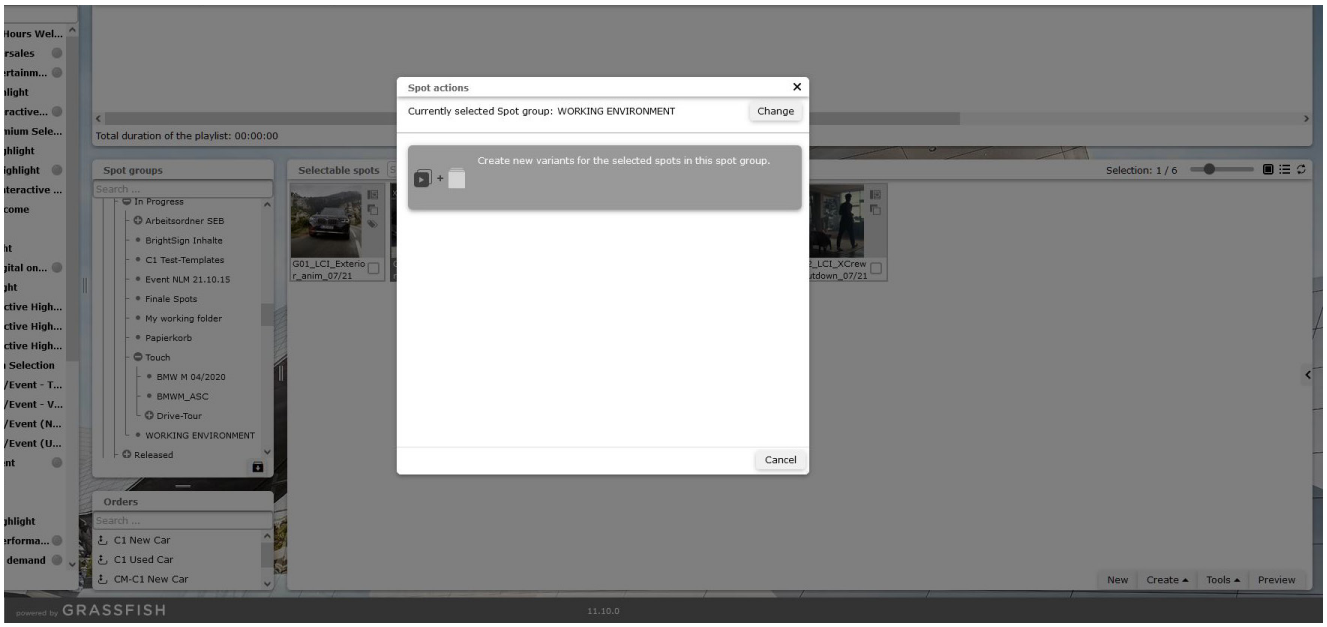
1 Select a spot from the **SELECTABLE SPOTS SELECTION** out of a **BMW CENTRAL RELEASED FOLDER** and drag it via drag and drop to your local folder.



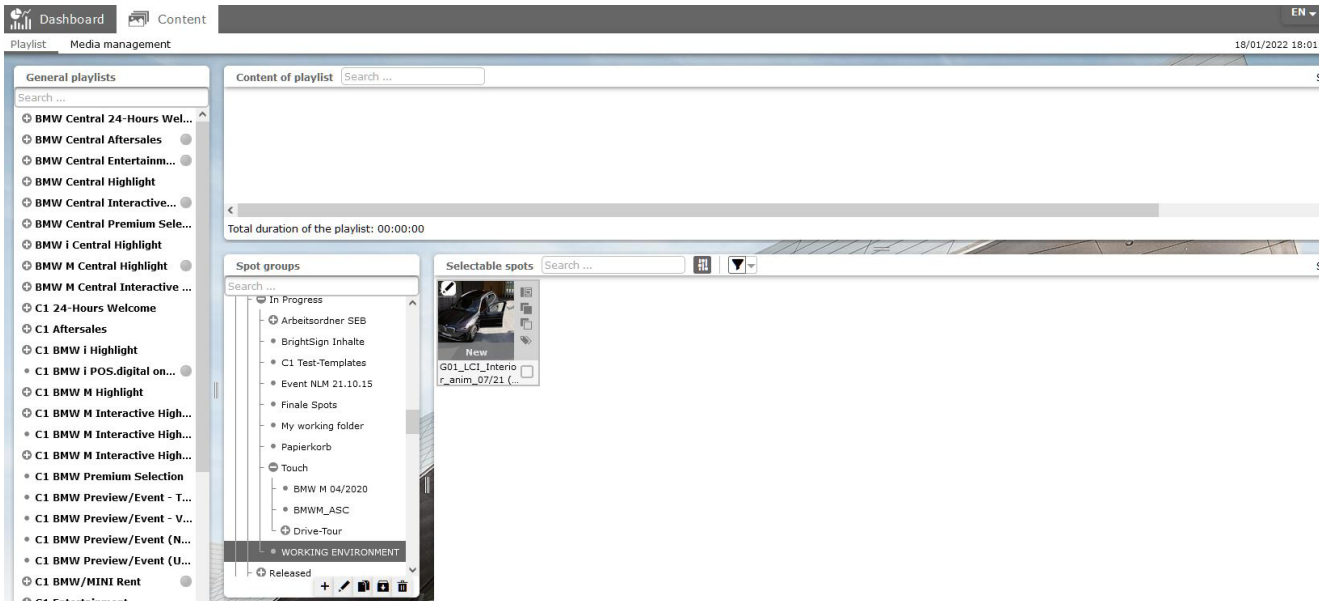


HOW TO EDIT EXISTING SPOTS.

2 A new window opens.
Click on **CREATE NEW VARIANTS OF THE SELECTED SPOT IN THIS CONTENT GROUP**.
Click on **CHANGE**, if you want to select another spot group.

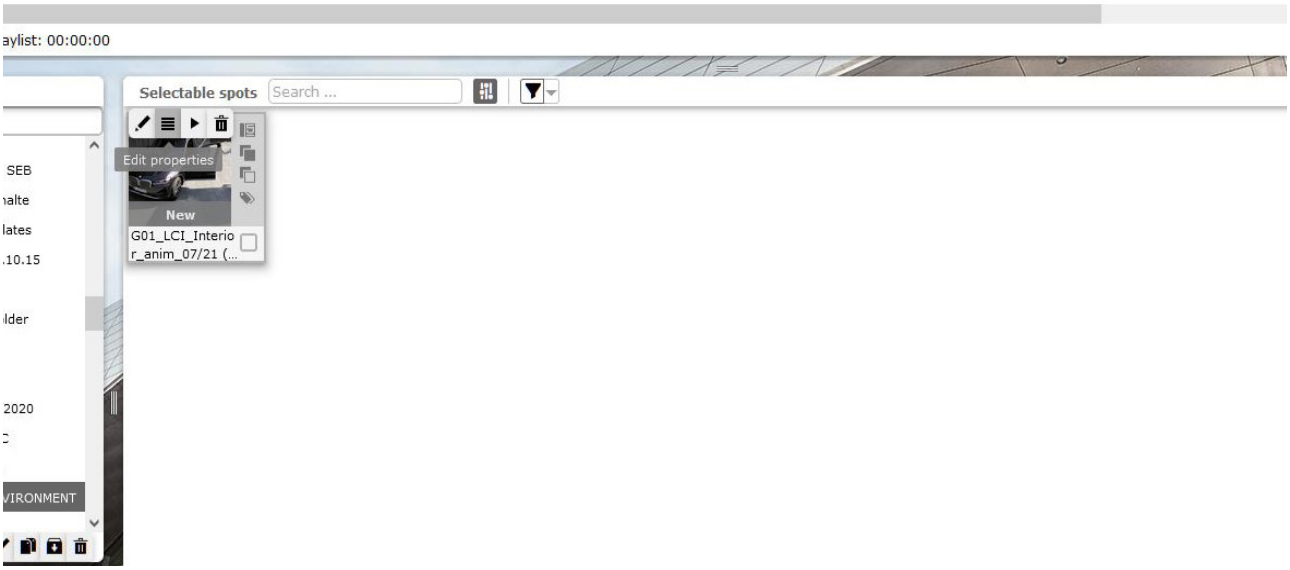


3a A variant of the selected spot has been now created in your **LOCAL FOLDER**. It is marked as new.



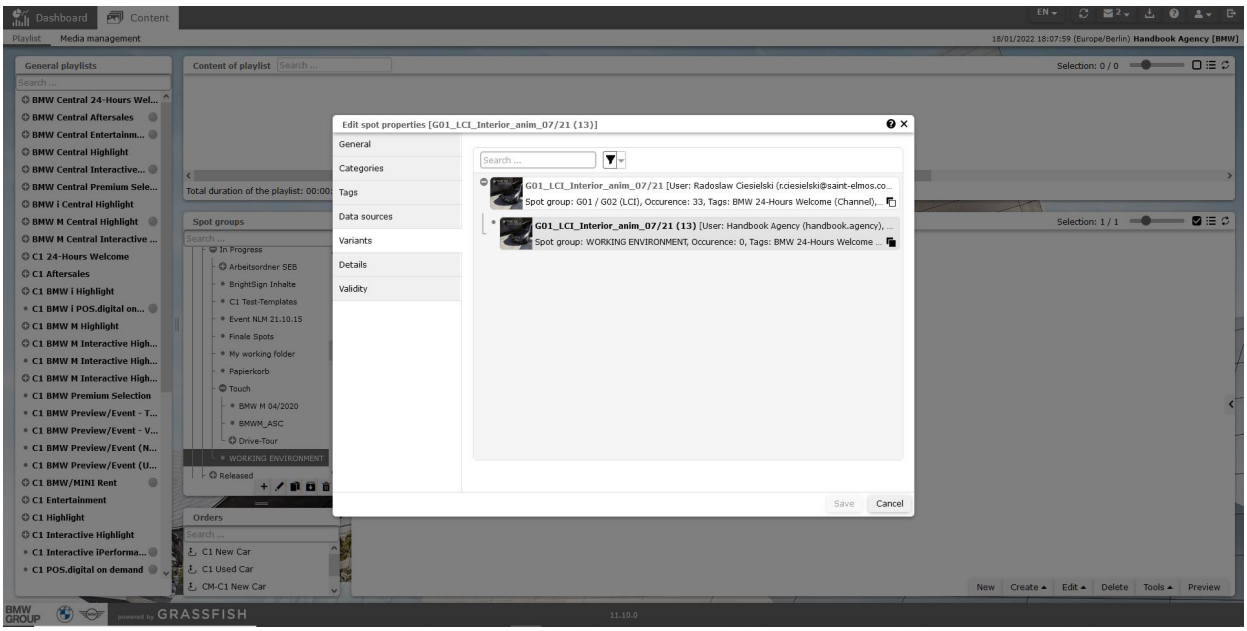
HOW TO EDIT EXISTING SPOTS.

3b With a click on it, you are able to edit it.



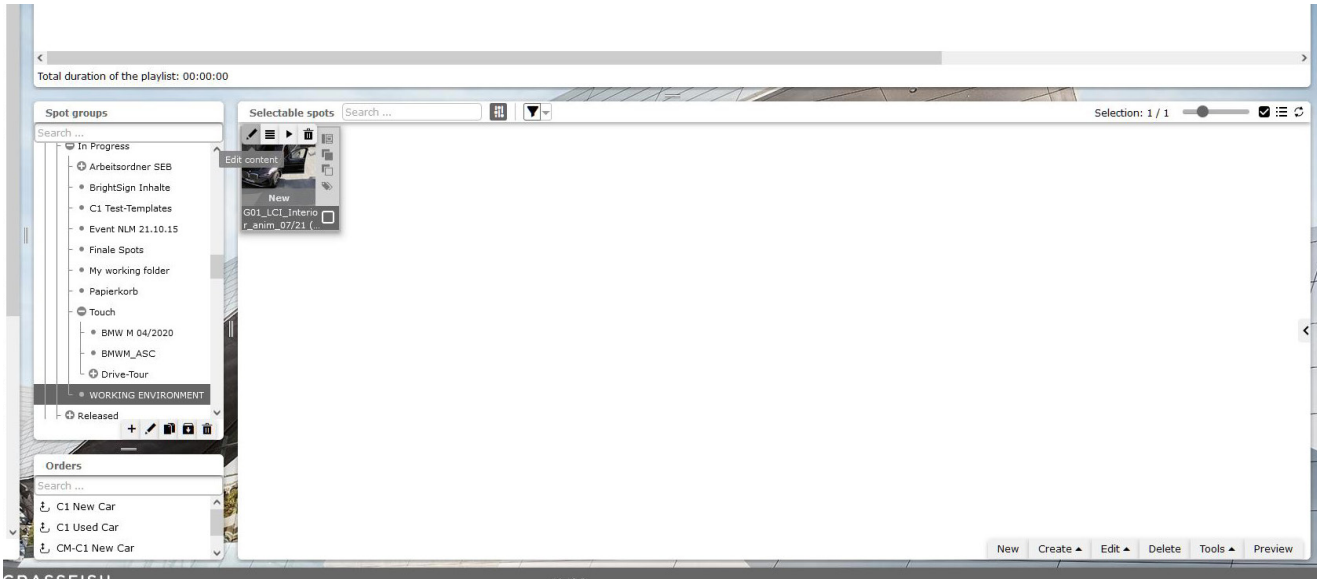
The created variant inherits the properties and attributes of the original spot ad remains linked to it.
If there are later changes to the original spot, e. g. it gets new tags or a new validity, the variant will be updated automatically.

To check the dependencies, open the **SPOT PROPERTIES** and click on **VARIANTS**.



HOW TO EDIT EXISTING SPOTS.

4 To edit a spot from your **LOCAL SPOT GROUPS**, bring your mouse or touchpad over the thumbnail in the **SELECTABLE SPOT LIST** and click on the **EDIT CONTENT BUTTON**.



Note that editing spots requires certain user access rights.
Not all users can edit all spots.

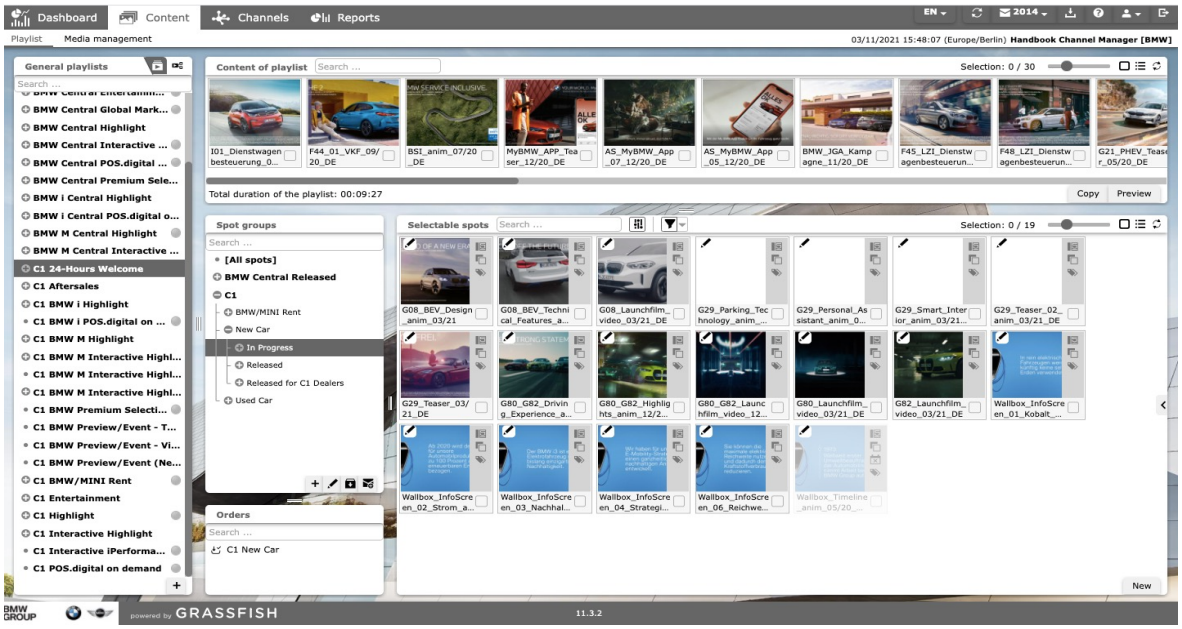
HOW TO EDIT EXISTING SPOTS.

ADAPTING SPOT PROPERTIES.

If you'd like to provide editable spots for your dealers, you can create variants within a dedicated folder

1 Make sure you are in the **PLAYLIST TAB**.

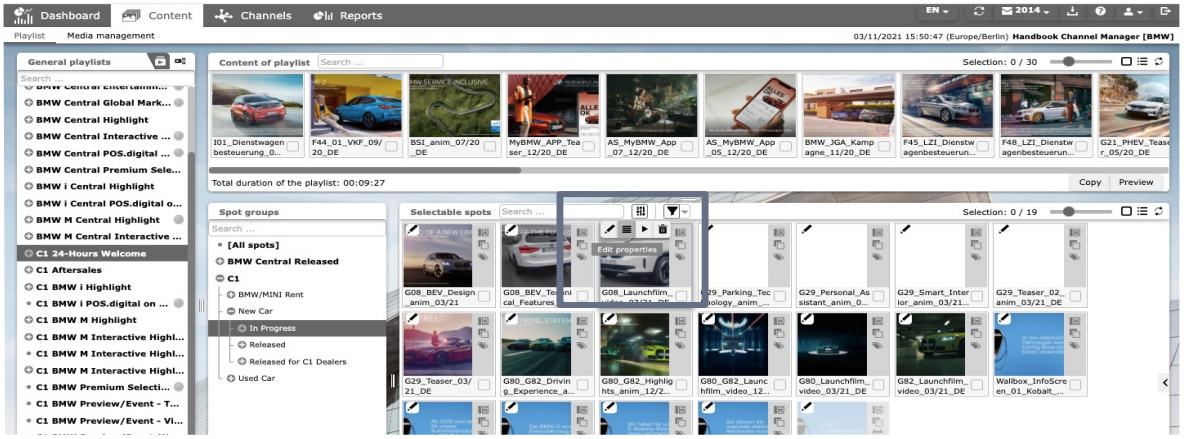
2 Click on your **CONTENT FOLDER** from where you want to provide spots.



3 Make a choice from your released NSC content.

4 Existing spots can be set public by clicking the **EDIT PROPERTIES** button.

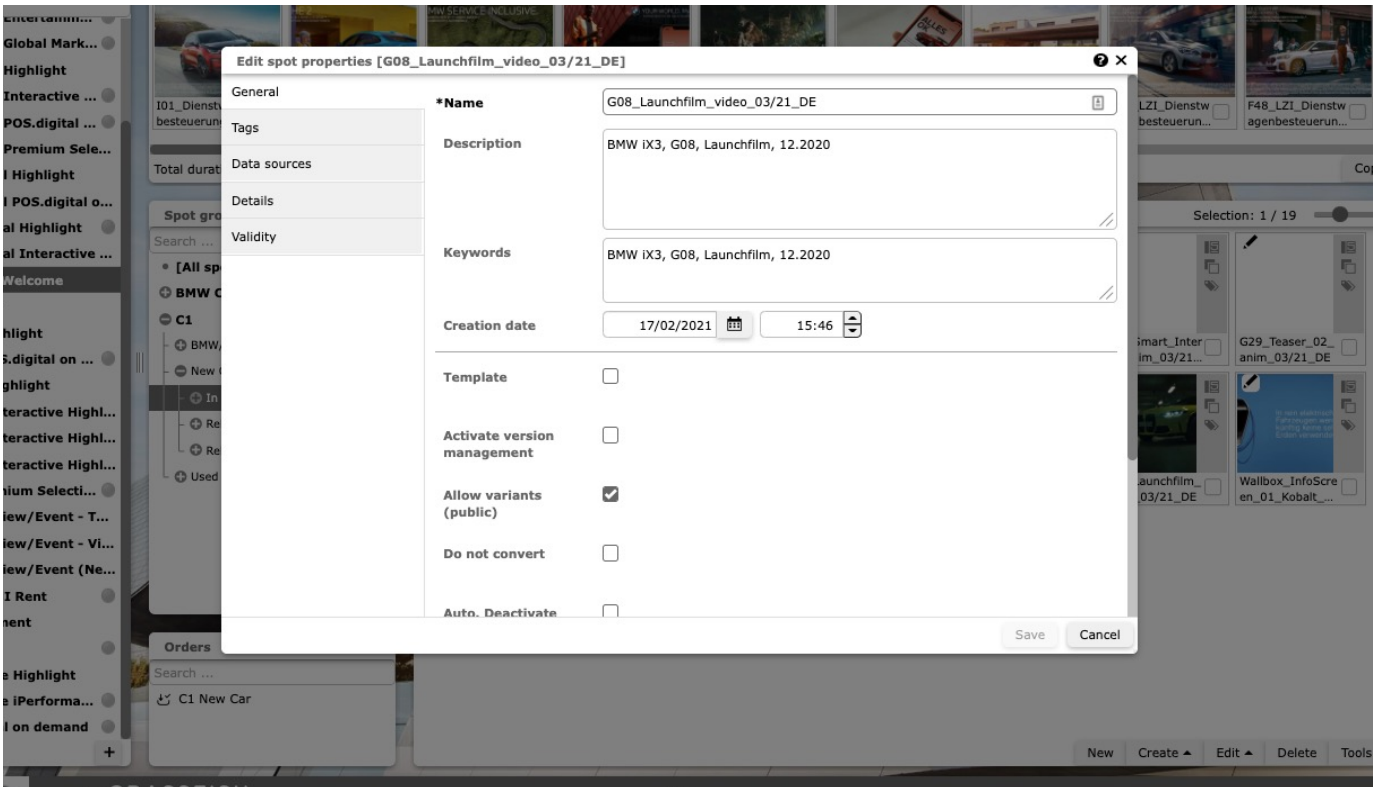
Spots need to be marked specifically so your dealers can display them. The required setting option is called "public". Without marking spots as public, they won't be seen afterwards in your dealer's specific overview.



HOW TO EDIT EXISTING SPOTS.

ADAPTING SPOT PROPERTIES.

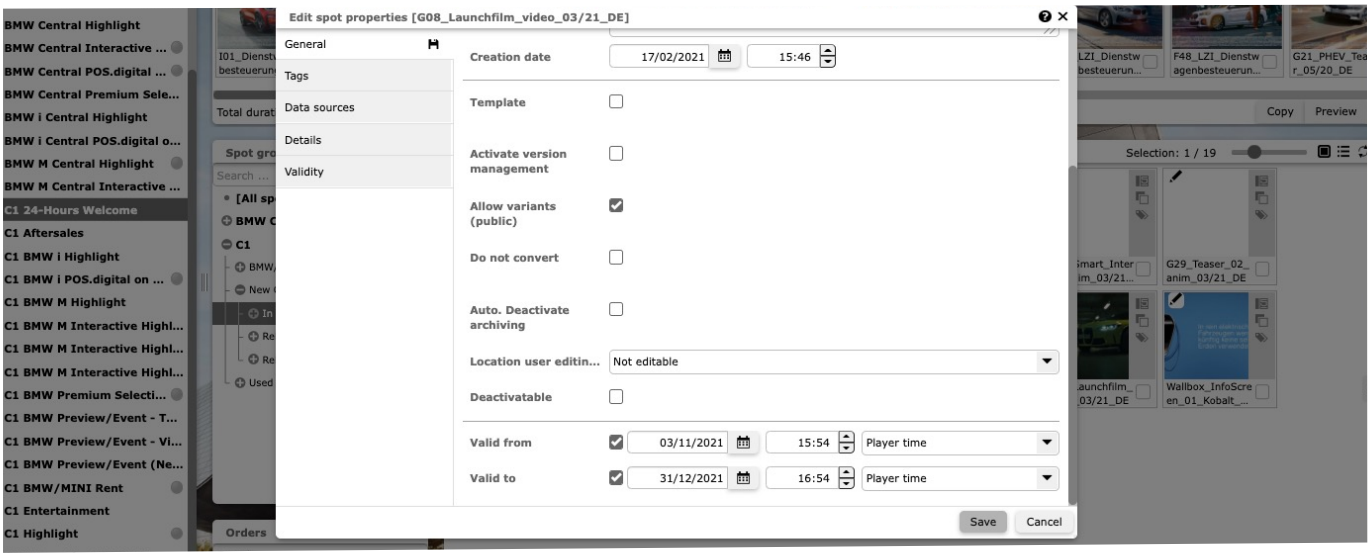
5 Optionally, you can rename your spot and add necessary descriptions to identify the template later on.



