

Admin Tool Wireframes

Version 1
July 19, 2011

CRACKLETM

Prepared by Darren Frydendall and Heath Waterman

ADMIN TOOL • ADMIN HOME

The screenshot shows the Crackle Admin Home page. At the top left is the Crackle logo (A). To its right is a 'Media Search' section (C) containing a text input field, a 'Media ID' dropdown menu, and a 'Lookup' button. The top right corner features a 'Username | Sign Out' link (B). Below these is a horizontal navigation bar (D) with buttons for 'Admin Home', 'Videos and Channels', 'Product', 'Vid Ops', 'Programming', 'Marketing', 'Ad Ops', and 'Engineering'. A 'Release Notes' section (E) is located below the navigation bar. A legend on the left side of the page lists the items associated with callout E: Media ID, Channel ID, PPlaylist ID, Member ID, and Show ID, all under the heading 'Shortcut Pulldown'.

PAGE SPECIFICATIONS

Description: The Home page (landing page) of the Crackle Admin Tool.

A) HEADER

The page title.

B) SIGN IN/LOG OUT OPTIONS

The Admin. signs into the CMS and has the option to sign out.

C) SHORTCUTS

The Shortcut interface contains:

- Media
- Channels
- Shows
- My Playlist
- Slideshow Management
- Members
- Widgets
- Gutters
- FTP Manager
- Transcoder

This section also has the lookup feature with Text entry field, Pulldown, and Lookup button.

D) GLOBAL NAVIGATION

The main navigation for the Admin tool. This nav. functions with drop down categories that allow the Admin. to navigate 1 layer down. The Global Navigation contains:

- Admin Home
- Videos and Channels
- Product
- Vid Ops
- Programming
- Marketing
- Ad Ops
- Engineering

D) SITE PAGE

This shows what page the Admin is on.



ADMIN TOOL • GLOBAL NAVIGATION

PAGE SPECIFICATIONS

Description: The Global Navigation houses sub-pages in the Admin Tool.

Admin Home	Videos and Channels Media Search Channels Metadata Exporter Add/Update Rights Bulk Add/Delete Rights Rights Reporting	Product External Site Add Rights Partner Folders Shows Gutters Outreach Page Site Configuration Widgets Albums Genre Tool	Vid Ops FTP Manager Transcoder Status Transcoder Status by Member Lookup Media Transcode Details Transcode Channels Transcode Restrictions Batch Transcode Tool Transcode Search Tool Transcode Media Routing Schemas Feed Management	Programming Slideshow Management Merchandising Tool Setup Menu Configuration	Marketing Newsletter News Articles and Press Releases Member Search Users Recently Deactivated	Ad Ops Site Takeover Configuration Freewheel Feed Log	Engineering Manage Admin Users Jobs Last 50 Exceptions 500 Errors Clear the Cache DB Driven Global Configuration Load Channel Rankings Backened Process Log A/B Tests Base 36 URL Decoder Generate Akamai URL File IP Geo Lookup
------------	--	--	--	--	---	--	---



ADMIN TOOL • MEDIA SEARCH

PAGE SPECIFICATIONS

Description: The Media Search allows the Admin. to filter the search of content on the website.

A) FILTER OPTIONS

The display options for the SEARCH RESULTS. The User can set the number of results per screen and navigate through the results.

B) FILTER RESULTS

The results of the executed Filter Options. Note: This section defaults to the 50 most recent results. This changes when a new search scenario is executed.

C) BULK ADD WINDOW

Allows bulk media asset changes in the filtered content. Note: Only 3 fields can be selected and changed at a time.

CRACKLE™ Media Search
Username | Sign Out

Media ID
Media Channels Shows My Playlists Slideshow Management Members Widgets Gutters FTP Manager Transcoder

Admin Home ▶ Videos and Channels ▶ Product ▶ Vid Ops ▶ Programming ▶ Marketing ▶ Ad Ops ▶ Engineering

Videos and Channels > Media Search

Channel:

User ID: Playlist ID:

GPMS ID: MPM:

Rights Set Up: Partner:

Omniture Type: Show AD Before: Show AD After:

Geo Campaign: Available
 Fearnat
 Ford Ad
 US ONLY
 US UK AU CA

Genre: Available
 Action
 Action Adventure
 Adventure
 Animated

Media ID:

Classification: to Duration: s to s

File Slot:

Hi-Res Source: Widescreen: Protected: Internal Only:

Upload Tool: Season(s):

Show Name:

Cast:

Director(s):

Writer(s):

Producer(s):

Studio(s):

Text Search:

Vertical Resolution: lines to lines

Select All Displaying X of X << < 1 2 3 4 5 6 ... 10 > >> Display Results 5

	Media ID	Thumbnail	Title	Omniture Type	Season	Episode	User	Channel	MRM Status	Quarantined	Classification	Walker #	GPMS ID	Ad Before?	Views	Genres
<input type="checkbox"/>	XXXXXX		Title [screen]:	XXXXXX	XXXXXX	XXXXXX	User Name	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	Yes	XXXXXX	Genre Names
<input type="checkbox"/>	XXXXXX		Title [screen]:	XXXXXX	XXXXXX	XXXXXX	User Name	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	Yes	XXXXXX	Genre Names
<input type="checkbox"/>	XXXXXX		Title [screen]:	XXXXXX	XXXXXX	XXXXXX	User Name	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	Yes	XXXXXX	Genre Names
<input type="checkbox"/>	XXXXXX		Title [screen]:	XXXXXX	XXXXXX	XXXXXX	User Name	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	Yes	XXXXXX	Genre Names
<input type="checkbox"/>	XXXXXX		Title [screen]:	XXXXXX	XXXXXX	XXXXXX	User Name	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	Yes	XXXXXX	Genre Names

