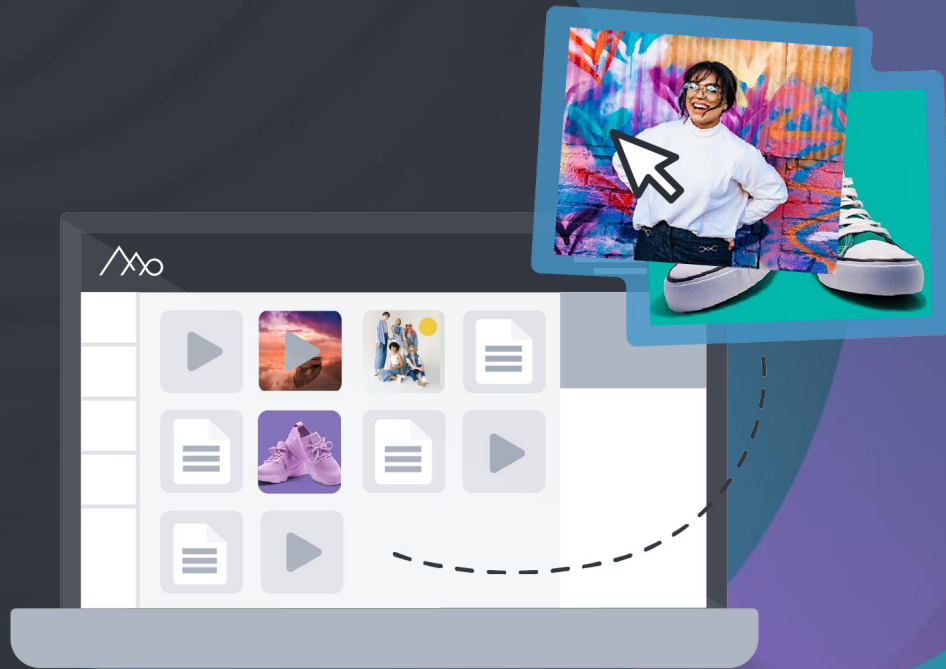




# Mediaflow Introduction

Part 2 - In depth











Mediaflow DAM









# Introduction outline

## Part 1 - Fundamentals

-  Orientation in Mediaflow interface
-  Folders and files
-  Indexing and search
-  Share and collaborate
  -  Web links
  -  Media Portal\*

\*Additional modules

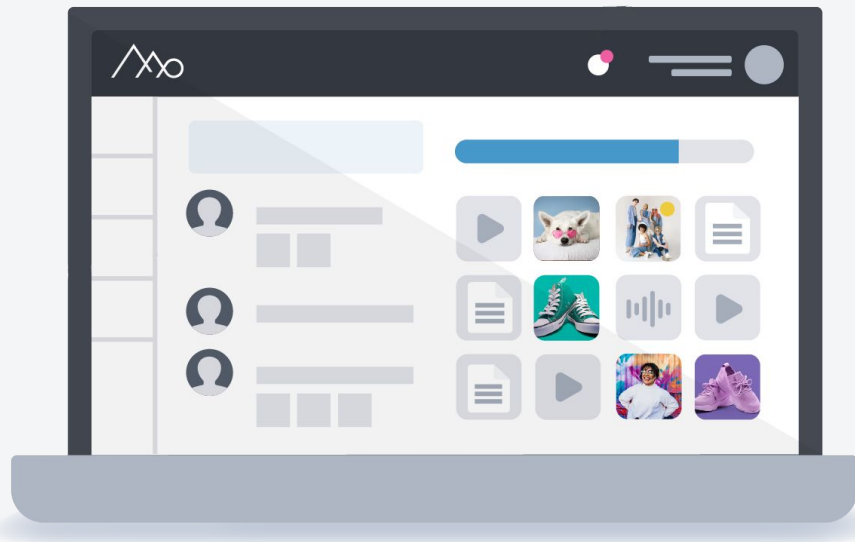
## Part 2 - In depth

-  Settings for your Mediaflow
-  Tracking file usage (licenses, etc)
-  Effective workflows
  -  Plugins for Pro users
  -  CMS-integration\*
-  The GDPR-tools\*
-  Video Manager\*
-  Live streaming\*



# Settings

Settings for your Mediaflow are managed by users with administrative privileges. Here you can manage users and user groups, create download formats, and customize metadata fields, among other things.





## Managing users

- Create, edit, and delete users.
- Manage passwords.
- Set interface language.
- Choose between Basic or Pro users, and optionally, Super Administrators.
- Assign user groups.

### **Basic users**

A standard user who can have access to selected features and folders in Mediaflow.

### **Pro users**

1. Access to settings in Mediaflow
2. Access to superadmin mode
3. Access to desktop plugins
4. Ability to contact our support team

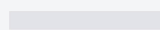
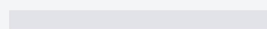
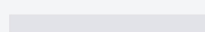


## User groups

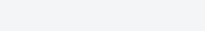
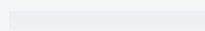
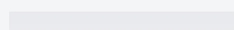
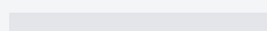
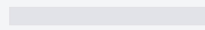


- User groups govern permissions in Mediaflow.
- A user can belong to one or more groups, applies to both pro and basic users.
- Your account initially has two user groups: the "Administrators" group and the "All users" group, which governs basic permissions for all users in Mediaflow.

### Rights



### Upload files



New group





## Symbols for permissions

- The group has permission to use a specific feature.
- Absolutely not, always carrying the most weight in conflicts with other permissions.
- Does not grant access to a specific function but leaves it open for a yes or no in another group.

All users		Group X	
<input type="checkbox"/>	+	<input checked="" type="checkbox"/>	= Ja
<input type="checkbox"/>	+	<input checked="" type="checkbox"/>	= Nej
<input checked="" type="checkbox"/>	+	<input checked="" type="checkbox"/>	= Nej

Folder info **Folder access** Folder security

Here you set visibility for this folder and it's contents. A checkmark will allow the group and it's members to view the folder while a cross will block access.