Also, you can set a **SPECIFIC VALIDITY TIME**, e.g. for seasonal campaigns.

Take care that the box for **ALLOW VARIANTS (PUBLIC)** is ticked.

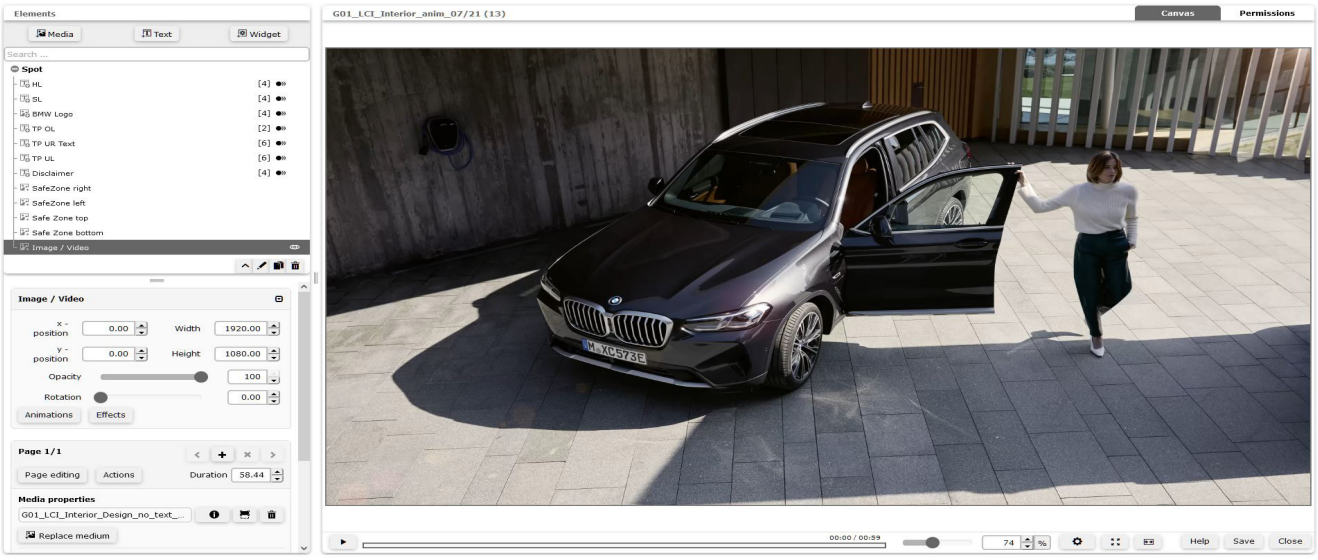
SAVE the file.



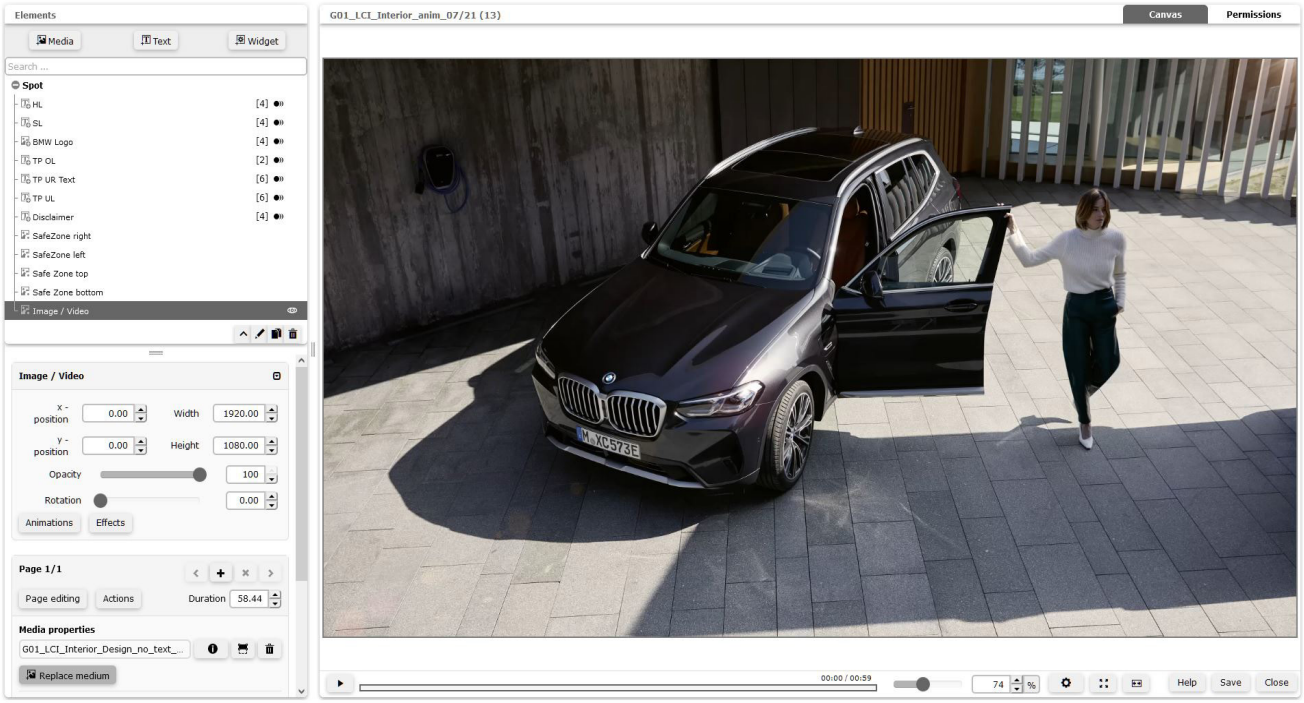
HOW TO EDIT EXISTING SPOTS.

EDITING MEDIA ELEMENTS.

1 If necessary, select a media element for adaption from the **LIST OF ELEMENTS**.



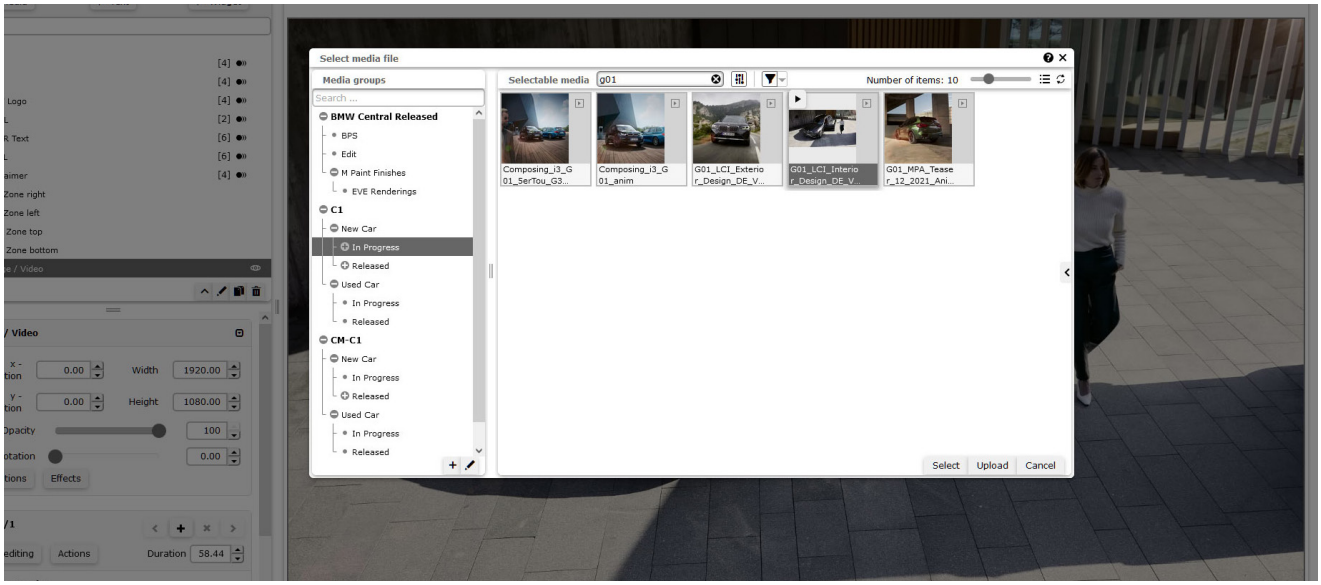
2 The **EDIT OPTIONS** for the media field are limited according to the present configuration of the element (e.g. replace medium).



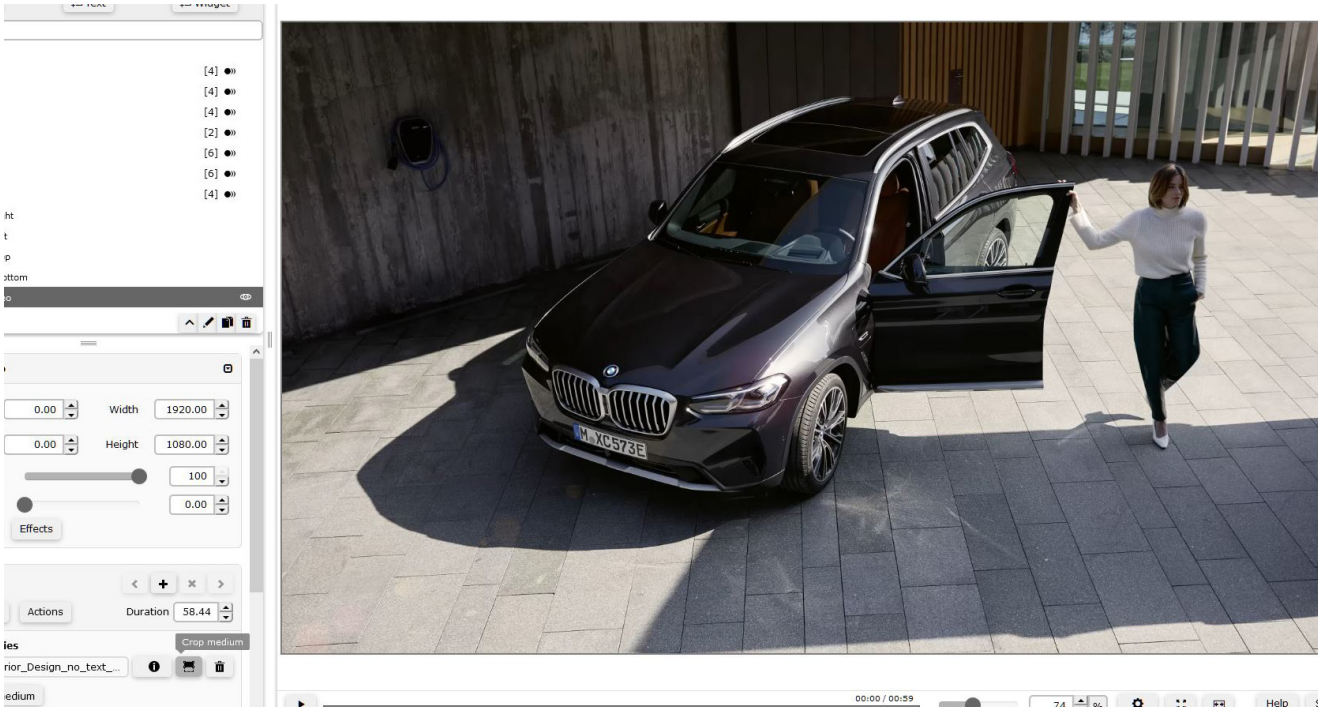
HOW TO EDIT EXISTING SPOTS.

EDITING MEDIA ELEMENTS.

3 Choose a new media file by clicking the **REPLACE MEDIUM** button and select an image from the **MEDIA MANAGEMENT STRUCTURE**.



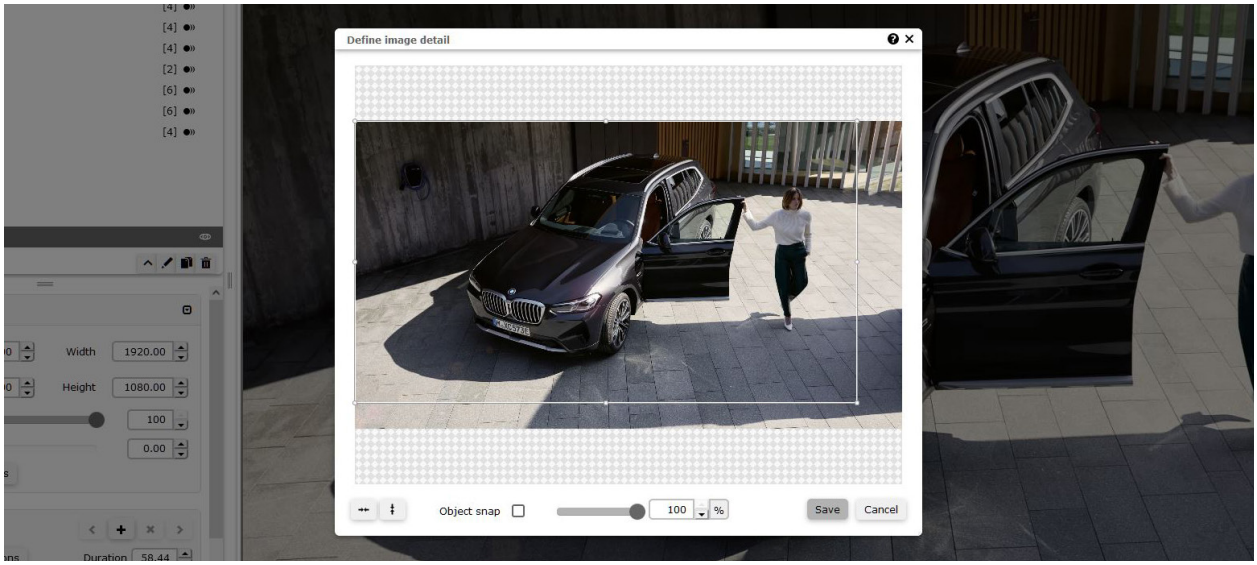
4a If necessary, adapt the size of the selected media file by clicking the **CROP MEDIUM** button.



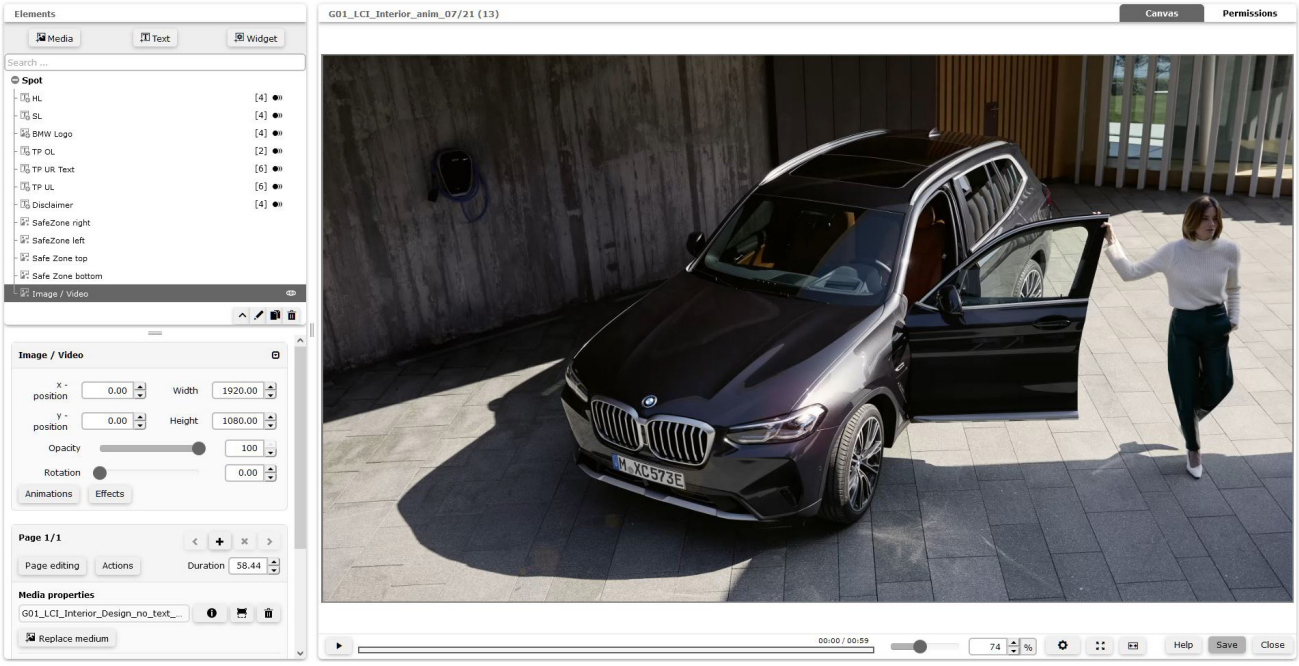
HOW TO EDIT EXISTING SPOTS.

EDITING MEDIA ELEMENTS.

4b Define the image detail with the rectangle and **SAVE** it.



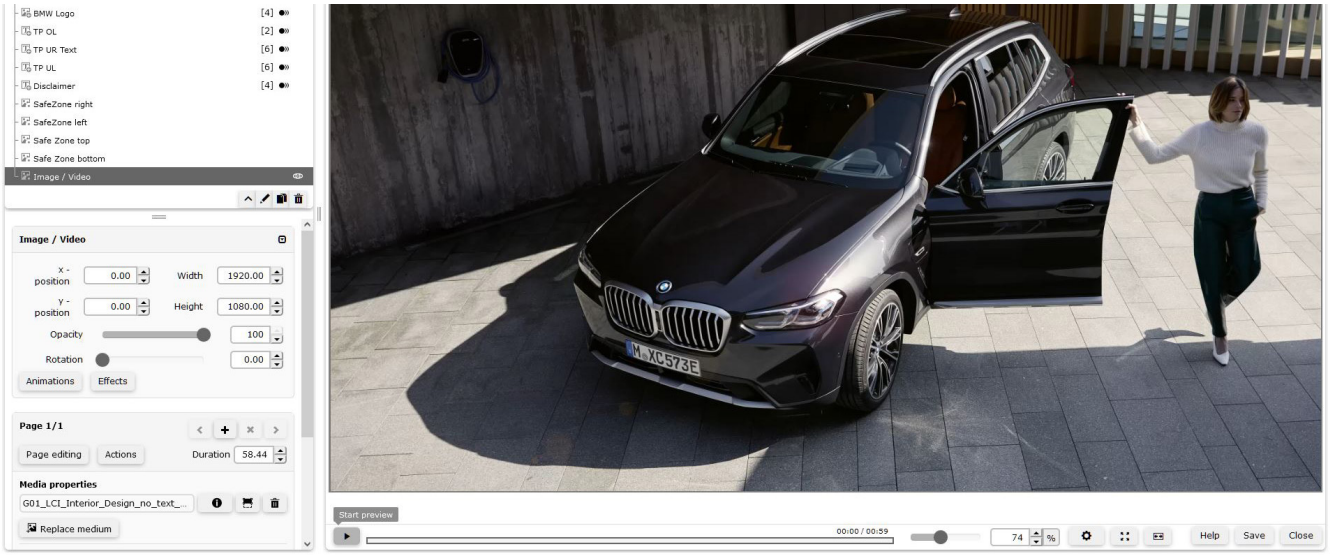
5 Save the changes by clicking the **SAVE BUTTON** (bottom right).



HOW TO EDIT EXISTING SPOTS.

EDITING MEDIA ELEMENTS.

6 Preview the spot by clicking the **START PREVIEW** button.



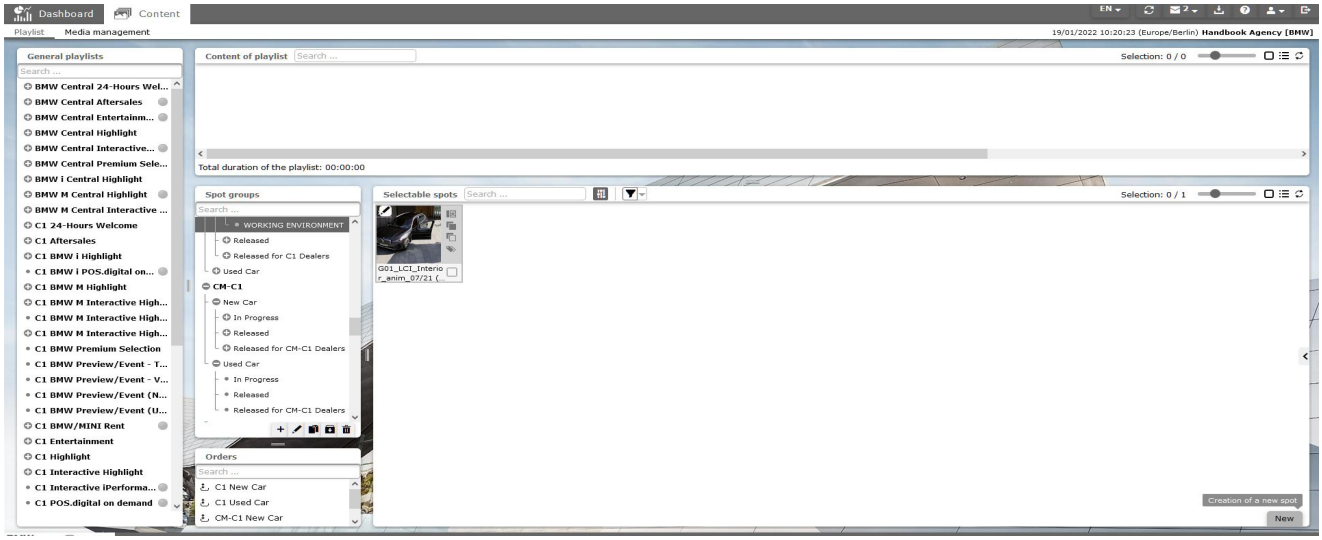
BMW GROUP

CHAPTER 5
HOW TO CREATE NEW SPOTS.

