

# Asset Hub

Upload and Publishing process  
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[Contact MASS for feedback](#)



# Topics

	Uploading assets
	Publishing assets to the Asset Library
	Metadata – Key fields
	Publishing Images, Infographics & Interactive Demos
	Publishing videos to Brightcove and the Video Gallery

# Uploading assets

# Uploading assets

Getting started

## Before you begin:



Make sure you have Contributor/Editor user rights



All assets comply with HP brand guidelines



All images are clear and sized appropriately for its intended use



If the asset is meant for publishing on hp.com, Sales Central or other downstream publisher, ensure you associate the asset with relevant products at the highest appropriate level, this will ensure the broadest use.

# Uploading assets

Getting started



## Pre-released assets!

Assets uploaded with a release date later than today are known as pre-release assets. Special permission is required to see them.

You are also able to filter content based on release status if you have the appropriate permissions.



## Campaigns:

Enter the **Aprimo ID** number to automatically populate the Title and Description .



## Naming Convention:

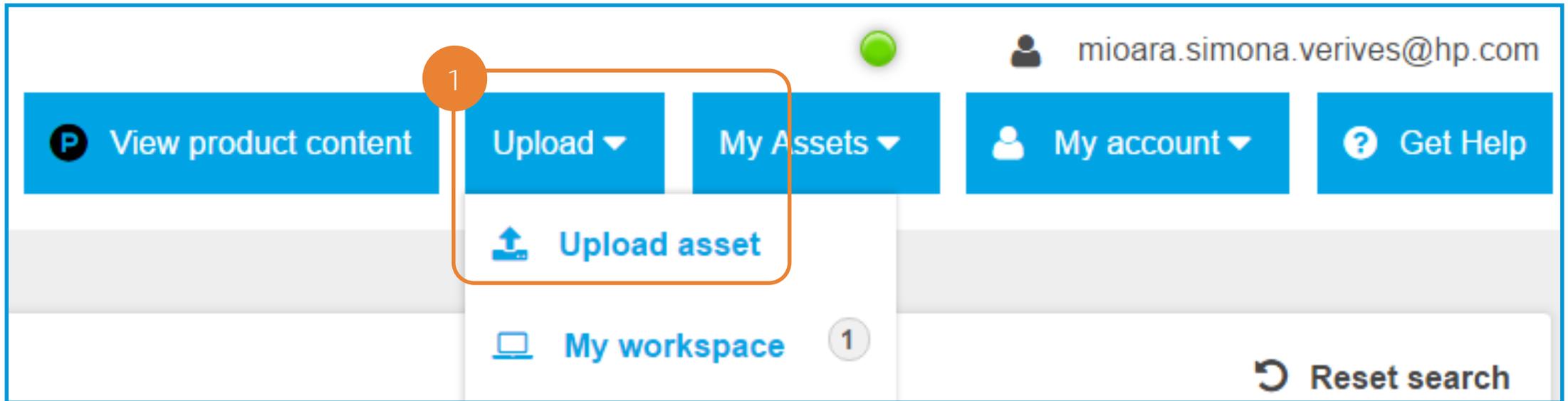
The naming convention was developed with input from our users and is mandatory. Naming convention guidelines are available in the Asset Hub Resource Center.