Group	Access to folder
All users	<input checked="" type="checkbox"/>
Internal portal	<input checked="" type="checkbox"/>

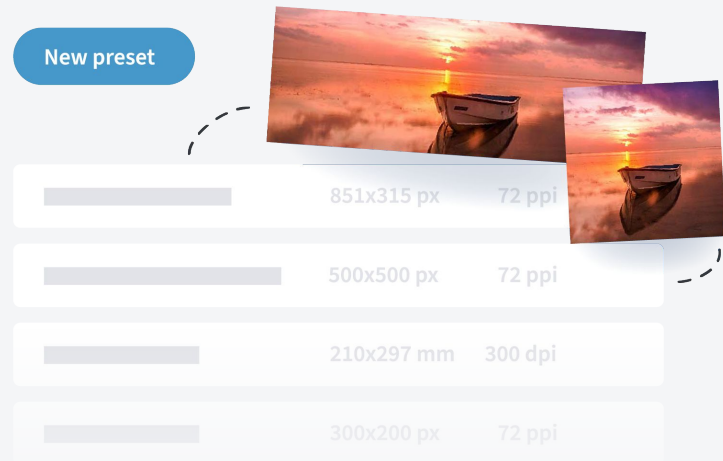


## Downloading format for images

- Limit the size of an image
- Change the file format to PNG, JPG, TIFF, WebP, or BMP.
- Convert the image to a different colour profile.
- Choose who should be able to use your formats, in Mediaflow, portals, and CMS integrations.
- Include or exclude metadata.
- Transparency settings.

### Användningsområden för nedladdningsformat

1. Cropping to a specific pixel size.
2. Maintaining proportions but scaling down to a different pixel size.
3. Maintaining pixel size but converting to another file format or colour profile.





## Create colour marking

- **Colour marking** is a way to mark files that have a specific attribute important for you in your workflow.
- It can be associated with a specific restriction such as "Accounting required" or "Not to be downloaded".
- Colour marking is visible in media portals, CMS integrations, and plugins.
- The ability to colour mark files is a group privilege.



If necessary, all files uploaded by a specific user can be tagged with a specific colour.





## Create your own metadata fields

As a complement to the standard metadata fields, you can create custom metadata fields as needed. This can be used for supplementary information such as a specific area for the file or product information.

Custom metadata fields are available in various forms: text fields, numeric fields, date fields, drop-down menus, or checkboxes.

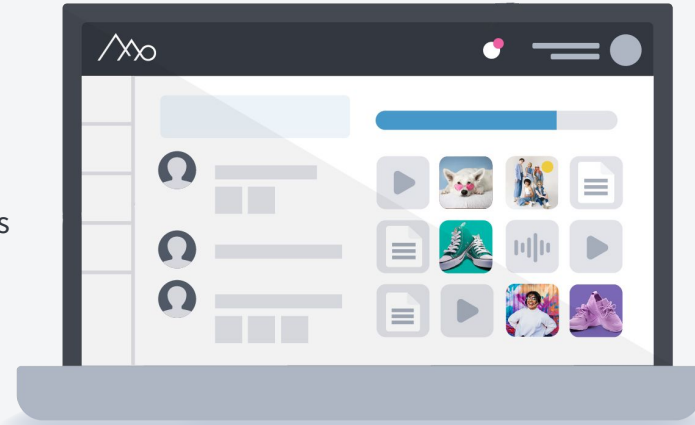


If you want to display your own metadata fields in your **Media Portal**, you need to have a **Plus Portal**.



## Internal information

- The text will be displayed on the start page.
- Use the space to provide details on your workflows and routines in Mediaflow.
- For example, how you categorise and index files and how you manage GDPR compliance.
- You can create separate posts for your different user groups.





## Integration

Here is the information that your IT department needs to set up your CMS integration.

## Contact information

Here, you enter contact information for your Data Protection Officer and Incident Management Officer, i.e., contact for reporting personal data incidents.

## Statistics

Here you can monitor statistics on the usage of your Mediaflow account. You can also see the number of visits to your portals and the "Top 10 search phrases in portals."

## Storage

This tab can only be accessed from the superadmin mode. Here, you can see a clearer distribution of your storage.



## Media portal settings

Under the tab “Portals” you will find:



Default settings for naming and functions, metadata fields, and security.



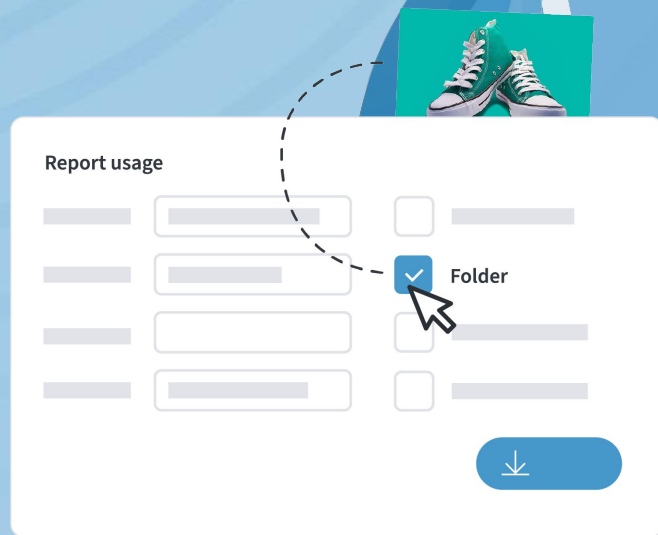
Editing mode - Customize the appearance to match your brand and visual identity.





# Keep track of file usage

In Mediaflow, you can control how your files are used by specifying licensing rights, tracking usage, and managing versions.



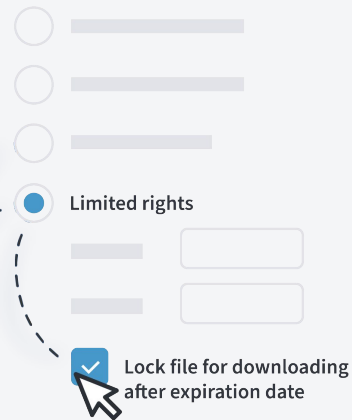
The screenshot shows a 'Report usage' dialog box. At the top, there is a teal image of a pair of sneakers. Below it, the text 'Report usage' is displayed. The interface contains four rows of controls, each with a horizontal bar on the left and a checkbox on the right. The second row's checkbox is checked and labeled 'Folder', with a mouse cursor hovering over it. A dashed line connects this checkbox to the sneakers image above. At the bottom right of the dialog is a blue button with a white download icon.



## Keep track of: Licensing rights

How a file can be used and published depends on its licensing rights. Under the *License* tab, you can specify the licensing rights that apply to your files.

- The information can also be displayed as metadata fields in your portal, CMS integration, and via plugins.
- If there are limited rights, the user may receive a warning or be denied downloading the file. This applies to portals and CMS integrations as well.



Shortcut: License rights 

You can categorize based on respective license rights using the shortcut folders.



## Keep track of: How and where files are used

Under the tab **Info>Usage**, you can specify where files are used, for what purpose, and by whom. This way, file management becomes traceable.

- You can manually specify usage.
- You can also require usage to be reported upon download, per folder, user group, or colour marking.
- If you have a CMS integration, usage will be automatically logged when files are published. The number of registered uses will be displayed on the file thumbnail image.



If you have a Media Portal, you can choose to enforce reporting for all files in the portal.