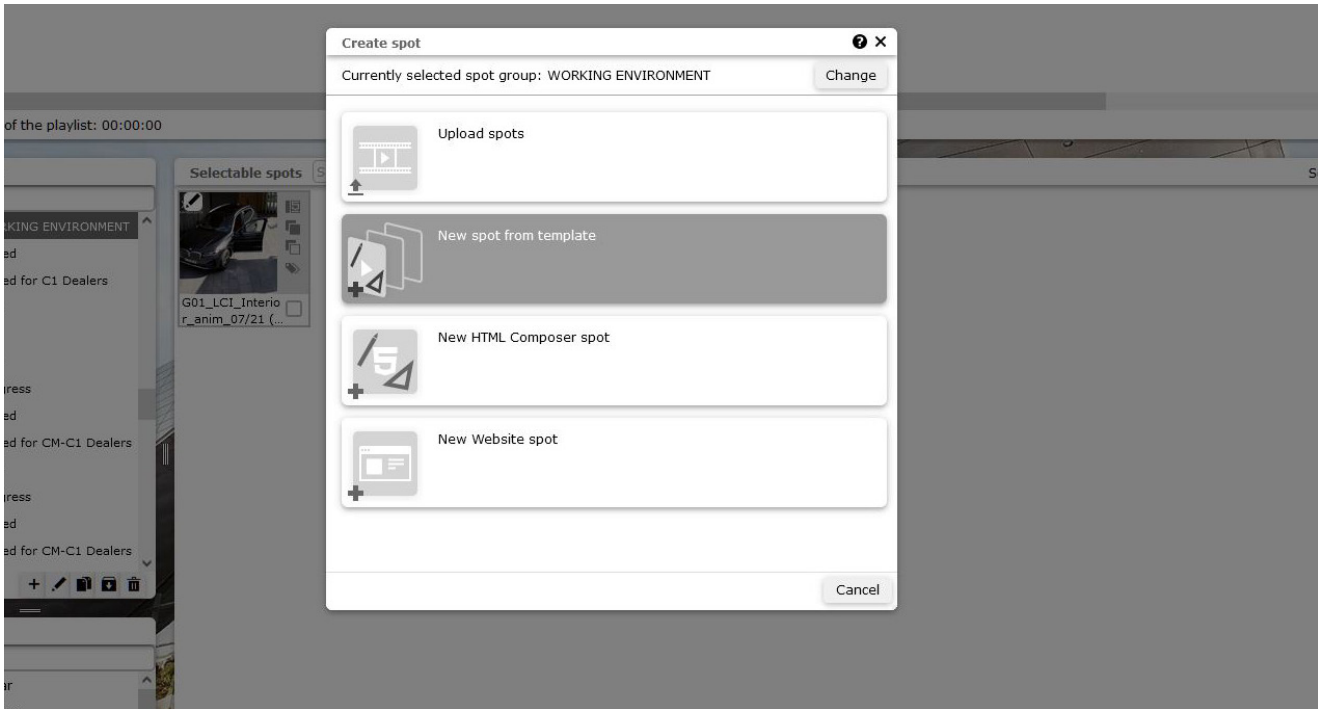
HOW TO CREATE NEW SPOTS.

A new window opens where you can choose between uploading and creating a new spot from a template, a new HTML Composer Spot or a new website spot.

1 Click on **NEW SPOT FROM TEMPLATE**.

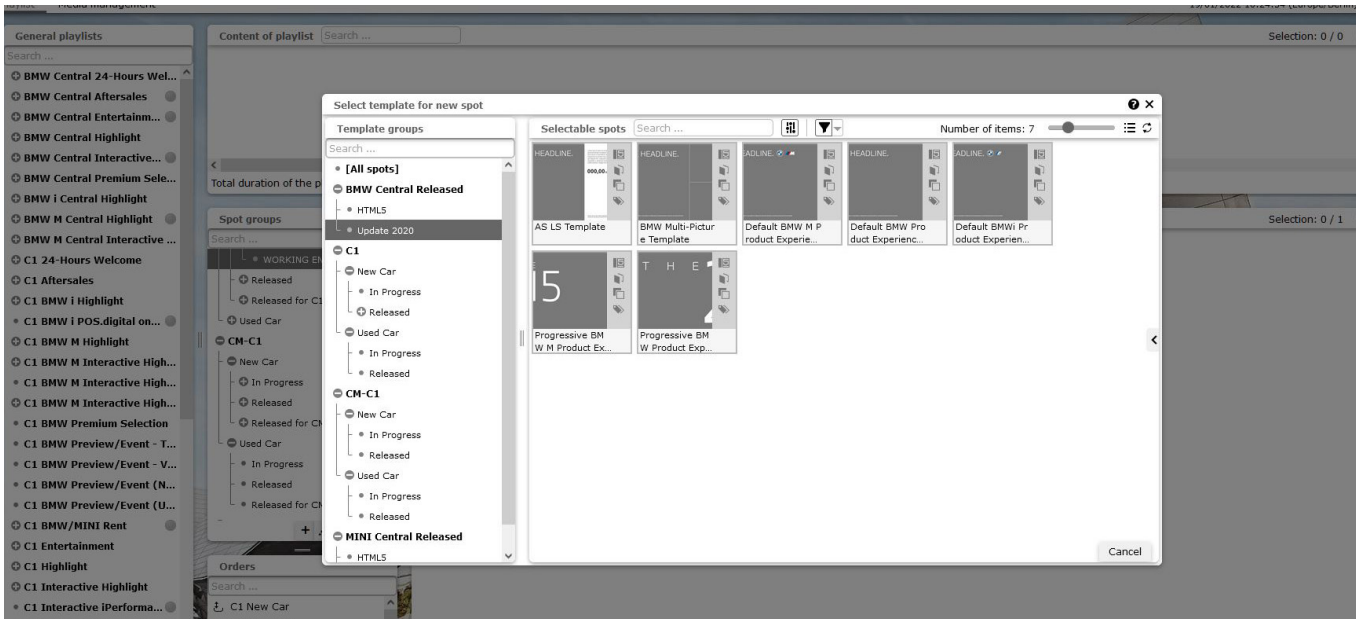


Select a group of released templates ...

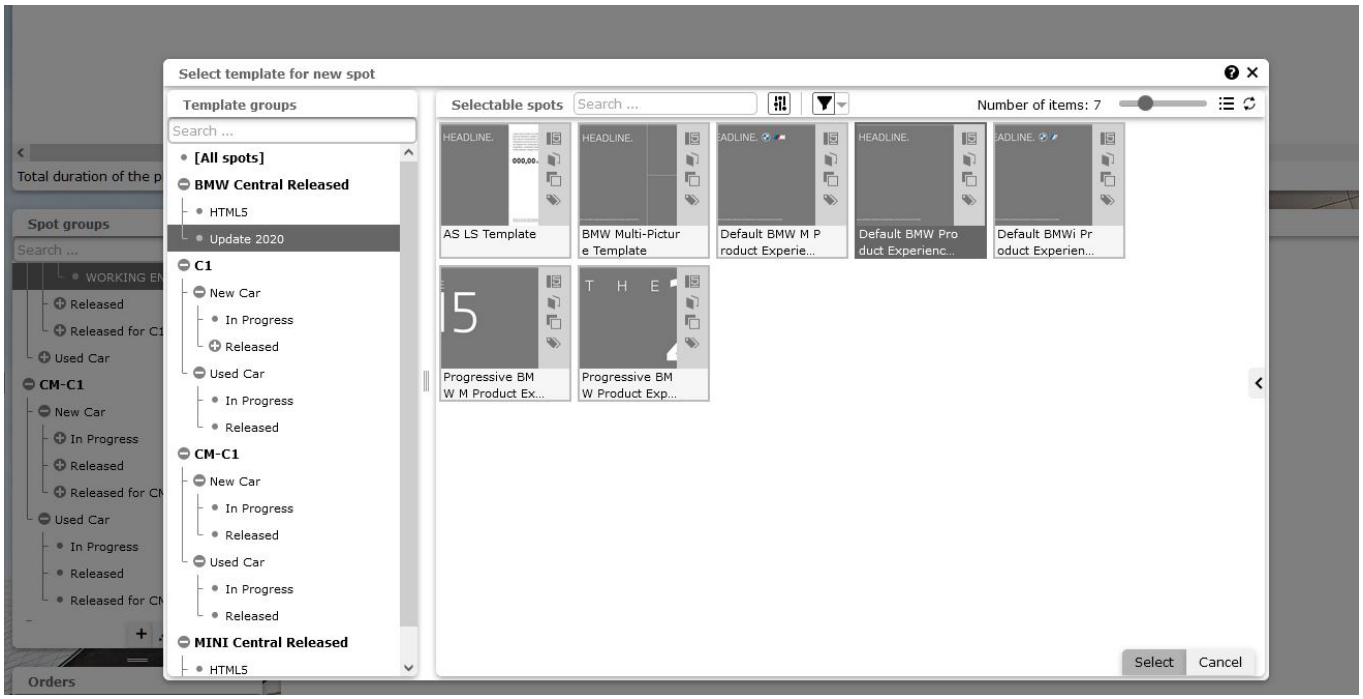


HOW TO CREATE NEW SPOTS.

... to see all adaptable templates.

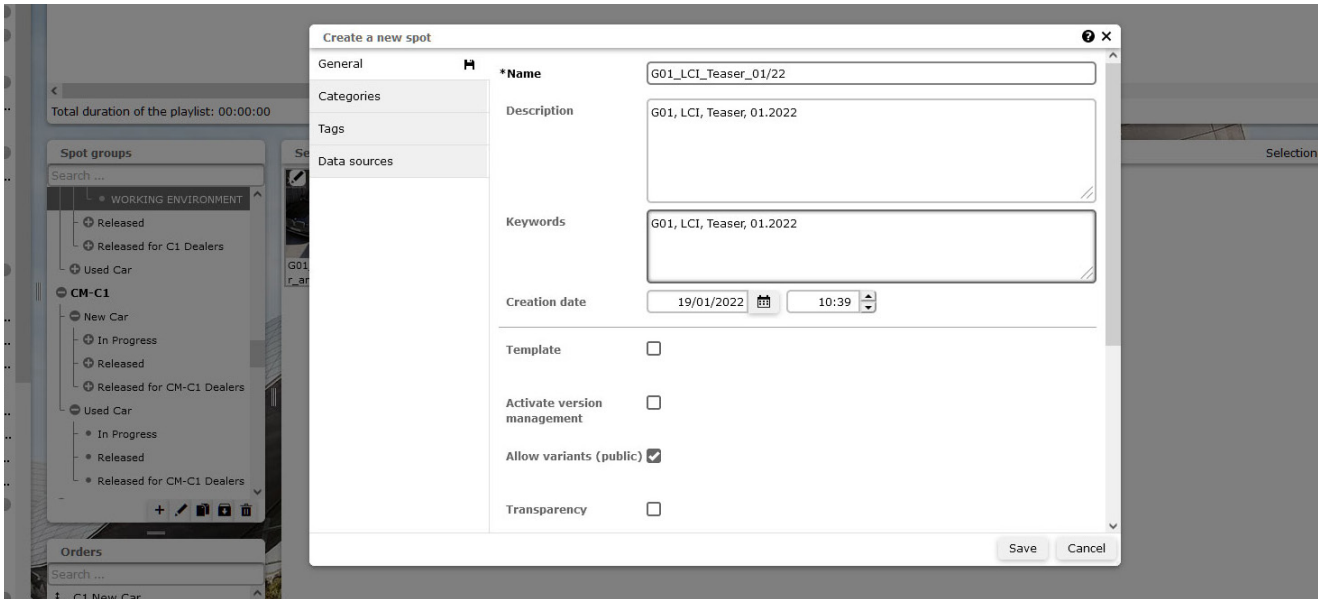


2 Choose a **TEMPLATE** and click **SELECT**.
(Whether or not you are able to create a spot without a template may depend on your user rights).

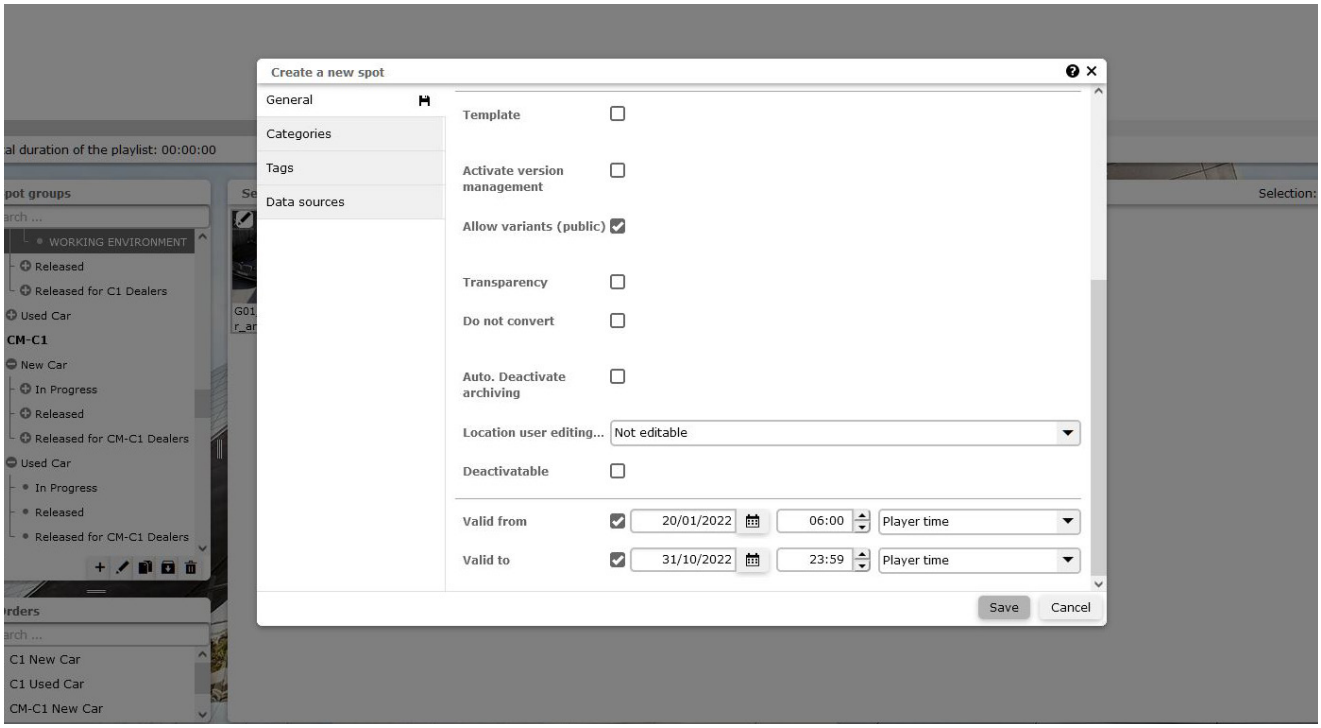


HOW TO CREATE NEW SPOTS.

3 Enter the new **SPOT PROPERTIES**. Note that the spot format and length (in seconds) are set at a later stage via the **SPOT PROPERTIES** button in the spot composer.

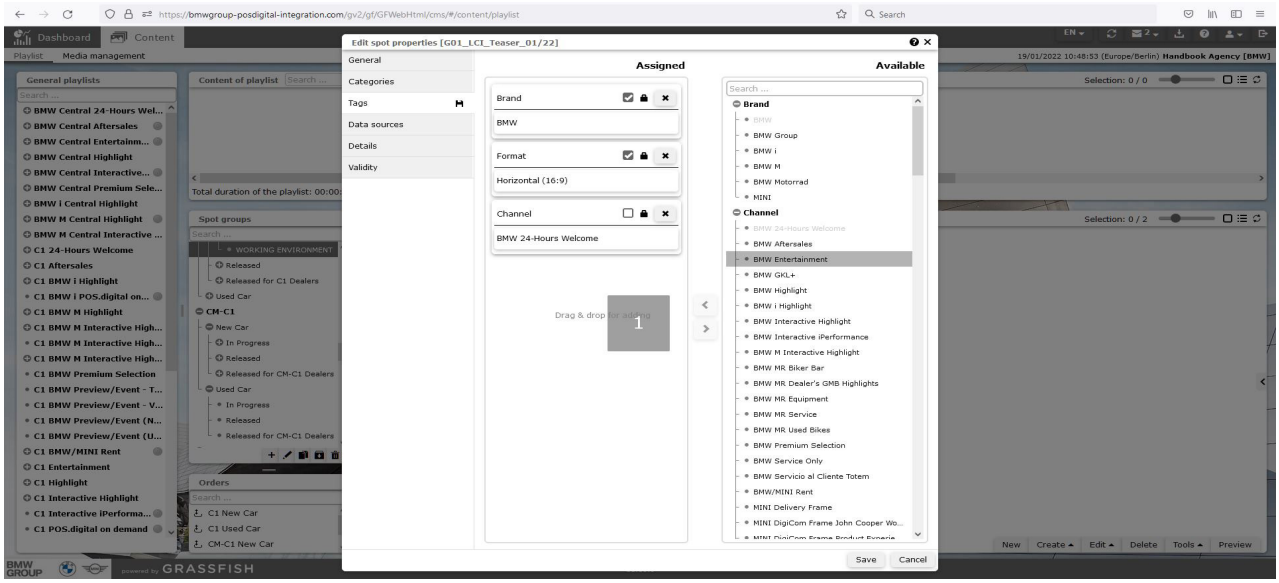


4 You can **DEFINE EXPIRY DATES** for spots. This can be useful when you have limited legal rights for pictures or movies. Expired spots are automatically removed from playlists.

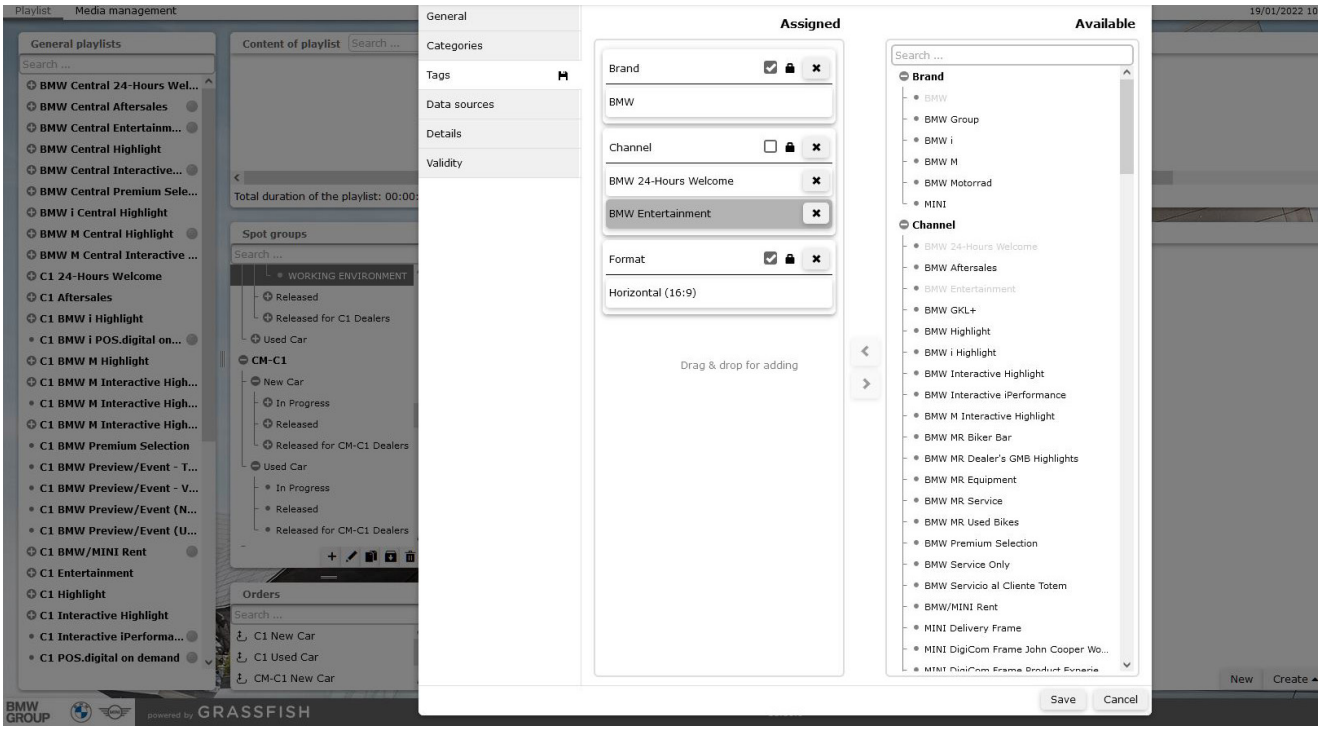


HOW TO CREATE NEW SPOTS.

5 Click on the **TAGS TAB** to add more meta information (e.g. brand, touchpoint channel or spot type) to your spot. For this purpose, drag and drop the desired tags into the right field of the window. Your spot can now only be played in **PLAYLISTS** that correspond to your **TAGS**. Enter the new **SPOT PROPERTIES**.

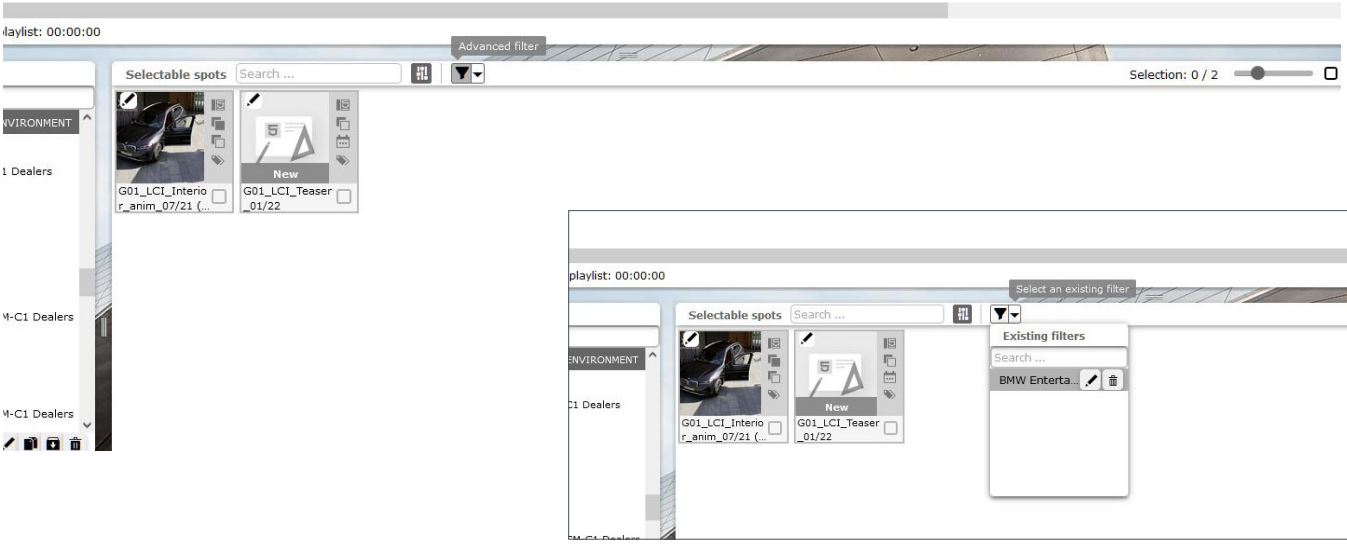


Note that the spot format (height and width) and length (in seconds) are set at a later stage via the **SPOT PROPERTIES** button in the spot composer.

