

BRIGHTSPOT®

4.0

THE FASTEST PATH TO PREMIUM PUBLISHING

**We believe if you are going to build and sell something to someone, you should own the responsibility of making them happy and successful.**

When we started the company in 2008, we believed that taking care of others was the most important goal. We always wanted to do the right thing for the people we touched.

We believe that every relationship matters, that customers should be customers for life...and hope they have a vested interest in our success as well as theirs.

We care about making our customers successful, and a long-term partnership with their organization.

**We are not trying to be like everyone else.** We didn't set typical goals—we set them around doing something unique and different. Building a company that truly mattered to its customers, employees and to society.

# CUSTOMERS

We are trusted by some of the world's largest corporations and organizations to deliver highly engaging, dynamic consumer experiences on the Brightspot platform.



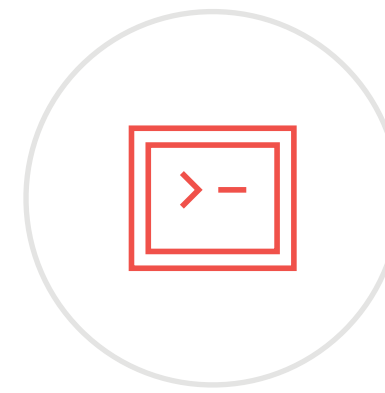
# BRIGHTSPOT®

Brightspot's product strategy and roadmap has been focused on ensuring that we understand the needs of every stakeholder, and we wake up every day focused on ways to:



## **Delight Editors**

Comprehensive suite of publishing tools that support editorial workflows, with an elegant and easy-to-use interface



## **Empower Developers**

Automate tedious tasks and inject industry best practices in development workflows they already know and understand



## **Impact Businesses**

Faster time to market. Responsive platform that allows for iterative development and deployment, delivering new business ideas to market quickly



01

CMS Admin

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01

CMS Admin

Admin Features

Site Settings

Metrics

# Admin Features

## Multi-Site

Brightspot's multi-site capabilities make it easy to run multiple sites—each with a different front-end look and feel—from a single implementation. With multi-site you can manage your content across many properties, sharing content based on your business rules.

## Multi-Language

Content publishing is often a global effort for corporations and newsrooms. Brightspot supports multi-language publishing, allowing the delivery of content in any language. The CMS itself can be localized to display in any language.

## Dashboards

With Brightspot, users can create dashboards at a global, role, or user level, putting the most relevant information to help that user do their daily job front and center. Supported dashboard widgets include Quick Start, Resources, Recent Activity, Unpublished Drafts, Bulk Upload, Analytics, Scheduled Events, and Search.

## Digital Rights Management

Brightspot supports digital rights management and licensing, so you can manage usage and expiration of content directly in the system.

## Authentication & Social Authentication

Brightspot supports management of users directly in the system, as well as social authentication via popular providers (Facebook, Twitter, Linked In, Google).



01

**CMS Admin**

Admin Features

**Site Settings**

Metrics

# Site Settings

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## Roles & Permissions

Brightspot's granular user and roles permission system allows admins to create custom roles that set site, tool, and content-level permissions for all users.

## Workflows

Drag and draw workflows in Brightspot allow admin users to create custom workflows—including configurable statuses and transitions—and apply them to sites and content types.

## Workstreams

Workstreams are a way to group a collection of pieces of content into a single workflow. This enables editors to make quick edits without having to locate each piece of content between edits. Multiple editors can edit a workstream simultaneously



01

**CMS Admin**

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Admin Features

Site Settings

**Metrics**

# Metrics

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## Content Insights & Metrics

Editorial teams can use content insight tools to measure how much content is being created by a site, tracking volume and production by writers, editors, and other staff, over a number of time periods.

## Site Analytics

Brightspot can display performance metrics within the CMS—pulling from Google Analytics or Omniture, or via the built-in Brightspot analytics. Brightspot captures Page Views, Unique Visits, Visits, and Time Spent on page, and allows for the presentation of that data in multiple visuals and across multiple time periods.





02

Search &  
Tagging

Search

Tagging

# Search

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## Persistent, Faceted Search

Robust, faceted search is at the core of the Brightspot user experience. You can access search at any point in the CMS workflow.

## Saved Searches

Saved searches allow for Brightspot users to save a specific query with filters and come back to it later, making executing frequent searches less time-consuming.

## Search Actions

After conducting a search, Brightspot presents users with intuitive next steps, and presents actions such as: save search, create a new workstream, bulk edit content, bulk archive, create galleries, and create collections.

## Federated Search

Federated Search gives you the ability to search for content on external sites that are integrated with Brightspot. For example, you can search Getty for images and import them, or Google Drive for files and import them -- without ever leaving Brightspot.

## Search Spotlights

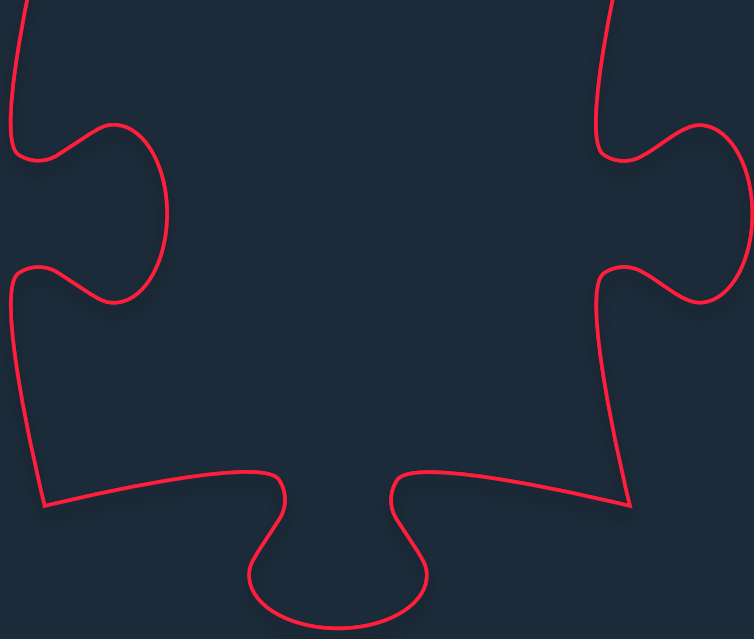
Search Spotlights allow the association of keywords to a piece of content, so that when a site visitor searches for that term, they see the spotlight first in the results. This helps to drive search traffic to key terms.

## Internal Search Metrics

The Internal Search Metrics tool tracks the volume of front end search queries by term, and displays them in a list format in Brightspot, along with basic metrics like frequency of search.

## Custom Search Results

Custom Search Results allows a user to control the order of front end search results that a site visitor sees when searching a keyword.



02

Search &  
Tagging

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Search

**Tagging**

# Tagging

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## Editorial Tag Management

Brightspot Tags are a way for editors to add metadata to a piece of content. Tags can drive additional business requirements for behavior on the site.

## Auto-Suggestion of Tags

Brightspot Auto Suggest leverages AWS Comprehend for AI tagging. Auto Suggest aims to save editors a few clicks by reviewing content as it is published and suggesting tags based on the content. Editors can then choose to add the tags with one click, or dismiss the suggestions.



03

**Rich Editing  
Tools**

**Editing**

Collaboration

# Editing

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## Rich Text Editor

In addition to basic rich text editing capabilities like bold, italics, and linking, the Brightspot rich text editor supports more detailed editing functions such as track changes and comments.

## Story Embeds

Also within the RTE, you can add content types such as images, videos, galleries, and social enhancements from Twitter, Facebook, and Instagram.

## Real-Time & Scheduled Publishing

You have the option to publish a piece of content in real time, or to schedule a future publish date and time. This is especially helpful if a piece of content needs to go live early in the morning or over the weekend.

## Live Preview

Preview is a powerful tool that gives you a sample view of content while remaining Brightspot. Preview works across desktop, tablet, mobile in both portrait and landscape and can be shared externally (with users who do not have a Brightspot account).

## Embargo

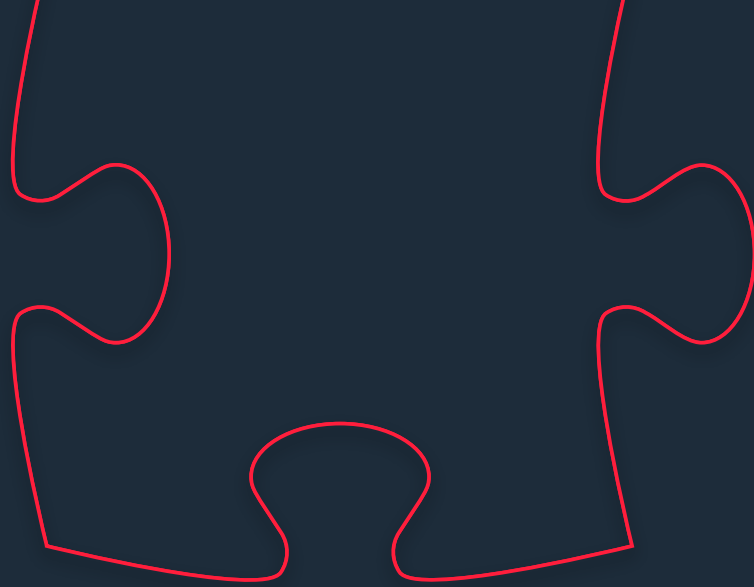
For publishers preparing sensitive content, often times embargo—or concealing a piece of content until a set time—is of the utmost importance. Brightspot provides embargo functionality and prevents content from going live indefinitely or until a set time.

## Updates & Corrections

Updates and corrections allows an editorial team to publish updates to a live story. These can be displayed on the front end of a site with a time stamp and hyperlinks.

## URL Management

Brightspot allows the publishing of URLs on an asset-level basis, including the publishing of temporary and permanent redirects as well as alias URLs. This is very helpful when migrating over old content to Brightspot, or if you want to have a special URL for SEO purposes, or if an asset is published with a typo in the URL.



03

**Rich Editing  
Tools**

Editing

**Collaboration**

# Collaboration

## Viewers & Locking

Brightspot's field-level locking lets users collaborate on a single content asset without delay or interference. The lock warns a user that someone else is currently editing the same content.

## Notifications

Brightspot supports delivery of workflow and publish notifications by Slack, by browser, by email, or by text. With Slack, users can receive Brightspot notifications either to a channel or via a direct message.

## Version Control

We track every change and revision in Brightspot. We give you the power to see revisions side by side and choose which version you want to be live. We also provide instant rollback, which allows to you immediately change content to a previous version without delay.

## Track Changes

Within the Rich Text editor, you can enable Track Changes like in a word processor. When track changes are enabled in the RTE, additions will be in green while deletions will be in red.

## Comments

Similar to track changes, you can also place a comment directly into any rich-text field, allowing easier communication and collaboration between editors.

## Conversations

One of the more powerful editorial tools in Brightspot is the ability to collaborate on a piece of content with others on your staff. You can start a conversation in Brightspot—each piece of content gets its own conversation widget at the bottom of the page.

## Watcher

The Watchers widget enables a user to select one or more other users to be "watching" a piece of content. You can then view the content you are watching with a special filter on the dashboard.



# 04

## Content Types

### Assets & Pages

Videos

Images

Specialized

Modules

# Assets & Pages

## Article

Fully modeled Article template includes headline, subheadline, body, and section and tagging fields.

## Photo Gallery

Easily create photo galleries — with no limits to how many images can be added Drag and drop to easily reorder.

## Blog / Blog Post

Want your site to have blogs? Brightspot includes a Blog landing page and Blog Posts, similar to Article.

## Press Release

Also similar to Article, the Brightspot Press Release asset includes headline, body, and contact information.

## Listicle

Another popular editorial tool is the Listicle, which allows editorial teams to present content in a list format that can be ordered numerically.

## Quiz

Ever-popular with users, Brightspot offers a fully built question and answer quiz experience, with support for success and error messages.

## Author

Author asset includes name, biography, social links, recently published content and more.

## Employee

Brightspot's Employee asset lets sites publish more information, including name and department, about their team.

## Homepage

The front-page of your site is pre-built in Brightspot, and includes a flexible template that allows for the placement of a lead and an array of different modules.

## Section / Landing Page

Similar to Homepage, Sections allow for the publishing of a lead and can be run in fully dynamic mode, updating automatically as new assets are created within it.

## Search / Search Results

Every site needs a search and search results experience; with Brightspot you can control the relevancy and filters that are available to front end users.



04

## Content Types

Assets & Pages

**Videos**

Images

Specialized

Modules

# Videos

## Video

Videos are treated as assets in Brightspot, complete with headline, description, and tagging functionality. They also support URL management and live preview. Brightspot offers many OVP integrations out of the box, including Amazon Elemental.

## Two-Way Sync with Many OVPs

Integrated video publishing with Amazon Elemental, YouTube, Kaltura, Brightcove, and more. We offer Elemental out of the box and have experience integrated with all other OVPs.

## Companion Content

A patent-pending technology developed by Perfect Sense, companion content allows editors to associate content with a given timestamp in a video. As a user watches a video, the timed companion will expose itself, driving more meaningful engagement with content.

## Playlist Management

Why show users one video when you can show them twenty? Playlists allow editors to curate videos into larger playlists. For teams that are too busy to curate, playlists can be set into dynamic mode, and driven by matching sections or tags, making them always up to date.

## OTT

With the proliferation of devices comes the opportunity to expose your content to more users — and Brightspot OTT allows you to create, manage, and publish a TV-like video experience from a single instance. Publish once, and your content is everywhere.



04

## Content Types

Assets & Pages

Videos

**Images**

Specialized

Modules

# Images

## Amazon Rekognition

Amazon's artificial intelligence service provides automated image analysis and tagging—including labels/keywords, text, and celebrity matching. Those keywords are then immediately searchable in Brightspot, making images instantly more discoverable with zero work by editorial teams.

## Upload

Easily drag and drop files into the Brightspot Upload widget. With a single Upload, publish images with shared metadata (think tags, source, copyright). Also supports mixed type upload, meaning editors can load images and documents in one motion.

## Image Editing

Built-in image editing functionality allows for flipping or rotating images, adding filters, and supports face detection.

## Image Cropping

Save time on cropping images by setting a "focus" point, which sets all crops site wide to that focus point. Brightspot also supports setting individual crops on images.



# 04

## Content Types

Assets & Pages

Videos

Images

**Specialized**

Modules

# Specialized

## Podcast / Podcast Episode

Podcasts can be managed in Brightspot or integrated with a third-party library

## Live Blog

Cover live events with multiple editors publishing simultaneously

## Shows, Seasons, Episodes, Clips

Broadcast package includes show, season, episode, clip and preview

## Brands, Products, Countries, Topics

Corporate package includes brand, product, country, and topic

## Document, Spreadsheet, Presentation

DAM package includes document, spreadsheet, presentation

## Error Pages

Error pages support 404 and 500 error pages

## Contact Us Form

A pre-built, out of the box Contact Us form

## Form Builder

Supports building of custom forms from scratch

## Uploader / UGC

Submission of text & images by users with built-in CMS moderation





# 04

## Content Types

Assets & Pages

Videos

Images

Specialized

**Modules**

# Modules

## Header & Footer

Header includes logo, navigation, search, and social

## Promo Module Variations

Promo module to highlight a single piece of content

## List Module Variations

List module with four modes—basic, advanced, dynamic and social

## Rich Text Modules

Rich text module for text placement and styling

## Social Feeds Module

Display social content from a single social account

## Breaking News Module

Publish alerts via a single module site-wide

## Container Module

Container module supports "column" layouts

## Tabs Module

Visually organizes modules into a tab structure

## Personalized Module

Presents different content to logged in vs anonymous users

## Quote Module

Standalone quote module with text and attribution



05

People

People  
Management

Affinity Features

Content Delivery

# People Management

## User Registration & Authentication

Brightspot Authentication supports authentication to control a user's access to site content and features, as well as access to manage the user profile. Includes login/registration flow, account verification settings, and a reset password flow, plus private and public facing profiles.

## Social Authentication & Auth0 Integration

Social Authentication allows integration with social networks for authentication, leveraging a user's existing social account details and passwords for simpler login and registration. It can be used in parallel with Brightspot Auth or independently. Currently Facebook and Twitter are the supported Social Auth providers. Google and LinkedIn are planned for future development.

## SAML / Active Directory Authentication

Brightspot supports single-sign on via third-party authentication methods such as SAML and Active Directory, creating a seamless experience for users.



05

People

People  
Management

**Affinity Features**

Content Delivery

# Affinity Features

## Bookmarks

Site visitors can utilize Brightspot Bookmarks to save content on a site for their profile for later viewing. Pages bookmarked using the Brightspot bookmarks are stored in a user's profile, and are visible only to that user.

## Favorites

Using Brightspot Favorites, site visitors will be able to favorite content on a site (think of this as "liking" content). The Favorites label itself can be modified, meaning it can be called Favorite, Like, Heart, etc. Favorites are stored in a user's profile.

## Following

Brightspot Follow drives a more personalized user experience by allowing site users to self-identify against topics of interest. Once a user has started to Follow a topic or author, the latest content matching that topic or author is presented back to the user, in a section of the User Profile or in a Personalized Module.

## Commenting

Brightspot's commenting capabilities include the ability for an authenticated user to comment on assets. A Brightspot admin can designate which content types are available for commenting, and can moderate comments before they go live.



05

People

People  
Management

Affinity Features

**Content Delivery**

# Content Delivery

## Subscription

Subscriptions allow sites to control a user's access to content. A site can create licenses to content based on tags (all content tagged "Exclusive" requires a subscription), section (the Elections 2020 section is premium content), author (all content written by Josh Martin is premium), and by content type (all slideshows require subscription).

## Audience Segmentation Targeting

Brightspot Segmentation empowers sites to deliver the right message at the right time to the right users. Using Segmentation, a site can establish audiences defined by targets. Targets can be based on a time period (day of the week) or a device (Apple iPhone vs. Apple iPad vs. Android phone) or content consumption (users who viewed 3 articles tagged to Military).

## Personalization

Once an Audience Segment is created, editors can create multiple variations of a piece of content from the same place in the CMS. For example, to deliver personalized content to a Military audience on a Homepage, an editor would simply open the Military area on the Homepage and customize the layout or content.



06

Integrations

# Integrations

## Amazon Rekognition

Image tagging with keywords available in search

## Amazon Elemental

Video upload, transcoding, clipping and watermarking

## AWS Comprehend

Autotagging on text-based assets for easier publishing.