## Exercise Keep track of file usage

### 1. Limited License Rights:

Select one of the images in your folder. Click on *License>License Rights>Limited Rights* to set time-limited rights. Specify that the file can be used until today's date (enter the date in the "date box" on the right) and check "Lock file for downloading after expiration date." Save by switching to another tab.

2. Test downloading the file with time-limited rights by double-clicking on it. A warning should appear.

### 3. Usage Report:

Select one of the images in your folder and click on *Info>Usage*. Add a fictional usage by clicking on "Add Usage" and filling in the relevant fields. Then click on "Save".

4. Click on the root folder with your name. Click on the *Folder Security* tab and then check the green box under "Report". Remember to switch to another tab to save.

5. Download your image in its original format and report a fictional usage.

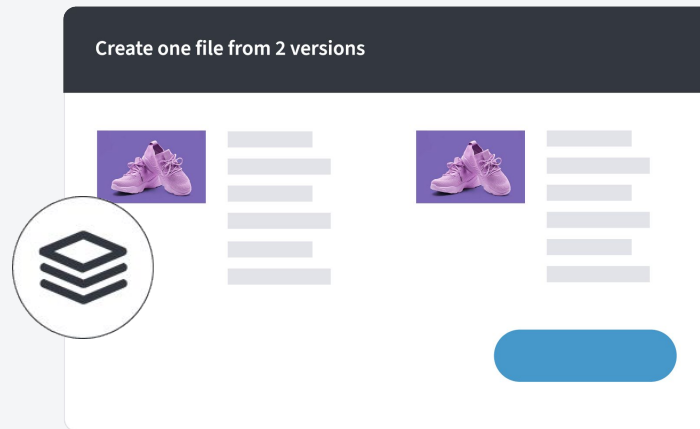




## Keep track of: Versions

To keep track of edited versions of a file, you can stack them under the same thumbnail.

- The advantage is that all files are found during a search and the correct version is used.
- Versions are created in three ways: when uploading with the same name, when using open/save plugins, and by merging multiple selected files.
- You choose which version should be the active one, which then becomes visible in portals, integrations, and plugins.
- When a file has versions, this is indicated by an icon.



### Use versions for:

- Retouching and changes in images
- Variations of a document such as Word, InDesign, etc.

### Versions are not recommended for:

- Different angles of the same subject or a portrait series
- A black and white version



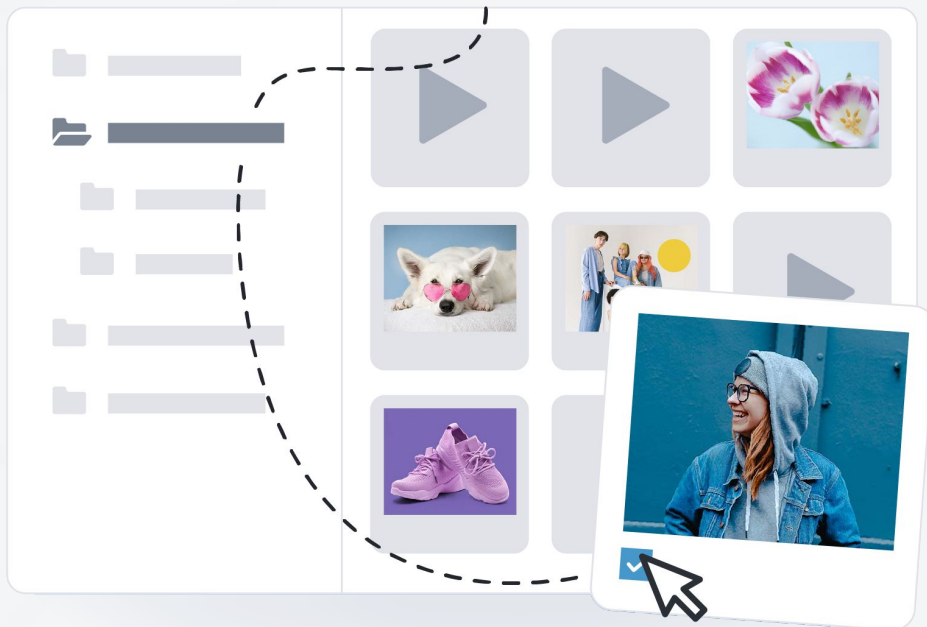
Plugins for Pro users

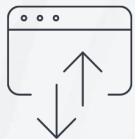


# Plugins for Pro users

With our plugins, you can easily work with files and documents as if they were located locally on your computer, despite the fact that they are stored in the cloud service.

Insert from Mediaflow



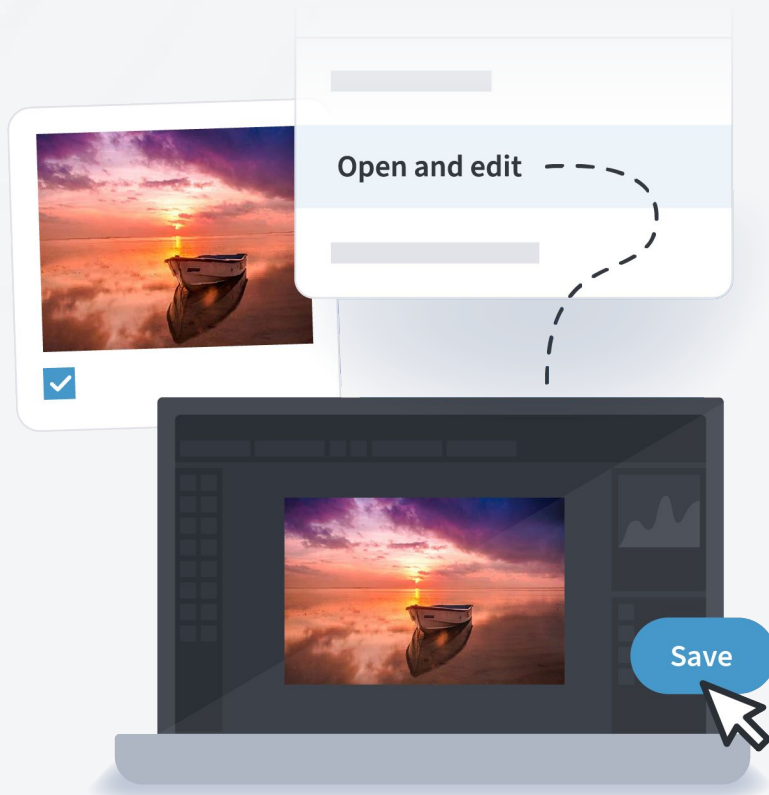


## Open/Save plugin

Open files in any desktop program, such as Photoshop, directly from Mediaflow without having to download them to your computer first.



With the Open/Save plugin, you never overwrite a file, instead you always create a version.