## Bulk upload:

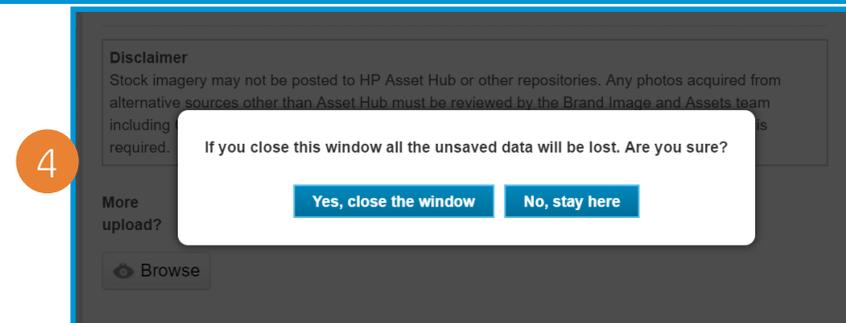
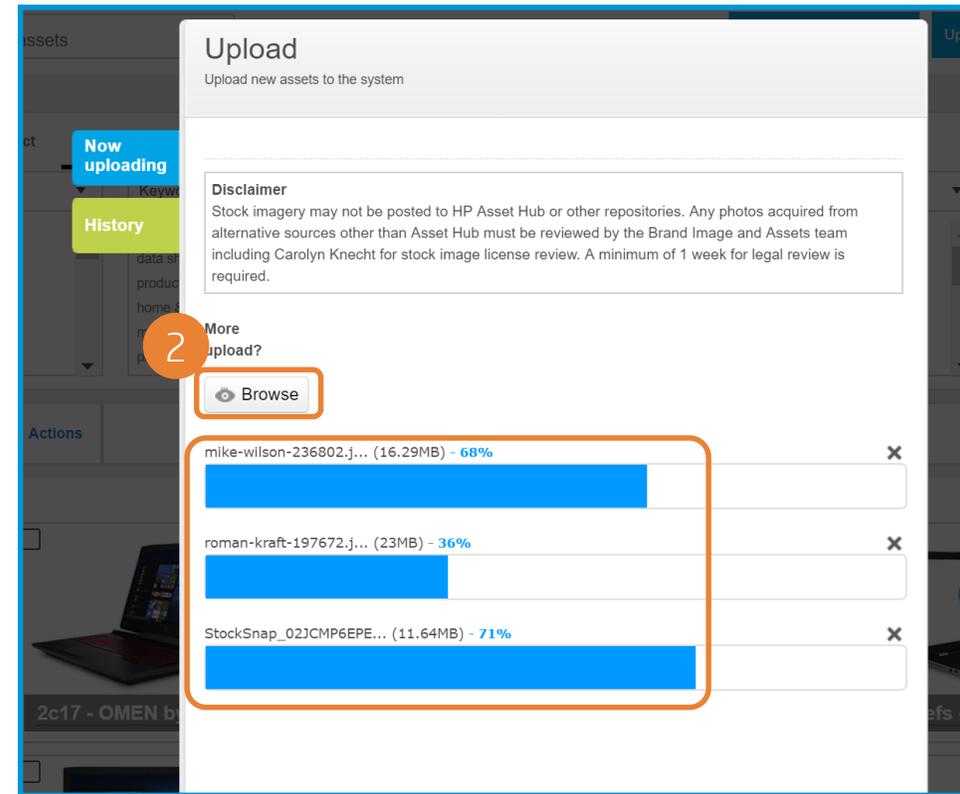
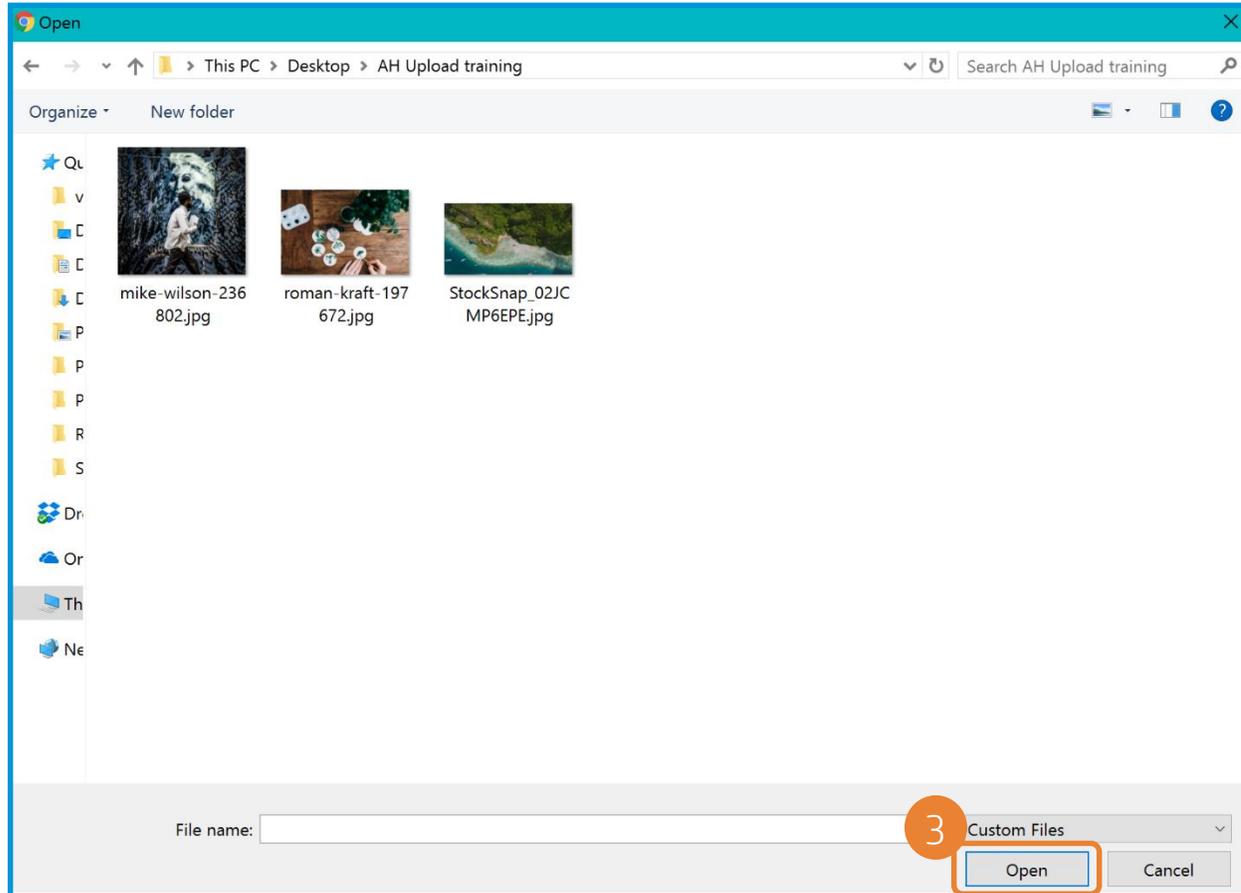
Request assistance with uploads of more than 100 files, uploads of files larger than 2 GB or metadata updates on a large number of files by submitting a ticket to helpdesk. The HP Business Operations Team will offer the best solution based on your particular requirements.

# Uploading assets



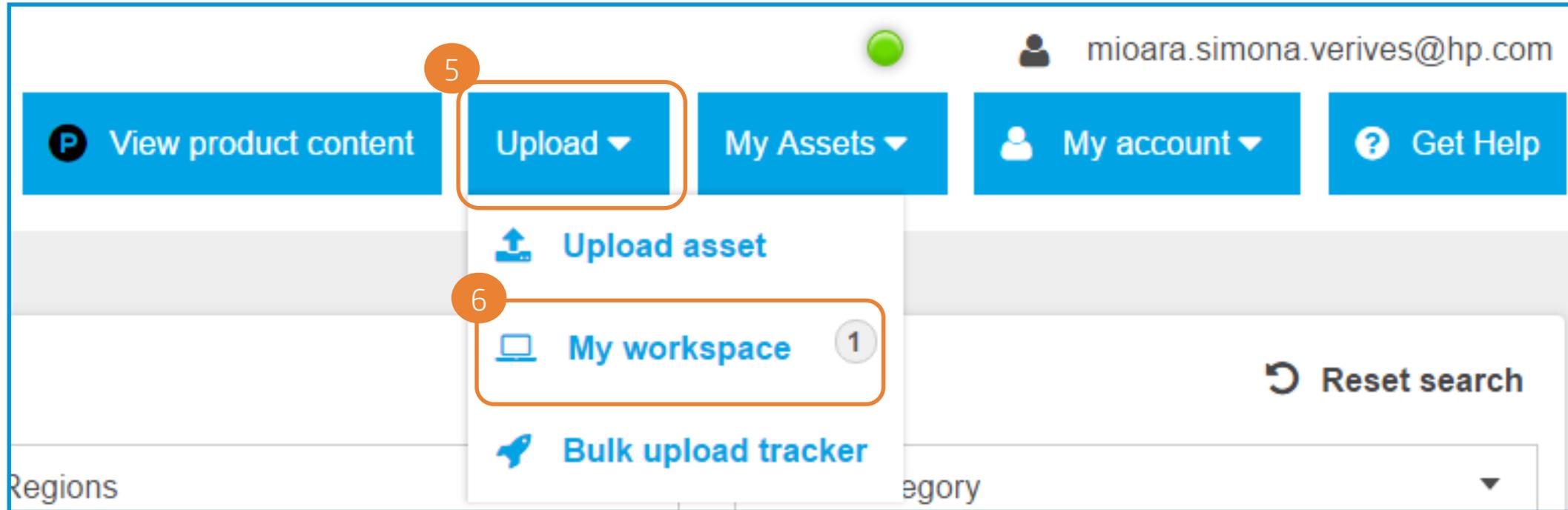
1. In the homepage, click on the “Upload” button, and click “Upload asset”