Select All Displaying X of X << < 1 2 3 4 5 6 ... 10 > >> Display Results 5

Update the Selected Media Note: only 3 fields can be selected at a time

Select All

Import XML Data

Change Channel:

Move Media to Quarantine Free From Quarantine

Set MPM

Export Rights Avails

Add to Playlist:

Set Protected Set Internal

Set Ominture Type :

Set Show AD Before:

Set iTunes Buy It Now:

Set Amazon Buy It Now:

Set Rating:

Set Original Release Year: Set Season:

Set Show Name: Set Cast:

Set Director(s): Set Writer(s):

Set Producer(s): Set Studio/Network:

A

B

C

- 5
- 10
- 15
- 20
- 25
- 50
- 75
- 100

Property of Crackle, USA Confidential

This document is intended to describe information display and functionality only, does not represent all of the content and functionality and does not represent final graphic design, copy or nomenclature.

ADMIN TOOL • MEDIA SEARCH

Information Architecture

File:

Last Modified: 12/14/2010

v 1.1

1 of 1

ADMIN TOOL • EDIT MEDIA

CRACKLE™ Media Search
Username | Sign Out

Media ID Lookup
Media Channels Shows My Playlists Slideshow Management Members Widgets Gutters FTP Manager Transcoder

Admin Home
Videos and Channels
Product
Vid Ops
Programming
Marketing
Ad Ops
Engineering

Videos and Channels > Media Search > Edit Media > Milkman

Metatag
Playlist
Rights
Admin
GPMS
Thumbnail & Chapters

Uploaded By: [TV Uploader](#)
(View, All, Edit)

Views: 1 / 4386
(Today/Total)

Views: 0 / 0

External:
Duration: 21:07 Min
Dimensions: 720 x 404
(Widescreen)

Frame Rate: 24 FPS
Bit Rate:
Aspect Ratio:
(Fill Length)

Classification
Rating (120)
Select a [Classification](#)
Scheme

Add to Playlist
Playlist ID:
or
Show/Season:

Embed Code

Channel: (Edit)

Show Name: (34 Characters Remaining)

Title: (89 Characters Remaining)

Original Release Year: Original Air Date (MM/DD/YYYY):

Description: (142 Characters Remaining)

Buy it Now Amazon Link:

Buy it Now iTunes Link:

MPM #: GPMS ID:

Episode: Season:

Aspect Ratio:

"Ominture Type":

Show Ad Before: Show Ad After: Rating:

Display Coming Soon Thumbnail Protected Internal Only

Ratings Exempt Ad Pattern Exempt

Display Adplayer Streams in View Counts

Cast:

Director(s):

Writer(s):

Producers(s):

Studio/Network:

Genre:

Available
Action Adventure
Adventure
Animated

Selected

SEO Title:

Tags:

Show Rating Card:

Premiumness: Only premium media will show up in searches.

Permalink:

PAGE SPECIFICATIONS

Description: The Edit Media page allows the User to alter the metatag, rights, chaptering, and thumbnail data

A) EDIT MEDIA SUB MENU

The display options for the SEARCH RESULTS. The User can set the number of results per screen and navigate through the results.

B) MEDIA XXX

The results of the executed Filter Options. Note: This section defaults to the 50 most recent results. This changes when a new search scenario is executed.

C) MEDIA ELEMENTS

Allows bulk media asset changes in the filtered content. Note: Only 3 fields can be selected and changed at a time.

- G
- PG
- PG-13
- R (Age Gate)
- NC-17 (Age Gate)
- Unrated (Age Gate)
- TV-Y
- TV-Y7
- TV-Y7FV
- TV-G
- TV-PG
- TV-14
- TV-MA (Age Gate)
- R (No Age Gate)
- NC-17 (No Age Gate)
- TV-MA (No Age Gate)
- Unrated (No Age Gate)



ADMIN TOOL • PLAYLIST

PAGE SPECIFICATIONS

Description: The Playlist page displays the playlists that the Admin Users created.

A) PLAYLIST
Displays whether or not the Playlist had been applied to a channel or not. This list also expands vertically to include all instances of the Playlist.

CRACKLE™ Media Search
Username | Sign Out

Media ID
Media Channels Shows My Playlists Slideshow Management Members Widgets Gutters FTP Manager Transcoder

Admin Home
Videos and Channels
Product
Vid Ops
Programming
Marketing
Ad Ops
Engineering

Videos and Channels > Media Search > Playlist > Milkman

Metatag
Playlist
Rights
Admin
GPMS
Thumbnail & Chapters

Playlist ID	Playlist Name	Channel	User Name	Date Created
XXXXXXXX	Season 3		TV Uploader	5/10/2011 5:06:05 PM
XXXXXXXX	Season 3	10 Items or Less	TV Uploader	5/10/2011 5:06:05 PM



CRACKLE™ Media Search Username | Sign Out

Media ID Media Channels Shows My Playlists Slideshow Management Members Widgets Gutters FTP Manager Transcoder

Admin Home | Videos and Channels | Product | Vid Ops | Programming | Marketing | Ad Ops | Engineering

Videos and Channels > Media Search > Admin > Milkman

Metatag | Playlist | Rights | **Admin** | GPMS | Thumbnail & Chapters

Last 10 Admin Changes

Date	Admin Nickname	Action	Description
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights
5/10/2011 5:06:05 PM	c.russo	Rights change	Bulk Added Rights

PAGE SPECIFICATIONS

Description: The Admin page displays the times and Users that updated that media item.

A) ADMIN LIST
 Displays whether or not the Playlist had been applied to a channel or not. This list also expands vertically to include all instances of the Playlist.



ADMIN TOOL • ADMIN		
Information Architecture		
File:		v 1.1
Last Modified: 12/14/2010		1 of 1