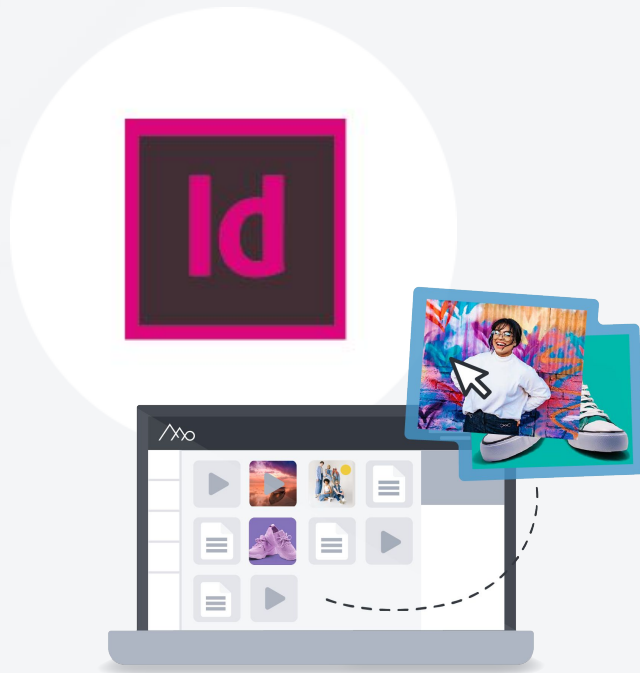


# Adobe InDesign plugin

Insert images directly into Adobe InDesign without having to manually download them to a computer first. You can also open the document on different computers without the linked images needing to be sent separately.



Collect your InDesign files in Mediaflow for added benefit. This way, you can also take advantage of the Open/Save plugin during editing.



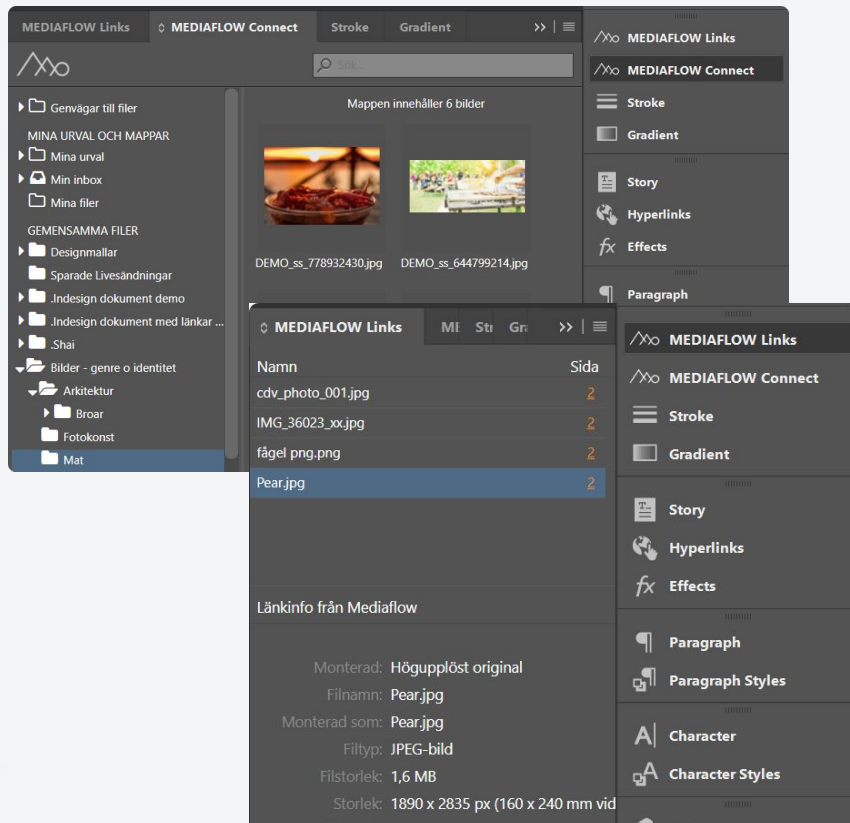


## Mediaflow Connect

Here you can access images from Mediaflow. You can browse through folders or search for images. Images are mounted as either low or high resolution and are then handled as usual in InDesign.

## Mediaflow Links

Here you manage images that have been mounted through Mediaflow Connect. You can see which page of the document the image is on and you can also see metadata for the image. If you open a document with broken Mediaflow Connect links, you can easily mount all missing files locally.





Plugins for Pro users / Effective workflows

# Microsoft Office plugin

Access and insert images directly in Microsoft Office Word and PowerPoint, without having to download them from Mediaflow first.





# CMS integration

The purpose of a CMS integration is to allow your editors to access images, documents, and videos directly in your CMS without logging into Mediaflow.



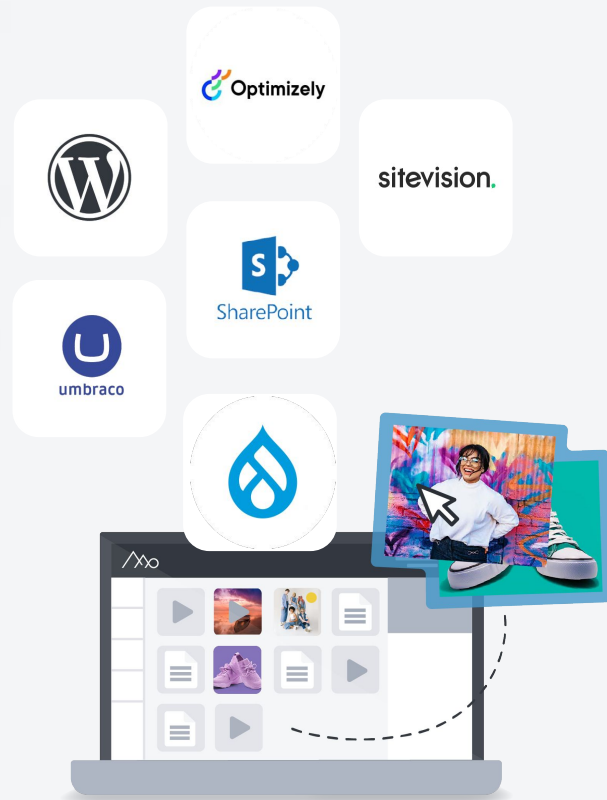


## How does the CMS-integration work?

- All editors have access to the same folders, and it is you who control them.
- The usage is automatically saved in Mediaflow when an image or video is edited. If a file needs to be removed from your website, for example, due to licensing rights, you can see on which page the file is being used.
- Web editors have access to your selected download formats and cropping tool when selecting images.
- When an image is chosen by the editor, a copy is created based on the selected download format. The copy is placed in the CMS platform's own file library, and there is no further connection to Mediaflow.
- When a video file is chosen by the editor, an embedding of the video is always created, and it will be streamed from Mediaflow's servers.