# Uploading assets



2. Click on "Browse"
3. Up to 20 files can be selected to upload. Click "Open"
4. The status will show for each file you are uploading. You must stay on this page until all uploads are complete.

# Uploading assets

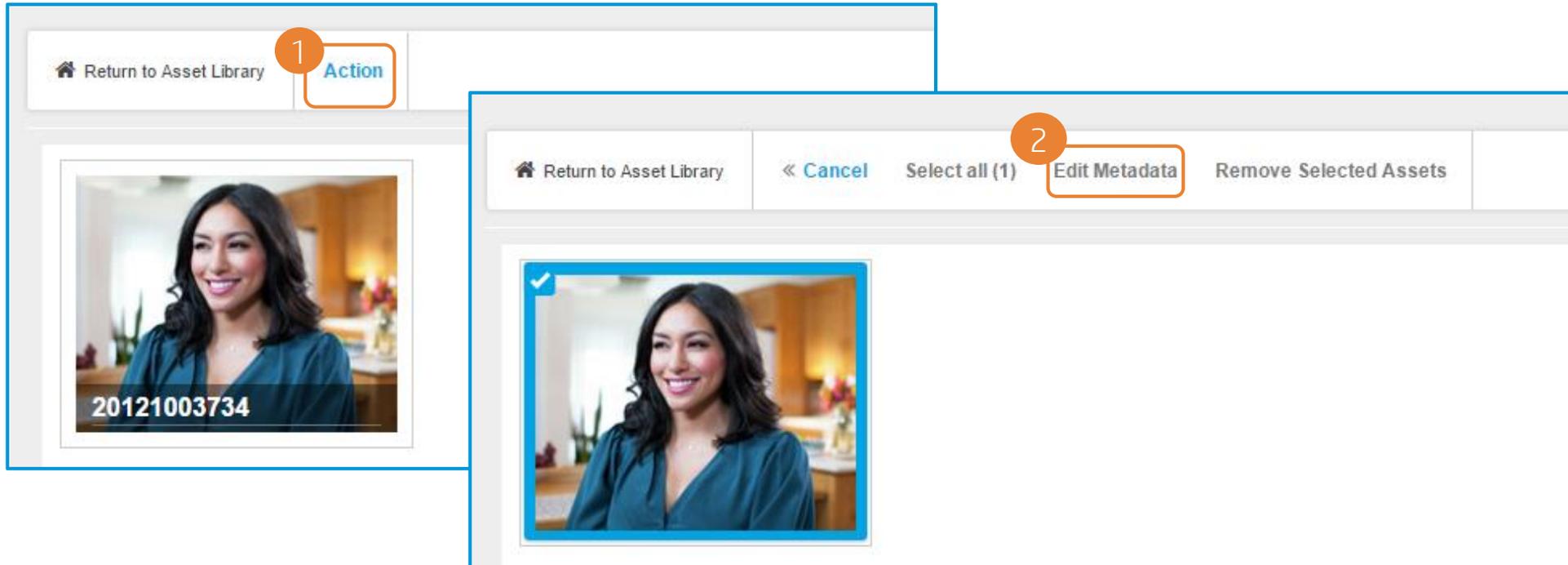


5-6. Your file(s) is **NOT** available in the Asset Library yet. Click on “Upload”, then on “My Workspace”, to edit the metadata and publish it to the Asset Library.

# Publish to Asset Library



# Edit Metadata



1. Once inside “Assets in My Workspace” you can edit metadata on a single file or click on the “Action” button to select multiple files.
2. Once the files are selected click “Edit Metadata”



If your files share common metadata you may be able to save time by editing them at the same time. Fields that are different must be edited one file at a time.

# Asset Categories

## 3. Select the Asset Category from the pull-down menu.

Campaign	Documents and other files associated with a campaign. Can be creative briefs, schedules, print ads, banner ads and landing pages to name a few.
Document – General	Documents, PowerPoint presentations and other asset types that don't fit into other asset categories.
Document – Event	Similar to Document – General. Event related documents, presentations, spreadsheets and other files that don't fit into the other Event asset categories
DRM – License Agreement	A legal agreement that gives HP the right to use a product or service to which someone else owns the rights. These agreements are not viewable in Asset Hub. They can be requested through the Asset Hub Resource Center. The file will be emailed as soon as permission is received from the owner.
DRM – Talent Release Form	A legal agreement that gives HP the right to use images, audio or video recordings in which the model appears. Restricted from view in Asset Hub. These forms can be requested through the Asset Hub Resource Center.
Graphic – Icon	HP Iconography. This asset category is restricted to use by the Brand Team. Only official icons may be uploaded to Asset Hub. Go to Folders, click Shared, expand Albums and click on the Iconography folder to see the entire collection.
Image – Annotated	Images with annotations (Text, sticky notes, virtual laser pointers, circles, arrows, and black-outs superimposed on an image without changing the underlying master image. Typically product images; with product association optional. If certain criteria are met these assets are given an external URL and made available to CAP, Sales Central.
Image – Historic	Typically used to identify images of historical significance to HP. Can include product, people and environment shots.
Image – Person or Portrait	Images that include people without products.
Image – Product in Use	Images of HP products in environment and in use. If certain criteria are met these images are given an external URL and are made available to CAP, Sales Central.