## AWS Transcode

Video and audio subtitle transcription

## Slack

Slack notifications for workflow transitions

## InDesign Plugin

Adobe InDesign plugin to support digital to print workflows

## Google DFP

Google DFP integration for advertising

## Google Analytics

Google Analytics integration for indepth page analytics

## Salesforce Integration

Salesforce integration pulls CRM data into Brightspot

## ComScore

ComScore integration for analytics



07

**Syndication & Distribution**

**Syndication & SEO**

Translations

Social Features

# Syndication & SEO

## schema.org

Well-formed semantic markup compatible with Schema.org guidelines

## Sitemaps

Brightspot supports built-in sitemap capabilities, including Sitemap XML, Google News Sitemap for news publishers, and Video sitemaps for video publishers.

## Google AMP

Brightspot supports AMP Articles, a mobile-friendly way to present content to users. AMP Articles can be enabled per site and disabled on a per-asset basis.

## Facebook Instant Article

Brightspot supports Facebook Instant Article, a mobile publishing format designed to be 10 times faster than non-FIA.

## Apple News

Syndication to Apple News

## Syndicated Header/Footer

Support for placing header/footer on third-party pages

## RSS Feeds

The Brightspot RSS plugin enables auto-generation of RSS and Atom feeds. Settings can be configured globally, by site, by content type, and by individual asset; RSS is supported on Pages, Sections, and Tags for Articles (snippet or full text can be selected).



07

## Syndication & Distribution

Syndication & SEO

**Translations**

Social Features

# Translations

## Languages

Brightspot allows identifying any piece of content with a locale. This in turn helps downstream translation workflows to translate content appropriately.

## Diffs / Side by Side

Brightspot translations allows viewing diffs and data comparisons between sourced content and any translations of that content. Edits can be made in this view for better context.

## Translation Workflows

Brightspot translations allows for manual or automatic translation. Manual translation would be done by a CMS editor, while automated translation would delegate to a third party service.

## Reporting

Usage of content / reports by translations services.

## Integration with TMS

As briefly explained above, Brightspot translations can integrate with third party services to facilitate automatic translations. Services include Lingotek, Google Translate, and others.



07

## Syndication & Distribution

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Syndication & SEO

Translations

**Social Features**

# Social Features

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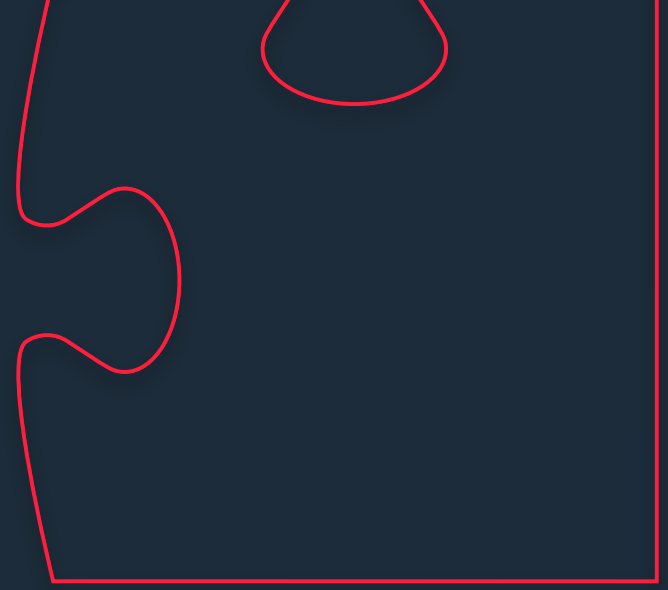
## Share Bar

Share Bar allows front-end visitors to a site to share the content to Facebook, Twitter, LinkedIn, and Pinterest, in addition to email and print.

## Social Publishing

Brightspot supports the publishing of social updates to Facebook and Twitter. Editors can elect to publish social updates at the same time the content is published to a site, or to schedule it for a later date.





08

Express  
Themes

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Bespoke & Third  
Party Themes

# Bespoke & Third Party Themes

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## Frost

Our first bespoke theme -- is perfect for corporate, marketing, and blog sites.

## Falcon

Designed for news sites and video-rich experiences.

## Canvas

Multi-purpose and powerful with 800 layouts and more than 1,000 UI features.

## Foundry

Sleek, elegant, and timeless, Foundry is a highly adaptable third-party theme.



# Multi-Site

Brightspot's multi-site capabilities make it easy to run multiple sites—each with a different front-end look & feel—from a single implementation. With multi-site you can manage your content across many properties, sharing content based on your business rules.

## 01 CMS Admin

### Admin Features

Site Settings

Metrics

The screenshot displays the Brightspot CMS Admin interface for 'Inspire Confidence'. The top navigation bar includes a search bar, user profile for Adam Braun, and site selection options. A 'Switch Site' dropdown menu is open, showing options for 'Global', 'Brightspot', 'Inspire Confidence', and 'Perfect Sense'. The main dashboard is divided into sections: 'Quick Start' with content type tiles (Article, Author, Blog Post, Tag, Employee, Gallery, Video, Section), 'Recent Activity' with a list of recent content items, 'Upload' area, and 'Scheduled Events' calendar.

- 1 Easily Switch Between Sites
- 2 Group Sites by Category
- 3 Search for Sites
- 4 Easily Discover Content Across Sites
- 5 Quickly Access a Site's Front End



# Multi-Language

Content publishing is often a global effort for corporations and newsrooms. Brightspot supports multi-language publishing, allowing the delivery of content in any language. The CMS itself can be localized to display in any language.

## 01 CMS Admin

### Admin Features

Site Settings

Metrics

- 1 Localize CMS to Native Language
- 2 Left to Right Support for Arabic Languages



Adam Braun

Avatar  
None

Locale

- ✓ Default (English (United States))
- Albanian (Albania) - shqip (Shqipëria)
- Albanian - shqip
- 1 Arabic (Algeria) - العربية (الجزائر)
- Arabic (Bahrain) - العربية (البحرين)
- Arabic (Egypt) - العربية (مصر)
- Arabic (Iraq) - العربية (العراق)
- Arabic (Jordan) - العربية (الأردن)
- Arabic (Kuwait) - العربية (الكويت)
- Arabic (Lebanon) - العربية (لبنان)

Global Defaults  
+

Global Extras  
+

Site Specific Defaults  
+

Toolbar icons: مشاركة مدونة, مؤلف, قصاصة, قائمة التشغيل, فيديو, صورة

2 تحميل مجمع

قم بالسحب والإفلات أو تحديد ملفات .

مناسبات مجدولة الجديد عرض الكل اليوم

أسبوع الثلاثاء، 25 سبتمبر - الثلاثاء، 02 أكتوبر، 2018

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# Dashboards

With Brightspot, users can create dashboards at a global, role, or user level, putting the most relevant information to help that user do their daily job front and center. Supported dashboard widgets include Quick Start, Resources, Recent Activity, Unpublished Drafts, Upload, Analytics, Scheduled Events, and Search.

The screenshot shows the Brightspot Admin Dashboard for 'Inspire Confidence'. At the top, there is a search bar (1) and a user profile for Adam Braun (2). The main navigation includes 'ADMIN DASHBOARD', 'ANALYTICS', and 'WORKFLOW QUEUE'. A 'Quick Start' section (3) contains ten shortcut tiles for Article, Author, Blog Post, Tag, Employee, Gallery, Homepage, Image, Video, and Section. Below this, the 'Recent Activity' section (4) displays a list of recent content items with details like title, type, date, and author. To the right, the 'Upload' section (5) features a drag-and-drop area for media. At the bottom right, the 'Scheduled Events' section (6) shows a calendar view of upcoming content publications.

- 1 Unified Search
- 2 User Profile Management
- 3 Editorial Shortcuts
- 4 Content Discovery
- 5 Upload Media
- 6 Scheduled Events

## 01 CMS Admin

### Admin Features

Site Settings

Metrics



# Digital Rights Management

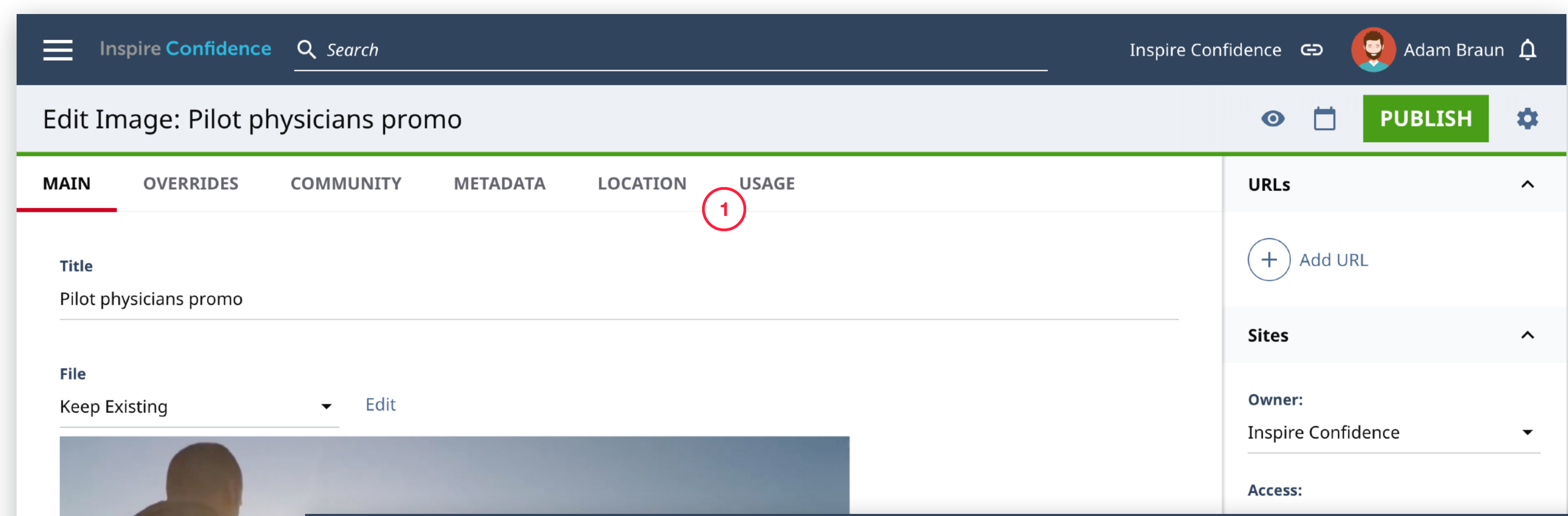
Brightspot supports digital rights management and licensing, so you can manage usage and expiration of content directly in the system.

## 01 CMS Admin

### Admin Features

Site Settings

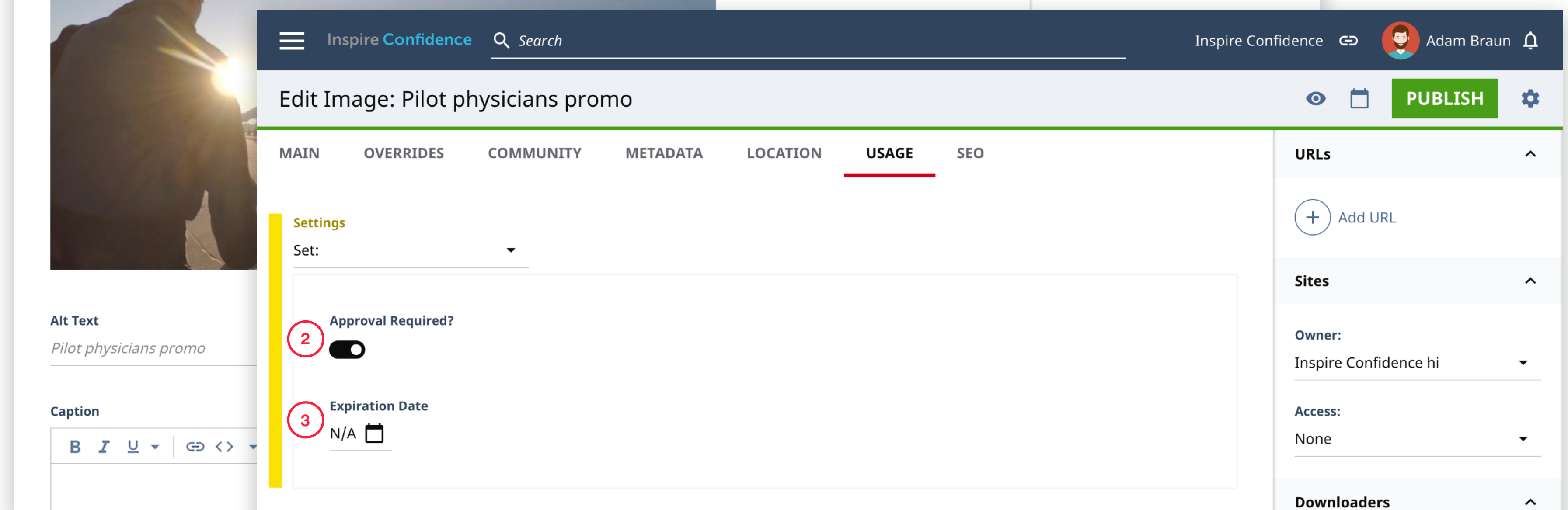
Metrics

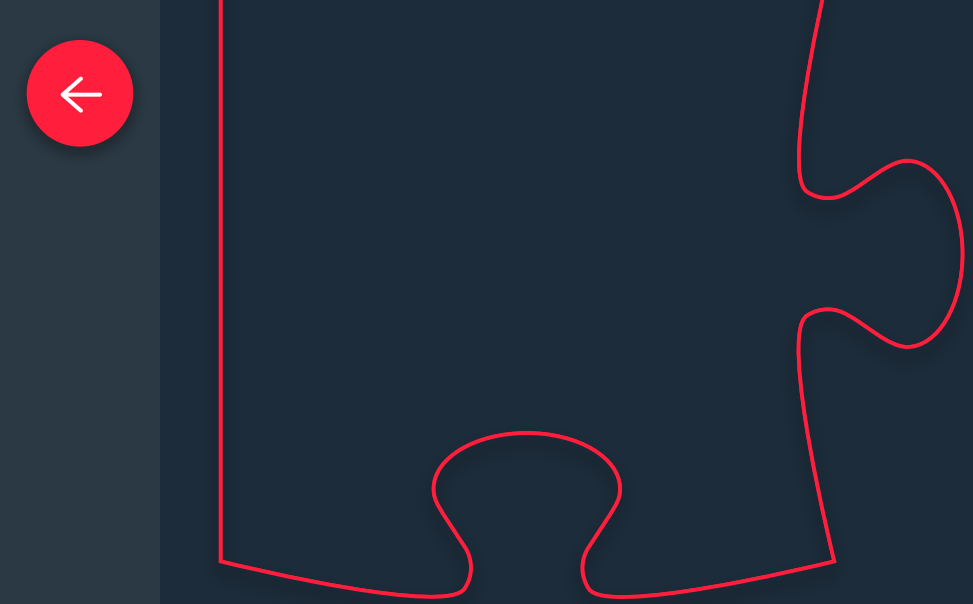


1 Manage Asset Usage

2 Set Approval Requirements

3 Set Expiration Dates





# Authentication & Social Authentication

Brightspot supports management of users directly in the system, as well as social authentication via popular providers such as Facebook, Twitter, LinkedIn and Google.

## 01 CMS Admin

### Admin Features

Site Settings

Metrics

1 Login, Registration and Password Management via Brightspot Express

2 Social Auth: Facebook, Twitter, Linked In, Google

Active Directory, SAML, Auth0 Support

The screenshot shows the 'Edit Site: Brightspot' configuration page. The left sidebar lists various site settings, with 'Brightspot' selected under the 'Sites' section. The main content area is divided into several sections:

- Authentication:** Includes a toggle for 'Requires Authentication?' (currently off), a list of 'Authentication Managers' (one 'Default' manager is shown), 'User Profile Page' (set to 'My Profile'), and 'Registration Settings'.
- Workflow:** Includes 'Email Verification'.
- Registration Settings (Expanded):** Shows 'Settings for account registration verification via email' with fields for 'Email From Address' (admin@brightspot.com), 'Email Subject' (Please Verify Your Account), and 'Email Body' (Click here 'REGISTRATION\_URL' to verify your account...).
- Standard Authentication Manager (Default):** A modal window is open showing settings for the 'Default' manager. It includes tabs for 'MAIN' and 'COMMUNITY', a description 'Provides basic session management with Cookies.', and fields for 'Name' (Default), 'Log In Session Expiration' (86400 seconds), 'Authenticated Log In Page' (Homepage), and 'Unauthenticated Log In Page' (Homepage).
- Social Authentication Providers:** A list of providers is shown at the bottom, including Facebook Auth Provider, Twitter Auth Provider, LinkedIn Auth Provider, and Google Auth Provider, each with a search, edit, and delete icon.



← Site Settings

# Roles & Permissions

Brightspot's granular user and roles permission system allows admins to create custom roles that set site, tool, and content-level permissions for all users.

## 01 CMS Admin

Admin Features

Site Settings

Metrics

1 Manage Users

2 Create Custom Roles

3 Set Site, Tool, & Content Permissions

4 Impersonate Any Users to Validate Settings



# Workflows

Drag and draw workflows in Brightspot allow admin users to create custom workflows—including configurable statuses and transitions—and apply them to sites and content types.

## 01 CMS Admin

Admin Features

Site Settings

Metrics

The screenshot shows the 'Edit Workflow: Article Workflow' interface. On the left sidebar, 'Article Workflow' is selected. The main area shows configuration for 'Article Workflow' with 'Sites' and 'Content Types' both set to 'All Sites'. Below this is the 'Actions' section with an 'Add Status' button. The workflow diagram consists of four states: 'New', 'Submitted', 'Rejected', and 'Published'. Transitions include 'Submit' (New to Submitted), 'Resubmit' (Rejected to Submitted), 'Reject' (Submitted to Rejected), and 'Publish' (Submitted to Published). Red callout boxes are placed as follows: 1. Next to the 'Sites' dropdown. 2. Next to the 'Content Types' dropdown. 3. Above the workflow diagram. 4. Next to the 'Add Transition' button in the 'Rejected' state box.

1 Create Workflows by Site

2 Apply Workflow to Content Type

3 Drag & Draw Workflows

4 Create Custom States & Transitions





# Workstreams

Workstreams are a way to group a collection of pieces of content into a single workflow. This enables editors to make quick edits without having to locate each piece of content between edits. Multiple editors can edit a workstream simultaneously.