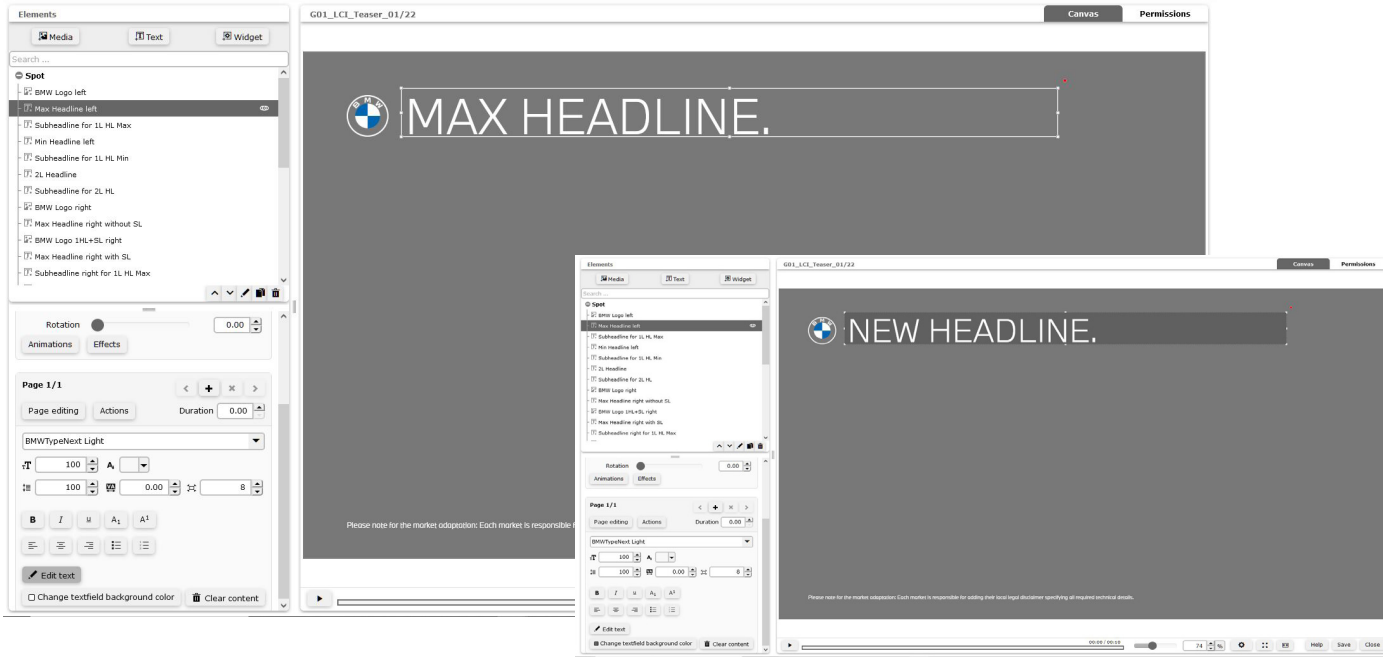


HOW TO CREATE NEW SPOTS.

6 You can find all the spots along with their attributes via **ADVANCED FILTRATION**.

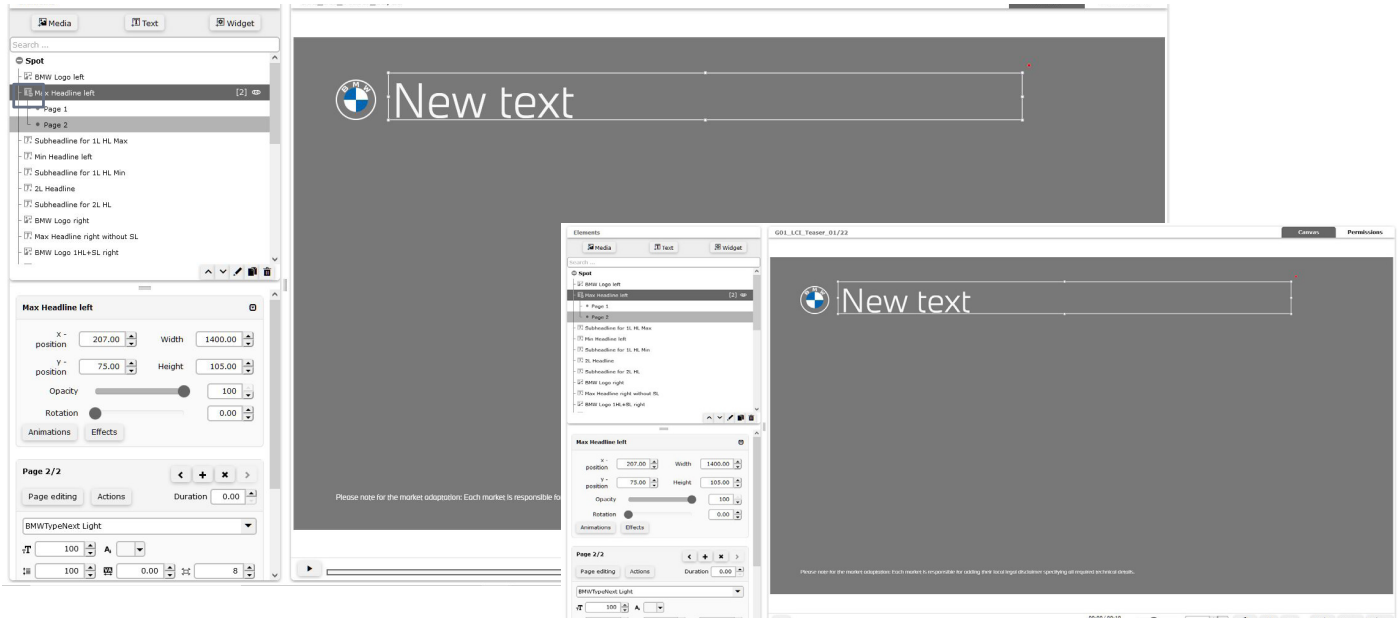


7 Edit the **TEXT AND MEDIA ELEMENTS** of your spot (If you click the save button in the properties, the window closes and the spot edit starts automatically).



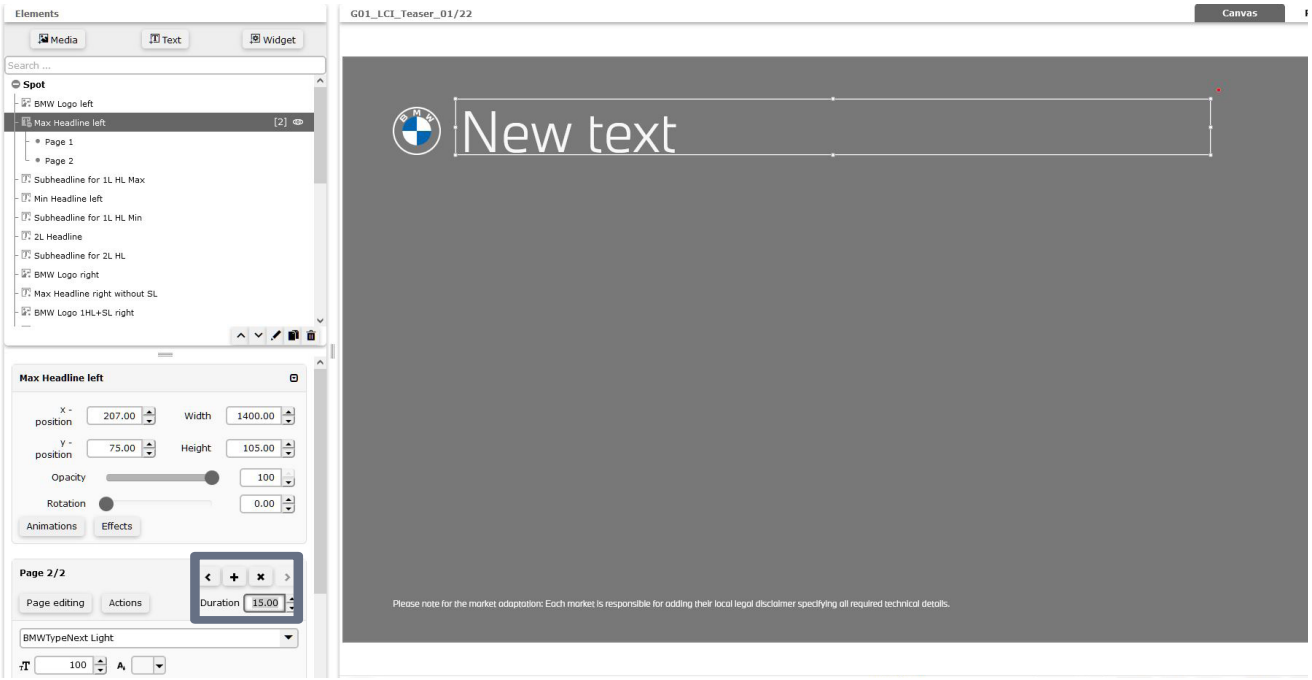
HOW TO CREATE NEW SPOTS.

8 Use the multi-page function to insert additional media elements in a row. To do this click on the text element and then on the **PLUS ICON** in the page menu. The function is now available for both texts and images, and enables you to create animated spots within the CMS.



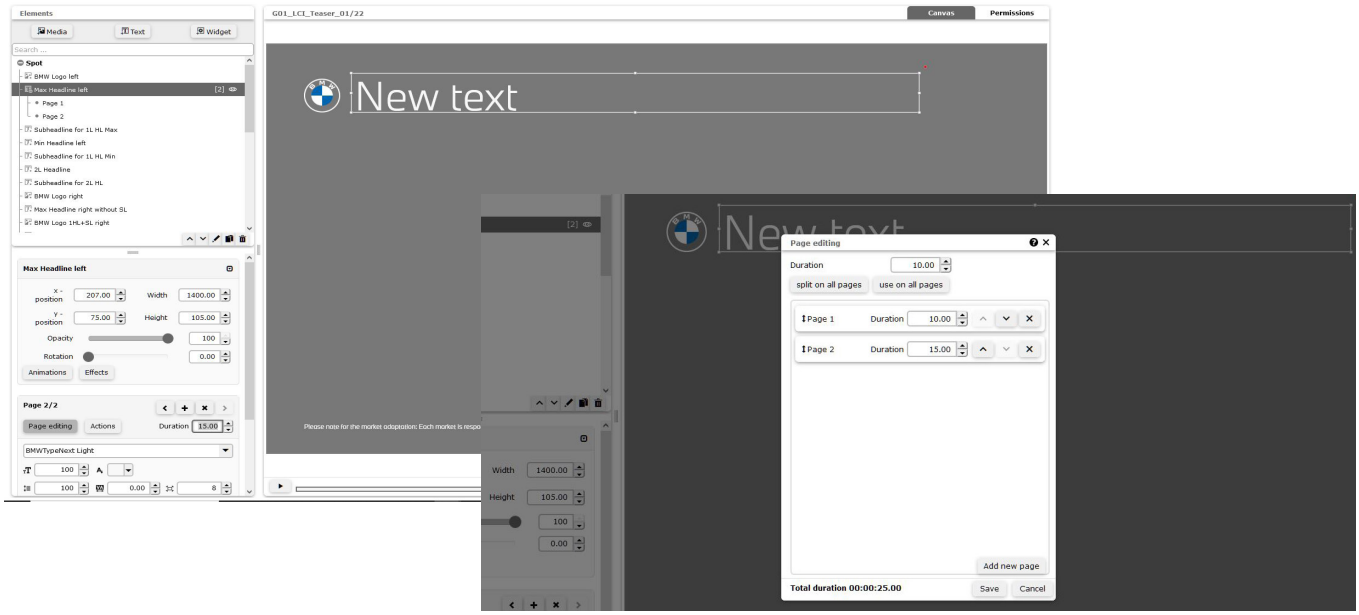
9 Define the display time of each page by setting the **DURATION.** The time is given in seconds. If the time value is zero, the page will be shown until the end of the spot duration.

Synchronise different multi-page elements for a harmonious spot composition.

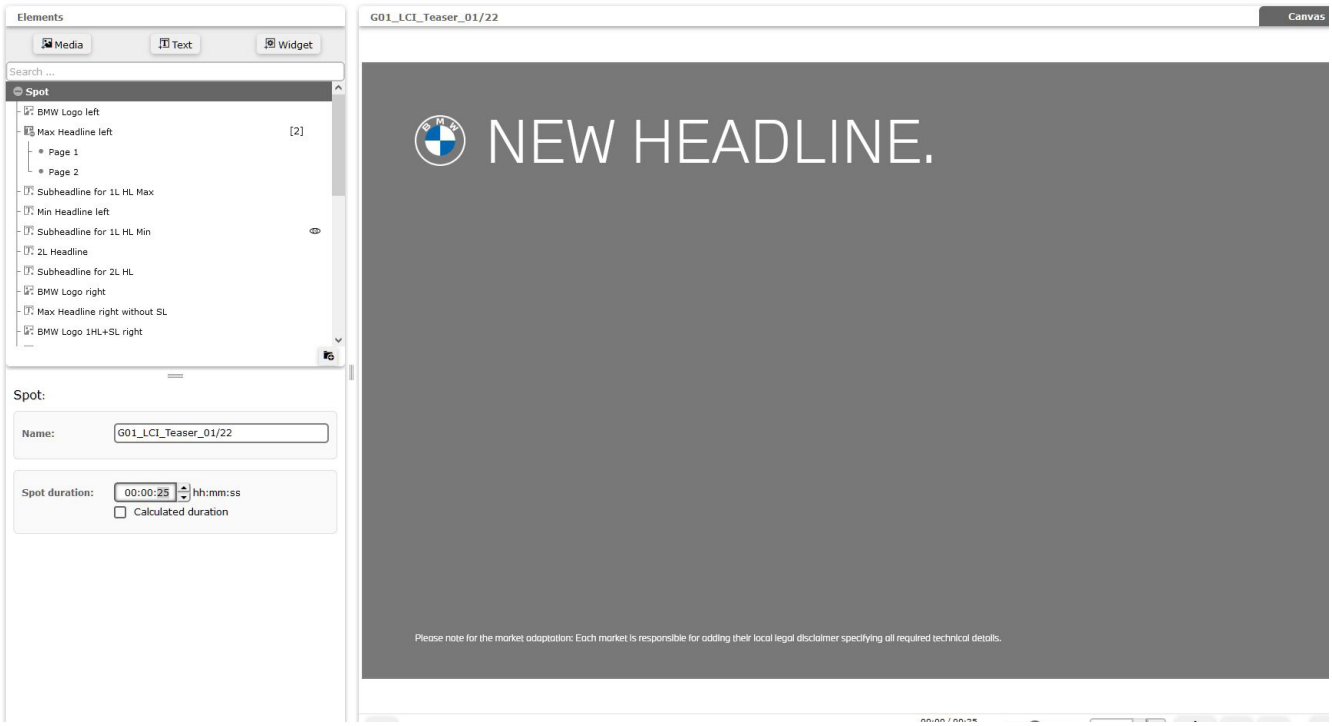


HOW TO CREATE NEW SPOTS.

10 During the spot display time, pages are displayed in the same order as they are integrated in multi-page elements and according to their defined display time.

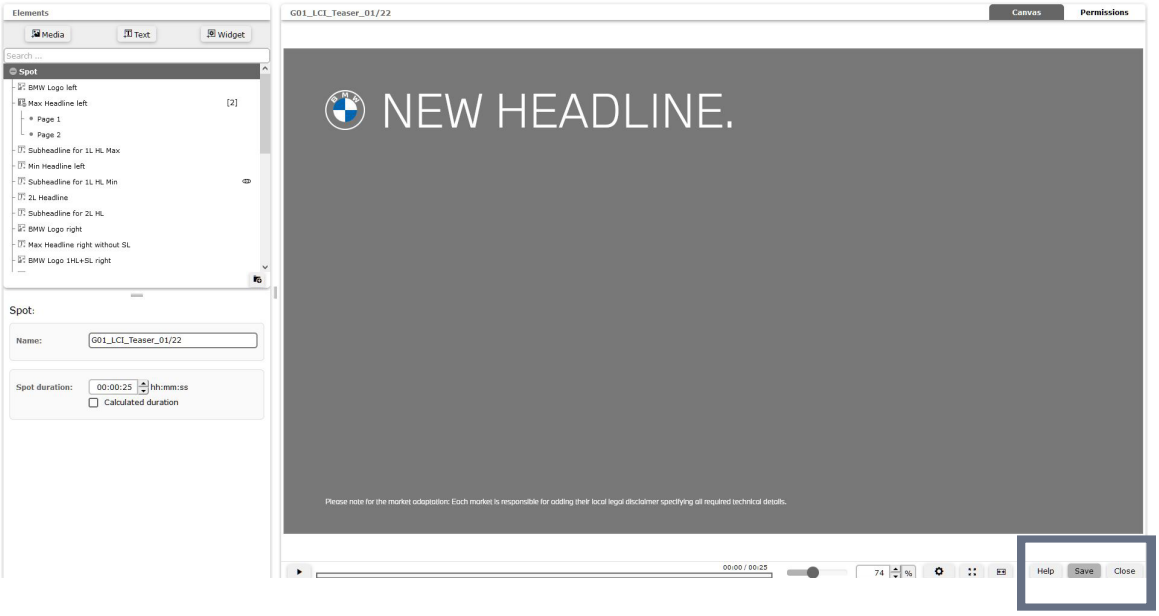


11 Enter the **SPOT DURATION**.



HOW TO CREATE NEW SPOTS.

12 **SAVE** the changes.



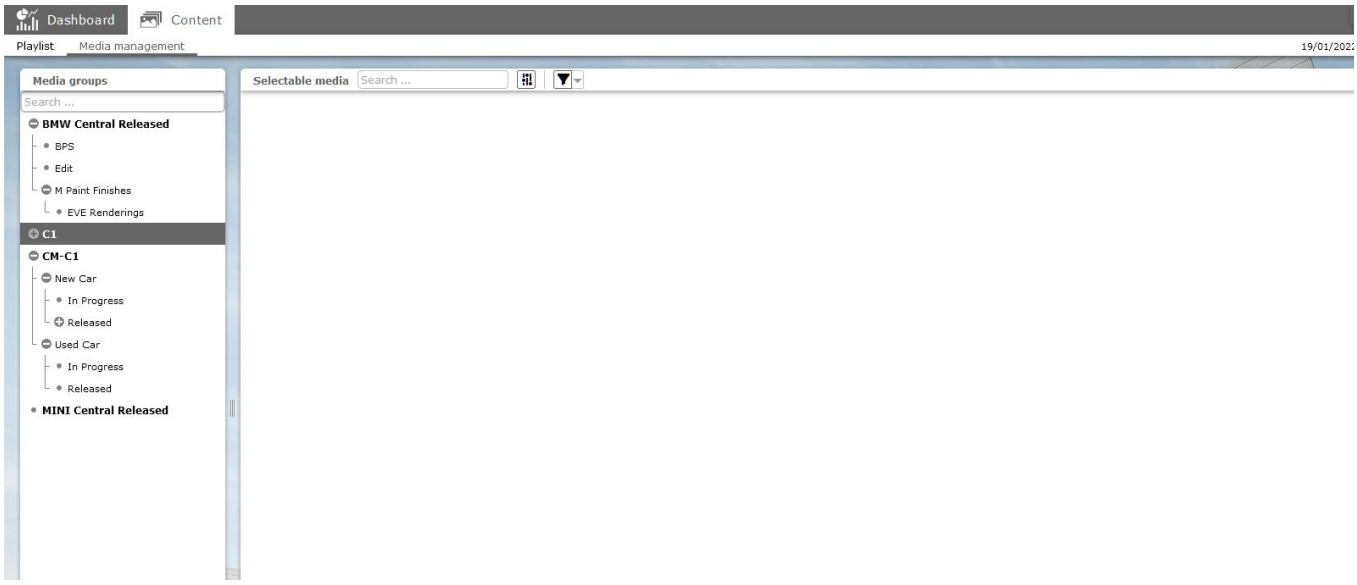
BMW GROUP

CHAPTER 6
HOW TO UPLOAD MEDIA.

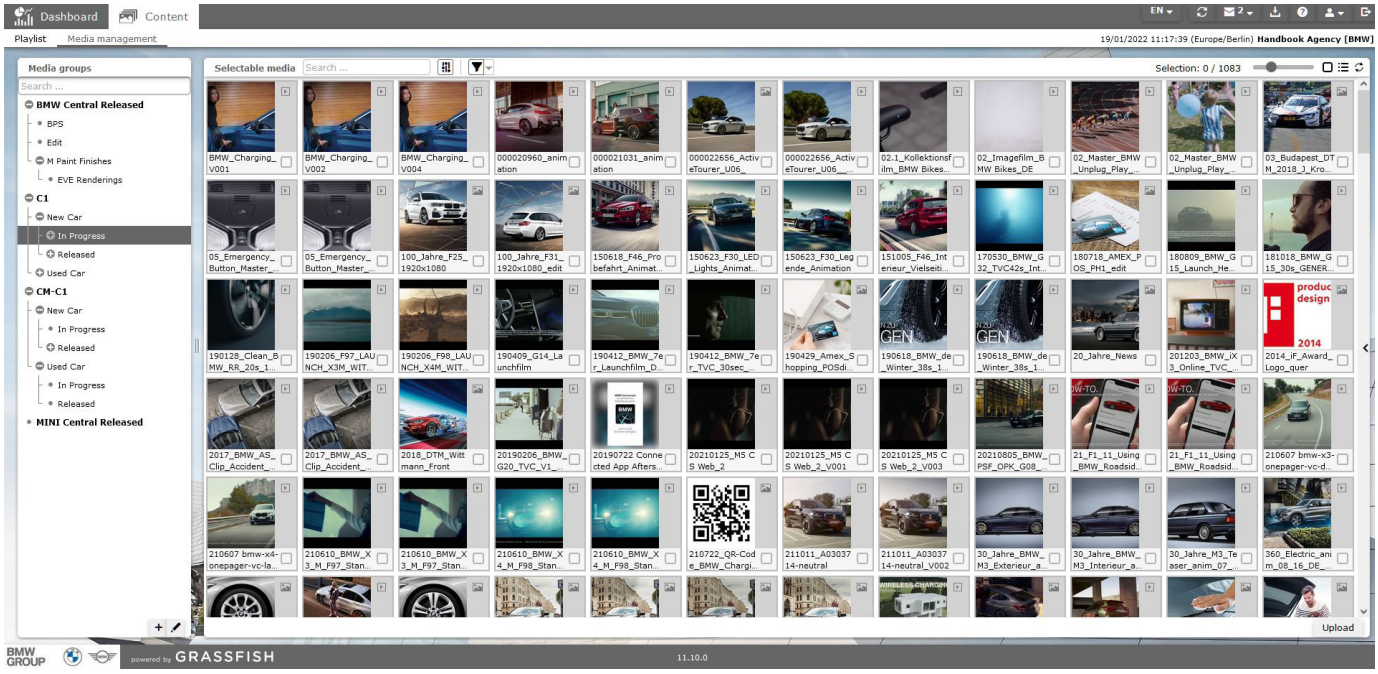
HOW TO UPLOAD MEDIA.

Upload media files (videos or images) to add them to your media pool. These files can be used when creating spots, but they cannot be used as spots themselves. **The maximum file size for uploading is currently 2 GB**.