# Asset Categories

Image – Product Only	An image featuring a single product, usually on a white, black or transparent background. These images are processed by the HP.com Image team to ensure deployment to Concentra and made available to the hp.com product pages, to HP Stores and to all other publishers.
Image - Supporting	Environmental mages without product or people.
Multimedia – Infographic	Infographics are graphic visual presentations of information, data or knowledge intended to present information quickly and clearly. If certain criteria are met these files are deployed to the external Web server and given an external URL. The URL may be distributed in an email, ad, brochure or placed on a web page.
Multimedia – Interactive Demo	An interactive demonstration of a product. Its goal is to introduce customers to the product and highlight some of its features. Usually a combination of video, images and animation Interactive demos do not typically function properly if at all outside the HP servers are not downloaded. If certain criteria are met these files are deployed to the external web server and given an external URL. Product association is mandatory. URL and metadata is made available to CAP and Sales Central.
Multimedia – Screensaver	EXE files which can be downloaded and installed in a user PCs as screensaver presenting HP products or campaigns. . If certain criteria are met these files are deployed to the external Web server and given an external URL. The URL may be distributed in an email, ad, brochure or placed on a web page – it will prompt the user to download the file.
Multimedia – Web page	Asset category designed to host landing pages, banners or any other web elements.
Video - Animation	Typically a 360 degree rotation of the product. If certain criteria are met these assets are Published to Brightcove or YouTube. The embed code and metadata are made available to CAP and Sales Central.
Video – Corporate	A corporate video refers to corporate communications material commissioned primarily for a use by a company, corporation or organization. This may include product, service or company promotional videos, training videos and information videos.
Video – Product Overview	Customer facing video supporting a product or solution (such as Mobility Solutions, Workflow solutions etc) launch, highlighting the key selling points. Product Association is mandatory.



# Edit Metadata

## 4 Edit All Metadata

The screenshot shows the left-hand side of the 'Edit All Metadata' form. At the top, there are three thumbnail images. Below them is the 'Asset Category' dropdown menu, currently set to 'Image - Person or Portrait'. The 'Title' field contains 'test' and the 'Description' field contains 'test for training deck'. The 'Language' dropdown is set to 'English (U.S.) (en\_US)'. The 'Keywords' section has 'ladies', 'people', 'friends', and 'young' selected. The 'Target Countries' dropdown is set to 'All Countries'. The 'Target Regions' dropdown is set to 'WW'. The 'HP Owner' field contains 'villarreal@hp.com'. The 'Business Units' dropdown is set to 'PPS'. The 'Disclosure Level' and 'Usage Rights' fields are empty.

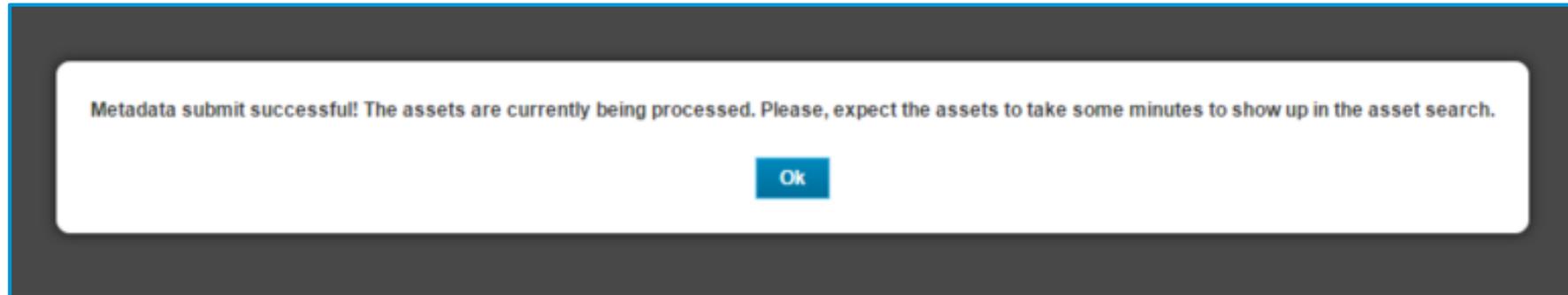
The screenshot shows the right-hand side of the 'Edit All Metadata' form. The 'Code Name' field is empty. The 'Supporting File' section has a 'Browse' button. The 'Mark as private' dropdown is set to 'FALSE'. The 'Ethnicities' dropdown is set to 'Caucasian'. The 'Publish Asset' dropdown is set to 'TRUE'. The 'People Represented' section has 'Group' and 'Woman/Women' selected. The 'Restricted Groups' dropdown is set to 'No Products'. The 'Subject' field is empty. The 'Photographer' field contains 'Mariana Michel'. The 'Legacy Asset ID' field is empty. The 'Target Folders' section has 'Add asset to existing folders' selected. The 'Create new folder' button is highlighted with a blue box and a circled '5'. The 'Personal' dropdown is set to 'Personal'. At the bottom, there are 'Cancel', 'Save', and 'Submit' buttons.

4. After selecting the Asset Category, the required and optional fields will appear. Ensure the metadata is external user friendly and does not contain any internal acronyms.
5. Click “Save” to save incomplete metadata, or “Submit” if you have added data to all required fields and are ready to publish your asset. The file will not be available in the Asset Library until metadata requirements are met and submitted.