The screenshot shows the CMS Admin interface for 'Inspire Confidence'. At the top, there's a navigation bar with a search bar and user profile 'JD Jenny Daly'. Below this, there's a table of content items:

Article	REVISION, SUBMITTED	Gerard Kaberuka, the Unofficial Caretaker of Ruhunda?	lee2
Video	DRAFT	The Majesty of Northern Canada	chris
Article	SUBMITTED	checking publish is not displayed	Admin - User

The 'Work Streams' section is highlighted with a red circle '1'. It shows a list of workstreams with progress indicators and 'START' buttons:

- 2 users working on Permalinks to Tags. 2 of 29 left (27 complete) [START]
- 6 users working on Article Clean-Up . 462 of 683 left (221 complete) [START]
- 1 users working on Gallery Clean-Up . 19 of 24 left (5 complete) [START]
- 3 users working on Focus - Images. 368 of 936 left (568 complete) [START]
- 2 users working on Tag Page Creation. 19 of 29 left (10 complete) [START]
- 2 users working on Articles - Promo Description Clean-up. 2 of 64 left (62 complete) [START]
- 1 users working on change image names. 1 of 3 left (2 complete) [START]
- 1 users working on Images need tags. 0 of 2 left (2 complete) [START]

To the right, there's a 'Scheduled Events' calendar for the week of Sep 26 - Oct 03, 2018. Below that is a 'Resources' section with links to 'BSP Documentation' and 'InDesign Smart Brief Template'.

- 1 Create Collaborative Publishing Tasks
- 2 Include Instructions & Assign Users
- 3 Workstream Prevents Overwriting Assets

## 01 CMS Admin

Admin Features

Site Settings

Metrics



# Content Insights & Metrics

Editorial teams can use content insight tools to measure how much content is being created by a site, tracking volume and production by writers, editors, and other staff, over a number of time periods.

## 01 CMS Admin

Admin Features

Site Settings

**Metrics**

Inspire Confidence Search

1 Inspire Confidence Adam Braun

MAIN DASHBOARD **SITE ANALYTICS**

**Site Traffic: Today** Export CSV

4,056	2,755	17,086	29.5
Users	New Users	Pageviews	Time Spent (m)

**Site Traffic: Last 30 Days** Export CSV

15,909	12,369	68,928	21.1
Users	New Users	Pageviews	Time Spent (m)

**2 Most Viewed Content** Export CSV

Type: Articles Last 7 Days

Name	Views
Hero Dog Protects 7-Year-Old From Rattlesnake	6,212 (36.36%)
Teacher Donates Kidney to Her First-Grade Student	4,335 (25.37%)
Female WWII Pilot Finally Laid to Rest at Arlington	758 (4.44%)
The 'Year of Yes' Shows the Benefits of Breaking Barriers	556 (3.25%)
At 93, This Legendary Climber Is Still Plotting Routes	527 (3.08%)
After Double Hand Transplant, Boy Has Sights Set on Football	496 (2.90%)
Combat-Wounded Veterans Achieve Landmark Everest Climbs	363 (2.12%)
'Donated' Words Restore a Voice to Those Who Can't Speak	296 (1.73%)
If Helping Others Were a Sport, He'd Win Olympic Gold	249 (1.46%)

**3 Articles Created: Last 30 Days** Export CSV

8/1 8/6 8/11 8/16 8/21 8/26 8/31

Total Articles

**4 Galleries Created: Last 30 Days** Export CSV

8/1 8/6 8/11 8/16 8/21 8/26 8/31

1 Track Content Creation by Site

2 Track Content Performance

3 Track Editorial Production by Content Type

4 Customize Time Periods



# Site Analytics

Brightspot can display performance metrics within the CMS—pulling from Google Analytics or Omniture, or via the built-in Brightspot analytics. Brightspot captures Page Views, Unique Visits, Visits, and Time Spent on page, and allows for the presentation of that data in multiple visuals and across multiple time periods.

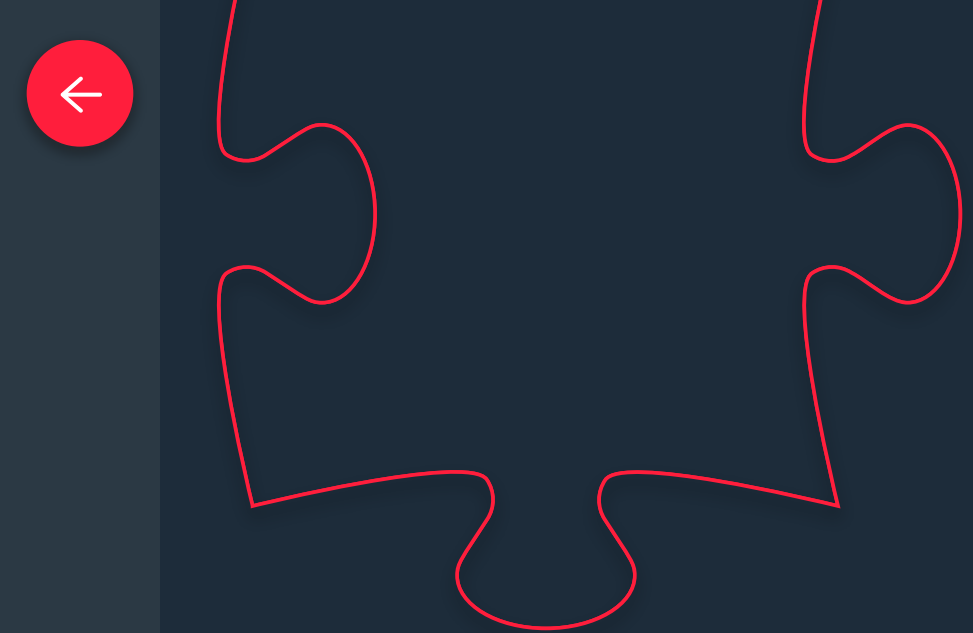
## 01 CMS Admin

- Admin Features
- Site Settings
- Metrics**

**1** Track PVs, UVs, Visits, Time Spent

**2** Customizable Widgets by Time Period & Time Zone

**3** All Results Exportable



# 02

## Search & Tagging

### Search

### Tagging

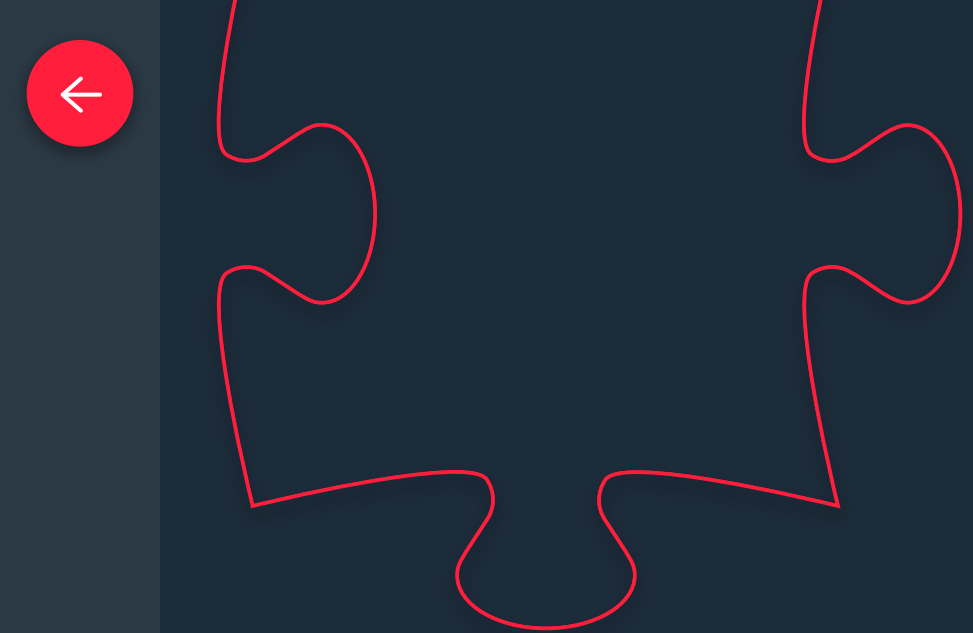
← Search

# Persistent, Faceted Search

Robust, faceted search is at the core of the Brightspot user experience. You can access search at any point in the CMS workflow. Saved searches allow for CMS users to save a specific query with filters and come back to it later, making executing frequent searches less time-consuming.

The screenshot shows the Brightspot CMS search interface. At the top, the search bar is highlighted with a red circle (1). On the left sidebar, the 'Filters' section is highlighted with a red circle (2), and the 'Recent Searches' and 'Saved Searches' sections are highlighted with red circles (3) and (4) respectively. The main content area shows a list of search results, with the 'Sort: Page Views' dropdown menu highlighted with a red circle (5). On the right sidebar, the 'Actions' section is highlighted with a red circle (6), showing buttons for 'FULLSCREEN', 'SAVE SEARCH', 'NEW WORK STREAM', 'BULK EDIT ALL', 'BULK ARCHIVE ALL', and 'EXPORT ALL'.

- 1 Search for any Content
- 2 Adaptive Filters by Content Type
- 3 Time-Saving Shortcuts
- 4 Save Frequent Searches
- 5 Sort By Metrics or Publish Actions
- 6 Manage Saved Searches



← Search

# Search Actions

After conducting a search, Brightspot presents users with intuitive next steps, and presents actions such as: save search, create a new workstream, bulk edit content, bulk archive, create galleries, and create collections.

02  
Search &  
Tagging

Search  
Tagging

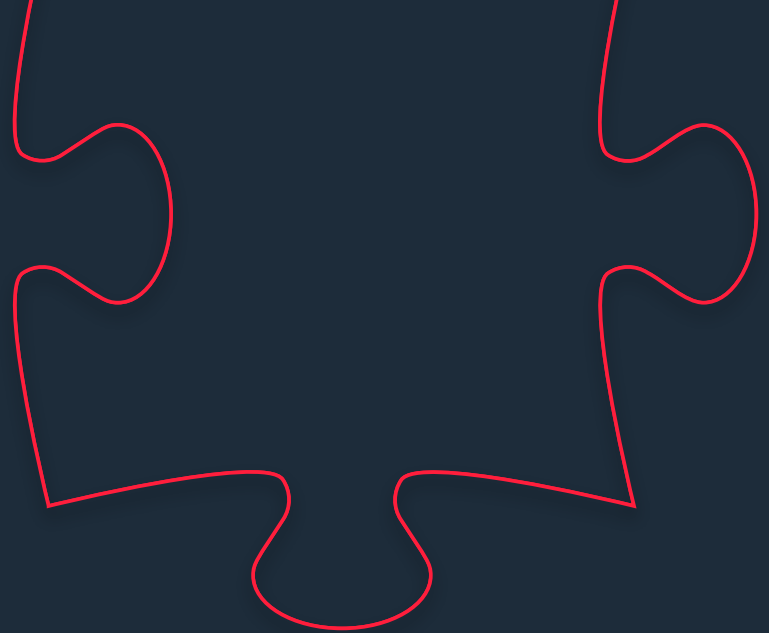
The screenshot shows the Brightspot search results page. At the top, there's a navigation bar with the logo 'Inspire Confidence', a search bar, and user information 'Adam Braun'. Below the navigation bar, there are tabs for 'GRID' and 'LIST', and a 'Show 10' dropdown. A red circle '2' highlights the 'Actions' menu in the top right corner, which includes 'Clear' and a close icon. On the left side, there's a 'Filters' sidebar with a 'Reset' button. A red circle '1' highlights the 'Color' filter. The main content area shows a grid of image thumbnails with checkboxes, sorted by 'Relevant'. On the right side, there's an 'Actions' panel with buttons for 'CREATE NEW GALLERY', 'DOWNLOAD', 'FULLSCREEN', 'SAVE SEARCH', 'NEW COLLECTION', 'WATCH', and 'NEW WORK STREAM'. Below this are 'Bulk' actions: 'BULK EDIT' and 'BULK ARCHIVE', and an 'Export' section with an 'EXPORT' button. A red circle '3' highlights the 'NEW COLLECTION' button, and a red circle '4' highlights the 'EXPORT' button.

1 Actions Correspond to Content Types

2 Action Panel Presents "Next Steps"

3 Create Collections or Assets Direct from Search

4 Export Results



# 02

## Search & Tagging

### Search

### Tagging



Search

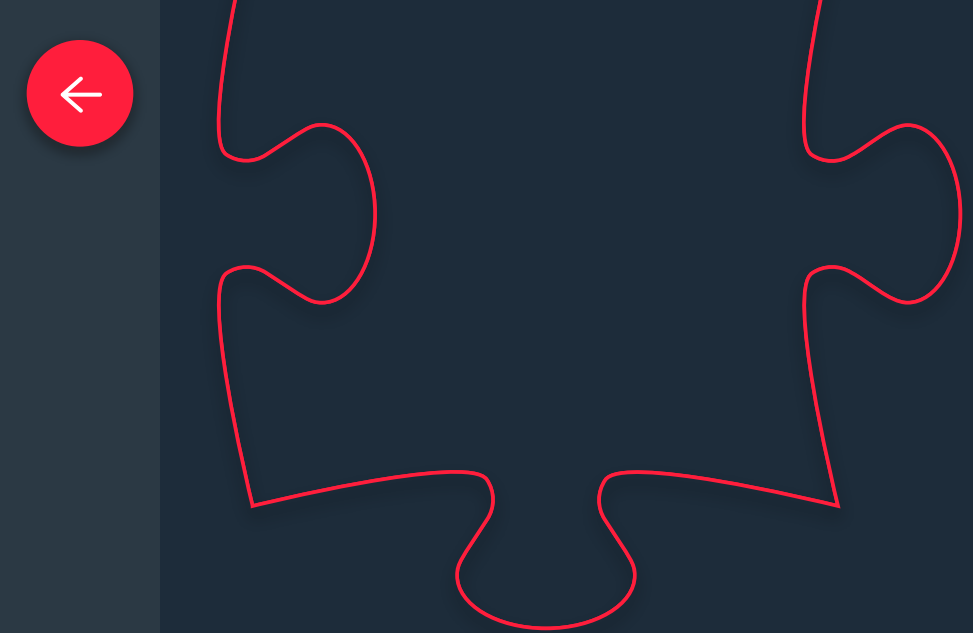
# Federated Search

Federated Search gives you the ability to search for content on external sites that are integrated with Brightspot. For example, you can search Getty for images and import them, or Google Drive for files and import them -- without ever leaving Brightspot.

- 1 Search External Databases Directly in Brightspot
- 2 Image Search (Associated Press, Getty Images, Shutterstock, Adobe Stock)
- 3 File Search (Dropbox, Box, Google Drive)

The screenshot shows the Brightspot interface for 'Inspire Confidence'. At the top, there is a search bar with a magnifying glass icon and a red circle '1' next to it. The user 'Adam Braun' is logged in. Below the search bar, there are tabs for 'GRID' and 'LIST'. The 'GRID' view is selected, showing a grid of image thumbnails. A filter dropdown is set to 'Getty Image' with a red circle '2' next to it. Below the grid, there are sections for 'Recent Searches' and 'Saved Searches'. A 'Create' dropdown is set to 'Article' with a 'NEW' button. An inset window shows the 'LIST' view with a table of search results.

<input type="checkbox"/>	Update Date	Label
<input type="checkbox"/>	N/A	BSP v4 UI Product Team Testing
<input type="checkbox"/>	N/A	URLS
<input type="checkbox"/>	N/A	Integration Workspace
<input type="checkbox"/>	N/A	Data Migration Workspace
<input type="checkbox"/>	N/A	DRAFT: Assignment Desk and Editorial Calendar Requirements
<input type="checkbox"/>	N/A	BSP Catalog + Roadmap
<input type="checkbox"/>	N/A	Brightspot DAM - Platform Dev Work
<input type="checkbox"/>	N/A	Solution Scope
<input type="checkbox"/>	N/A	What's new in 4.0



# 02

## Search & Tagging

### Search

### Tagging



Search

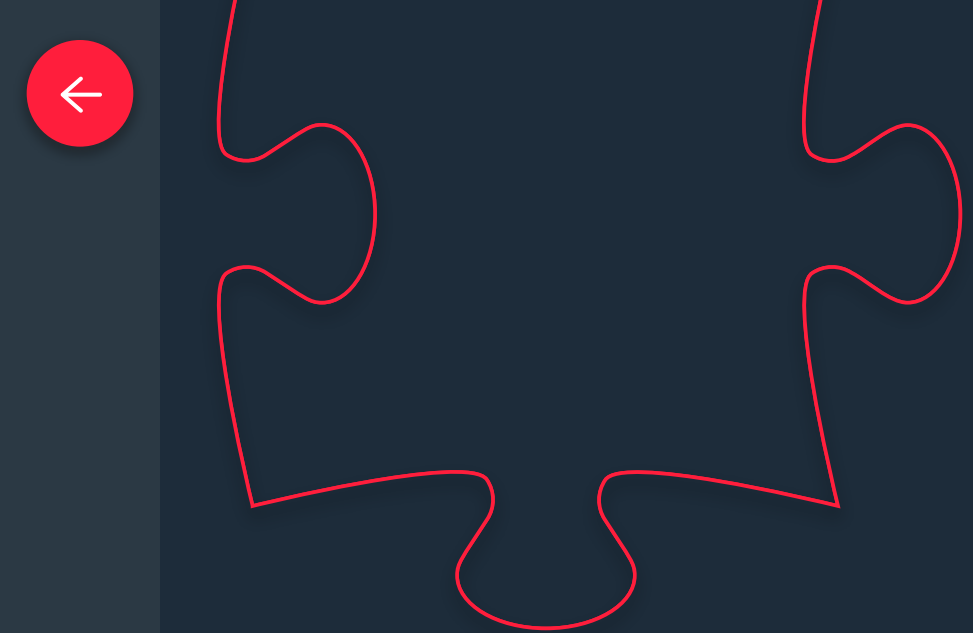
# Search Spotlights

Search Spotlights allow the association of keywords to a piece of content, so that when a site visitor searches for that term, they see the spotlight first in the results. This helps to drive search traffic to key terms.

- 1 Drive Search Traffic to Key Terms
- 2 Editorial Admin Allows Curation of "Top Result"
- 3 Track Spotlight Performance

The screenshot shows the 'Inspire Confidence' search management interface. On the left, there are two panels: 'Term' and 'Dictionary'. The 'Term' panel shows a search for 'hope' and lists 'hope stories' and 'hope videos' as variants. The 'Dictionary' panel shows 'The Hope Dictionary' selected. The main 'Edit Term' panel shows options for 'Variants', 'Misspellings', and 'Dictionaries'. A 'Search Spotlight' section is visible, with a 'MAIN' tab selected. Below this, there are sections for 'Item' and 'ADVANCED' settings. On the right, a search results page for 'happiness' is shown, displaying 34 results. The top result is a video titled 'Does Your Dog Prefer You Over Anyone Else? It shows that it's a little more complicated.' A red circle highlights this result.