In the settings, you will find the necessary information for your IT department to set up your CMS integration.



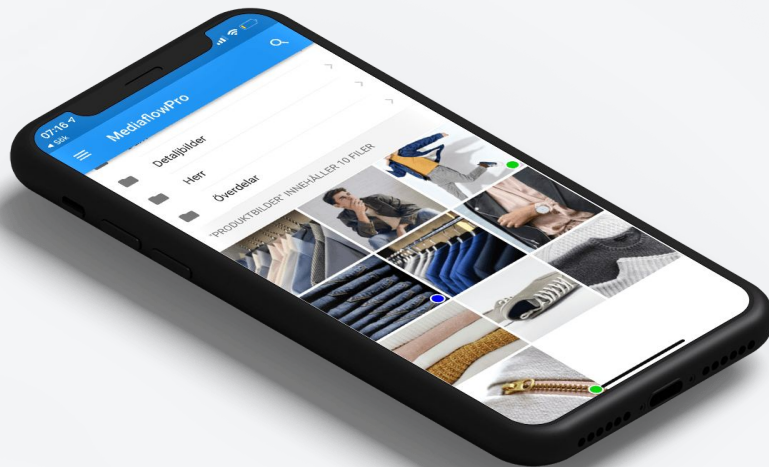




# Mediaflow mobile app

Access your files anywhere with the Mediaflow app.  
Available to all users and compatible with iOS or Android.

- Browse through folders.
- Search for files.
- Download files to your mobile device.
- Upload files from your mobile device or camera.



Uploading files from your mobile to Mediaflow can also be simplified by using web shares.



## Exercise Effective workflows

### 1. **Versions:**

Upload and select the files "Version\_1" and "Version\_2" in your folder. Right-click and choose Versions>Merge into one file. Click on the Versions tab.

### 2. **Open / Save:** (if the plugin is installed)

Open the image of the girl in a hoodie in any desktop program by right-clicking and selecting "Open & Edit". Save and choose to add this file as a new version. Click on the "Versions" tab.

### 3. **Web share in mobile**

Email yourself the web link. Open the web link on your mobile and try uploading a picture from the image gallery.



# GDPR

The General Data Protection Regulation (GDPR) imposes high requirements on the handling of personal data. With our GDPR management tool, you can easily establish a personal register where you link consent to your files.





GDPR

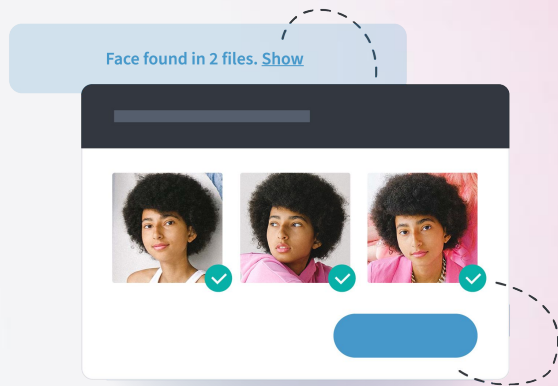
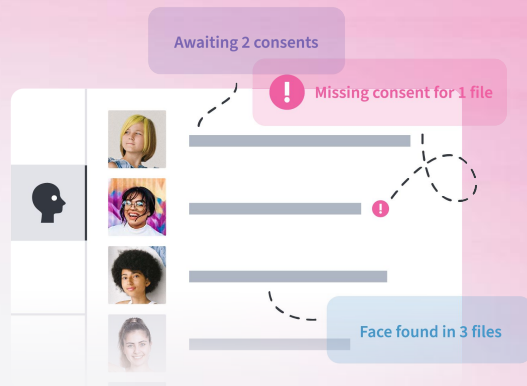


## Index of persons

Under the GDPR tab, all individuals you have added to an index of persons are gathered. Here, you can view all the information regarding the images they appear in and the consents associated with them.

## Facial detection and matching

- *Facial detection* helps you find faces in images so that you can then name them.
- *Facial matching* provides suggestions for individuals who already exist in the index of persons.





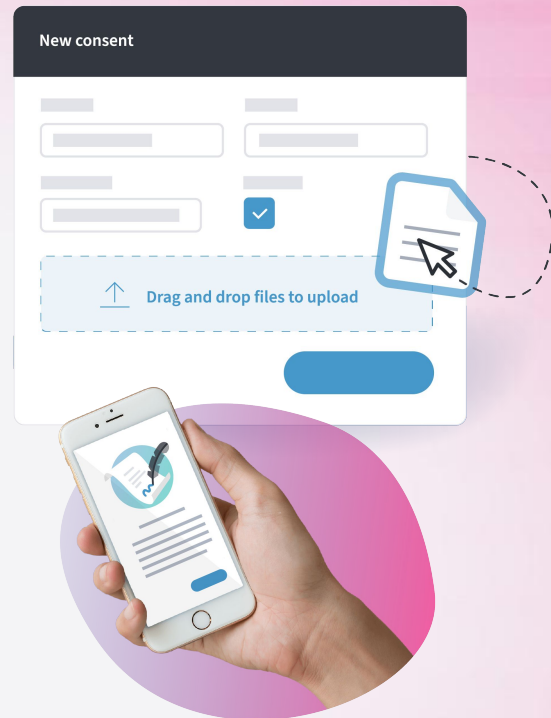
GDPR

## Consents and Model Agreements

In the GDPR module, you can both gather your existing agreements and obtain new digital consents.

### Obtain digital consent

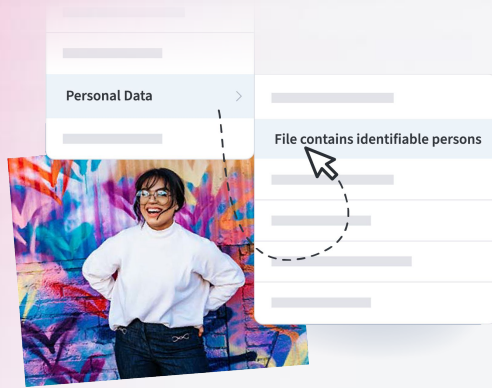
- Send the consent agreement via SMS or email.
- To be signed by the recipient using verification code.
- Input your own contract text and duration of agreement.
- The recipient approves the agreement and verifies that the personal information is correct, excluding the appearance of the images.
- It is possible to send a digital agreement before the photo shoot.
- You can add fields for additional information about each person.