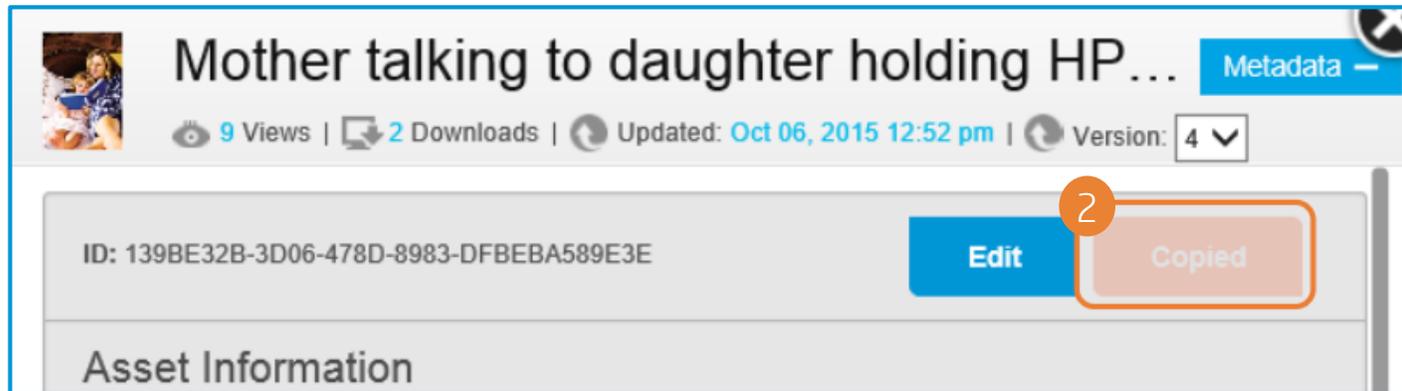
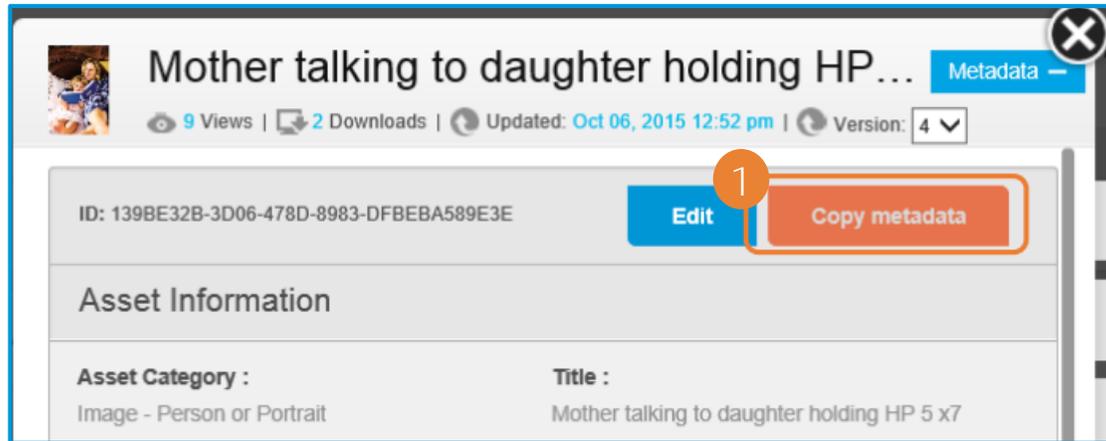
If you are editing multiple files at once, you must make sure you changed the fields that might be different from one asset to other, such as title or description.

## Publishing to the Asset Library



After clicking “Submit” you will see a confirmation message, It will take a few minutes for the asset to be available in the Asset Library and search results.

# Copy metadata from another asset



1. From the asset which you would like to copy, open the Metadata and click "Copy metadata".
2. The button will change from "Copy metadata" to "Copied".

# Copy metadata from another asset

**Edit All Metadata**

**Asset Category: \***

- Select a value--
- Campaign
- Document - General
- Image - Historic
- Image - Product in Use
- Image - Product Only
- Image - Person or Portrait**
- DRM - License Agreement
- DRM - Talent Release Form
- Image - Supporting
- Image - Annotated
- Graphic - Icon
- Multimedia - Infographic
- Video - Corporate
- Video - Product Overview
- Video - Support
- Multimedia - Interactive Demo
- Document - Event
- Video - Event
- Video - Animation

**3** Paste&Save Metadata

**4** Metadata pasted and saved successfully

Ok

3. Go to “Assets in My Workspace” and open the asset that you want to fill with the copied metadata. Select an “Asset Category\*\*” and click on “Paste&Save Metadata”.
- \*\*Note:** The asset category you select must be the same as the one for the original asset.
4. You will get a confirmation message once your metadata is copied into your new asset. You can now go to your asset and make editions to the metadata, or submit it to the Asset Hub library.

# Metadata – Key fields

## Metadata – Key fields



Metadata differs from one Asset Category to other. Required fields are marked with a red asterisk (\*).



Metadata is data that describes other data and provides information about the item's purpose and content. Accurate, complete metadata ensures marketers can find the assets they need to advertise and sell HP products and services.

# Metadata – Key fields

**Titles:** Visible on the thumbnail in the Asset Library. Visible in the Video Gallery (for videos only). Shared with Channel Partners. Indexed for search both internally and externally. Important for SEO for videos.

**Description:** 2 – 3 keyword rich sentences. Focus on product attributes, popular events, trending topics or influencer names. Indexed for search both internally and externally. Important for SEO for videos. Limited to 250 characters for videos.

**Language:** The language(s), whether written or spoken used in the asset.

**Target Countries:** The country or countries the asset is intended for use in. When selecting All Countries will automatically select all countries in the list. The countries selected should correctly match the asset's target and relevance.

**Keywords:** Consider how users will search and include keywords from your title, a mix of general and specific words to describe your asset and common misspellings. Do not use generic keywords such as “laptop”, attempt to use specific words that describe the asset.

The screenshot shows a metadata form for an asset. The form is divided into several sections:

- Asset Category:** A dropdown menu with the selected value "Image - Person or Portrait".
- Title:** A text input field.
- Description:** A larger text area for a detailed description.
- Language:** A dropdown menu with a search box and a list of options. The selected option is "English (U.S.) (en\_US)". Other visible options include "none", "Arabic (ar\_SA)", "Assamese (as\_IN)", and "Azerbaijani (az\_AZ)".
- Keywords:** A text input field with an "Add Values" button.
- Target Countries:** A dropdown menu with a list of countries including "All Countries", "Afghanistan (AF)", "Albania (AL)", "Algeria (DZ)", and "American Samoa (AS)".
- Target Regions:** A dropdown menu with a list of regions including "WW", "AMS", "AP (inc Japan)", "AP (not Japan)", and "CIS/Middle East/Africa".