1 Open the **MEDIA MANAGEMENT TAB.**

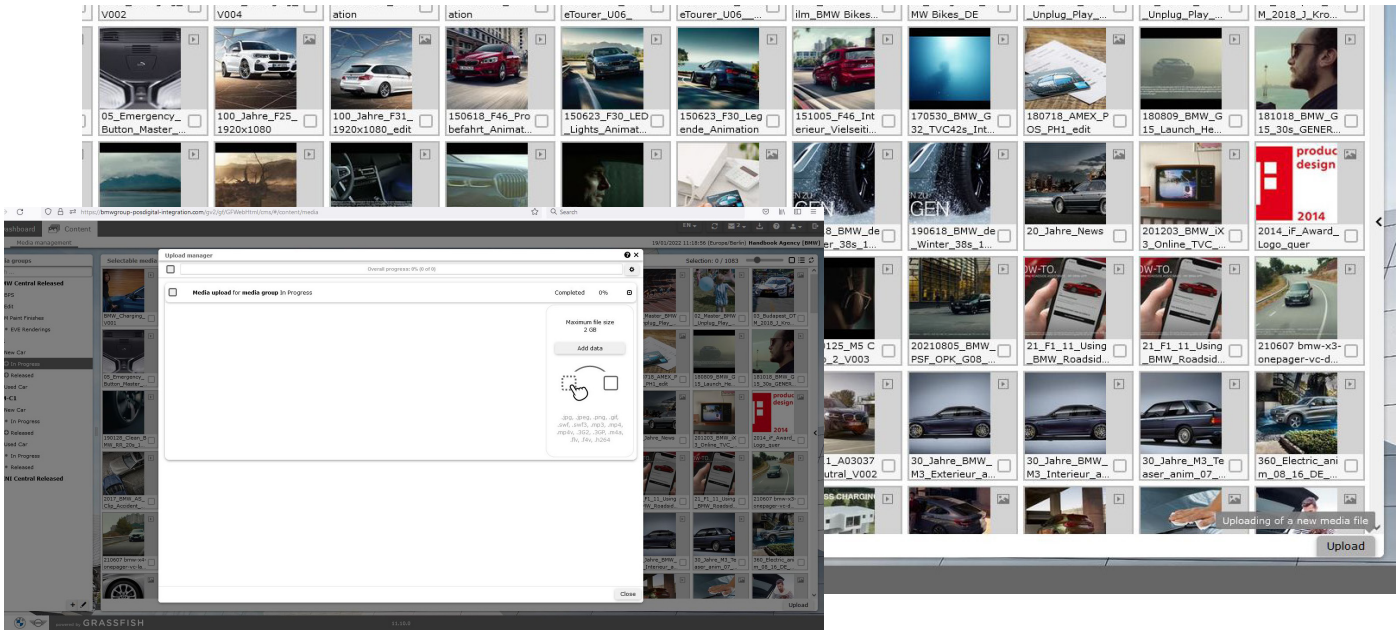


2 Select the target content group from the structure.

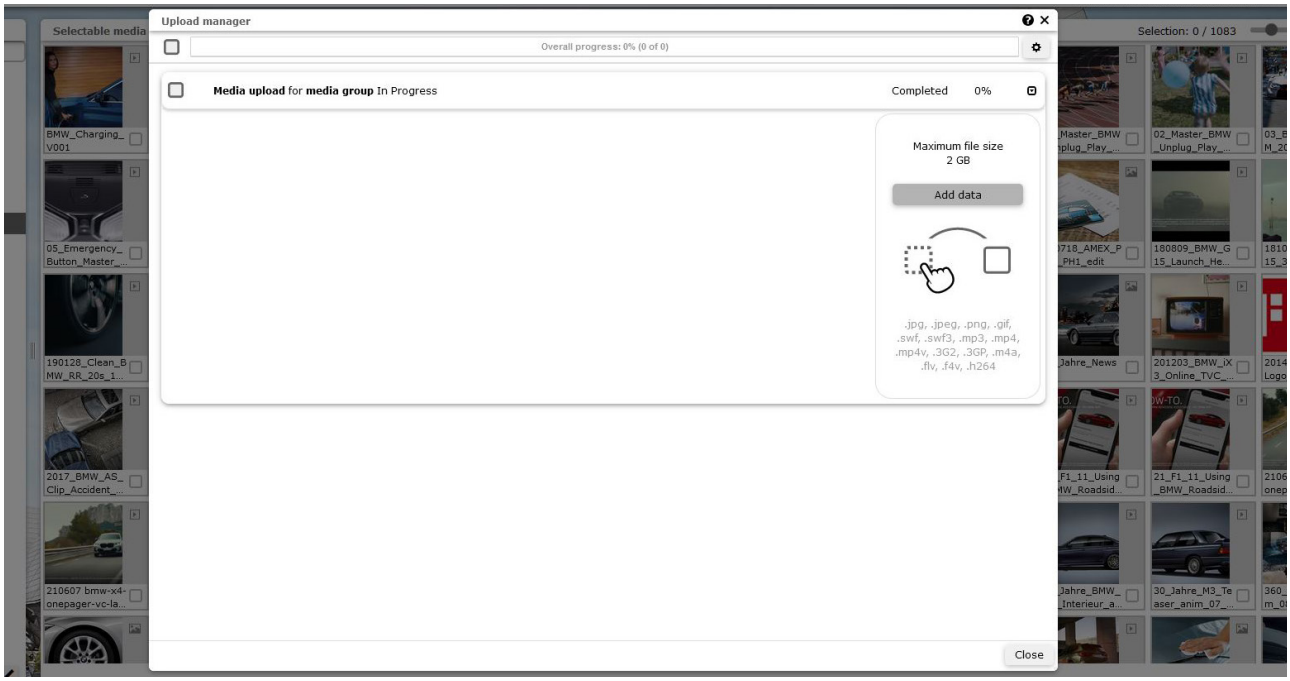


HOW TO UPLOAD MEDIA.

3 Open the upload content dialogue by clicking the **UPLOAD** button.

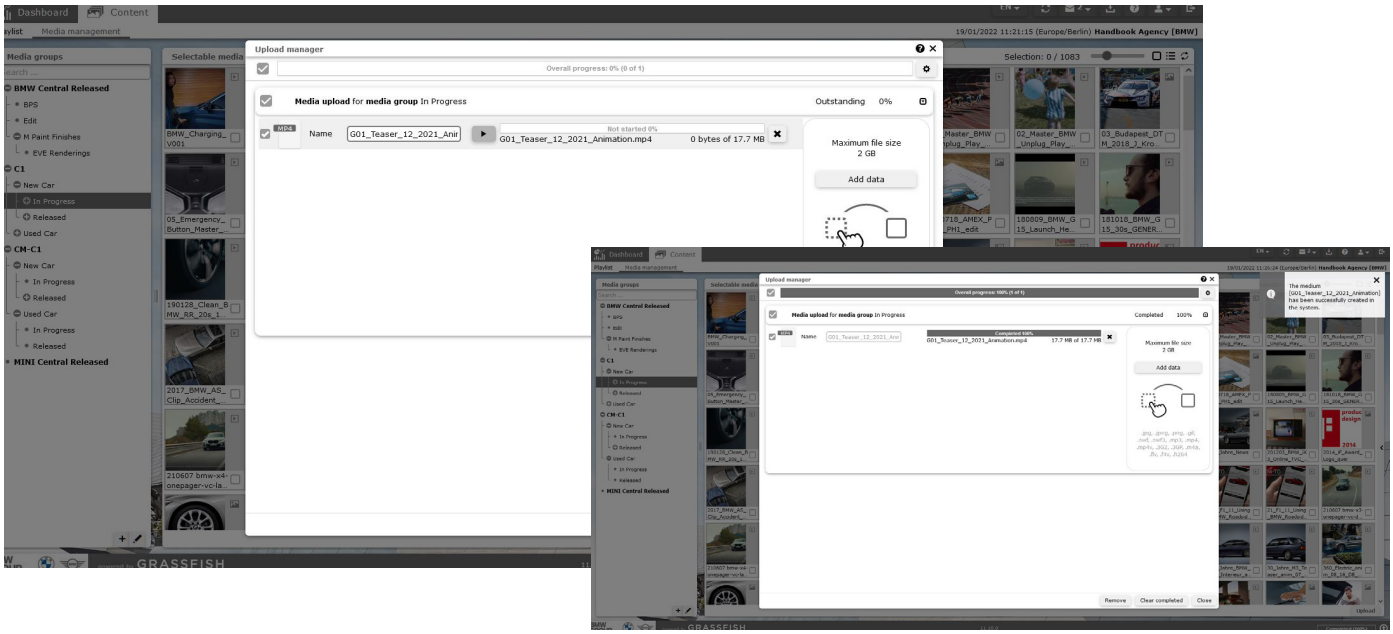


4 Add files by using drag and drop or by clicking the **ADD DATA** button.



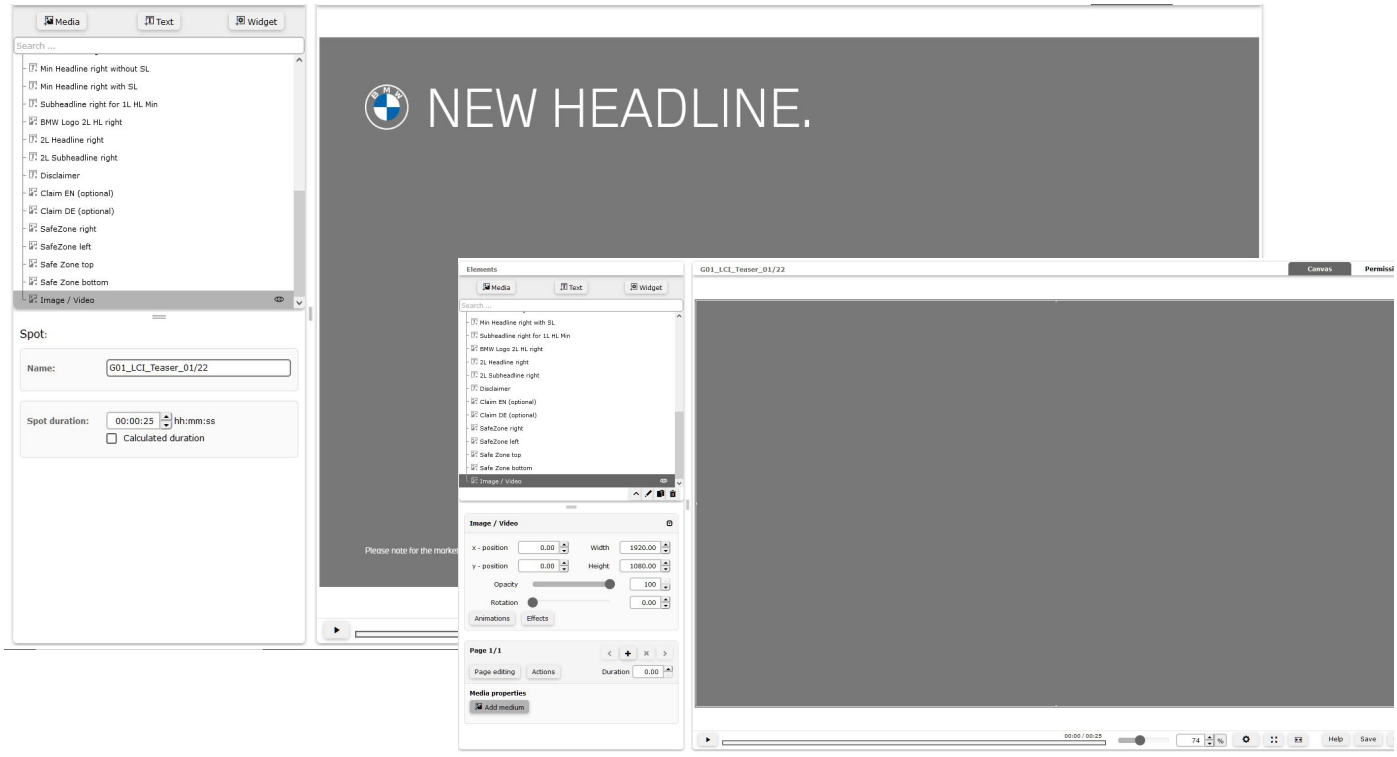
HOW TO UPLOAD MEDIA.

5 Enter the name of your file(s) and then click the **START** button.



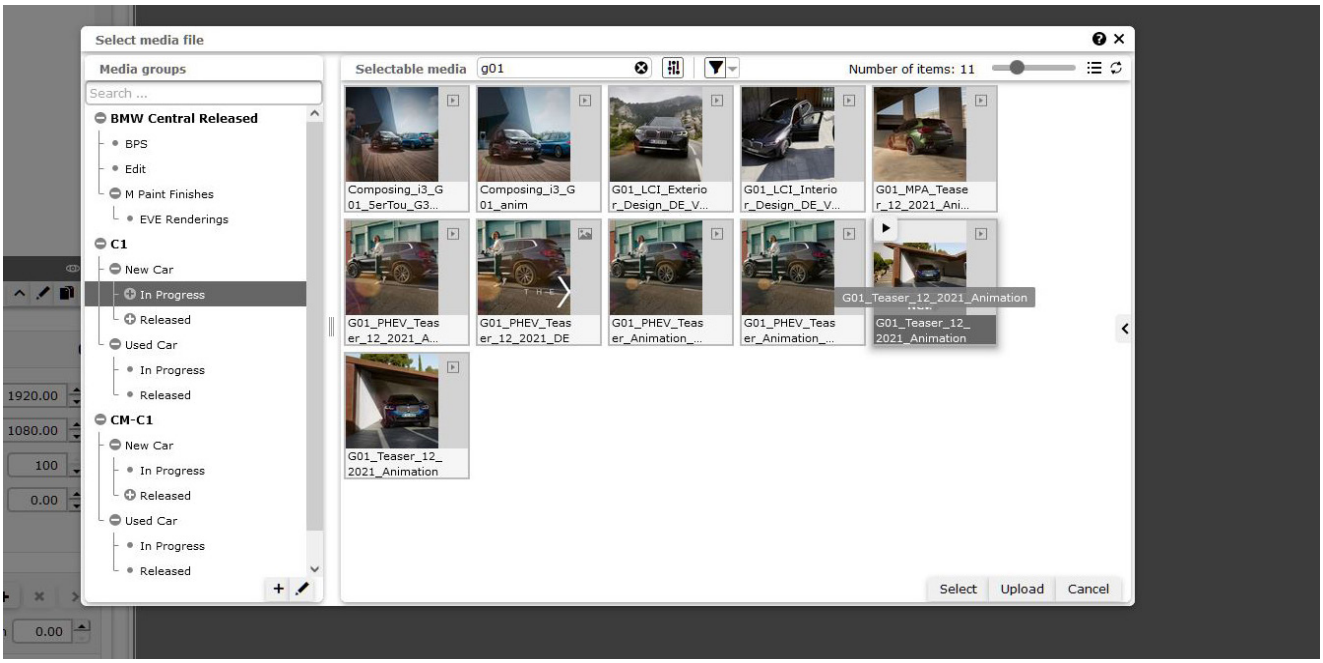
6 All added files can be added inside the spot.

Click on **ADD MEDIA**.

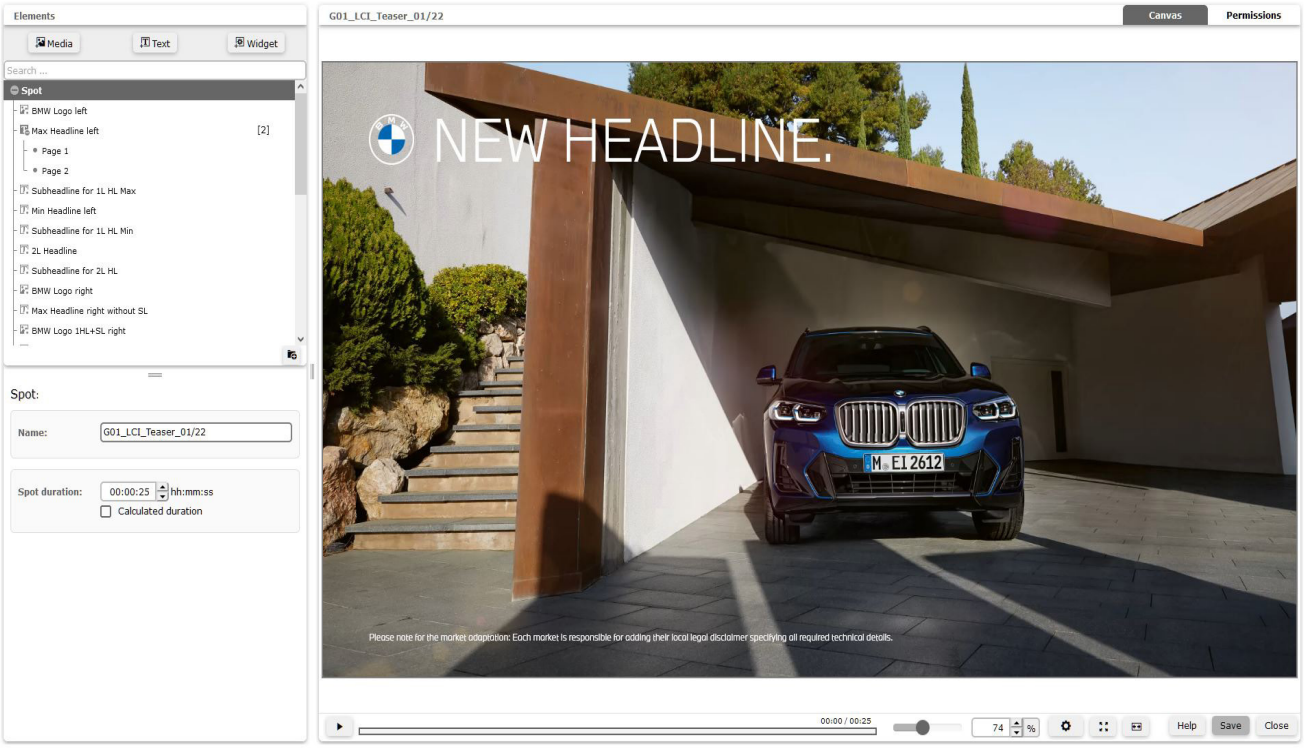


HOW TO UPLOAD MEDIA.

Add it to a spot.



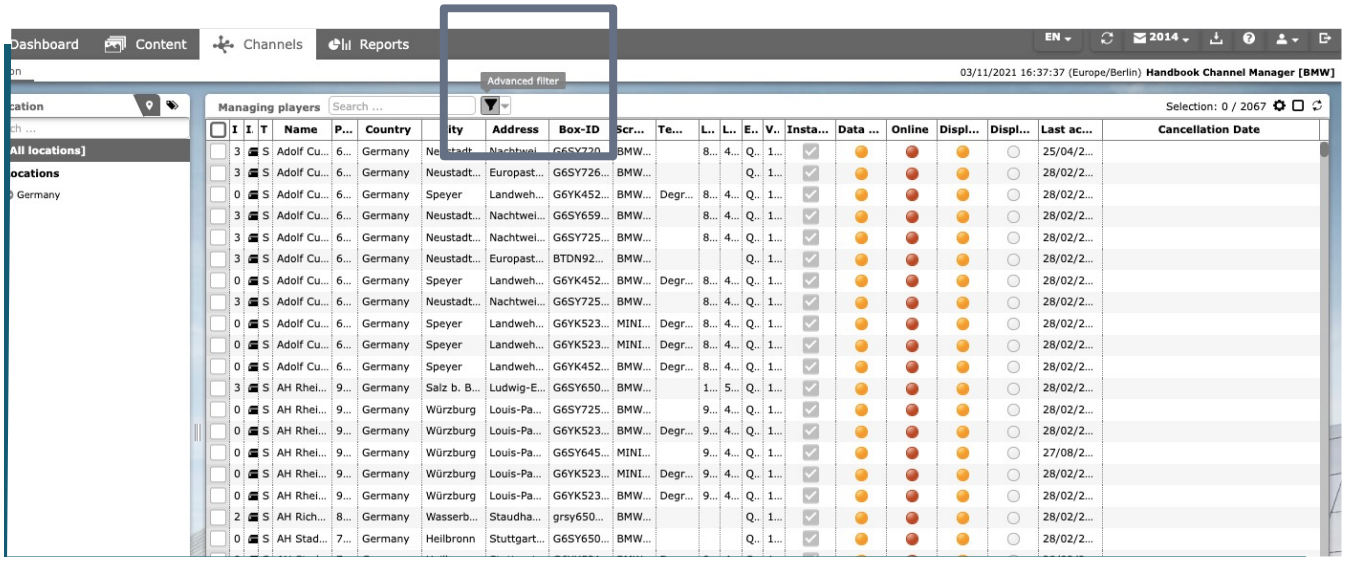
Edit the **TEXT AND MEDIA ELEMENTS** of your spot.



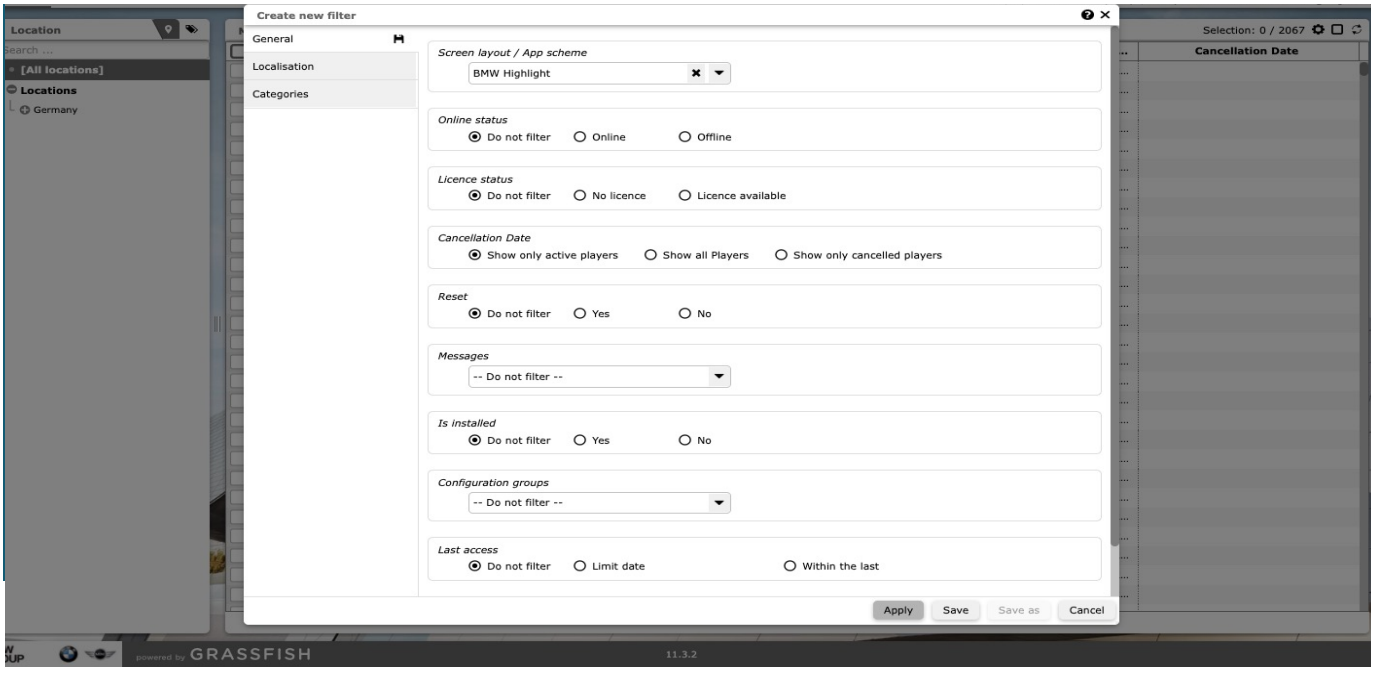
CHAPTER 7
SEARCH FUNCTION.

SEARCH FUNCTION.

The search function with **ADVANCED FILTRATION** enables you to target your search efficiently. E.g. the **ADVANCED FILTRATION** in the **LOCATION** tab helps you to find specific players.