# 02

## Search & Tagging

### Search

### Tagging

← Search

# Internal Search Metrics

The Internal Search Metrics tool tracks the volume of front end search queries by term, and displays them in a list format in the CMS, along with basic metrics like frequency of search.

The screenshot shows a dashboard for 'Inspire Confidence' with a search bar and user profile 'Adam Braun'. It features three main sections: 'Site Search Queries' (a table of search terms and counts), 'Site Searches: Today' (a large number '121'), 'Site Searches: This Week' (a large number '176'), and 'Site Searches: This Month' (a large number '189'). A 'Search Spotlight Performance' section at the bottom shows 'No Search Spotlight Impressions'. Red circles with numbers 1, 2, and 3 highlight the table header, the table rows, and the search volume numbers respectively.

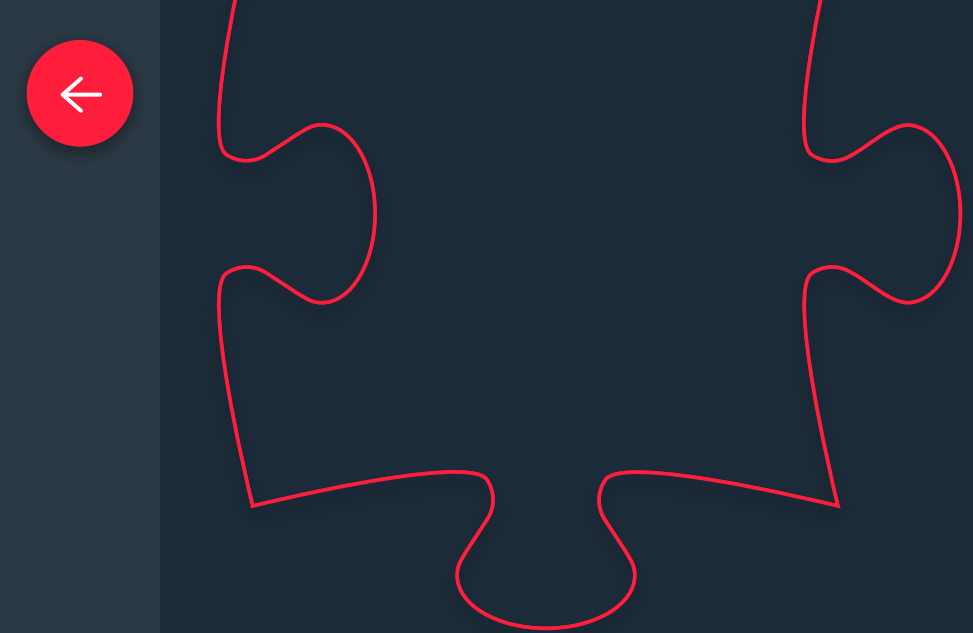
Search Term	Search Count	# Search Results
Hope	2	35
honor	1	38
Leroy Petry	1	6
law enforcement	1	10
mindfulness	1	21
kindness	1	28
inspire	1	211
confident	1	23

1 Track User Searches

2 See Results of User Searches

3 Track User Search Volume





# Editorial Tag Management

Brightspot Tags are a way for editors to add metadata to a piece of content. Tags can drive additional business requirements for behavior on the site.

## 02 Search & Tagging

- Search
- Tagging

- 1 Create Tags to Apply to Content
- 2 Control Vocabulary
- 3 Find via Taxonomy Tree or Search

The screenshot displays the 'Inspire Confidence' Editorial Tag Management interface. It is divided into two main sections: a list view and a taxonomy view.

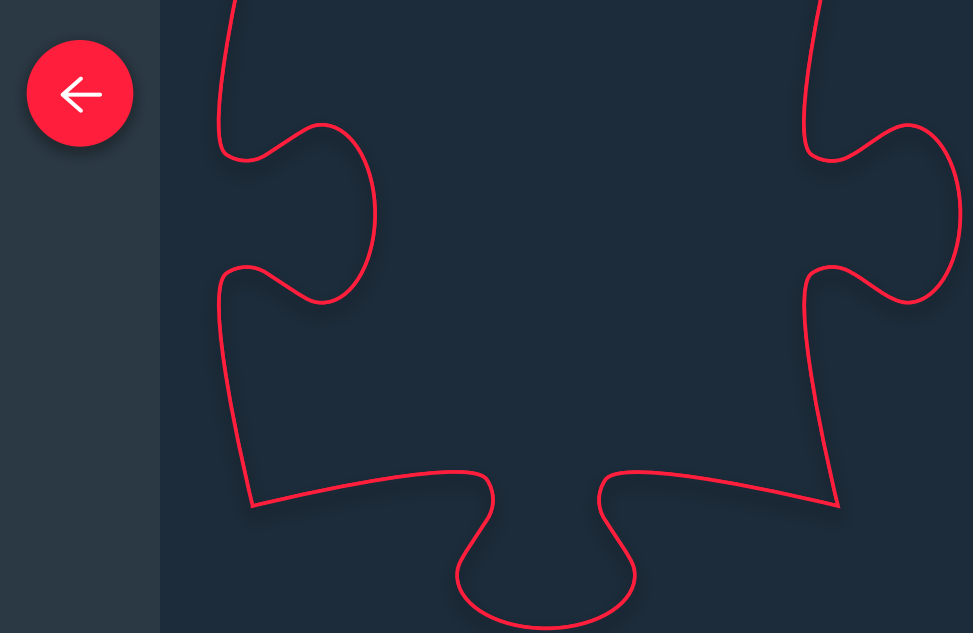
**Top Section (List View):**

- Filters:** Includes 'Tag' (highlighted with a red circle and '1'), 'Migration Log', 'Web Page Ingestor', 'Publish Date (End)', 'Publish User', 'Update User', 'Parent', and 'Published'.
- LIST TAB:** Shows a table of tags with columns: 'Update Date', 'Label', and 'Viewers'. The 'Sports' tag is highlighted with a red circle and '2'. Other tags include 'Art' and 'inspirational tag'.
- TAXONOMY TAB:** Shows a tree structure of tags.
- Actions:** Includes 'FULLSCREEN', 'SAVE SEARCH', 'NEW WORK STREAM', 'BULK EDIT ALL', and 'BULK ARCHIVE ALL'.

**Bottom Section (Taxonomy View):**

- Filters:** Similar to the top section, but with 'Tag' highlighted with a red circle and '3'.
- TAXONOMY TAB:** Shows a tree structure of tags. 'Innovation' is highlighted with a red circle and '3'.

**Bottom Left:** A 'Create' section with a 'Tag' dropdown and a 'NEW' button.



# 02

## Search & Tagging

Search

Tagging



Tagging

# Auto Suggestion of Tags

Brightspot Auto Suggest leverages AWS Comprehend for AI tagging. Auto Suggest aims to save editors a few clicks by reviewing content as it is published and suggesting tags based on the content. Editors can then choose to add the tags with one click, or dismiss the suggestions.

The screenshot displays the Brightspot CMS editor interface. The main content area contains the following fields:

- Headline:** Flight Attendant Reunites Troops With Their Canine Combat Buddies
- Sub Headline:** (Empty)
- Slug:** flight-attendant-reunites-troops-with-their-canine-combat-buddies
- Author(s):** (Empty)
- Lead:** (Empty)
- Body:** Rich Text editor containing the text: "Dogs are sometimes man's best soldier. The U.S. military deploys hundreds of specially trained dogs to sniff out bombs, weapons and drugs. Many served in the worst years of the Iraq and Afghanistan conflicts, and suffered the same fate as their human counterparts: death in combat, PTSD, traumatic injuries."

The right-hand sidebar shows the 'Suggested Tags' widget, which is highlighted with a red circle '1'. Below the widget, a list of suggested tags is displayed, with 'dog' and 'troops' highlighted by a red circle '2'.

1 Suggested Tags Widget Powered by AWS Comprehend

2 Editorially Add and Reject Selected Tags



# 03

## Rich Editing Tools

### Editing

### Collaboration



## Editing

# Rich Text Editor

In addition to basic rich text editing capabilities like bold, italics, and linking, the Brightspot rich text editor supports more detailed editing functions such as track changes and comments.

The screenshot shows the Brightspot Rich Text Editor interface. At the top, there's a navigation bar with the logo 'Inspire Confidence', a search bar, and user information for 'Adam Braun'. Below this is the article title 'Edit Article: Flight Attendant Reunites Troops With Their Canine Combat Buddies' and a 'PUBLISH' button. The main editing area is titled 'Body' and contains a 'Rich Text' editor. The editor toolbar (1) includes basic formatting (2) like bold, italic, underline, and list, as well as advanced editorial functions (3) like track changes and comments. The article text (4) includes several paragraphs with some text highlighted in red, indicating track changes. On the right side, there are panels for 'URLs', 'Sites', 'Watchers', 'References', and 'Revisions'. The 'URLs' panel shows a link to the article draft. The 'Sites' panel shows the site 'Inspire Confidence' and 'Access' set to 'None'. At the bottom, there's a social media embed for a Facebook post by Mollie Oliver.

- 1 Rich Text Toolbar
- 2 Simple Formatting
- 3 Advanced Editorial Functions
- 4 Fullscreen Authoring Mode



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## Rich Editing Tools

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## Editing

# Story Embeds

Also within the RTE, you can add content types such as images, videos, galleries, and social enhancements from Twitter, Facebook, and Instagram. Social embeds can be added with a simple copy and paste action, and images can be dragged & dropped from a desktop or folder directly into the rich text editor.

**Body**  
Rich Text

**1** [Embed icon]

Dogs are sometimes man's best soldier. **2** <https://www.facebook.com/photo.php?fbid=10208973370803282&set=a.1956287638661.109239.1586823661&type=3&width=500> **3**

The U.S. military deploys hundreds of specially trained dogs to sniff out bombs, weapons and drugs. Many served in the worst years of the Iraq and Afghanistan conflicts, and suffered the same fate as their human counterparts: death in combat, PTSD, traumatic injuries.

Often, the young men who partnered with these dogs yearn to adopt them -- but it takes money, time, and the ability to navigate bureaucracies.

Enter Molli Oliver.

A United Airlines flight attendant for more than four decades, she happened into conversation with a Marine on a United military charter flight to Germany last year, Sgt. Andrew Mulherron. He was en route to a deployment to Iraq, and reminisced about Boone, the black lab he worked with five years earlier in Afghanistan and couldn't forget.

The two walked point together, lost unit members together and shared a Navy Marine Corps Achievement Medal—partly for the 11 improvised bombs they located before anyone was killed. The National Museum of the Marine Corps holds in its collection a painting of Mulherron and Boone resting on a patrol, surrounded by the poppies, the crop that finances Taliban weaponry.

<https://www.facebook.com/photo.php?fbid=10208973370803282&set=a.1956287638661.109239.1586823661&type=3&width=500>

**Molli Oliver**  
about 2 years ago

**URLS**

- /stories/flight-attendant-reunites-troops-with-their-canine-combat-buddies Remove
- Inspire Confidence
- Permalink
- + Add URL

**Sites**

- Owner: Inspire Confidence
- Access: None

**Watchers**

**References**

**Revisions**

- 1 Enhance Assets with Related Content**
- 2 Embed Images, Videos, Galleries**
- 3 Quickly Embed Social Content**



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Rich Editing Tools

Editing

Collaboration

← Editing

# Real-Time & Scheduled Publishing

You have the option to publish a piece of content in real time, or to schedule a future publish date and time. This is especially helpful if a piece of content needs to go live early in the morning or over the weekend.

Inspire Confidence Search

Inspire Confidence Adam Braun

Edit Article: Flight Attendant Reunites Troops With Their Canine Combat Buddies

MAIN OVERRIDES TRANSLATIONS COMMUNITY SEO PUSH NOTIFICATION

September 2018

Headline  
Flight Attendant Reunites Troops With Their Canine Combat Buddies

Sub Headline

Slug  
flight-attendant-reunites-troops-with-their-canine-combat-buddies

Author(s)  
1 A. Trouy

Lead  
Promo

Item  
Internal (Deprecated)

Access: None

Watchers  
Adam Braun

References  
Section: Inspiration Section  
Page: Contact Us

1 Schedule Content for Future Publish

2 Live Publish Immediately



03

Rich Editing Tools

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BRIGHTSPOT



Editing

# Live Preview

Preview is a powerful tool that gives you a sample view of content while remaining Brightspot. Preview works across desktop, tablet, mobile in both portrait and landscape and can be shared externally (with users who do not have a Brightspot account).

1 Preview Content in Real-Time

2 Share Preview with Non-Tool Users

3 Preview Across Devices



03

Rich Editing Tools

Editing

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← Editing

# Embargo

For publishers preparing sensitive content, often times embargo—or concealing a piece of content until a set time – is of the utmost importance. Brightspot provides embargo functionality and prevents content from going live indefinitely or until a set time.

1 Prevent Accidental Publishing

2 Embargo for a Set Time

3 Embargo Indefinitely

The screenshot displays the Brightspot CMS interface for editing an article titled "Flight Attendant Reunites Troops With Their Canine Combat Buddies". The interface is divided into several sections:

- Top Bar:** Shows the user's name "Adam Braun" and a "PUBLISH" button.
- Article Metadata:** Includes fields for "Service" (3) and "Hope" (4).
- Updates & Corrections:** Features an "Add" button.
- Embargo Settings (1):** A dropdown menu is open, showing options: "None" (checked), "Indefinitely", and "Until".
- Embargo Status (2):** A yellow banner indicates the article is "Scheduled to be published at Fri, Oct 26, 10:46 AM".
- Embargo Status (3):** Another yellow banner indicates the article is "Embargoed Indefinitely".
- Article Content:** Shows the "Headline" and "Sub Headline" fields.



03

Rich Editing Tools

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← Editing

# Updates & Corrections

Updates and corrections allows an editorial team to publish updates to a live story. These can be displayed on the front end of a site with a time stamp and hyperlinks

Inspire Confidence Search

Inspire Confidence Adam Braun

Edit Article: Flight Attendant Reunites Troops With Their Canine Combat Buddies PUBLISH

3 Service

4 Hope

+

**Updates & Corrections**

1 + Correction

2 1 Correction: A later study showed that dogs do, in fact, react based on the context of the situation.

**Date**

3 Automatically Set On Publish

**Note**

A later study showed that dogs do, in fact, react based on the context of the situation.

**URLs**

**Sites**

**Owner:**  
Inspire Confidence

**Access:**  
None

**Watchers**

**References**

**Revisions**

**Embargo**  
None

**Brands**

+

**Countries**

+

1 Add and Track Corrections

2 Add Updates to Developing Stories

3 Set Update Date and Time Automatically or Customize





03

Rich Editing Tools

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← Editing

# URL Management

Brightspot allows the publishing of URLs on an asset-level basis, including the publishing of temporary and permanent redirects as well as alias URLs. This is very helpful when migrating over old content to Brightspot, or if you want to have a special URL for SEO purposes, or if an asset is published with a typo in the URL.

The screenshot shows the Brightspot interface for editing an article titled "Flight Attendant Reunites Troops With Their Canine Combat Buddies". The interface includes a top navigation bar with the site name "Inspire Confidence", a search bar, and user information for "Adam Braun". Below the navigation is a tabbed interface with tabs for "MAIN", "OVERRIDES", "TRANSLATIONS", "COMMUNITY", "SEO", and "PUSH NOTIFICATION". The "MAIN" tab is active, showing fields for "Headline", "Sub Headline", "Slug", "Author(s)", "Lead", and "Item". The "URLs" section on the right side of the interface is expanded, showing a list of URLs and a dropdown menu for selecting URL types. The dropdown menu is highlighted with red circles and numbered 1 through 4, corresponding to the list on the right side of the image.

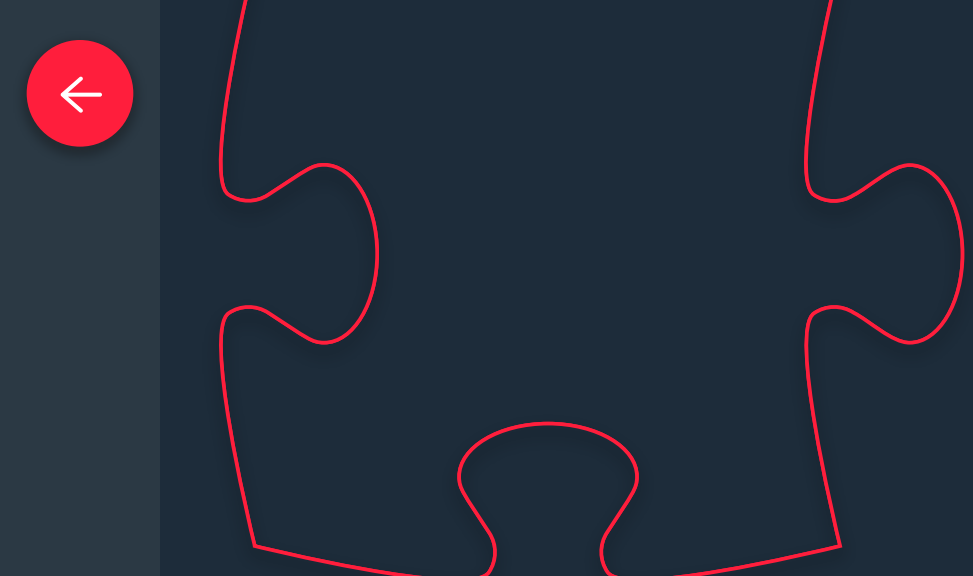
1 Publish Permalinks

2 Create Aliases

3 Publish Permanent Redirects

4 Publish Temporary Redirects

- 1 ✓ Permalink
- 2 Alias
- 3 Redirect (Permanent)
- 4 Redirect (Temporary)