# Metadata – Key fields

**Product Associations:** Required for all product related asset categories. The Product Associations field pulls data from Product Master. Accurate association makes it faster and easier to find assets about specific products or services and impacts asset publishing to downstream channels (hp.com, Sales Central, CAP etc). User can assign multiple nodes from the same level of the HP Product Master Tree.

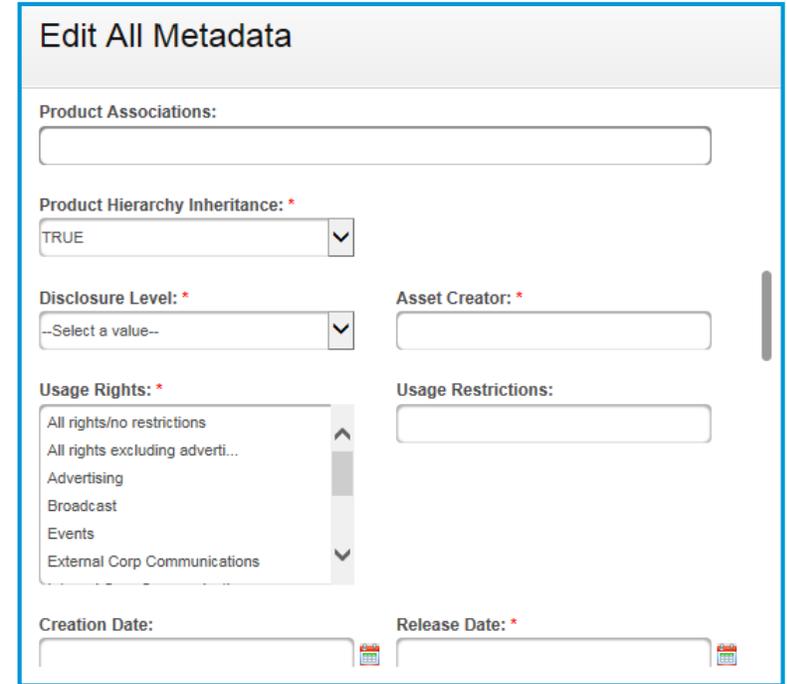
**Product Hierarchy Inheritance:** *False* → makes asset applicable only to the assigned level (series for example); *True* → makes asset applicable at all levels below (product image shared by all SKUs in a series)

**Disclosure Level:** Disclosure level can be "Public", "HP Restricted" or "HP and Channel Partner Internal Use". Only assets with a disclosure level of Public will be distributed to downstream channels. HP Restricted assets are visible to HP Employees only. HP and Channel Partner Internal Use assets are visible to HP Employees & Channel Partners (not to agencies).

**Usage Rights:** Specifies how an asset may be used. If restrictions exist that are not covered by the values provided choose Limited Rights and specify the restrictions in the Usage Restrictions.

**Usage Restrictions:** Open text field to list any usage restrictions not covered in Usage Rights value list.

**Release Date:** Required for all assets. The date a file may be released to the public. This field sets the asset's status in Asset Hub. Pre-release content is not visible to all Asset Hub users and cannot be published downstream until release date. You can prevent content leaks by ensuring your release date is kept up to date. The HP owner will be notified 10 days and 3 days prior to release date and can change the date if necessary, otherwise the file will be automatically published to the Asset Library on that date.



The screenshot shows a web form titled "Edit All Metadata". The form contains several fields:

- Product Associations:** A text input field.
- Product Hierarchy Inheritance:** A dropdown menu with "TRUE" selected.
- Disclosure Level:** A dropdown menu with "--Select a value--" selected.
- Asset Creator:** A text input field.
- Usage Rights:** A dropdown menu with "All rights/no restrictions" selected. Other options include "All rights excluding adverti...", "Advertising", "Broadcast", "Events", and "External Corp Communications".
- Usage Restrictions:** A text input field.
- Creation Date:** A date picker field.
- Release Date:** A date picker field.

# Metadata – Key fields

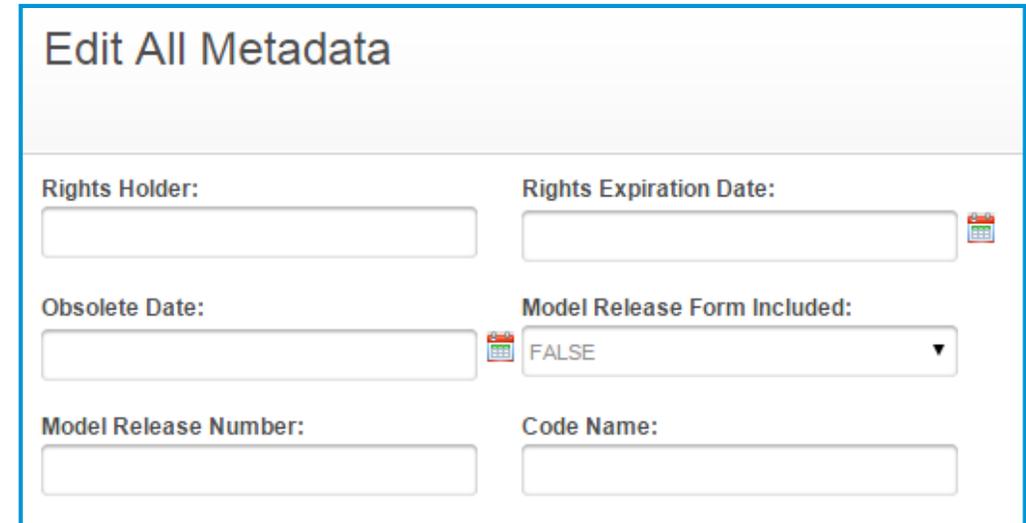
**Rights Holder:** Person or entity who owns the right to use the asset.