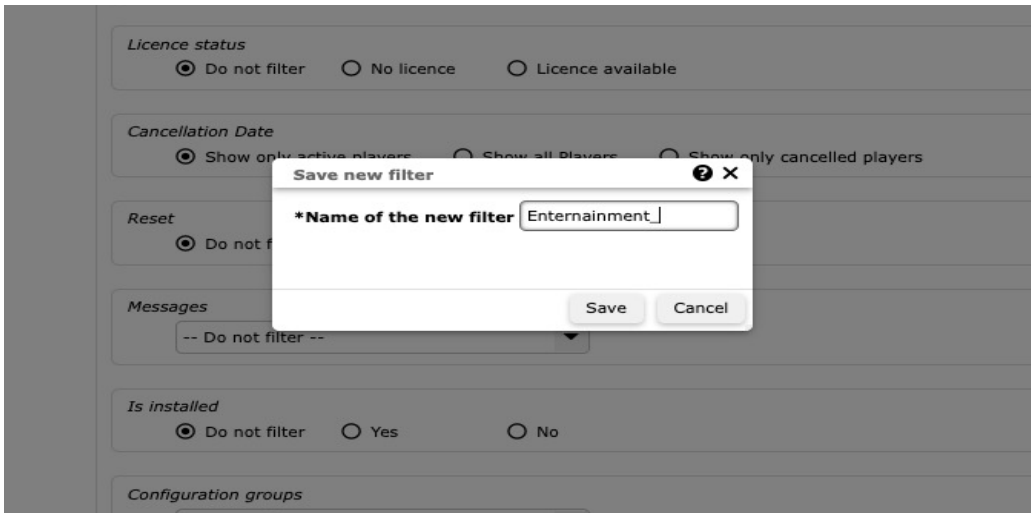


2 Select the **SEARCH PARAMETERS** such as **SCREEN LAYOUT**, touchpoint, activation status and last access, then click on **APPLY**.

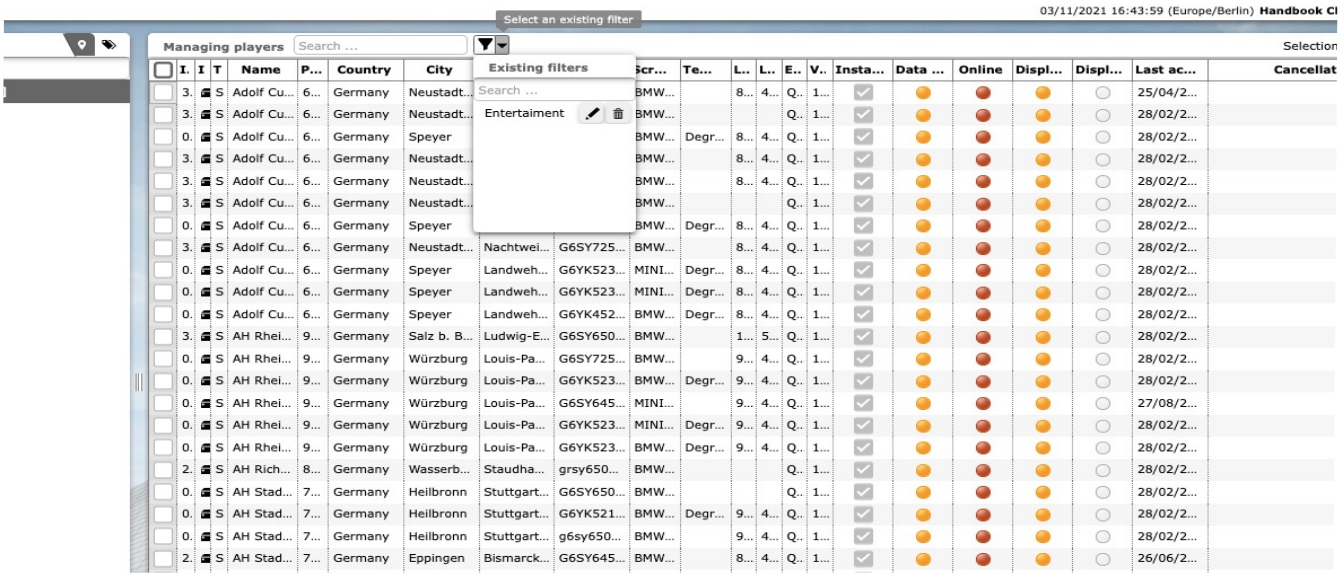


SEARCH FUNCTION.

3 Save your search filter by clicking **SAVE**. A new window then opens giving you the option to name your search filter.

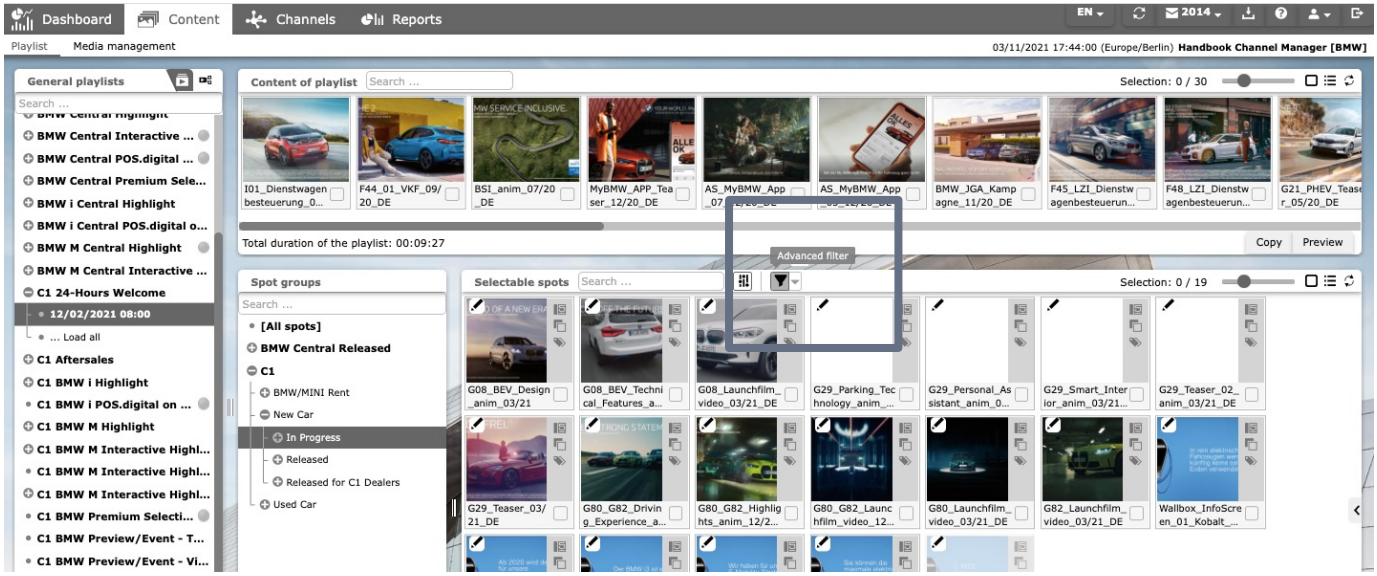


4 You are able to reuse your saved filter at any time by clicking on the **FILTER ICON**.

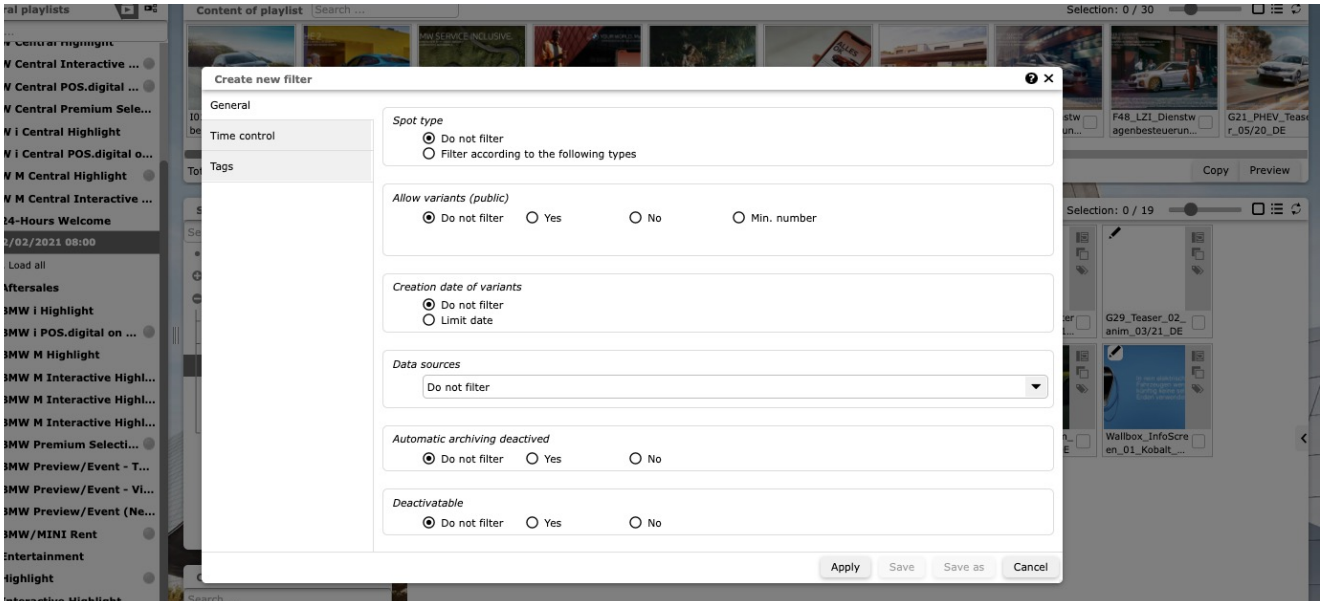


SEARCH FUNCTION.

5 The **ADVANCED FILTRATION** is also available when searching for spots.

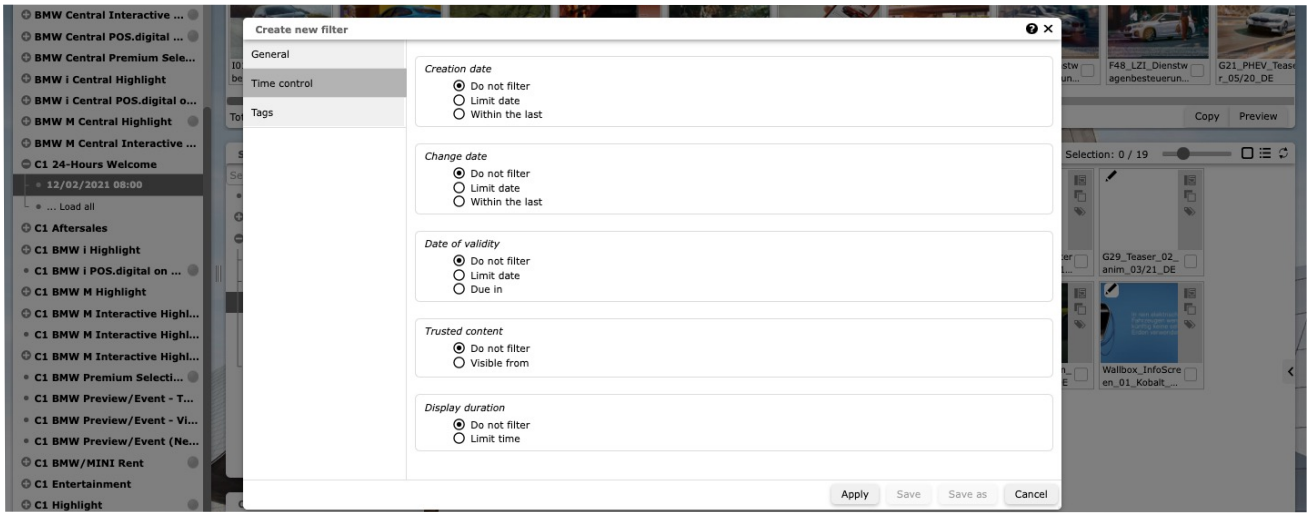


6 In the **GENERAL TAB**, you can select search parameters such as **SPOT TYPE** and **DATA SOURCES**.

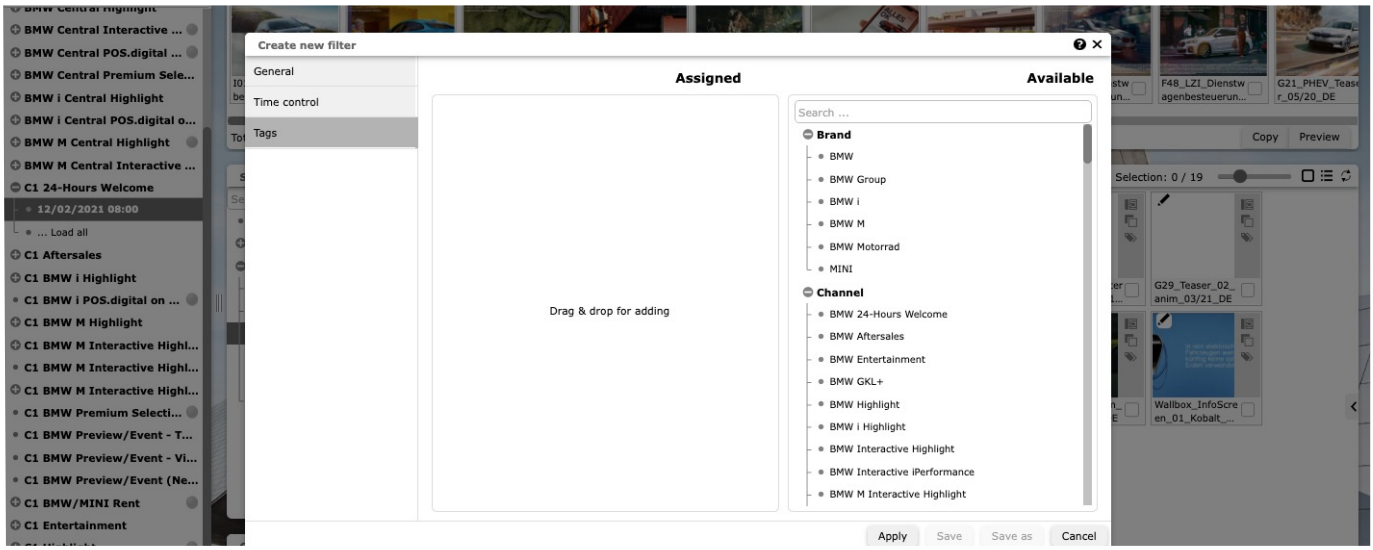


SEARCH FUNCTION.

7 In the **TIME CONTROL TAB** you will find parameters such as **CREATION DATE**, **DATE OF VALIDITY** and **DISPLAY DURATION.**



8 The **TAG TAB** also gives you the option to search for spots with specific tags.



Afterwards, you can save your search filter, in the same way as the **EXPANDED FILTRATION**, to be used for a location search.

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CHAPTER 8
CONTENT APPROVAL PROCESS.

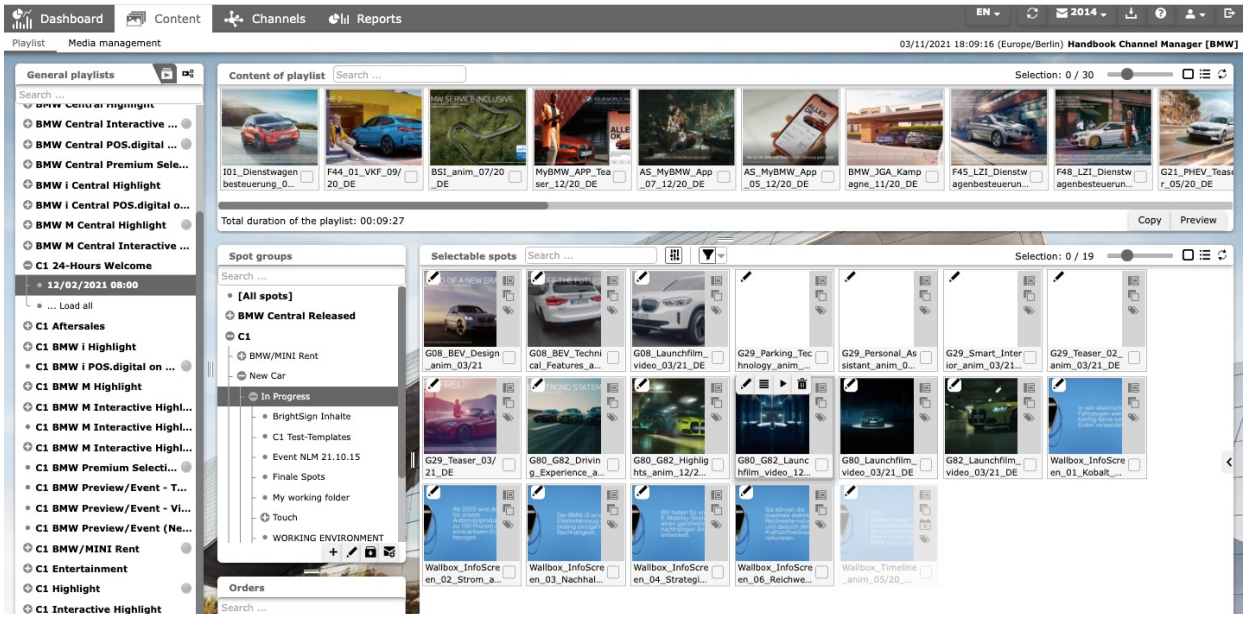
CHANNEL MANAGER:	INITIALISING THE EDITING PROCESS. REVIEW AND APPROVAL SPOTS. REVIEW AND APPROVAL OF PLAYLISTS.
AGENCY:	IMPLEMENTATION OF ORDERS AND REQUESTING APPROVAL.

CONTENT APPROVAL PROCESS.

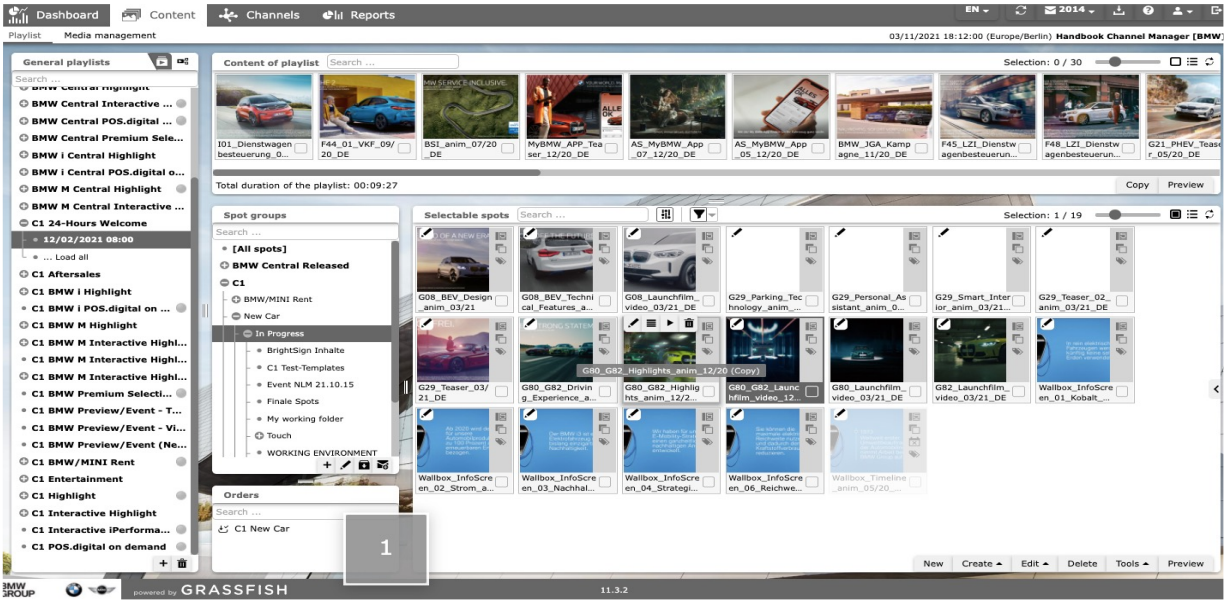
CHANNEL MANAGER: INITIALISING THE EDITING PROCESS.

As a Channel Manager, you can add comments and check the current status of spots (e.g. still in review) at any time.

1 To activate your workflow process, select a particular spot from one of your local folders.



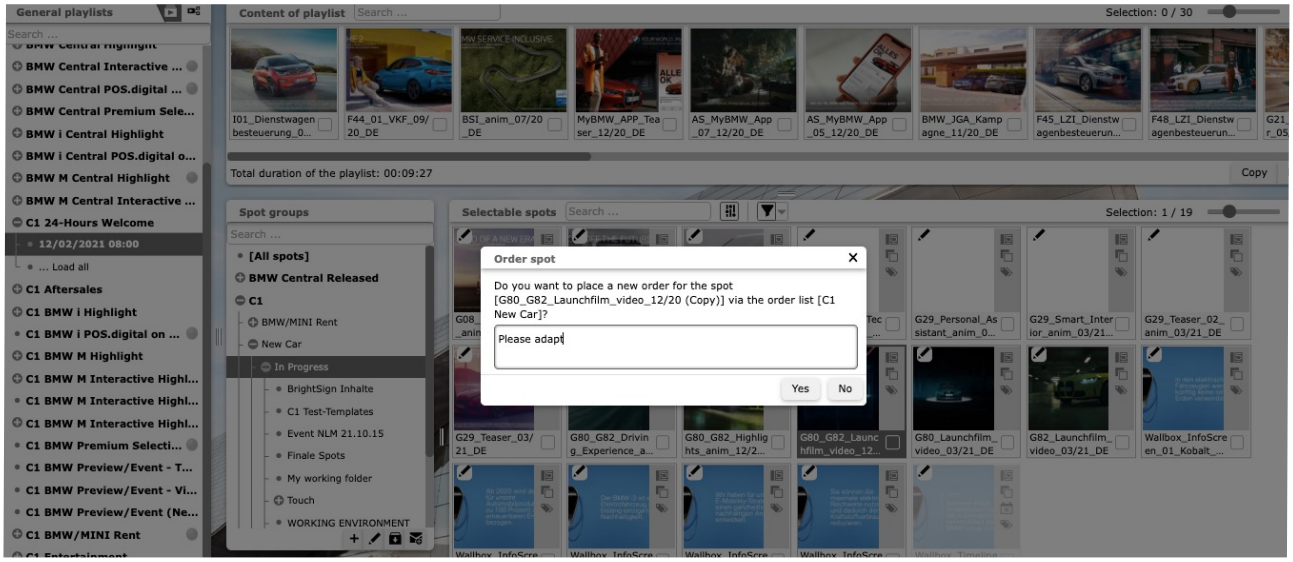
2 **DRAG** it to the **ORDERS LIST FOLDER**.