GDPR

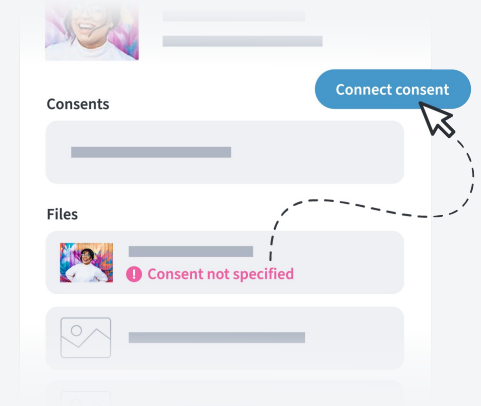
## Procedure - GDPR Management



1. Specify legal basis **GDPR?**



2. Enter persons in the file 



3. Provide consent/agreement 

Shortcut: Personal Data 

You can sort by various criteria and get a good overview of where a file is in the GDPR process.



GDPR

## Exercise GDPR



- 1. Specify legal basis:**  
Select these two images in the folder "Persons". (In this first step, we will only work with the child).  
Go to the *persons* tab and choose from the *Personal Data management* list: "File contains identifiable persons (consent is needed)".
- 2. Enter persons in the file:**  
Click the *Manage* button to enter a person. Click on the child's face box and add a fictional person. Specify as a minor. (Do not link the image to the other fictional individuals created by other participants).
- 3. Provide consent:**  
Start by adding a new consent by selecting "Written consent (file)". Upload the PDF file you received (in your training material). Specify a validity period of 1 year and save.
- 4.** Go to the next image and click on the girl's face box. Identify the person by searching for the girl's name. Find it in the list and link it to the person and the consent.
- 5.** If you have time, select all pictures of the woman and repeat the steps above.



## GDPR settings

- **General Settings**

We recommend that you use the **GDPR?**-label and restriction in media portals and integrations.

- **GDPR fields**

You can add additional information fields per person, such as title, department, and employee ID.

- **Consent templates**

Here, you create templates for your agreements and choose settings for them.







## All types of files

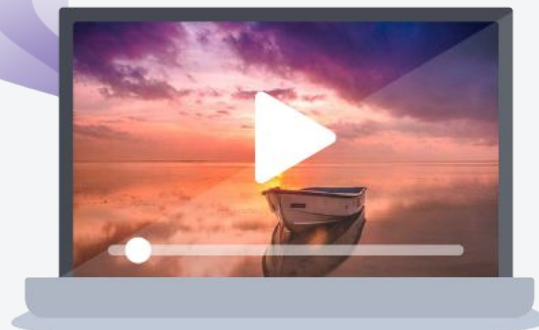
Mediaflow is not just a place to store your files, it is also a system filled with intelligent features to simplify your workflows. You can conveniently collect all types of files that you work with in Mediaflow.





## Advantages of video files in Mediaflow

- The ability to use metadata as keywords, licensing rights, etc., in your workflows.
- Linking the video files with GDPR consents.
- Using our accessibility-adapted video player when sharing video files.
- Avoiding advertisements and suggestions for related video clips.

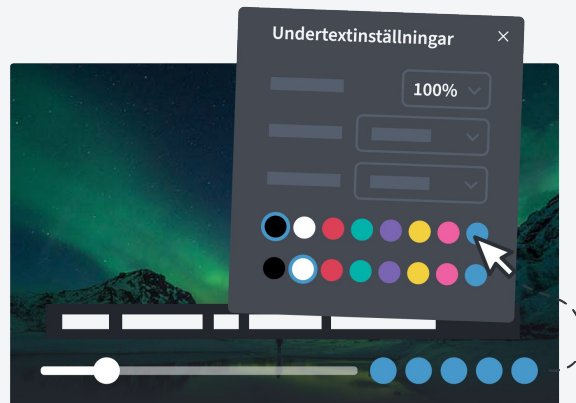


In the settings on the "Storage" tab, you can see how much space is being occupied by different file types, such as videos.



## Share your video material

- **From Mediaflow** - In web links, publish to a media portal and via CMS integrations to a website and/or intranet.
- **Externally** - Extract code for embedding into various external systems and social media.



## Link to Youtube and Vimeo

An alternative to storing your video files in Mediaflow is to link them.



# Video Manager

Make your videos accessible by adding subtitles, versions in other languages, and visual and sign language interpretation. You can automatically generate subtitles directly within the tool.





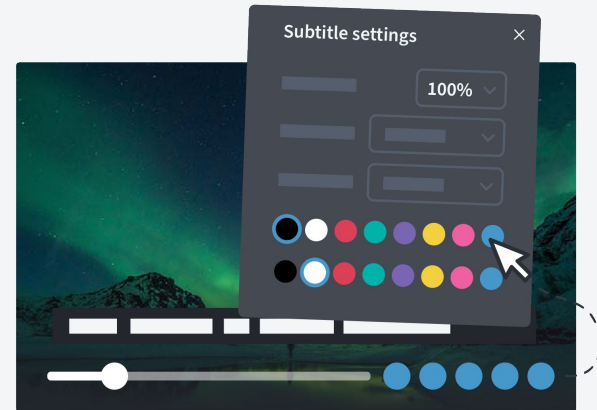
## What makes a video player accessible?

The international accessibility standard, the Web Accessibility Directive, requires compliance with WCAG 2.1 level AA.

The purpose of the law is primarily to ensure that no one is prevented from using digital services due to a disability.

A selection of requirements from the guidelines:

- Subtitles available
- Ability to control the player using the keyboard
- Support for screen readers and clear labeling of the different functions
- Clear contrast between text, controls, and background
- Responsiveness for the player to work on different screen sizes
- Developed with consideration for color blindness.





Video Manager

## This is included in Video Manager

- The ability to create subtitles, upload alternative audio or video tracks for audio description and sign language interpretation, as well as different languages.
- Auto-captioning to simplify the process of adding captions.



## Streaming traffic

- The amount of streaming traffic used varies depending on the viewer's device, internet connection, and the film being streamed. A movie with many details uses more, but approximately 0.3-2 GB per hour and viewer.
- You can track your usage on the Start page of Mediaflow.

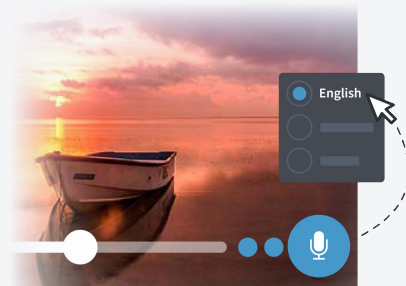
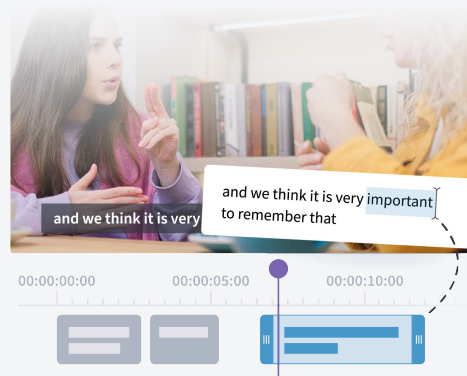


## Auto captioning

- Auto captioning is an automatic service where an algorithm interprets audio and creates text captions divided into blocks on a timeline.
- The time for analysis varies but usually takes 10-20 seconds per minute of video. You can continue working with the video throughout.
- Auto captioning is never perfect and must be checked and edited afterwards, but it saves a lot of time.
- The text can also be downloaded as an .srt or .vtt file, for example, to be sent to a translator or used on platforms like Facebook.