# 03

## Rich Editing Tools

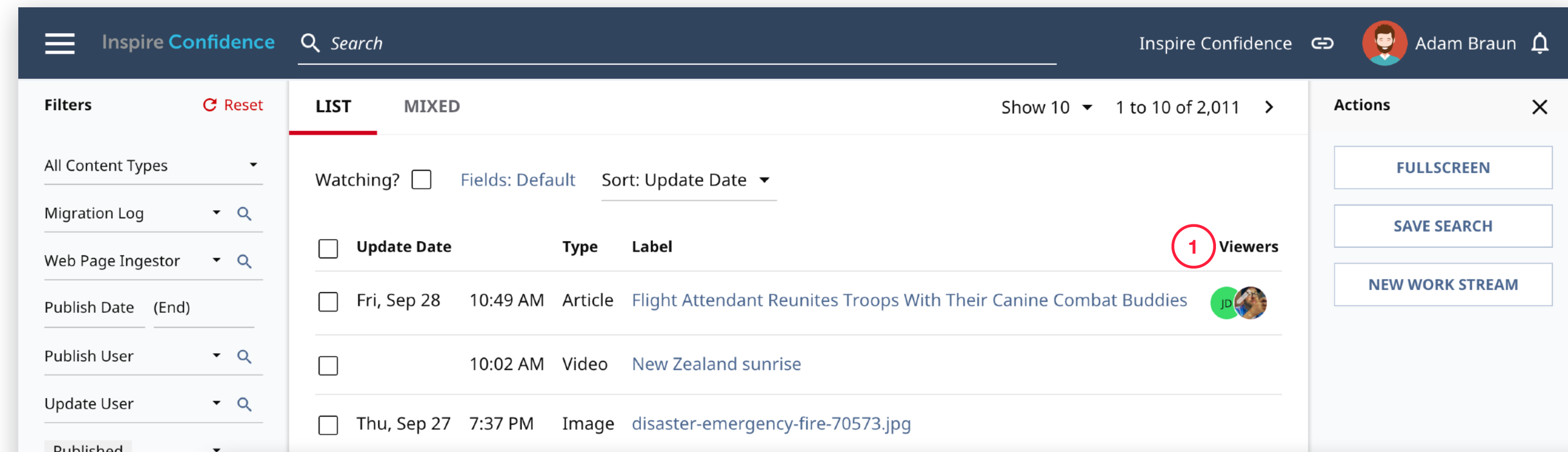
Editing

## Collaboration

← Collaboration

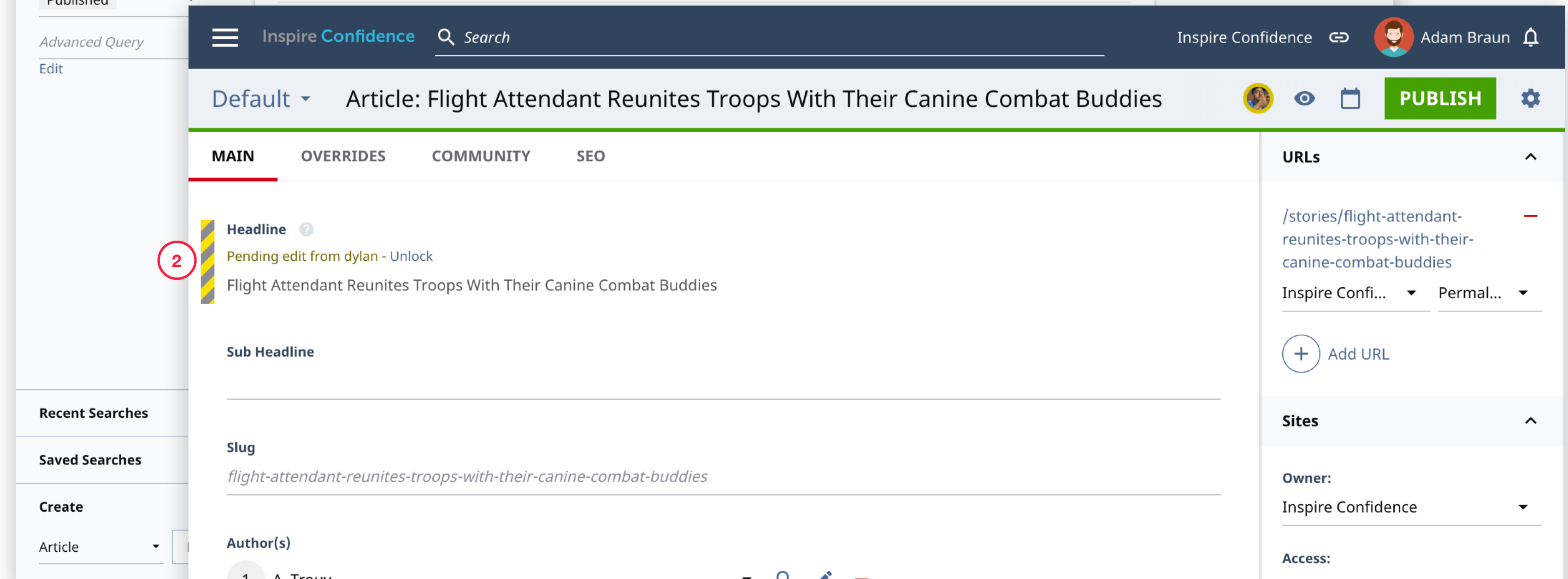
# Viewers & Locking

Brightspot's field-level locking lets users collaborate on a single content asset without delay or interference. The lock warns a user that someone else is currently editing the same content.



1 Viewers Inform Editors Who Is "Viewing" an Asset

2 Field-Level Locking Allows Simultaneous Editing



2



03

Rich Editing Tools

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← Collaboration

# Notifications

Brightspot supports delivery of workflow and publish notifications by Slack, by browser, by email, or by text. With Slack, users can receive Brightspot notifications either to a channel or via a direct message.

- 1 Configure Delivery Preferences
- 2 Slack, Email, Text, Browser Supported
- 3 Add Subscriptions



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Rich Editing Tools

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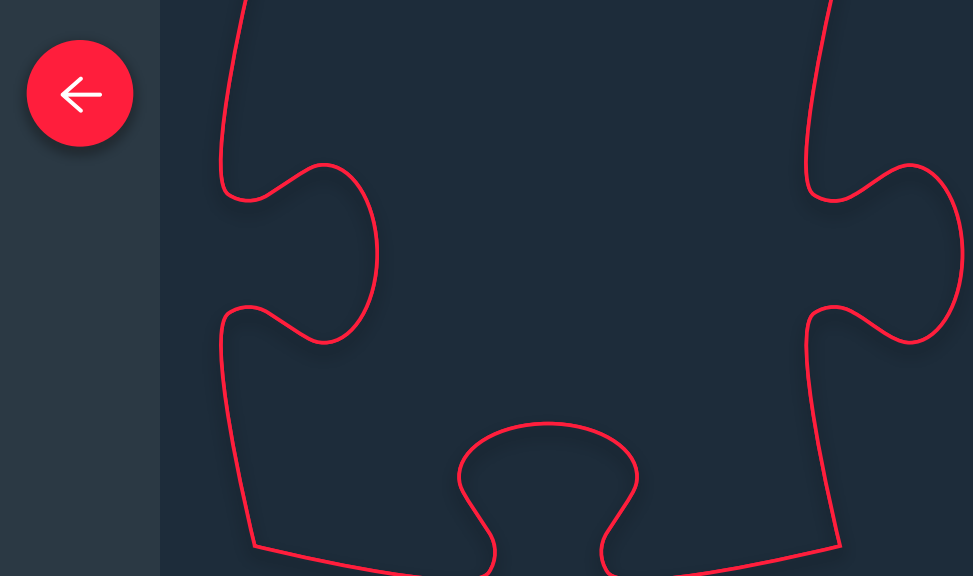
← Collaboration

# Version Control

We track every change and revision in Brightspot. We give you the power to see revisions side by side and choose which version you want to be live. We also provide instant rollback, which allows to you immediately change content to a previous version without hesitation.

The screenshot shows the Brightspot editor interface for an article titled "Flight Attendant Reunites Troops With Their Canine Combat Buddies". The interface includes a top navigation bar with the "Inspire Confidence" logo, a search bar, and user information for Adam Braun. Below the navigation bar, there are icons for visibility, a calendar, a "PUBLISH" button, and a settings gear. The main editing area is divided into "MAIN" and "OVERRIDES" tabs. Under "MAIN", there are dropdown menus for "Lead" (set to "Promo") and "Item" (set to "Internal (Deprecated)"). A central image shows a woman (Molli Oliver) with a black dog (Gordo). Below the image are fields for "Title" (Molli Oliver) and "Description" (Molli Oliver poses with Gordo, one of the military service dogs she has matched with a veteran owner.). On the right side, there is a sidebar with sections for "Watchers", "References", "Revisions" (with a circled "1" and an up arrow), "Live", "In Progress", "New Revision", and "Past". The "Past" section lists several revisions with dates and authors, including "Tue, Sep 25, 1:00 PM by Jenny" (circled "2"), "Wed, Aug 15, 12:02 PM by kathleen" (circled "3"), "Tue, Aug 14, 12:47 PM by kathleen", "Tue, Aug 14, 12:45 PM by kathleen", "Tue, Aug 22, 2017, 3:30 PM by Gardner", "Fri, Aug 04, 2017, 1:40 PM by brittany", and "Tue, Jul 25, 2017, 12:46 PM by Meredith".

- 1 Full Revision History
- 2 Instant Rollback
- 3 Change Tracking



# Track Changes

Within the Rich Text editor, you can enable Track Changes like in a word processor. When track changes are enabled in the RTE, additions will be in green while deletions will be in red.

## 03 Rich Editing Tools

- Editing
- Collaboration**

The screenshot shows the 'Edit Article' interface for 'Flight Attendant Reunites Troops With Their Canine Combat Buddies'. The 'Body' section is in 'Rich Text' mode. The toolbar includes options for Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Table, Image, Gallery, Video, Quote, Facebook, Instagram, Tweet, Link, and External Content. Below the toolbar, the article text is displayed with track changes: 'Dogs are sometimes man's best soldier.'; 'The U.S. military dep[er] **2** hundreds of specially trained dogs to sniff out bombs, weapons and drugs. Many served in the worst years of the Iraq and Afghanistan conflicts, and suffered the same fate as their human counterparts: death in combat, PTSD, traumatic injuries.'; and '**3** The old combat buddies had a rapturous reunion.' The right sidebar contains sections for URLs, Sites, Watchers, References, and Revisions.

- 1** Advanced Editorial Mode
- 2** Deletions to Copy in Red
- 3** Additions to Copy in Green



03

## Rich Editing Tools

Editing

## Collaboration



Collaboration

# Comments

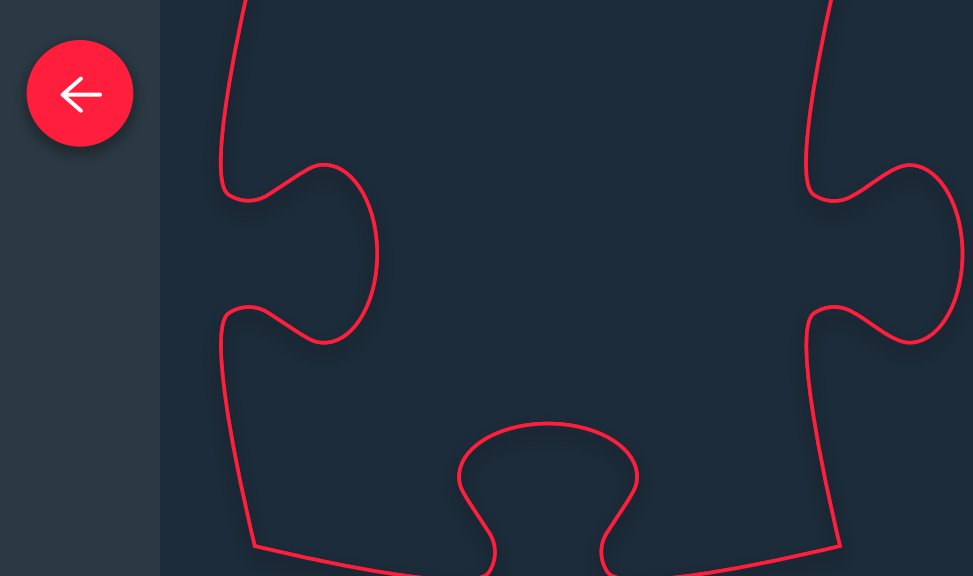
Similar to track changes, you can also place a comment directly into any rich-text field, allowing easier communication and collaboration between editors.

The screenshot shows a CMS interface for editing an article titled "Flight Attendant Reunites Troops With Their Canine Combat Buddies". The rich text editor toolbar is visible, with a comment icon (speech bubble) circled in red and labeled '2'. A comment box is open over the text "Additional description is needed here.", which is also circled in red and labeled '3'. The interface includes a top navigation bar with the site name "Inspire Confidence", a search bar, and user information for "Adam Braun". A right-hand sidebar contains various settings panels like "URLs", "Sites", "Watchers", etc. A "PUBLISH" button is also visible.

1 Advanced Editorial Mode

2 Add or Remove

3 Leave Comments Inline in Copy



# 03

## Rich Editing Tools

Editing

### Collaboration

← Collaboration

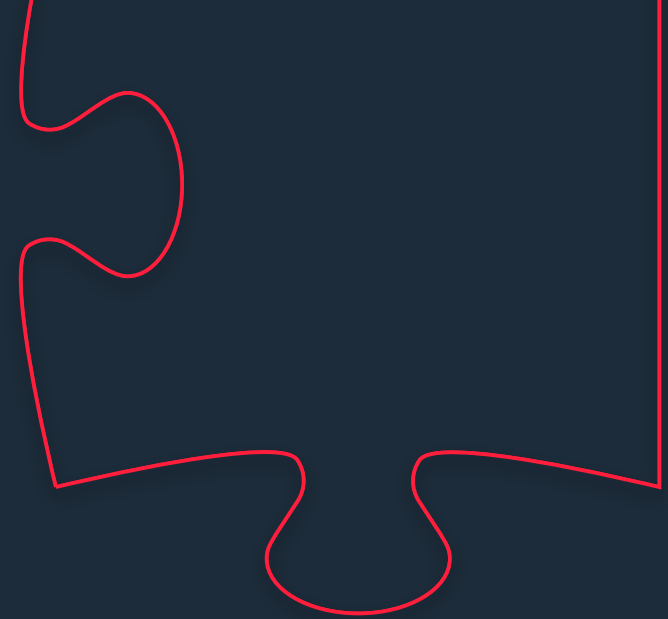
# Conversations

One of the more powerful editorial tools in Brightspot is the ability to collaborate on a piece of content with others on your staff. You can start a conversation in the CMS—each piece of content in the CMS gets its own conversation widget at the bottom of the page.

The screenshot shows the Brightspot CMS interface. At the top, there's a navigation bar with the site name 'Inspire Confidence', a search bar, and user information for 'Adam Braun'. Below this is the article title 'Edit Article: Flight Attendant Reunites Troops With Their Canine Combat Buddies' and a 'PUBLISH' button. The main content area is divided into several sections: 'Social Publish', 'Conversation', and 'Analytics'. The 'Conversation' section is highlighted with a red circle '1' and contains two messages from Adam Braun and Deborah Jackson. Below the messages is a text input field for adding a comment, highlighted with a red circle '2', and a 'SUBMIT' button. The 'Analytics' section shows filters for 'PAST 24 HOURS', 'PAST 4 WEEKS', 'PAST 12 MONTHS', and 'PAST 10 YEARS'. On the right side, there are several expandable panels: 'URLs', 'Sites', 'Watchers', 'References', and 'Revisions'. The 'URLs' panel shows the article's permalink and a 'Remove' button. The 'Sites' panel shows the site owner as 'Inspire Confidence' and access set to 'None'.

1 Persistent Editorial Communication Widget

2 Real-Time Conversation



# 04

## Content Types

### Assets & Pages

Videos

Images

Specialized

Modules

← Assets & Pages

# Article

Brightspot Articles are the backbone of any content site. Articles can support text-heavy content, or content with very little or no text, as well as embedded enhancements including images, galleries, videos, quotes and social posts (Facebook, Twitter, and Instagram).

Image Embed

Gallery Embed

Video Embed

Pull Quote Embed

Social Embed

The screenshot shows the Brightspot CMS interface. The top navigation bar includes the 'Inspire Confidence' logo, a search bar, and user information for 'Adam Braun'. The main editor area is titled 'Edit Article: After Many Years and 17 Cities, Pilot Realizes His Dream Journey' and features a 'PUBLISH' button. Below the title are tabs for 'MAIN', 'OVERRIDES', 'TRANSLATIONS', 'COMMUNITY', 'SEO', and 'PUSH NOTIFICATION'. The 'MAIN' tab is active, showing fields for 'Headline', 'Sub Headline', 'Slug', 'Author(s)', and 'Lead'. The 'Author(s)' field lists 'Kathleen Shriver'. Below these fields is a 'Lead' section with a 'Shared' dropdown and a preview image of an airplane at night. To the right, a 'URLs' panel shows the article's URL: '/stories/after-many-years-and-17-cities-a-pilot-realizes-his-dream-journey'. Below the editor is a preview of the live article, which features the 'Inspire Confidence' logo, the title 'After Many Years and 17 Cities, a Pilot Realizes His Dream Journey', the author 'By Kathleen Potter Shriver', the date 'Jul. 26, 2016', and social media sharing icons for Twitter, Pinterest, and LinkedIn.





# Photo Gallery

Galleries are a way for publishers to add multiple images to a page on their site. Galleries can be displayed in a wide variety of front end presentations, from carousel sliders to long scroll pages; with no limit to the number of images that can be added.

## 04 Content Types

### Assets & Pages

Videos

Images

Specialized

Modules

1 Upload Images to Gallery

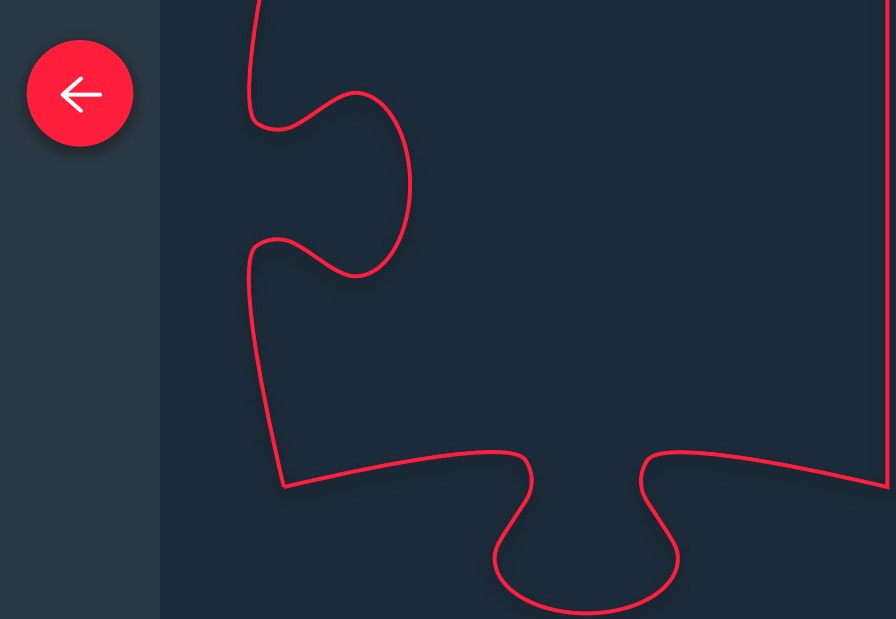
2 Edit Title, Caption + Credit in line

3 Expand All Slides for Quick Edits

4 Manage URL & Redirects

The screenshot displays the CMS interface for editing a gallery. At the top, the page title is 'Gallery: Service Dogs Aid with Recovery'. The interface is divided into several sections:

- Items:** A list of gallery items. Item 1 is selected, showing a thumbnail of a dog's paws. A red circle '1' highlights the item selection area.
- Item Editor:** A detailed view for editing item 1. It includes:
  - Title:** 'Nola' (Red circle '2' highlights the title field).
  - Caption:** A rich text editor with a red circle '2' highlighting the text area.
  - Credit:** A field for attribution, currently empty.
- URLs:** A section on the right (Red circle '4' highlights the header) for managing redirects. It shows a URL: '/service-dogs-aid-with-recovery' and a dropdown menu for 'Inspire Confi...'. A red circle '3' highlights the expand/collapse icon.
- Preview:** A bottom preview window showing the final gallery layout. It features the title 'Service Dogs Aid with Recovery' and a paragraph of text: 'Man's best friend plays a valuable role in helping veterans return to civilian life. These specially trained service dogs are able to help veterans cope with the challenges stemming from posttraumatic stress disorder (PTSD), complete every day tasks for amputees, and most importantly, provide loving companionship when it's needed most.' Below the text are social media icons for Twitter, Pinterest, and LinkedIn, and a 'Launch Gallery' button.