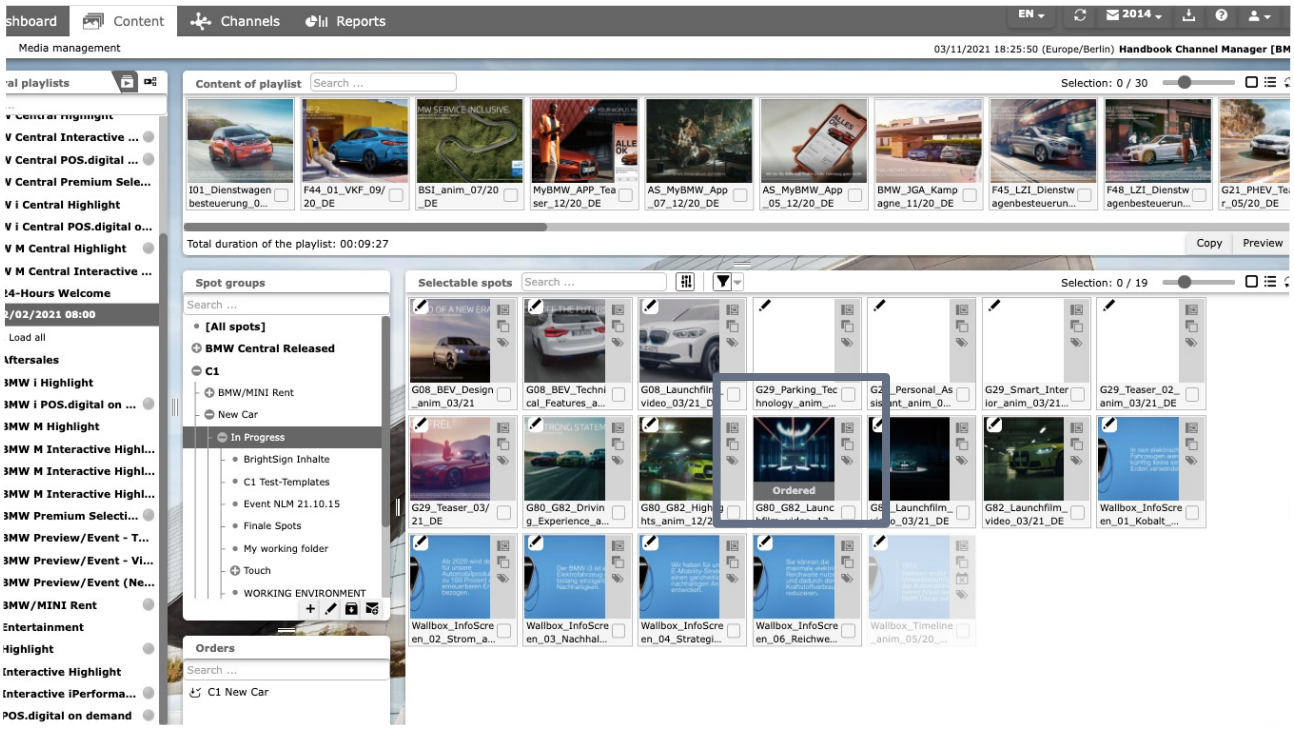
CONTENT APPROVAL PROCESS.

CHANNEL MANAGER: INITIALISING THE EDITING PROCESS.

3 After dragging the selected spot to the **ORDERS** list, a new window opens. Post a comment or message for the other party (e.g. agency) to specify your adaptions.



4 Once a spot has been added to the **ORDERS LIST,** the current status will remain inside the thumbnail image until it is approved.

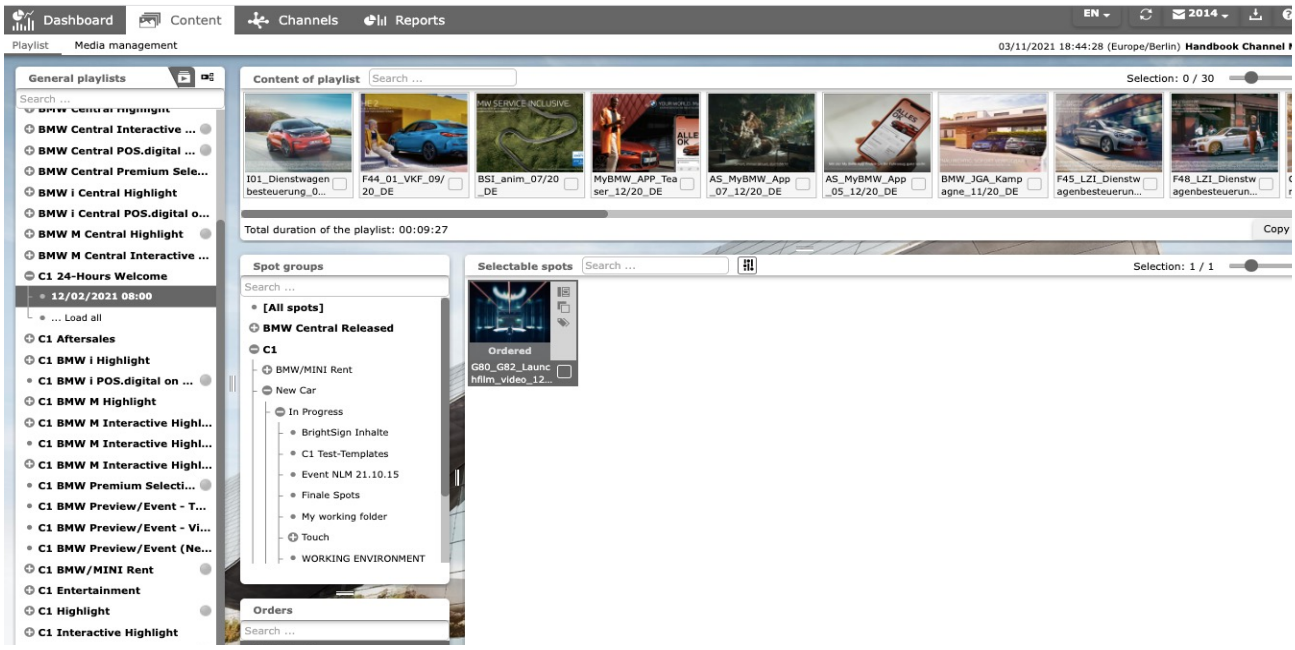


CONTENT APPROVAL PROCESS.

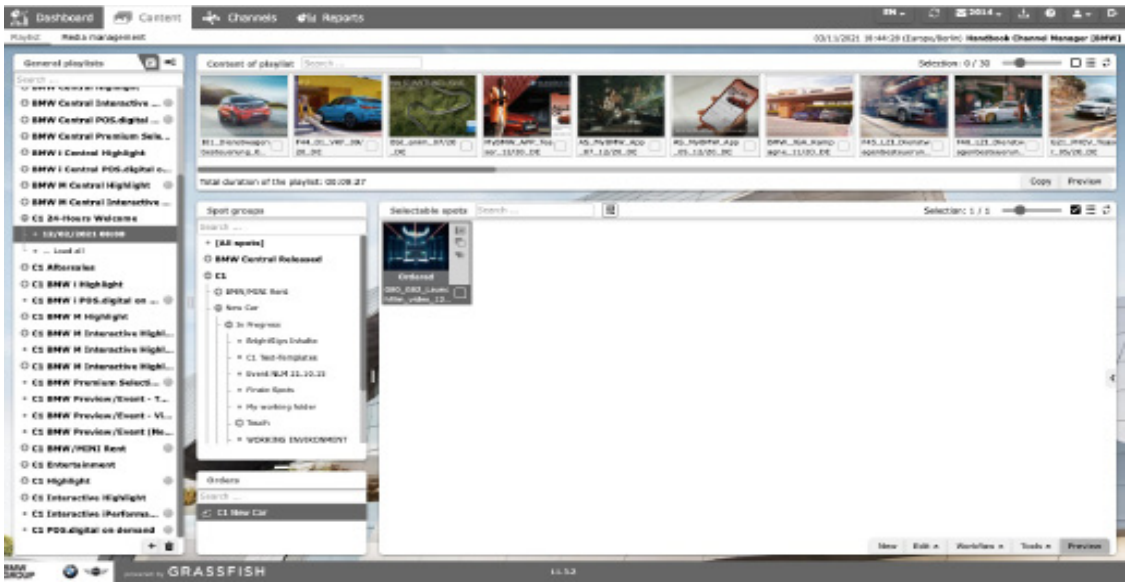
CHANNEL MANAGER: REVIEW AND APPROVAL OF SPOTS.

The Channel Manager of a market is able to view the status of a **spot** in the same way as an agency.

1 Select the folder under **ORDERS** to see if the approval is still pending.



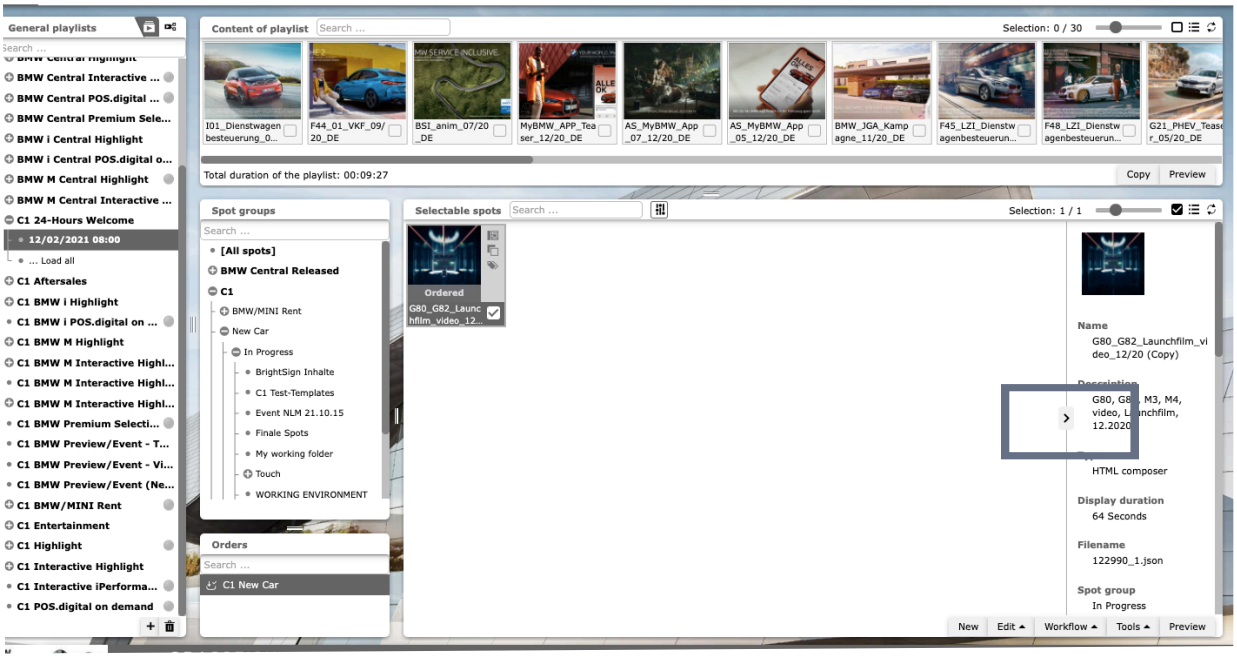
2 **PREVIEW** the spot, and check layout, content and properties of the spot before the Channel Manger click **REJECT** or **RELEASE**.



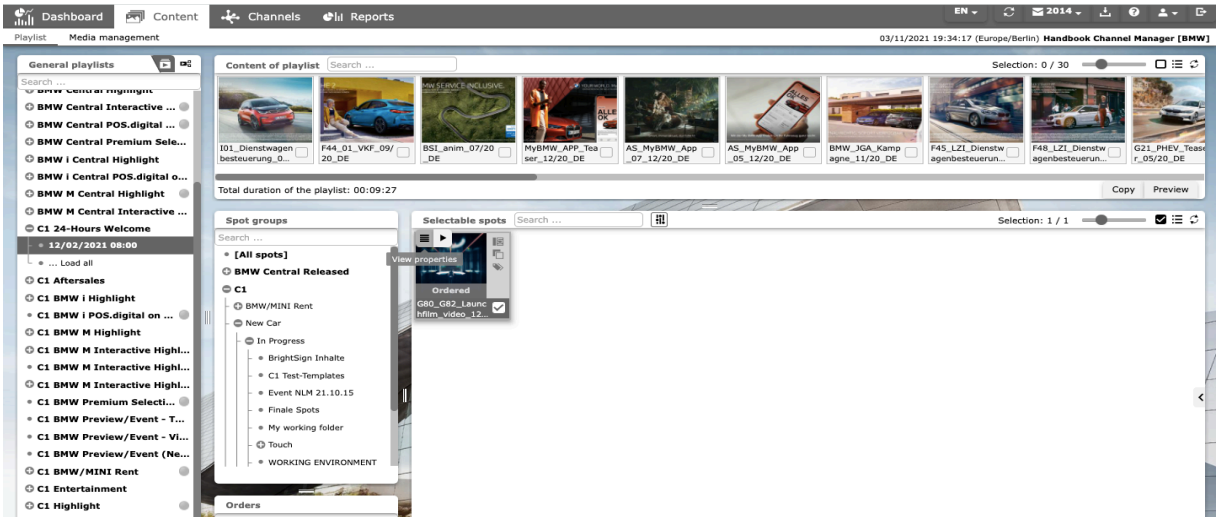
CONTENT APPROVAL PROCESS.

CHANNEL MANAGER: REVIEW AND APPROVAL OF SPOTS.

3 Get an overview of the spot properties and attributes by clicking **ARROW** on the right hand side of the **SELECTABLE SPOTS SECTION.**



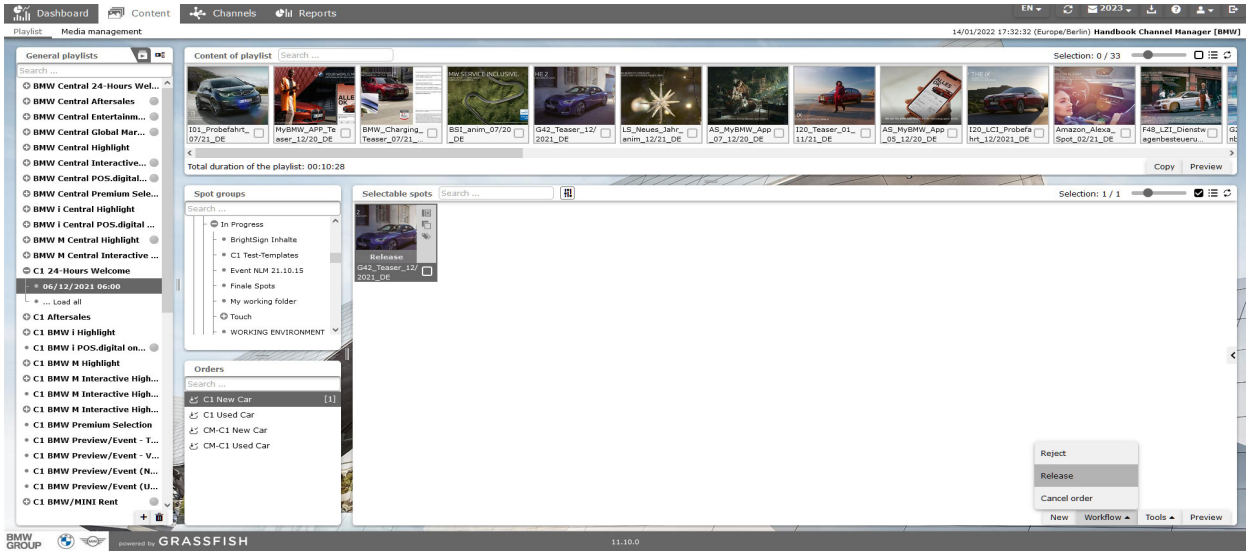
4 The content properties are available by clicking **VIEW PROPERTIES** in the top left hand corner of the spot in the **SELECTABLE SPOTS SECTION.**



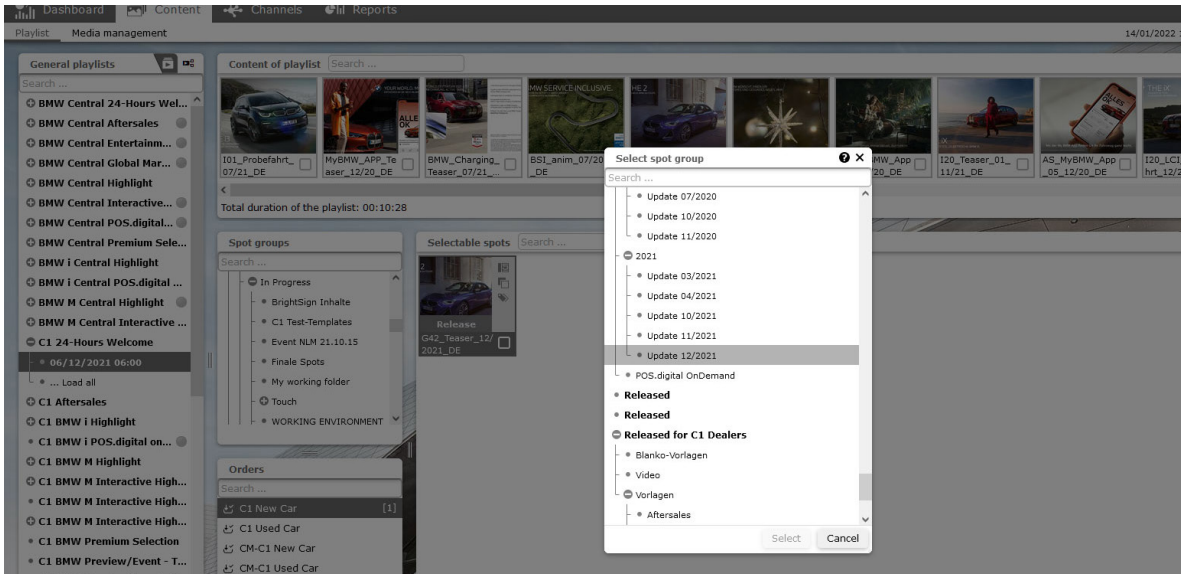
CONTENT APPROVAL PROCESS.

CHANNEL MANAGER: REVIEW AND APPROVAL OF SPOTS.

5 When approving the spot, the Channel Manager can **RELEASE** the spot.



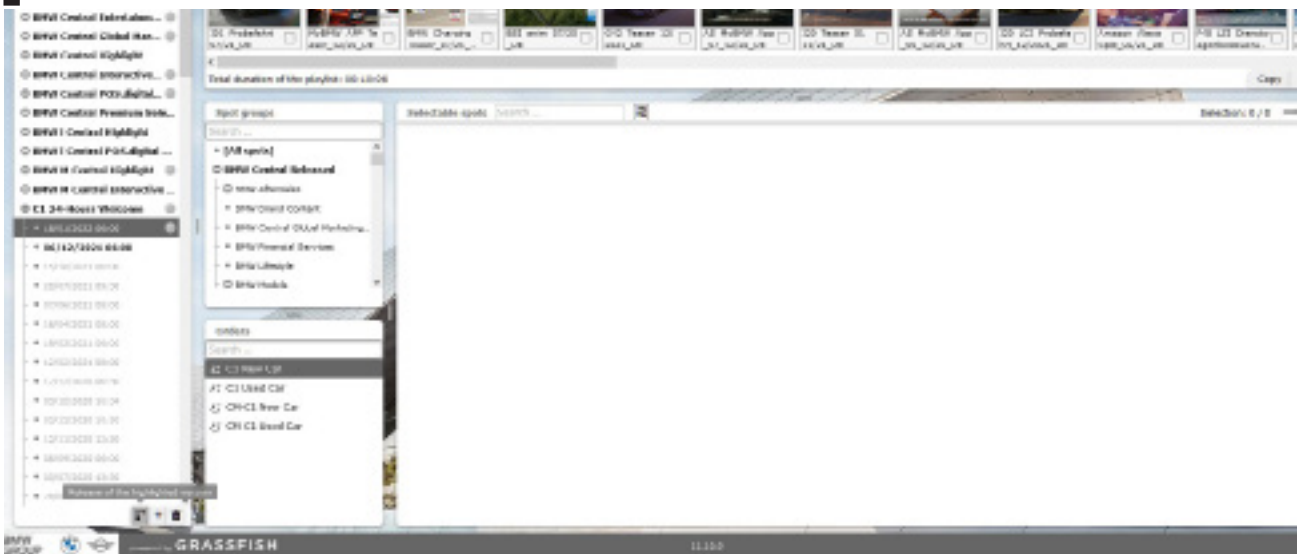
6 The Channel Manager can select a target folder for the **RELEASE.**



CONTENT APPROVAL PROCESS.

CHANNEL MANAGER: REVIEW AND APPROVAL OF PLAYLISTS.

1 The playlists will not be shown on the touchpoint screens until the responsible Channel Manager has released them



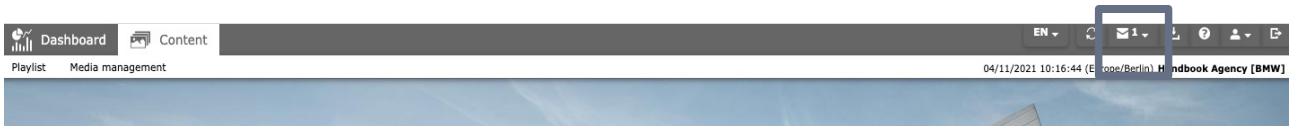
2 The Channel Manager is also able to create more than one playlist for each channel by clicking on the **PLUS ICON** below the playlist overview. The new playlist is a copy of the original, and must be edited before release.



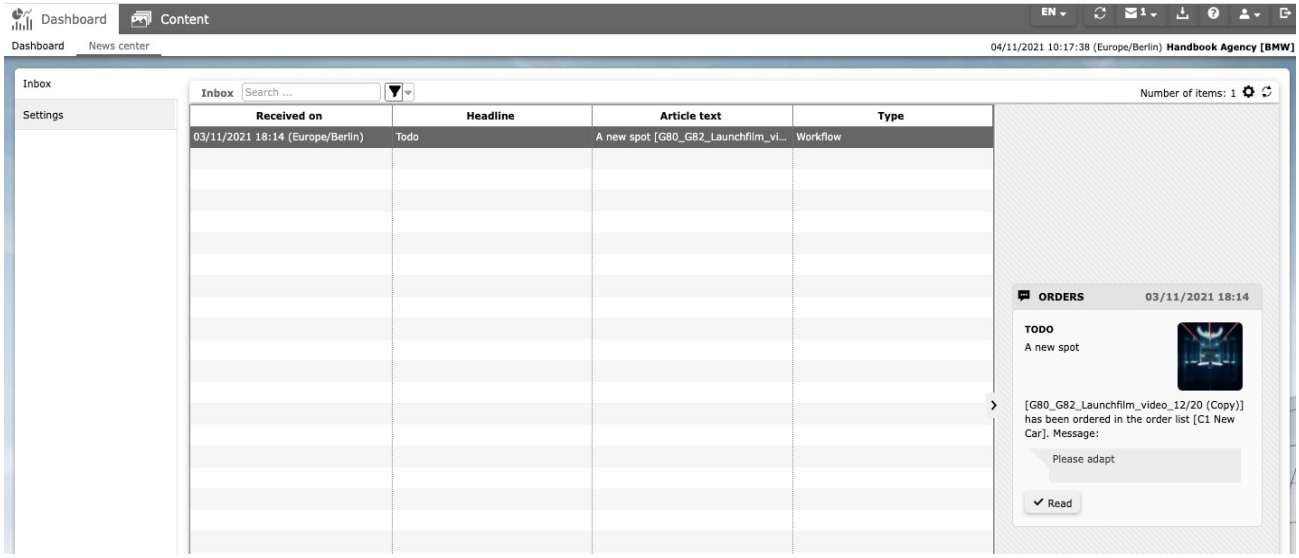
CONTENT APPROVAL PROCESS.

AGENCY: IMPLEMENTATION OF ORDERS AND REQUESTING APPROVAL.