## Video in multiple languages

You can also have alternative audio and video tracks in different languages. When the tracks are activated, the viewer can easily switch between them.





## Audio description video

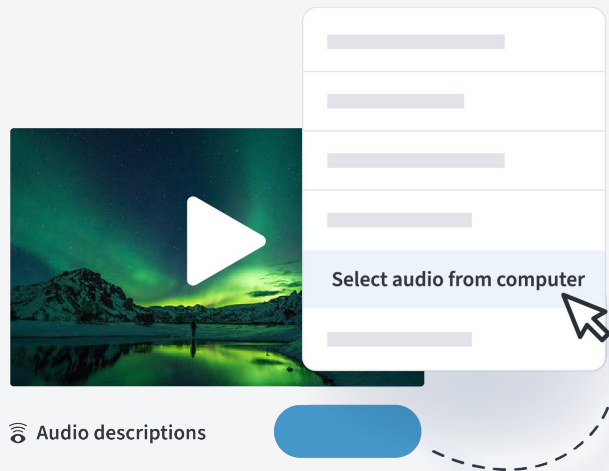
Connect a separate audio track or video track with audio description to a video.

### An alternative audio track

The track describes what is visible in the video ("a cat tiptoes by"). Technically, it can be a separate audio track or video track. Both the original audio and the audio description must be embedded in the same file.

### An alternative subtitle track

The text can be used by a screen reader program on the viewer's computer to read out the descriptive text.







## Video with sign language interpretation

Connect a track with sign language interpretation to a video or an alternative subtitles track.

### Sign language interpreted video

- Combined video track with embedded sign language interpretation.
- A separate video track with sign language interpretation that can be displayed in a separate window.

### An alternative subtitle track

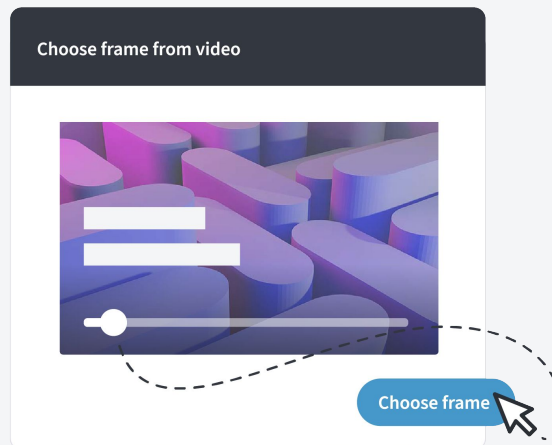
The text describes what is heard in the film, for example, "A gunshot is heard in the distance."





## How to work with the Video Manager?

- You open the video manager from the file you want to work with. The function always opens in a new tab.
- All changes are automatically saved as you work.
- You need to actively enable the settings you added to the video, such as an audio track, for the choices to be visible to viewers.
- If the video is already published in a portal or in your CMS, the changes will appear automatically.
- Retrieve the embed code, for example, for a website when you have finished working with the file. We recommend JavaScript as iframe have certain limitations in accessibility.





## Live

Make events and lectures accessible to more people. Mediaflow Live is an add-on service to Video Manager that makes it easy to stream with a GDPR-secure infrastructure.





Live

## This is included in Mediaflow Live

- **The Control Room** - a great overview of your broadcasts and quick access to all important features.
- **Reusable streaming keys** - saving you time.
- **Flexible publishing options** - unique URL, embed code, or through a play portal.
- **GDPR secure** - all our live servers are in Sweden.



## Streaming traffic for live broadcasts

- The amount of streaming traffic used varies depending on the viewer's device, internet connection, and the film being streamed. A live broadcast with many details uses more, but approximately 0.3-2 GB per hour and viewer.
- You can track your usage on the Start page of Mediaflow.



Live

## Live in Mediaflow

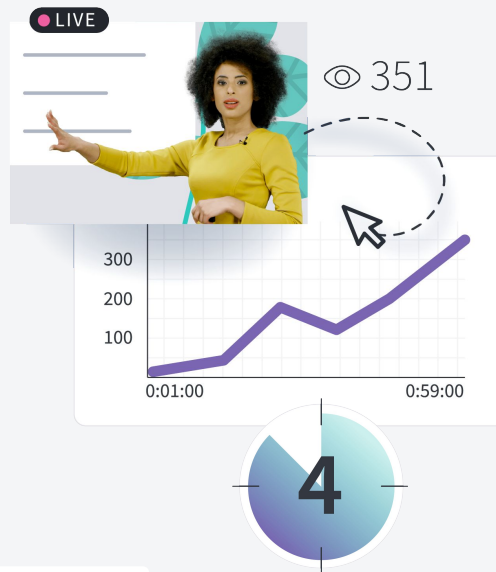
Access the live streaming tools through the Live tab.

Here you can:

- Prepare upcoming live broadcasts.
- Access the control room to start and end a live broadcast.
- View viewer statistics for previous broadcasts.
- Reuse settings from previous broadcasts.
- Save previous broadcasts to the Media Bank to make them accessible and publish them afterwards.



Which users have access to the live tab is controlled through user groups.





Live

## Equipment for live broadcasting

To be able to broadcast live, you will need one of these setups:

1. A mobile phone or tablet capable of live streaming with a suitable app.
2. A computer with live streaming software (e.g. OBS Studio).
3. A hardware streamer (often in combination with a video mixer) that takes in video signals from cameras, audio through microphones, and presentations.