# 04 Content Types

## Assets & Pages

Videos

Images

Specialized

Modules

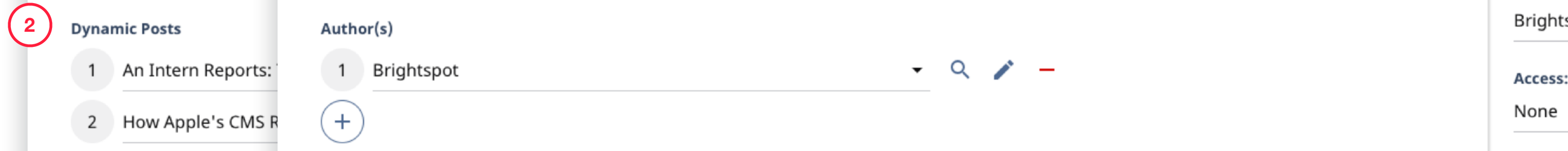
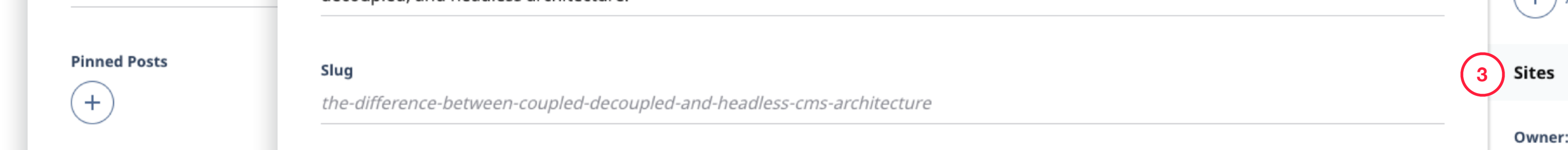
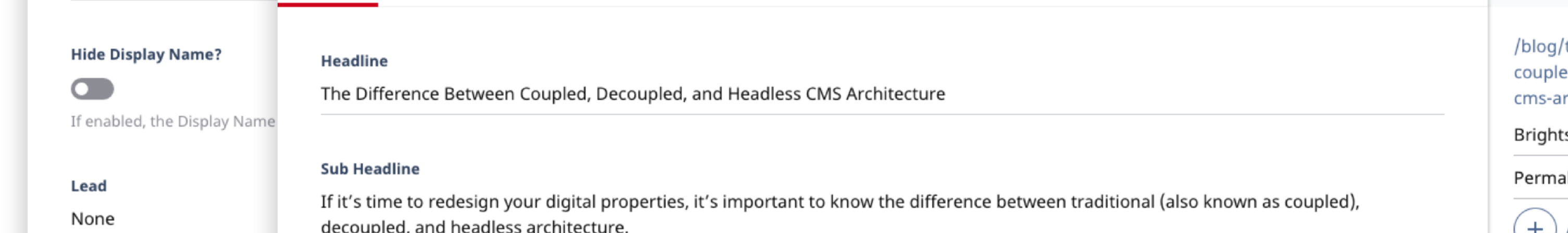
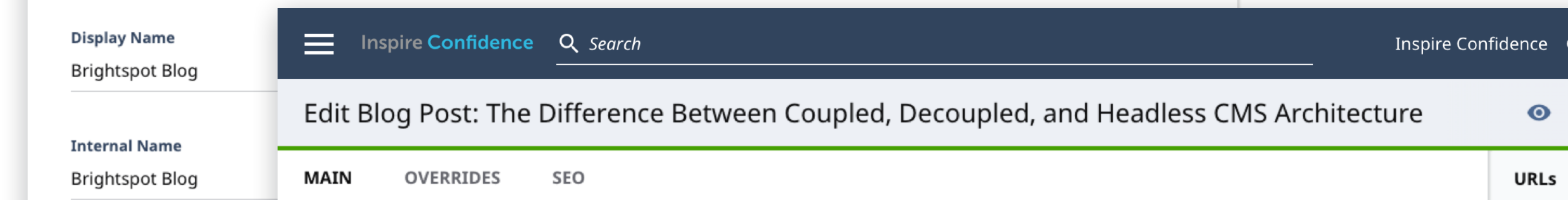
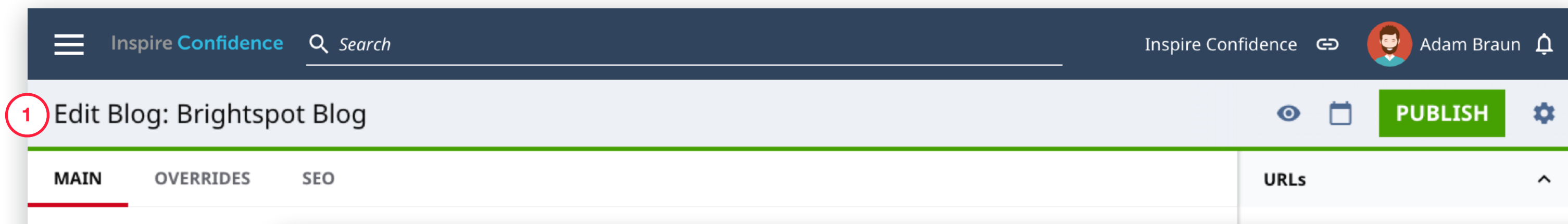
# Blog / Blog Post

Brightspot's Blog offering includes a Blog (a page) and a Blog Post (an asset). A Blog is a collection of Blog Posts that can be authored by the same person, or multiple people, around a particular topic.

1 Manage Blogs & Blog Posts

2 Blog Landing Displays Posts

3 Multiple Blogs Per Site



3 Sites

URLs

/blog/the-differenc  
coupled-decoupled  
cms-architecture

Brightspot

Permalink

+ Add URL

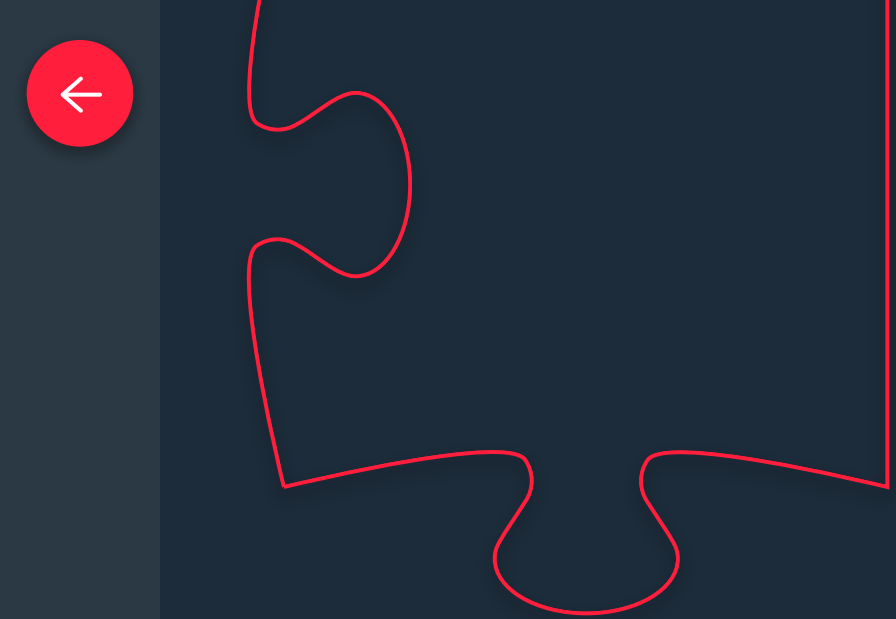
Owner:  
Brightspot

Access:  
None

Watchers

Select

2



# 04 Content Types

## Assets & Pages

Videos

Images

Specialized

Modules

# Press Release

Brightspot's Press Release type allows for the publishing of a distinct text-based asset, separate but similar to Articles.

1 Press Release: Introducing Brightspot 4.0: Four Big Leaps Forward for CMS Users

PUBLISH

MAIN OVERRIDES SEO

Headline

Introducing Brightspot 4.0: Four Big Leaps Forward for CMS Users

Sub Headline

Author(s)

1 Brightspot

+

Lead

None

2 Body

In 2008, Perfect Sense set out to turn the CMS market on its head. After grappling with cumbersome and rigid solutions that just weren't working, we knew there was a need for something drastically different. So we set out to create a game-changing solution that would not only make publishers' lives easier but had the ability to transform businesses from the inside out.

And that started the ideas and plans behind Brightspot.

Ten years later, the work continues. Every day we wake up passionate about delighting editors, empowering developers, and impacting business results. We work constantly to improve our product to ensure Brightspot is better, faster, more robust, and more intuitive than our competitors' platforms. Customer happiness is what we live for, and we've got the retention rate to prove it.

So in that same disruptive spirit, we're proud to announce the highly anticipated launch of the latest and greatest version of our platform—Brightspot 4.0.

URLS

/introducing-brightspot-4.0-four-big-leaps-forward-for-our-cms-users

Remove

Perfect Sense

Permalink

+ Add URL

Sites

Owner:

Perfect Sense

Access:

None

Watchers

Select

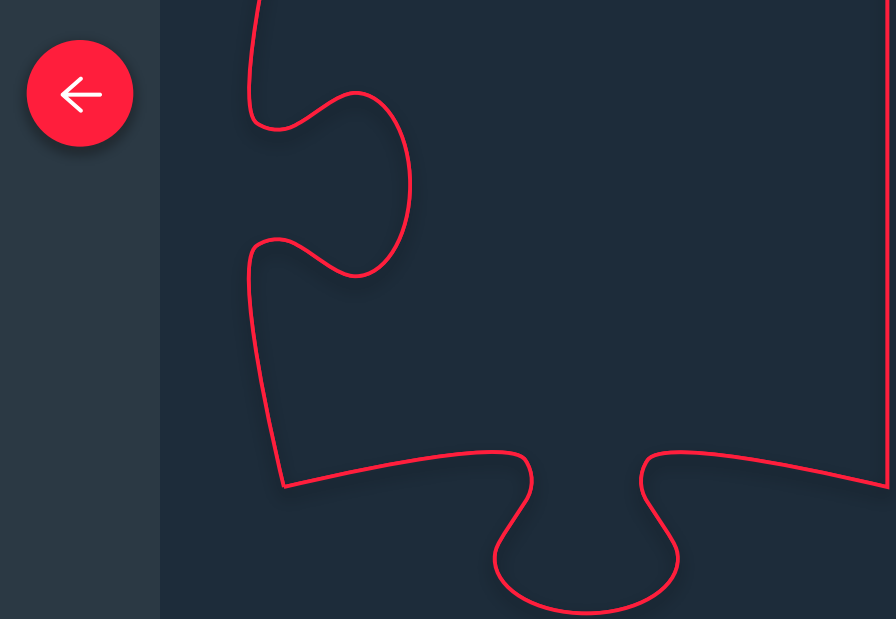
Revisions

Live

In Progress

1 Text Asset Type

2 Supports Body & Related Docs



# 04 Content Types

## Assets & Pages

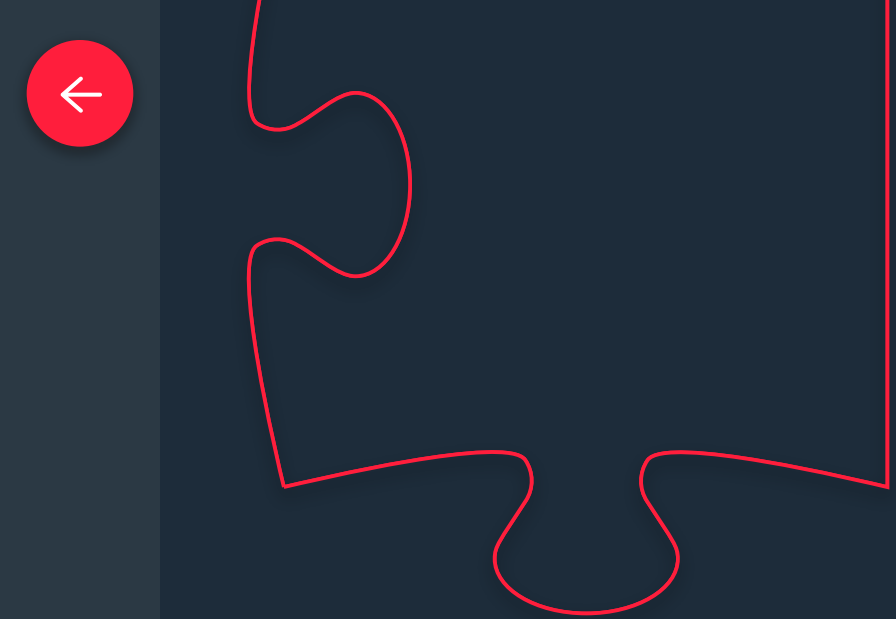
- Videos
- Images
- Specialized
- Modules

# Listicle

Another popular editorial tool is the Listicle, which allows editorial teams to present content in a list format that can be ordered numerically.

The screenshot shows the Brightspot CMS interface for editing a listicle. The main content area features a large image of a woman in a pink blazer. Below the image is an 'Alt Text' field. The 'Body' section is set to 'List' and contains one list item: '1 List Item: #1: Visualize Success'. The right sidebar shows metadata fields like 'URLs', 'Sites', 'Owner', 'Access', 'Watchers', and 'Revisions'. A 'PUBLISH' button is visible in the top right of the editor.

- 1 List Asset Type
- 2 Drag & Drop To Reorder List Items



# 04 Content Types

## Assets & Pages

Videos

Images

Specialized

Modules

← Assets & Pages

# Quiz

Ever-popular with users, Brightspot offers a fully built question and answer quiz experience, with support for success and error messages.

Default Quiz: How Well Do You Know the US Military? PUBLISH

1 Questions

Question Quiz Body: Which branch of the U.S. military was the first to be created?

2 Image  
Shared

charity-children-desert-36785.jpg

Title  
Which branch of the U.S. military was the first to be created?

3 Choice Group  
Radio Choice Group

- 1 Radio Input Choice: Navy
- 2 Radio Input Choice: Marines

URLs

/how-well-do-you-know-the-us-military

Inspire Confi... Permal...