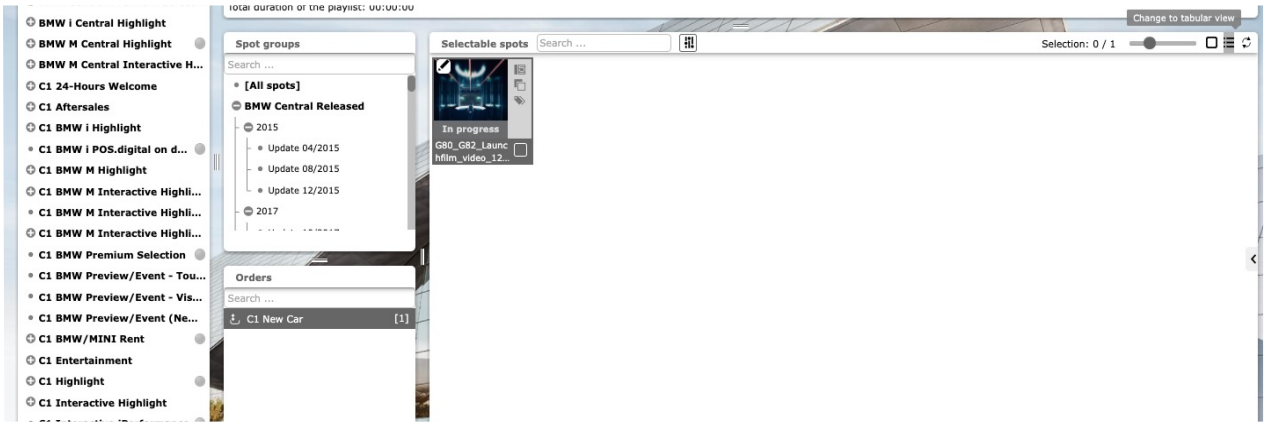
1 The agency will receive a notification about the new order. Check your messages by clicking the **ENVELOPE ICON** in the top right-hand corner.



2 CMS notifications regarding current orders are automatically displayed at every login. Select an order to see the **DETAILED INFORMATION**.



3 Afterwards, the agency can display all ordered spots by selecting the **ORDERS LIST FOLDER**.



CONTENT APPROVAL PROCESS.

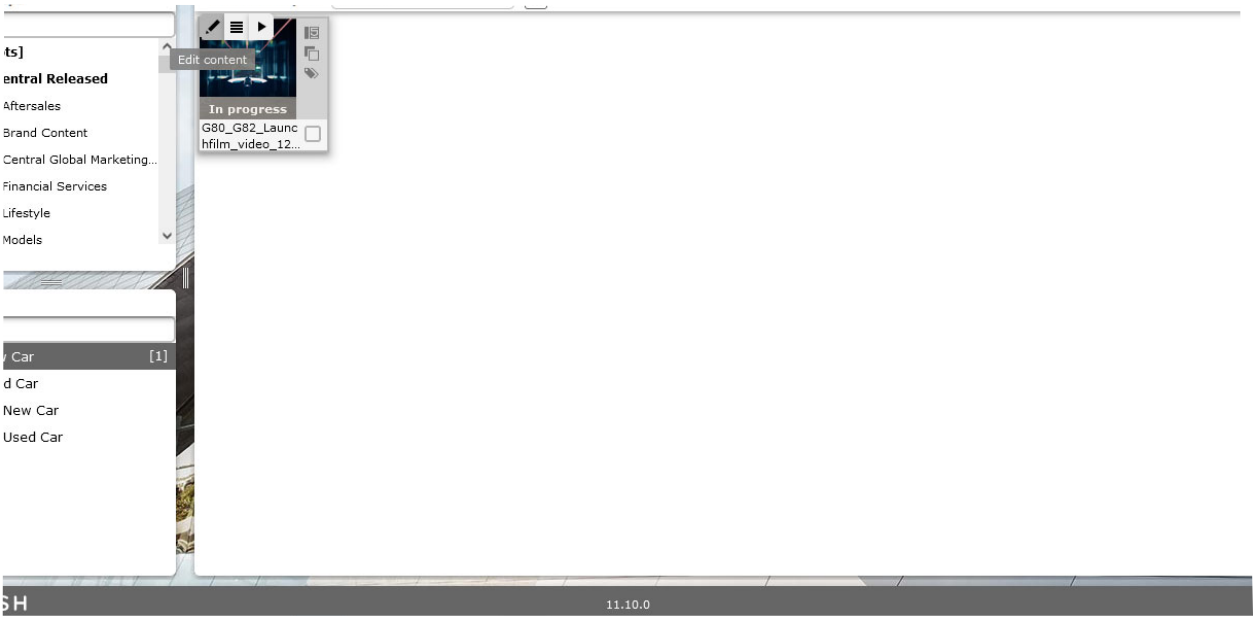
AGENCY: IMPLEMENTATION OF ORDERS AND REQUESTING APPROVAL.

Hint:
To get an overview, click on the Change to thumbnail view in the top right-hand corner

4 The agency can now preview the spot by clicking the **PREVIEW** button on an **ORDERED SPOT.**



5 Adapt the selected spot within the CMS composer via the **EDIT CONTENT** button (follow the same process as before).

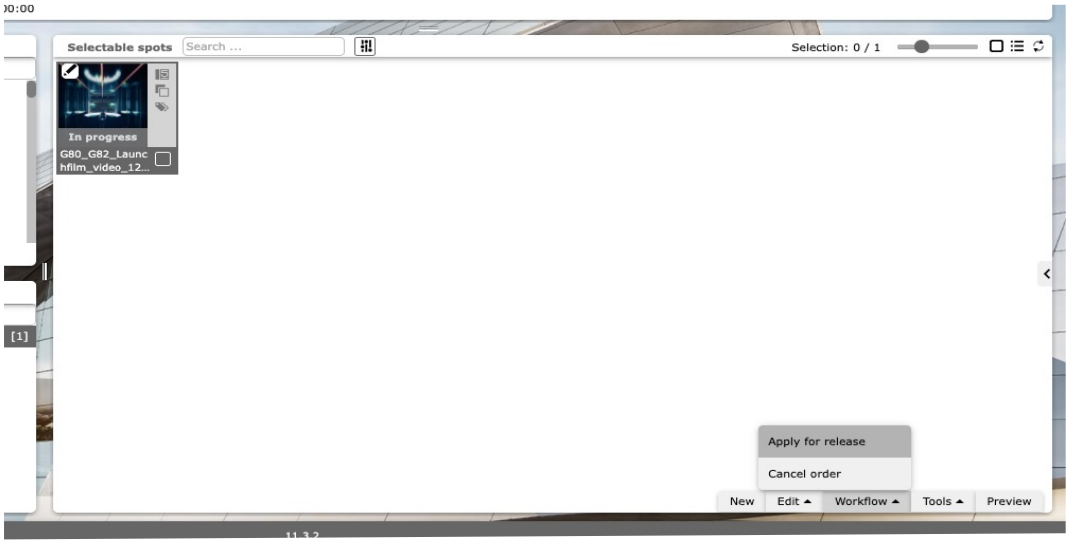


CONTENT APPROVAL PROCESS.

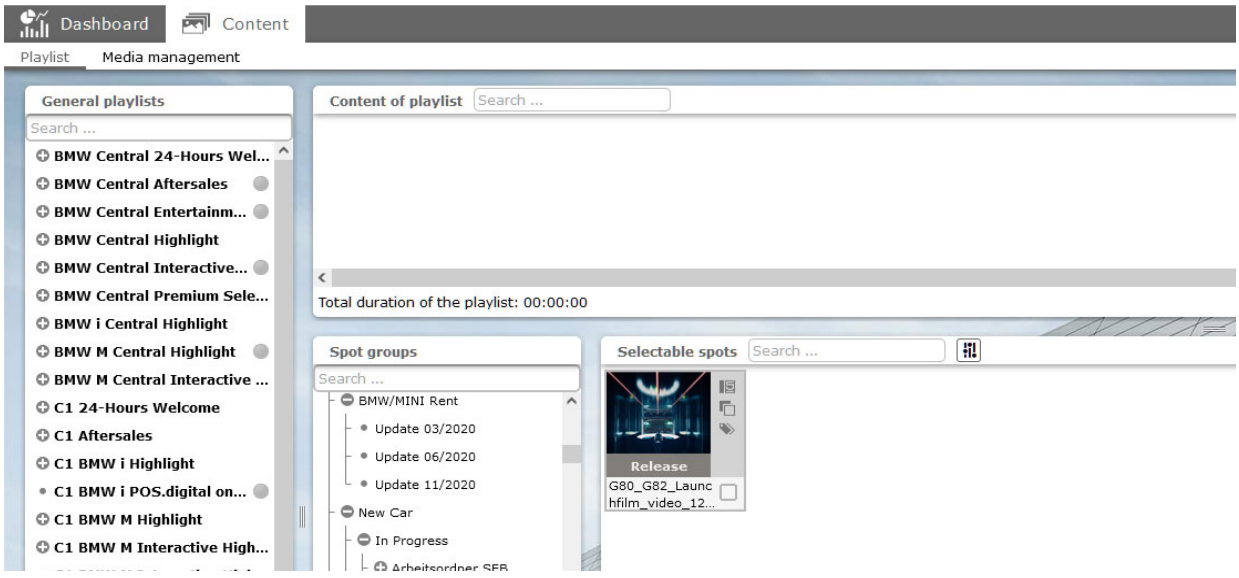
AGENCY: IMPLEMENTATION OF ORDERS AND REQUESTING APPROVAL.

6 After localising, the agency can click **WORKFLOW** and **APPLY FOR RELEASE** to ask for approval.

Insert a comment explaining your adaptions for the Channel Manager.



Now the spot displays the new status **RELEASE REQUESTED**.



CHAPTER 9
HOW TO CREATE AND EDIT PLAYLIST CONTENT.

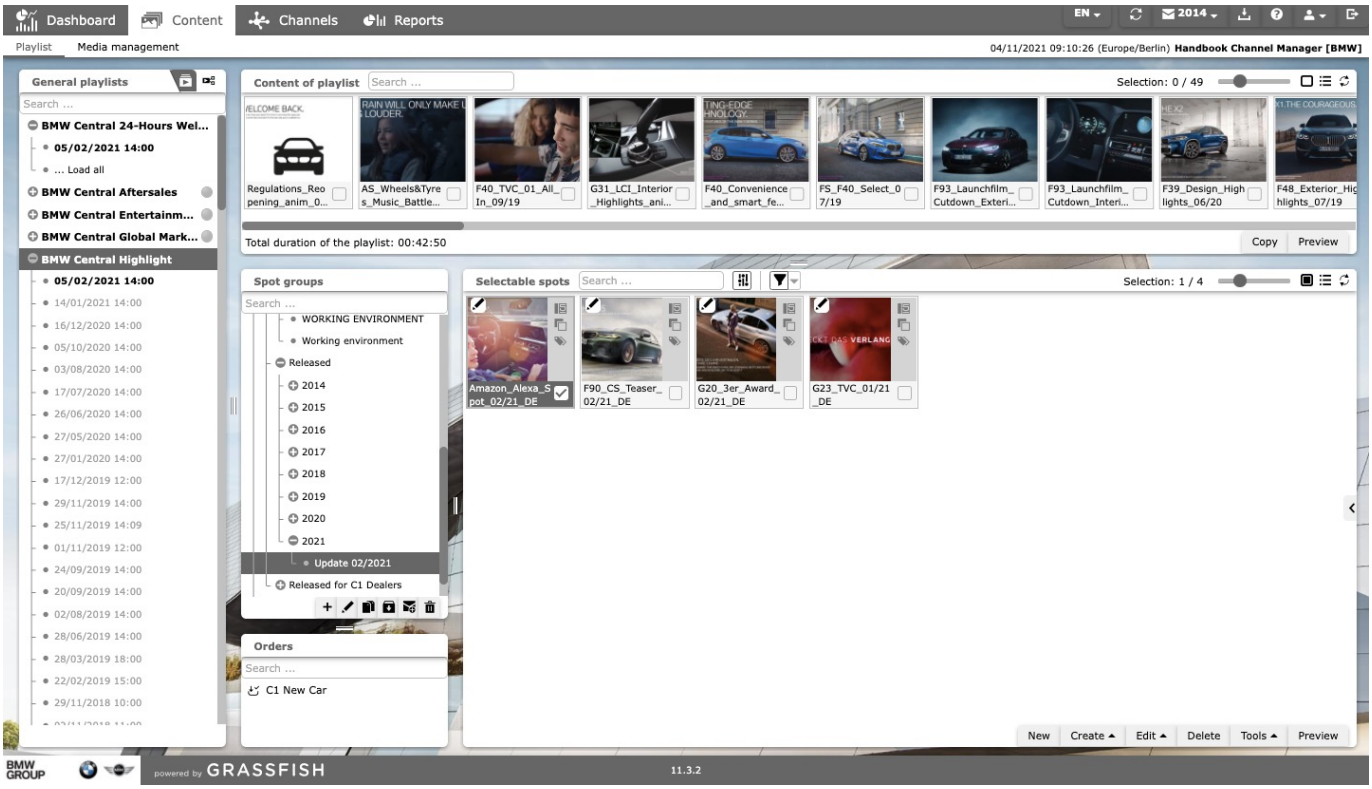
HOW TO CREATE AND EDIT PLAYLIST.

To see all the spots contained in a playlist, select the specific playlist on the **GENERAL PLAYLIST TAB**.
As a local user, you can only edit content and sequences of local playlists (not BMW central lists).

To add spots to your playlist, simply drag them from the **SELECTABLE SPOTS SELECTION** into the **CONTENT OF PLAYLIST SELECTION.**

To remove a spot from a playlist, drag it out of the **CONTENT OF PLAYLIST SELECTION** and drop it anywhere outside of that section.

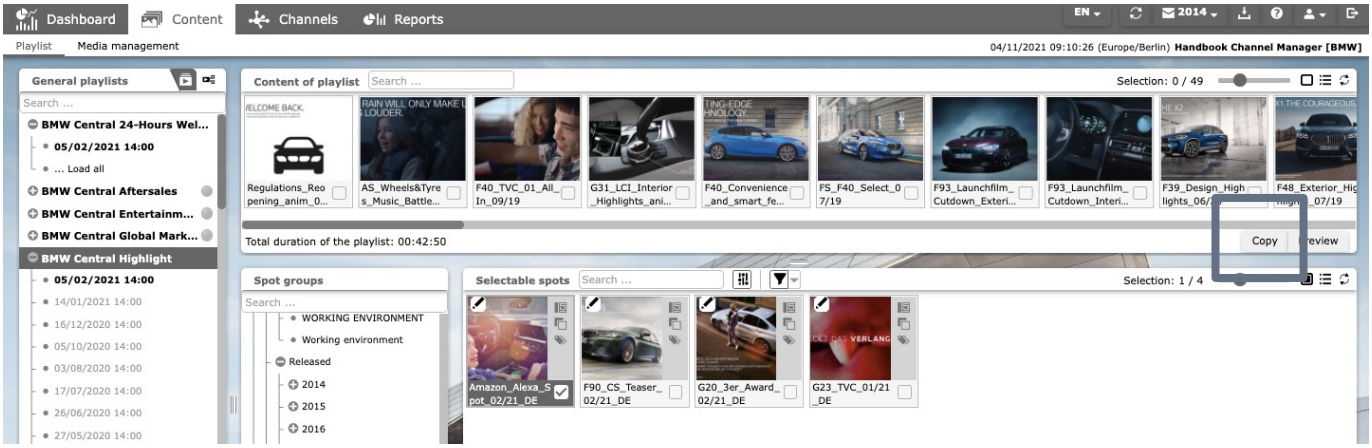
Spots are shown on your screen in the same sequence as they appear in your local playlists. Drag and drop spots in the **CONTENT OF PLAYLIST SELECTION** to change their sequence.



HOW TO CREATE AND EDIT PLAYLIST.

Copy tab.

Clicking on **COPY** and copies the selected spots. These spots are then cached and the following icon is displayed in the **PLAYLIST CONTENT SELECTION**:



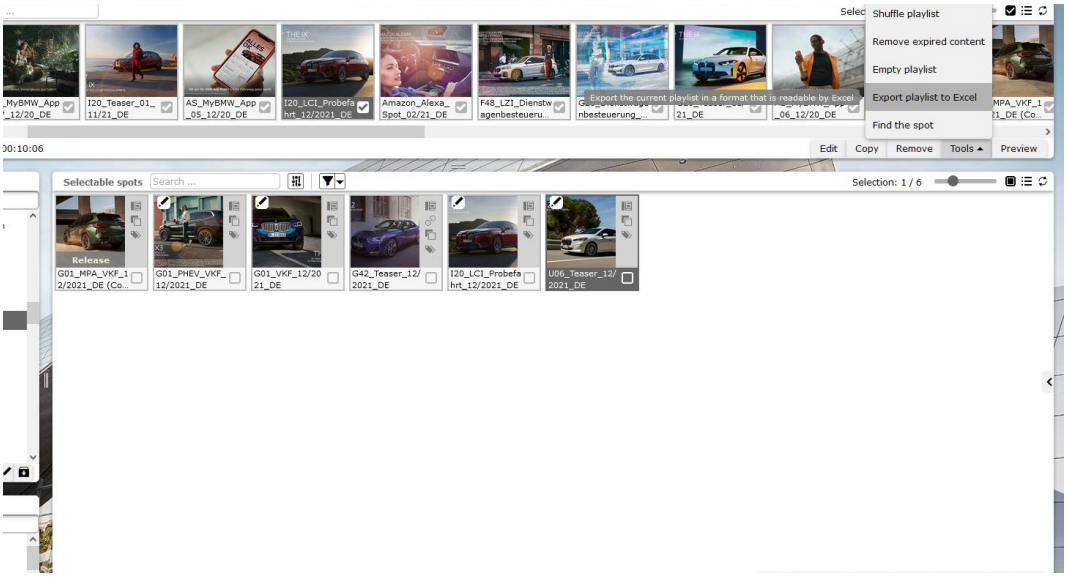
The number indicates the number of spots copied. The image remains visible even if you switch to a different playlist so that you can copy spots from one playlist to another.
Drag the icon into the playlist sequence where you want to paste the copied spots.

Click on the **EMPTY CACHE** button to clear the cache.

By clicking on **COPY** without selecting spots the entire playlist will be copied.

Tools tab.

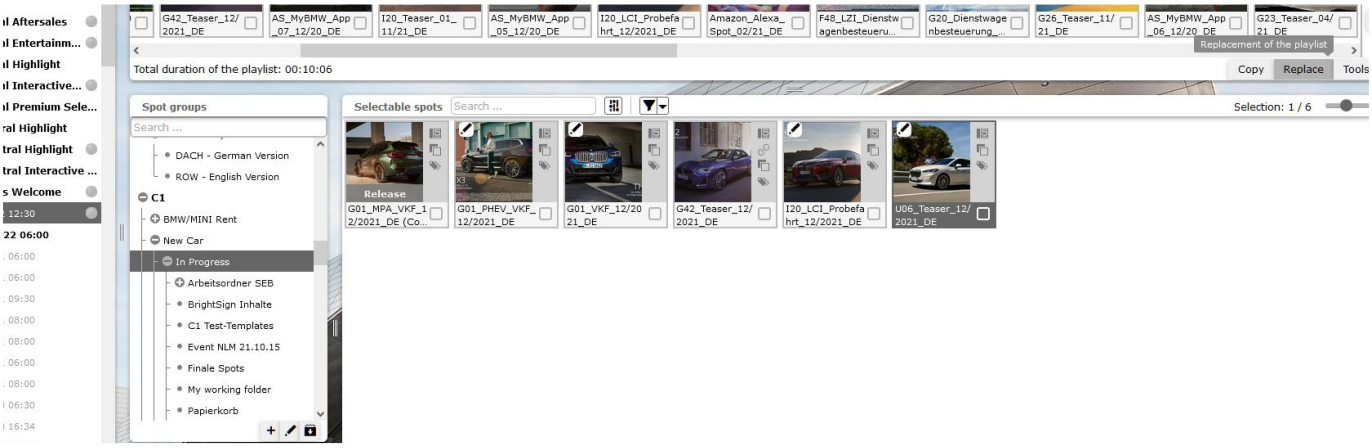
Opens a window with options for handling playlist content, including an export function. The **EXPORT PLAYLIST TO EXCEL** function enables an easy export from the central playlist to align your local playlist with properties and sequences.



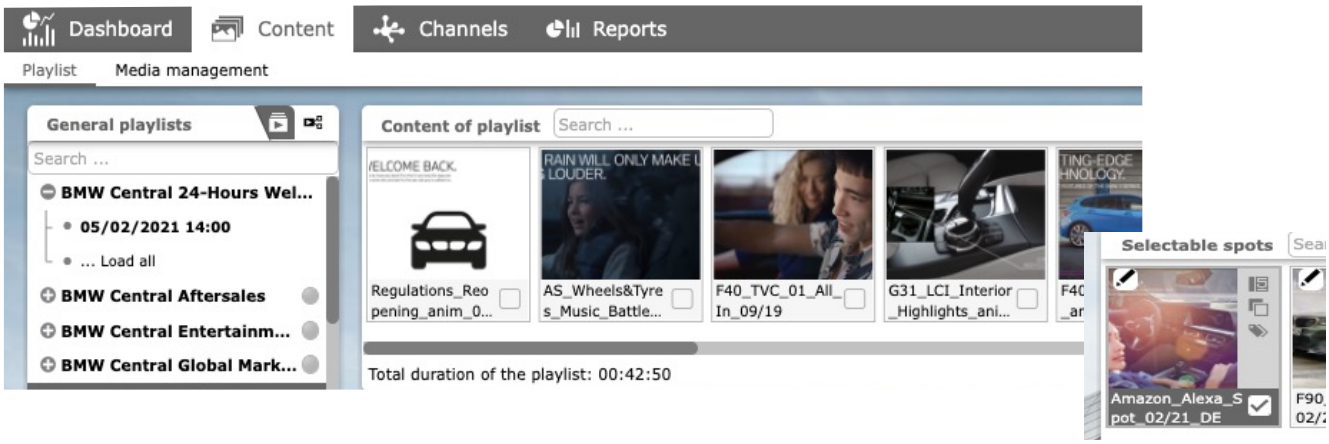
HOW TO CREATE AND EDIT PLAYLIST.

Replace tab.

If you want to replace all existing content in a playlist with your copied spots (see above), click **REPLACE** instead of dragging the cache image into the playlist sequence.



Note: General content has always higher priority and will be played before individual content. Therefore, dealer content is only in addition and runs after a generic Playlist has finished.



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CHAPTER 10
GLOSSARY, INFORMATION AND LEGAL DISCLAIMER.

GLOSSARY, INFORMATION AND LEGAL DISCLAIMER.

Glossary.

ASSETS	Assets are used for template compositions, but should not be used for stand-alone playback (e. g. pictures).
SPOT	Spots are content files that can be inserted into playlists. There are different types of spots that are stored in the selectable CONTENT LIST on the PLAYLIST TAB.
STANDARD SPOTS	The POS.digital content management system treats films, images and animations as standard spots. Spots that were added to your system within the last three days are marked as new.
COMPOSER SPOTS	Create and edit spots with the built-in composer. Composer spots can include animations, special effects, interactive elements and widgets.
PLAYLISTS	Use playlists to create sequences of spots to play in your programme schemes (e.g. on your welcome channel).
TEMPLATE	Templates are empty content files. You can fill templates with media content and create your own spots.
TAGS	Sometimes it might occur that certain spots may not be played at specific touchpoints. Therefore, spots require settings to identify where they are allowed to be played and where they are not.
VARIANT	In order to adapt central spots for your needs, you can create variants of these within a local folder. The spot variants are linked copies of the central spots. E.g. if the validity of the original spot gets changed, the variant will automatically get the new validity too.

Further POS.digital information.

For further POS.digital information and documents, please visit the Sales & Marketing Workplace:

https://smw.bmwgroup.com/group/smw/bmw-pos-digital-general-information

Legal disclaimer.

Before using a spot at your POS, please check the spot properties in the CMS which will inform you about its validity, etc..
Furthermore, all markets take full responsibility for all playing content as well as ensuring they have the proper legal rights. Some films that require sound in the showroom may incur an extra fee - this is not part of the license fee and must be covered locally.

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