**Rights Expiration Date:** The date HP's right to use an asset expires. You will be notified 10 days prior to expiration date and can extend the date if necessary. If the date is not extended the file will be automatically removed from the Asset Library on that date.

**Obsolete Date:** Optional field for all asset categories. Providing an obsolete date for your asset is highly recommended, as it purges the system of all unwanted/old/off-brand content. Obsolete assets are not visible to the majority of Asset Hub users and they will stop being distributed to publishers and partners. You will be notified 10 days prior to obsolete date and can extend the date if necessary. If the date is not extended the file will be automatically removed from the Asset Library on that date

**Model Release Form Included:** True = Model Release form attached as supporting file if no personally identifiable information about model is uploaded or uploaded as DRM – Talent Release Form.

**Model Release Number:** Contract Number or other number which identifies the contract.



The screenshot shows a form titled "Edit All Metadata" with the following fields:

- Rights Holder:** A text input field.
- Rights Expiration Date:** A date picker field with a calendar icon.
- Obsolete Date:** A date picker field with a calendar icon.
- Model Release Form Included:** A dropdown menu currently set to "FALSE".
- Model Release Number:** A text input field.
- Code Name:** A text input field.

# Metadata – Key fields

**Supporting File:** Can be different version or size, source files, samples or any other file related to the primary file. Available to download with primary file.

**Mark as Private:** False = File available in the Asset Library to those with permission to see it  
True = File must be placed in private folder and is only visible to the uploader and those with access to the folder. File will not be searchable or available in the Asset Library.

**Thumbnail:** Mandatory for Campaign, Multimedia - Interactive demo, Multimedia – Web pages and Multimedia - Screensaver asset categories, recommended for all .zip file uploads. Thumbnail to be shown in Asset Library and Asset Details page instead of system generated thumbnail. Thumbnail should be an image of maximum 150 x 150 px

**Target Folders:** Select existing or create new folder to save file in. Unless private this file will be available in the Asset Library.



If an asset is already public, and you want to make it private, you should first remove it from all your “public” folders, and then, you will be able to change this field.

Mark as private: FALSE

Thumbnail: Seleccionar archivo Ningún archivo seleccionado

Ethnicities: American Indian/Alaskan Nati...  
Asian  
Black/African American  
Caucasian  
Hispanic

Publish Asset: TRUE

Target Folders

Add asset to existing folders ▲

Create new folder Add

Personal ▼

Cancel Save Submit

# Publishing Images, Infographics & Interactive Demos

# Publishing

## Images, Infographics & Interactive Demos

	<p>All users with contributor access can upload and deploy files from the following asset categories: Image - Annotated; Multimedia – Interactive Demo; Multimedia – Infographic and Multimedia – Screensaver.</p>
	<ul style="list-style-type: none"><li>• Interactive demos are published to hp.com, CAP, Sales Central and other publishers.</li><li>• Multimedia Infographics, Image Annotated and Multimedia Screensaver assets, with product association, are published to CAP, Sales Central and other publishers.</li><li>• Image Product Only and Image Product in use assets are published by a dedicated hp.com team.</li></ul>
	<p>A URL is assigned to each deployed file and written back to the Asset URL field located on the deploy tab within 2 hours. If you don't see the deploy tab, submit a ticket to <a href="#">helpdesk</a> to request access.</p>

# Publishing

## Image, Infographic and Interactive Demo – New Uploads

From Edit All Metadata Form in My Workspace:

1. Asset category = Image – Annotated OR Multimedia – Screensaver OR Multimedia – Interactive Demo OR Multimedia – Infographic
2. Publish Asset = TRUE
3. Product association is completed – for deployment to CAP, Sales Central and other publishers
4. Disclosure Level = Public
5. Release Date = date product is released to the public. Required field for some asset categories. URL should not be shared until release date.
6. All mandatory metadata is completed.
7. Submit the asset to the Asset library. Deployment occurs on different schedules.

The screenshot shows a metadata form with the following fields and values:

- 1** Asset Category: \* Image - Product in Use
- 2** Publish Asset: TRUE
- 3** Product Associations: \* Serie: HP Pavilion Gaming 1 ...
- 4** Disclosure Level: \* Public
- Product Hierarchy Inheritance: \* TRUE
- Usage Rights: \* All rights/no restrictions
- Usage Restrictions:
- Submitting Agency:
- Asset Creator:
- 5** Release Date: \* 12/01/2015
- Obsolete Date:

# Video Publishing

## Brightcove & HP Video Gallery New Uploads

1. Once your asset is available in the main library, click on the thumbnail to open the Asset Details page.
2. Click on the Deploy tab.
3. Here you will be able to retrieve your URL once the asset is published to the HP servers. Most asset categories are published within 6 hours.

The screenshot displays the HP Asset Library interface. The main content area shows the 'Asset Details' page for an 'HP Pavilion 15-ab253cl Notebook'. The 'Deploy' tab is active, showing the 'Asset URL' as `http://h17009.www1.hp.com/pub/msc/5FB31979F-351B-44CD-BC0F-9925EBB6FEFF.jpg` and the 'Publish Status' as 'Published'. The 'Publish Asset' dropdown is set to 'TRUE'. The 'Metadata Validity' is 'Valid'. The right-hand sidebar contains several action buttons: 'Download Asset', 'Recycle Asset', 'Replace Asset', 'Deploy' (highlighted with a green checkmark), 'Track Info', and 'Save in folder'. The bottom of the page features the 'Performance boost' logo and the text 'Truly impressive speed with a powerful Intel® Core™ processor.'



Content publishing to Sales Central and other external outlets is based on the CAP schedules and cannot be verified from Asset Hub.

# Un-Publish

A file will be removed from all publishing destinations if one of the following conditions exist:

1. File recycled
2. Obsolete Date today or earlier
3. Rights Expiration Date today or earlier
4. Publish Asset set to False (change can be made from the Deploy tab)



# Video Publishing / Deployment

## Video publishing



Special permission is required to publish a video to Brightcove and the HP Video Gallery.