+ Add URL

Sites

Owner:  
Inspire Confidence

Access:  
None

Watchers

Select

Revisions

Live

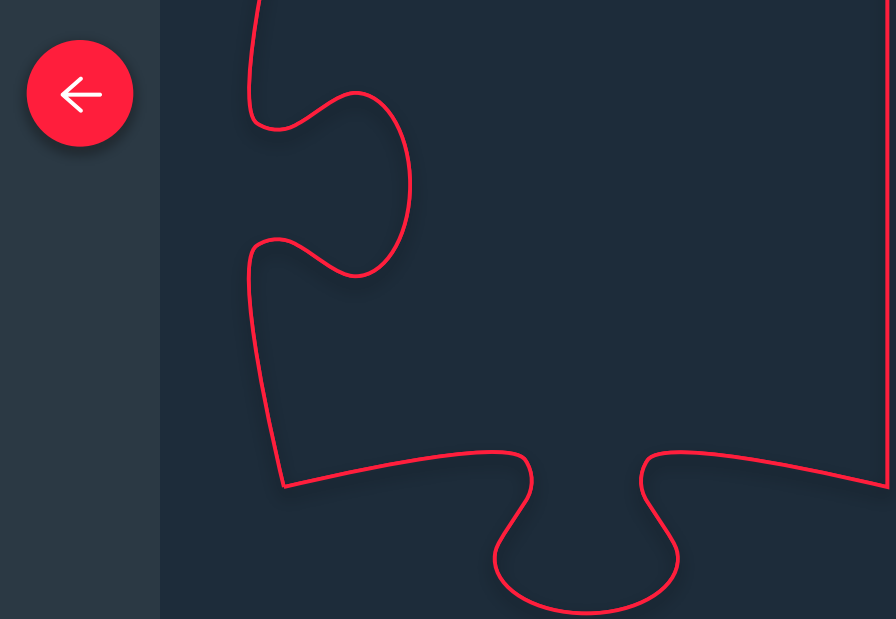
In Progress

New Revision

1 Quiz Questions

2 Create Image Quizzes

3 Quiz Answers



# 04 Content Types

## Assets & Pages

Videos

Images

Specialized

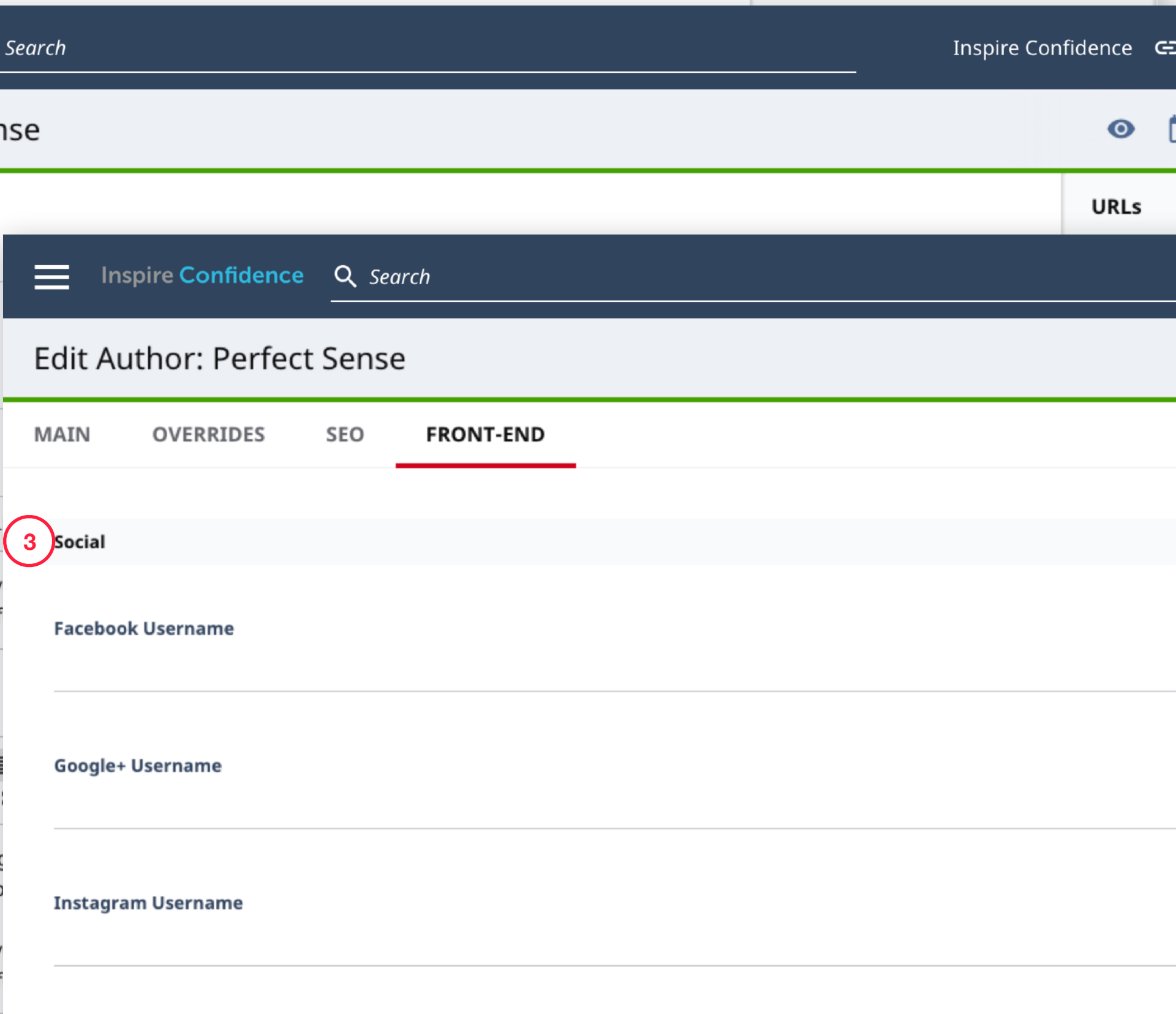
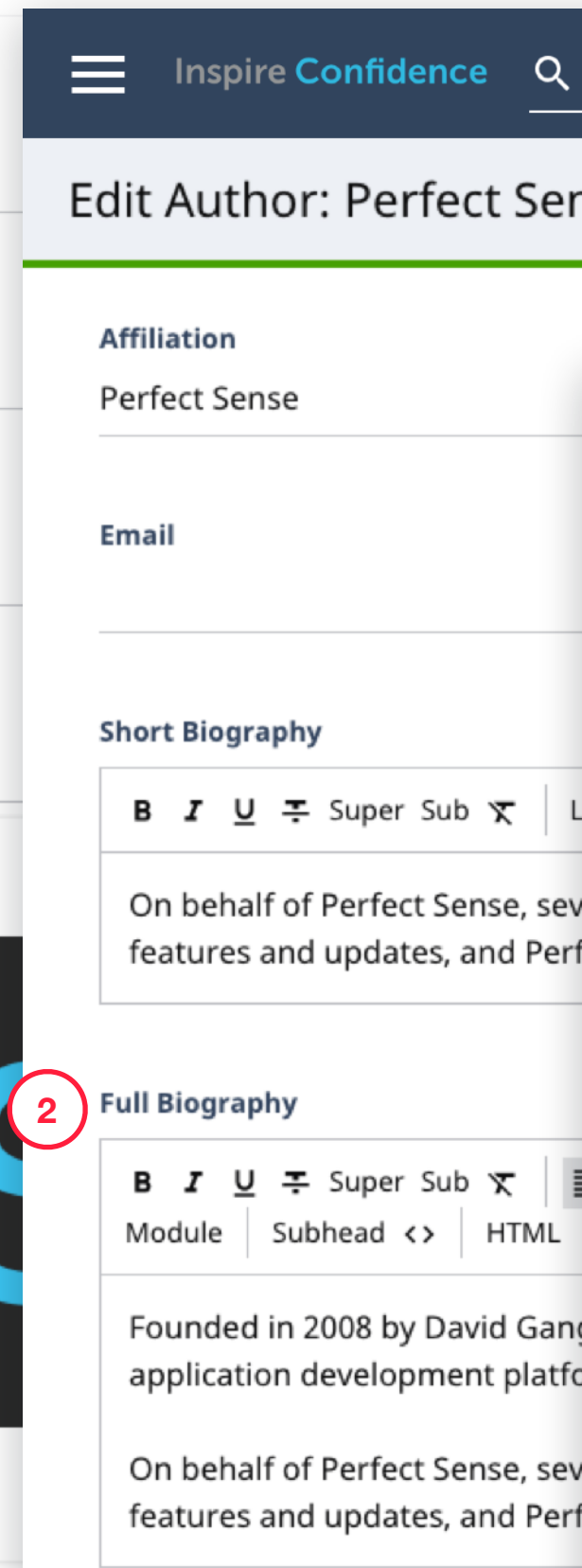
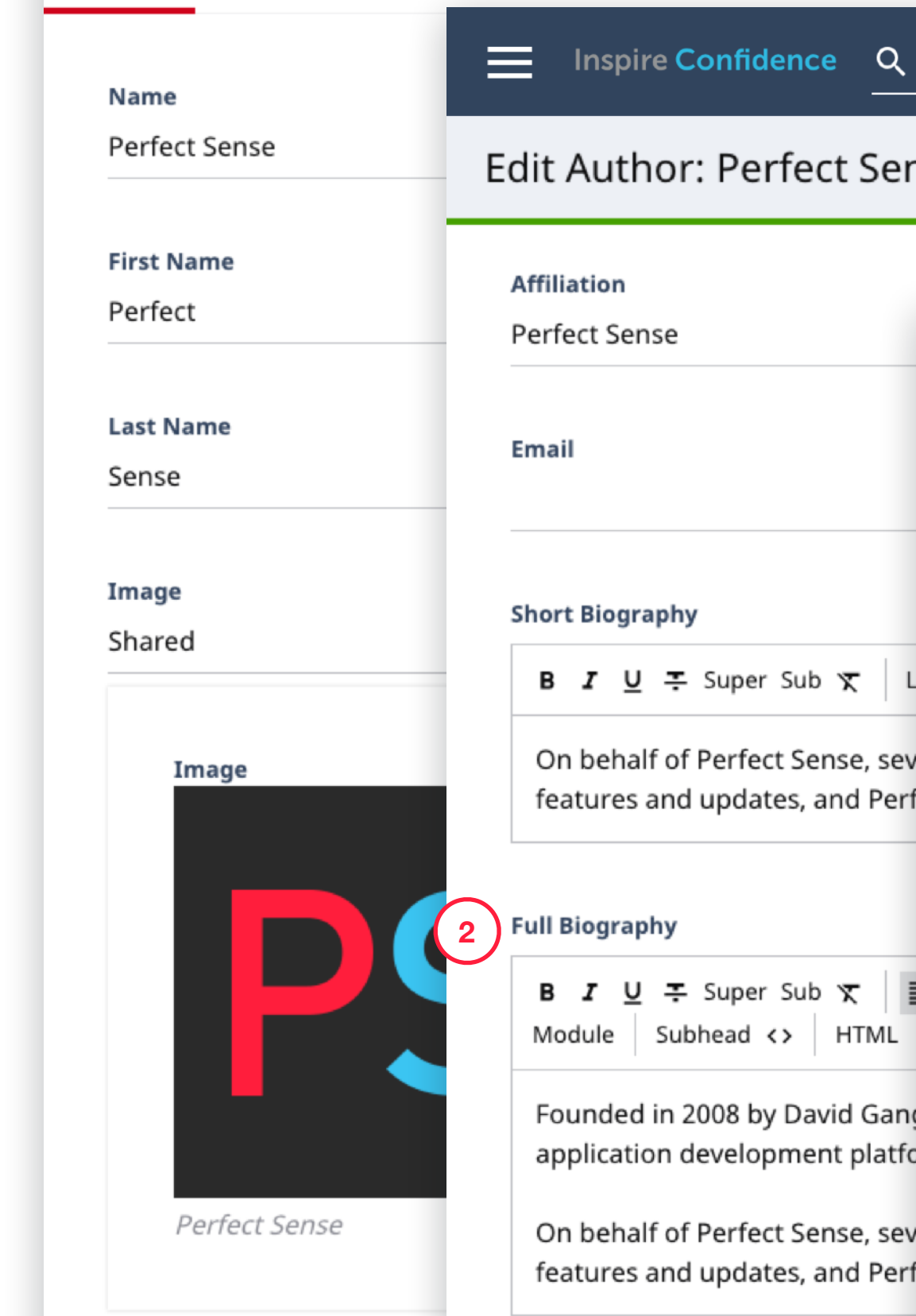
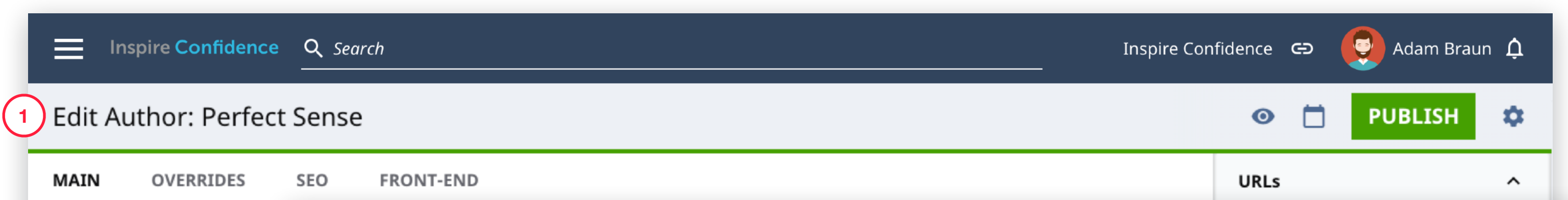
Modules

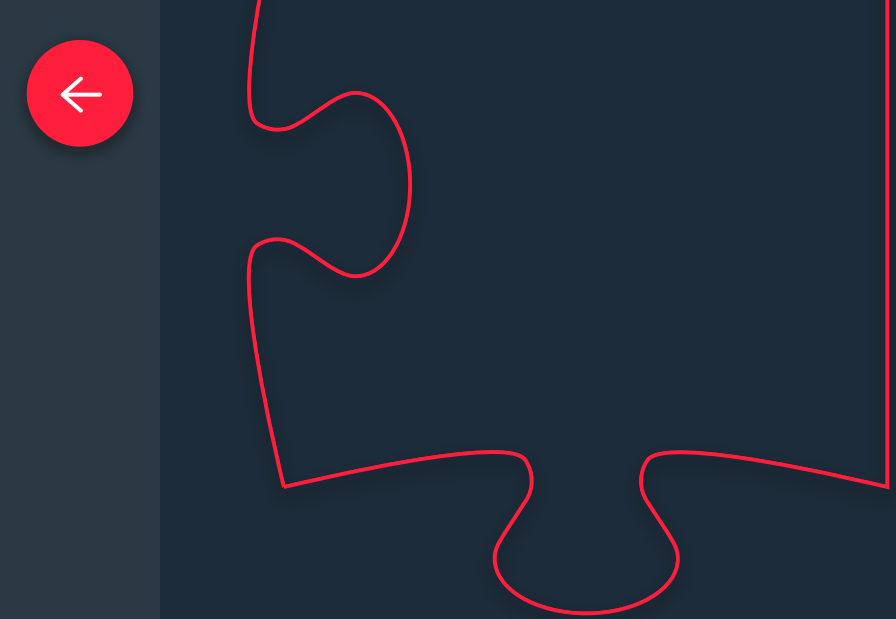
← Assets & Pages

# Author

Brightspot Author provides a biography page for a site's writers. The Author includes name details, title information, biographies, and recently published content from a given Author.

- 1 Manage Author Pages
- 2 Includes Biography, Image
- 3 Link to Author Social Accounts





# 04 Content Types

## Assets & Pages

Videos

Images

Specialized

Modules

← Assets & Pages

# Employee

Brightspot's Employee asset lets sites publish more information, including name and department, about their team.

1

2

3

1

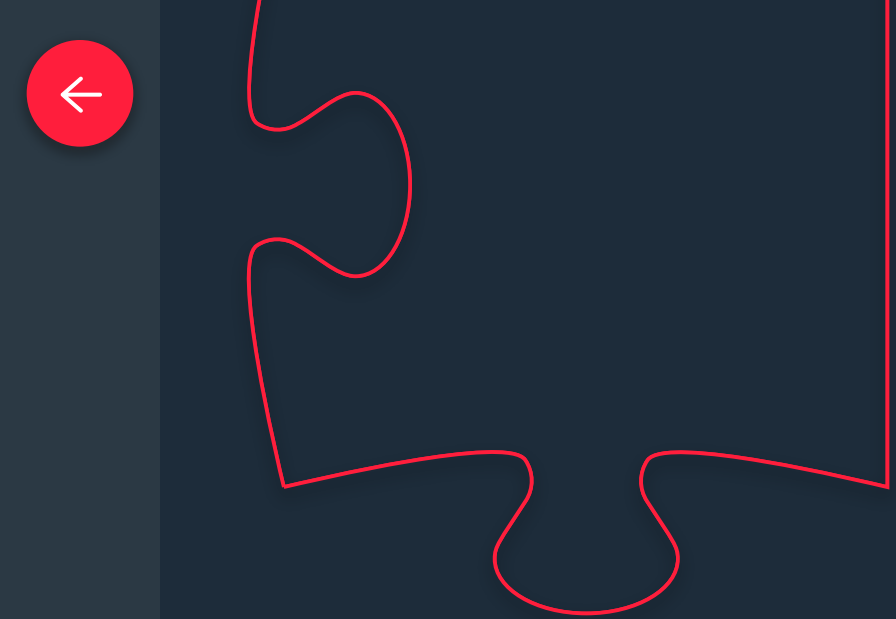
2

3

Manage Employee Pages

Assign Employees to Groups

Includes Biography, Image



# 04 Content Types

## Assets & Pages

Videos

Images

Specialized

Modules

# Homepage

The front-page of your site is pre-built in Brightspot, and includes a flexible template that allows for the placement of a lead and an array of different modules.

1 Homepage / Page Asset Type

2 Add a Variety of Modules

3 Live Preview





# Section / Landing

Similar to Homepage, Sections allow for the publishing of a lead and can be run in fully dynamic mode, updating automatically as new assets are created within it.

1 Page Asset Type

2 Add a Variety of Modules

3 Dynamic or Curated Modes

4 Live Preview

## 04 Content Types

### Assets & Pages

Videos

Images

Specialized

Modules



# Search / Search Results

Every site needs a search and search results experience; with Brightspot you can control the available filters and sorts that are available to front end users. Sorts available include relevancy and recency; results can be filtered by content type, tag or section.

## 04 Content Types

### Assets & Pages

Videos

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Modules

**Inspire Confidence** Watch Now Browse Search

## Search

**1** inspire **2** All Content **3** Sort by: Relevance

36 search result(s)

- Flying Around the World Without a Drop of Fossil Fuel
- Black & White: The Beauty That Color Left Behind
- Stories for the Age of People Who Inspire
- From [unclear] [unclear]
- Dancer to Make Triumphant Return to Boston Marathon
- Teen With Down Syndrome Exceeds All Expectations
- Photos From Neha Misra's Ascent of Mt. Kilimanjaro
- Service Dogs Aid with Recovery
- Sergeant First Class Leroy Petry: A Life of Honor
- Driving Inspiration With Norma
- Walking Across Australia for Charity
- Photos: 2016 Invictus Games
- This Photo Inspires Poignant Online Response
- Words of Wisdom from Veteran & Athlete Heath Calhoun
- What Can One Act of Kindness Do? This Project Aims to Find

**1** Powerful Search

**2** Filter Results

**3** Sort Results



← Videos

# Video

Videos are a way for publishers to add supporting media to content on their sites. Videos can be promoted in modules on landing pages and are built with headline, description, and tagging functionality. They also support URL management and live preview. Brightspot offers many OVP integrations out of the box, including Amazon Elemental.

## 04 Content Types

- Assets & Pages
- Videos**
- Images
- Specialized
- Modules

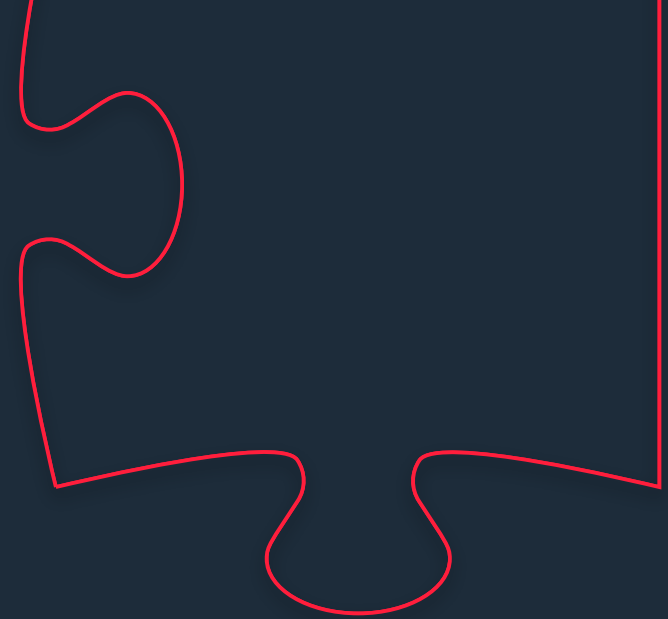
### HTML5 Supported

Amazon Elemental Supported

Brightcove, Kaltura, MPX, Ooyala Supported

YouTube, Vimeo Supported

The screenshot displays the Brightspot CMS interface for editing a video asset. The top navigation bar includes the site name 'Inspire Confidence', a search bar, and user information for 'Adam Braun'. The main content area is titled 'Video: Chad Jukes Sets Sights on Everest' and features a 'PUBLISH' button. Below the title, there are tabs for 'MAIN', 'OVERRIDES', 'COMMUNITY', 'SEO', and 'METADATA'. The 'MAIN' tab is active, showing a 'Provider' dropdown set to 'AWS Elemental (Upload)'. Underneath, there are sections for 'Files' (with one video file listed), 'Captions' (with an 'Add' button), 'Headline' (set to 'Chad Jukes Sets Sights on Everest'), and 'Sub Headline' (set to 'Climbers Aim to Raise PTSD Awareness'). A 'Preview' section at the bottom shows a thumbnail of the video. On the right side, there are panels for 'URLs' (with a 'Remove' button and 'Add URL' button), 'Sites' (set to 'Inspire Confidence'), 'Access' (set to 'None'), 'Watchers', 'Revisions', and 'Live' status. A 'SHARE' button is also visible, showing 'Now' and 'Desktop (1280)' options. The bottom right corner shows a live preview of the video player on the website, with the title 'Chad Jukes Sets Sights on Everest' and a description about PTSD awareness.