### Equipment that can be useful to have:

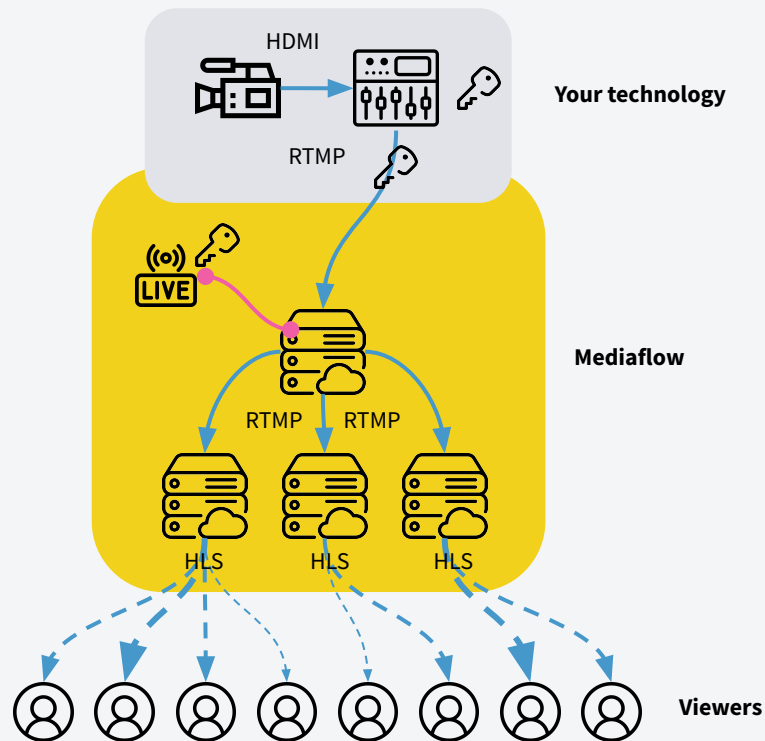
- Camera (one or more) - to be able to film
- Microphone (one or more) - to capture sound
- Lights (one or more) - to illuminate
- Streamer - to broadcast audio and video to the internet
- Image mixer - to switch between different cameras/presentations
- Image splitter + cable - to display presentations both for the audience on-site and through live streaming.



Live

## Technology of live broadcasting with Mediaflow

1. Prepare your broadcast in Mediaflow and gain access to a streaming key. Then, enter the key into your equipment so that the signal can be sent to our live servers.
2. The video signal from your equipment needs to be converted to a standard signal for live broadcasting (RTMP).
3. The signal is received by Mediaflow, which connects it to the broadcast you have prepared.
4. When the broadcast starts, the signal is converted again (using the so-called HLS protocol) so that viewers can watch your broadcast. Each viewer's internet connection speed and device determine the video quality they receive.





## Choose the streaming key that best suits your broadcast

A streaming key is the code used to connect your equipment to the correct live broadcast in Mediaflow. Choose one of these keys:

### Reusable key

For recurring broadcasts when using the same equipment. You will always be ready to connect to Mediaflow and avoid entering a new key for each broadcast.

### Disposable key

A key that is expended upon broadcasting. Recommended, for example, for individual collaboration with external suppliers or if you rent equipment for live broadcasting.

In the control room, you will find a QR code for easily copying the streaming key and the address to your equipment using your mobile.








Live / Flexible publishing options

## How do viewers access your broadcast?

1. **The broadcast's own page.** All broadcasts receive a unique URL.
2. **Embed.** You can embed your broadcast on any page with an embedding code.
3. **In a Play portal.** 

You can choose whether the broadcast will still be available for viewing after it has ended, regardless of where you have chosen to publish it.



After the broadcast is completed, you can easily make your saved livestreams accessible using the Video Manager.





# The possibilities of Live streaming in a Play portal

## 1. Inform about your broadcast on the portal's start page.

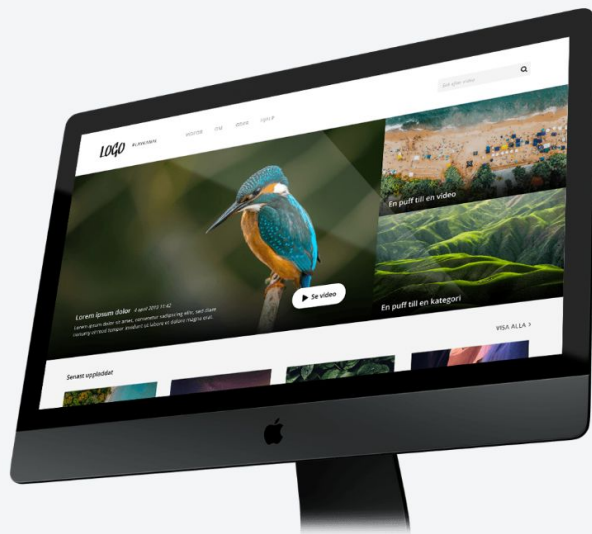
You can configure when the broadcast will be announced on the portal's start page. When the broadcast starts, the announcement will automatically change its appearance.

## 2. Publish the broadcast in a folder.

You can choose which folder the broadcast should be located in, when it should be announced, and whether the broadcast should remain available after it has ended. You can also choose to display the folder as a video list.

## 3. Publish a live broadcast on a hidden page in the portal.

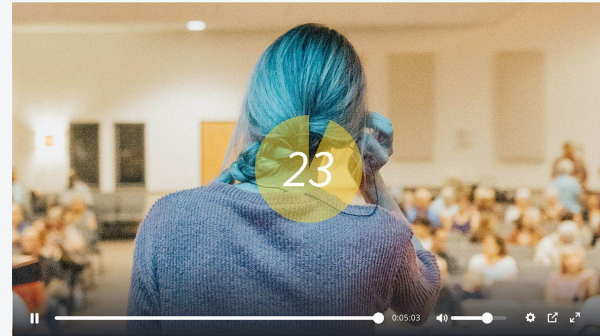
Only those who have received a URL to the broadcast can access it. It will not be visible in folders, on the start page, or in searches. For example, this can be used for live broadcasts of internal meetings or trainings.





## General tips for live broadcasting

- **Make the information accessible to more people**  
Those who are unable to attend a physical meeting can still access the information in real-time.
- **Inspire**  
Let lectures, training sessions, and events reach a wide audience.
- **Invite viewers to engage in dialogue**  
For example, by submitting questions, you create engagement.
- **Build your brand**  
Host Q&A sessions or webinars on relevant topics where you are experts.
- **For important internal meetings**  
The same information reaches more people simultaneously.
- **Share information quickly**  
For example, during crisis communication.



Starts on 09:23



**Live** / Learn more about live streaming

## Learn more about live streaming

Our Live-service is created by individuals with extensive experience in live broadcasting, both in the private and public sectors.

Feel free to read more on **our blog** about how you can plan your live broadcast in the best possible way and the equipment you will need.



Check our recommendations regarding transmission speed and quality in the Knowledge Base in order to optimize your equipment settings.



# Design generator

Provide your organization with user-friendly templates using the Design Generator, for marketing and communication materials without the need for experience or external software.





Design generator

# Design generator

The Design Generator is used for creating both printed materials and digital assets such as posters, brochures, and social media images.

## Order Design Templates from us

You provide us with the content, and we customize the templates according to your needs. You have control over the extent of user modifications.

## Work with templates in Mediaflow

Your Design Templates will be available in dedicated design template folders.

- The templates can also be copied to other folders for use either in a portal or directly in Mediaflow.
- Depending on how you wish to use the templates, you can create versions, share documents for review, or simply download the file.





MEDIAFLOW

[www.mediaflow.com](http://www.mediaflow.com)