Videos with product association are made available to CAP, Sales Central, CDS + and product pages.



To obtain an embed code for your video, please contact the Asset Hub [support team](#).

# Video publishing

Brightcove & HP Video Gallery

New Uploads

## From Edit All Metadata Form in My Workspace:

1. Publish Asset: Set to True
2. BC Account: Select account
3. BC Share to Gallery: TRUE = Publish to HP Video Gallery (If you select True you must select a BC Channel)
4. BC Channel: HP Video Gallery Channels – Products, Software-Solutions-Services, Corporate, Events, Shared.
5. Save metadata and submit file to Asset Library. Daily deployment to Brightcove and the video gallery. Submit a ticket to [helpdesk](#) to obtain embed code and video gallery URL.

**1** Publish Asset: \*  
TRUE

**2** BC Account: \*  
PPS Computing

**3** BC Share to Gallery:  
TRUE

**4** BC Channel:  
--Select a value--

**Metadata Validity:**  
Valid

**Publish Status:**  
Published

**Legacy File Name:**  
HP Pro Tablet 608 (with Win 10) product demo\_FR.mp4

**BC ID:**  
4602939765001

**Legacy Asset ID:**

**BC Status:**  
FALSE

**BC Ref ID:**  
8C48299C-BABC-4D9D-B9BC-9DF12E20

**BC Starting Time:**

**BC Ending Time:**

**BC Channel Subcategory:**  
--Select a value--

**BC Channel Category:**  
--Select a value--

**BC Featured:**  
FALSE

**BC Thumbnail Timestamp:**  
0 : 0 : 0  
Hours Minutes Seconds

**BC Related Playlists:**  
 [Add Values](#)

# Video publishing

## Brightcove & HP Video Gallery

1. Once your video is available in the Asset Library click on the thumbnail to open the Asset Details page.
2. Click on the Deploy tab
3. Select the Brightcove Tab
4. Set Publish Asset to True
5. Select BC Account. Add other metadata as needed. See Metadata – Key Fields for a definition of the fields.
6. If Share to Gallery is set to True Select a value in the BC Channel field.
7. If you attach a caption file or select a timestamp for a custom thumbnail submit a [support ticket](#).
8. Click Save to submit file for deployment to Brightcove. If you need assistance to construct your embed code and Video Gallery URL, submit a ticket to [helpdesk](#).

The image shows two screenshots from a video management interface. The left screenshot, titled 'Asset Library', shows a search bar with 'test' and a grid of video thumbnails. One thumbnail with the HP logo is highlighted with a red box and a red circle containing the number '1'. The right screenshot, titled 'test video', shows the 'Deploy' tab with various configuration fields. Red boxes and circles with numbers 2 through 8 highlight specific elements: 2 points to the 'Deploy' button, 3 to the 'Brightcove' tab, 4 to the 'Publish Asset' dropdown (set to 'TRUE'), 5 to the 'BC Account' dropdown, 6 to the 'BC Channel' dropdown, 7 to the 'BC Thumbnail Timestamp' input fields, and 8 to the 'Save' button. A sidebar on the right contains buttons for 'Download Asset', 'Recycle Asset', 'Replace Asset', 'Deploy', 'Track Info', and 'Save in folder'.

# Video publishing

Brightcove & HP Video Gallery



Once your video is published, the video URLs will be available in the Asset Hub metadata forms, just open the video and click on “Metadata”, there you will find the link of the video in Video Gallery.

The screenshot shows the Brightcove Asset Hub interface for a video titled "Difference between T120 and DJT520". The video has 14 views and was updated on Jun 01, 2017 at 04:00 am. The version is 6. The interface includes a video thumbnail, a title, and a "Metadata" button. Below the video information, there is a section for "Asset Information" with a unique ID: FDC09894-3A36-43B4-BF02-3EB2207C2F21. There are "Edit" and "Copy metadata" buttons. The "Asset Category" is "Video - Product Overview". The "Asset URL" is highlighted in an orange box and is: <http://hp.brightcovegallery.com/products/detail/video/5453322938001/>

# Video publishing

## Metadata key fields

Metadata field	Description
BC share to Gallery	TRUE -> Your video will appear on the HP Video Gallery ( <a href="http://www.hp.com/go/videos">www.hp.com/go/videos</a> ) FALSE = Your video will still publish to Brightcove and if certain requirements are met it will be shared with downstream publishers but will <b>not</b> display in the Video Gallery.
Brightcove account	Represents the business unit to which your content pertains. <i>(Needs to be selected first as the other BC fields are interconnected)</i>
Brightcove channel	Channel in which the asset should be published in Video Gallery ( <a href="http://www.hp.com/go/videos">www.hp.com/go/videos</a> )
Brightcove channel category	Category in which your video will be posted inside the chosen Channel
Brightcove channel sub-category	Sub-Category in which your video will be posted inside the chosen Channel
Brightcove ending time	Date when the video should be removed from Brightcove/ HP Video Gallery
Brightcove starting time	Date when the video should be posted to Brightcove/ HP Video Gallery
BC featured	True → determines the video to be published on the first page of your selected Video Gallery channel
BC related link labels/playlists	Links to product/video related webpage or a group of videos; will appear right under video description on the Video Gallery Page
BC viral distribution	TRUE -> Your video should have sharing options enabled (i. e.: a user can share/embed the video on another page)
BC thumbnail stamp	Video thumbnails let people see a quick snapshot of your video. Brightcove will automatically choose a screenshot, but a specific time/screen that is considered most relevant to the content can be selected
Caption file	Text file / script for a video, preferably in XML format. Submit a ticket to helpdesk to get information about specific file requirements.

# Support



# Asset Hub Support



## [Asset Hub Resource Center](#)

You will find:

- Training Decks
- Video tutorials
- Live training calendar
- News
- FAQs



## [Marketing Application Support Interface](#)

Raise a ticket for:

- Access issues
- Technical issues
- Enhancement suggestions
- Content Management Support