04

## Content Types

Assets & Pages

**Videos**

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← Videos

# Two-Way Sync with Many OVPs

Brightspot seamlessly integrates with Amazon Elemental, Brightcove, Ooyala, Kaltura, mpx and YouTube. This allows for a more efficient workflow for newsrooms with the ability to manage video in the same interface they manage the rest of their content.

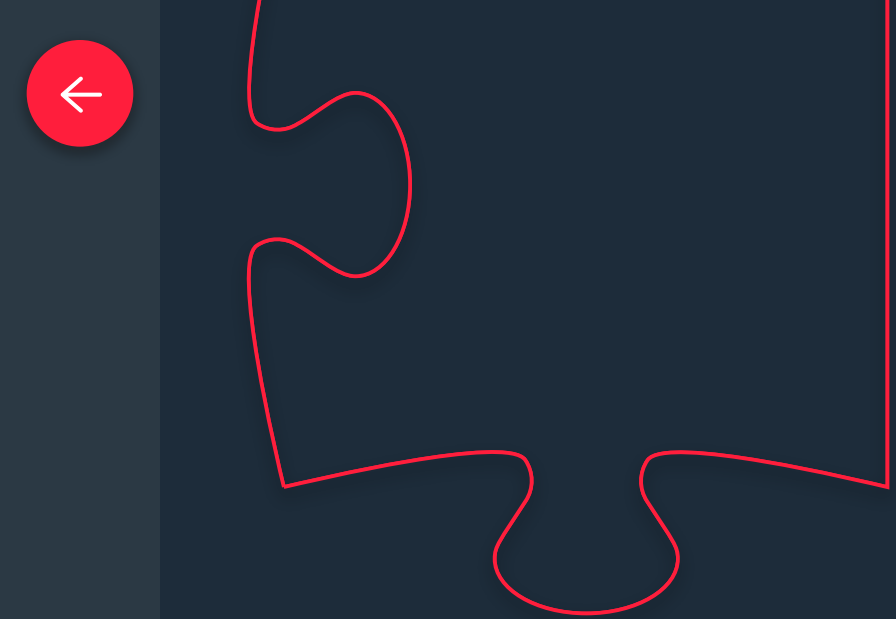
### Two-Way Sync with Many OVPs

### Upload from BSP to OVP

### Amazon Elemental Support

### Brightcove, Kaltura, MPX Plugins

The screenshot shows the Brightspot video management interface. At the top, the user is logged in as Adam Braun. The video title is "How E.B. Henderson Shaped Basketball". The interface includes a navigation menu with tabs: MAIN, OVERRIDES, COMMUNITY, SEO, METADATA, COMPANION CONTENT, USAGE, and URLs. The video is associated with the provider "Brightcove" and ID "1\_5ia3q56u". The headline is "How E.B. Henderson Shaped Basketball" and the sub-headline is "This short film from the YMCA describes how b... century. The YMCA Anthony Bowen Legacy Aw... Oct. 27, 2016." A preview image shows a group of basketball players. The video player shows a play button over a scene with historical photos and a "BOLDER OF MEN" poster. A timeline at the bottom allows for adding cue points. The "VIDEO INFORMATION" panel shows the name "How E.B. Henderson Shaped Basketball" and ID "5652481961001". The "IMAGES" panel provides instructions for uploading thumbnails.



# 04 Content Types

Assets & Pages

**Videos**

Images

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← Videos

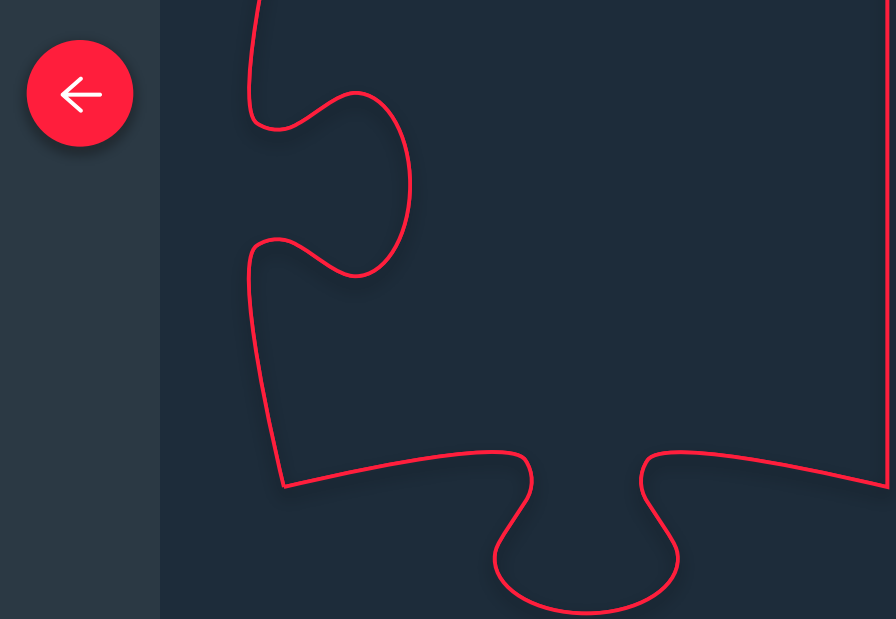
## Companion Content

Take the video consumption experience to another level with companion content, recommend related articles and galleries with timed markers on video assets. Now you can keep you users engaged with an article while they are watching your video.

The screenshot shows the 'Edit Video: Battle Dawgs' interface. The 'COMPANION CONTENT' tab is active, displaying a list of companion items. A modal window is open for editing a companion item. The modal has two main sections: 'Companion' and 'Timestamp'. The 'Companion' section shows a search bar with the text 'What Is Battle Dawgs?'. The 'Timestamp' section shows '5s (3.1% into the Video)' and a time input field set to '00:00:05'. A 'Close' button and an 'ADD COMPANION @ 0:00' button are visible below the video thumbnail. At the bottom of the modal is an 'Add Timed Companion' button. The right sidebar contains various settings like 'URLs', 'Sites', 'Owner', 'Access', 'Watchers', and 'Revisions'. The 'URLs' section shows the video's URL and a 'Remove' button. The 'Sites' section shows 'Inspire Confidence' as the owner and 'None' as access. The 'Watchers' section shows 'Adam Braun'. The 'Revisions' section shows 'Live' and 'In Progress' options.

1 Set Companions on Videos Directly

2 Add Timed Companion Content



# 04 Content Types

Assets & Pages

**Videos**

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Modules

← Videos

# Playlist Management

Collect video assets into playlists either manually or dynamically by tagging. Videos in a playlist can be sorted by publish date or based on performance metrics. Playlists can also be configured with autoplay, program rules, and ad rules, as well as Live Wheel support.

1

2

3

4

5

1

2

3

4

5

Create Playlists of Video

Curated or Dynamic Settings

Track Playlist Duration

Track Playlist Asset Count

Drag & Drop Playlist Assets



# OTT

With the proliferation of devices comes the opportunity to expose your content to more users — and Brightspot OTT allows you to create, manage, and publish a TV-like video experience from a single instance. Publish once, and your content is everywhere.

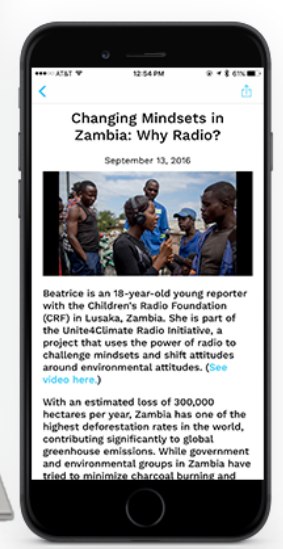
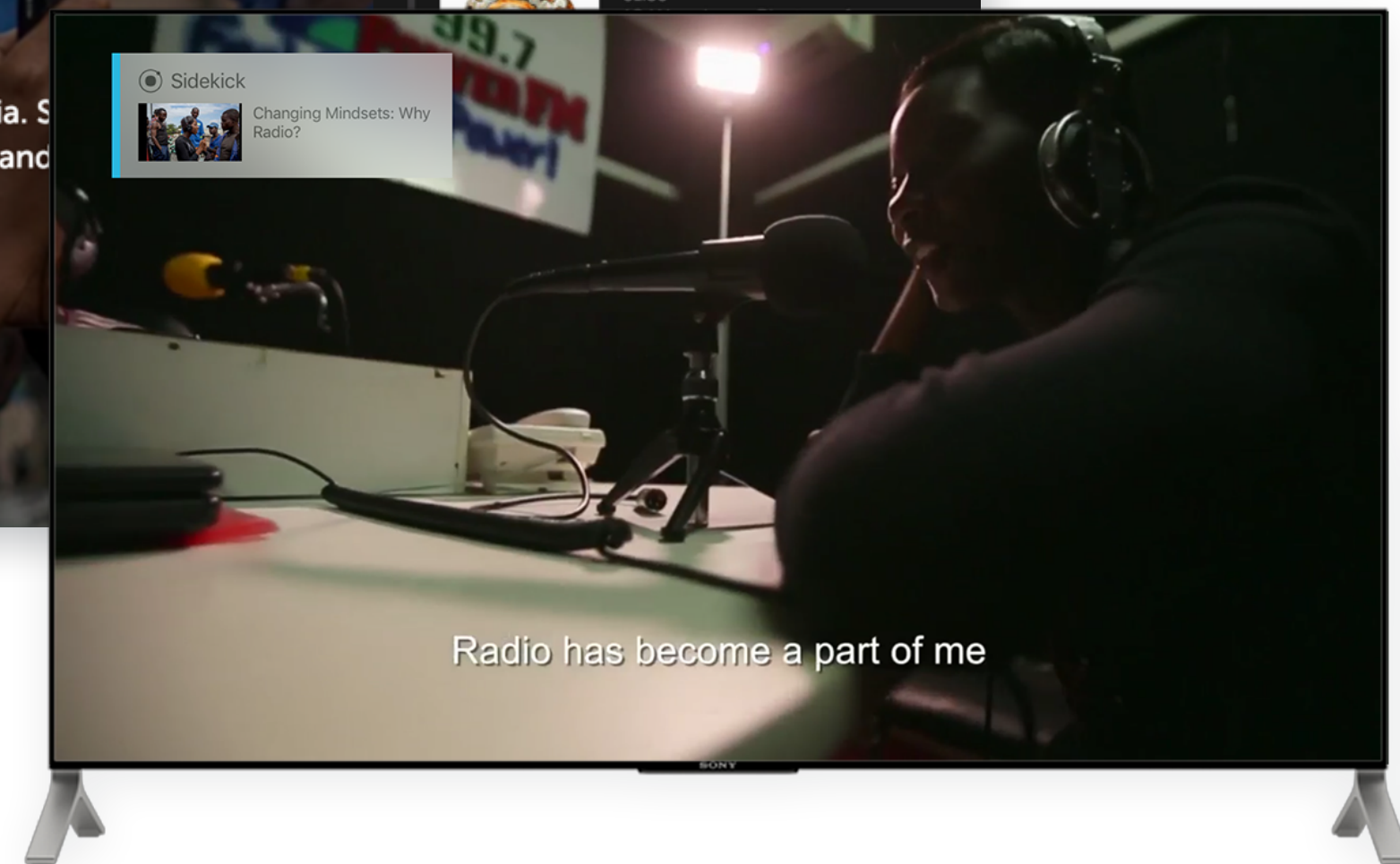
The screenshot shows a video player interface for a video titled "Teen Reporter a Voice for Action on Climate Change". The video is categorized under "ENVIRONMENT". The main video frame shows a young woman wearing headphones and speaking into a microphone. Below the video, there is a caption: "Beatrice is an 18-year-old young reporter in Lusaka, Zambia. She is part of the Sidekick project that uses the power of radio to challenge mindsets and shift attitudes around environmental attitudes." To the right of the video player is a sidebar menu titled "Stories That Inspire" with a close button (X). The sidebar lists several video thumbnails with their durations: "The Jumping Off Ledge" (03:45), "Some Things Are Worth Protecting" (01:02), "Teen Reporter a Voice for Action on Climate Change" (04:27), "Changing Mindsets: Why Radio?" (00:00), "With Cash and a Coalition, Greg Carr Is Out to Save a Wild, Beautiful Place" (00:58), and another video (01:30). The video player also features a "Sidekick" overlay with a thumbnail and the title "Changing Mindsets: Why Radio?".

Manage OTT Apps

Program Content by Device

Create Playlists & Companion Content

Support for AVOD, SVOD, TVOD Models



## 04 Content Types

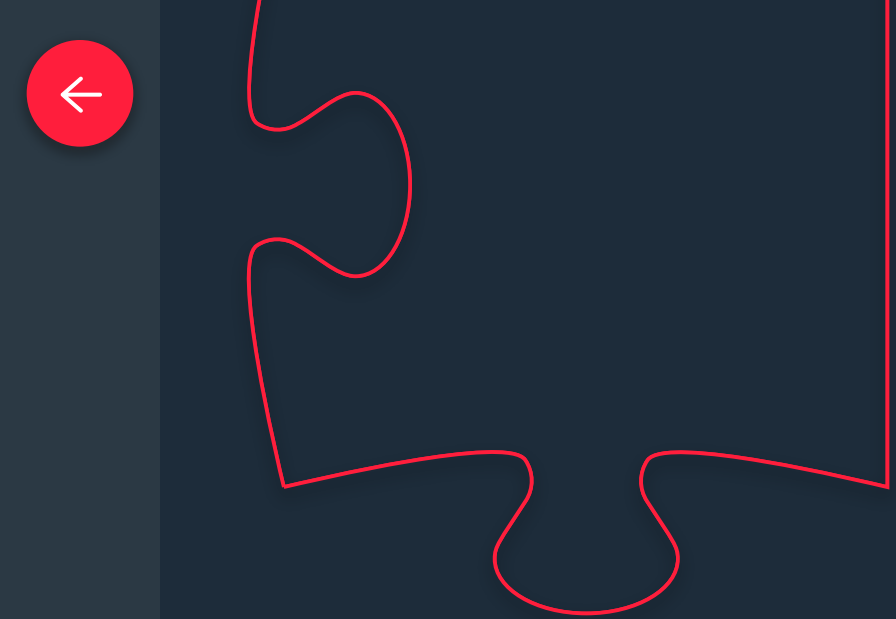
Assets & Pages

Videos

Images

Specialized

Modules



# 04 Content Types

Assets & Pages

Videos

**Images**

Specialized

Modules

← Images

# Amazon Rekognition

Amazon's artificial intelligence service provides automated image analysis and tagging—including labels/keywords, text, and celebrity matching. Those keywords are then immediately searchable in Brightspot, making images instantly more discoverable with zero work by editorial teams.

1 Use Image Tags for Search

2 Automatic Image Tagging

3 Tagging by Keywords

4 Tagging by Text Match

5 Tagging by Celebrity Match

The screenshot shows the 'Edit Image' interface for 'beautiful-blazer-blonde-hair-975657.jpg'. The interface is divided into two main sections: a main metadata view and a detailed 'METADATA' view.

**Main View (Top):**

- Search bar: 'Search' with a red circle '1' around it.
- Navigation tabs: MAIN, OVERRIDES, COMMUNITY, METADATA (highlighted with a red circle '2'), LOCATION, USAGE.
- File name: 'beautiful-blazer-blonde-hair-975657.jpg'.
- Buttons: 'PUBLISH', 'Eye icon', 'Calendar icon', 'Settings icon'.

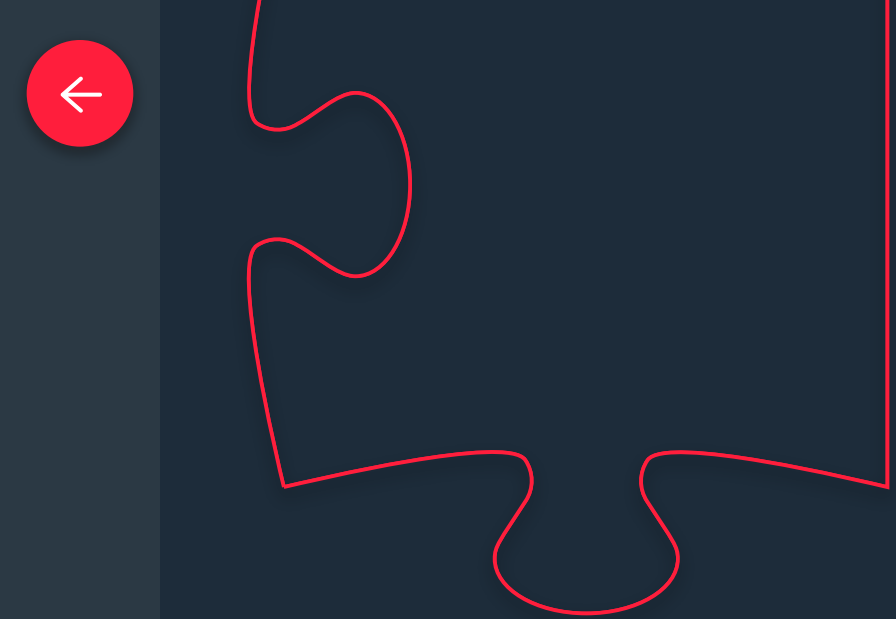
**Metadata View (Bottom):**

- Search bar: 'human'.
- Navigation tabs: MAIN, OVERRIDES, COMMUNITY, METADATA (highlighted with a red circle '2'), LOCATION, USAGE.
- Keywords section: 'Keywords'.
- Date Uploaded: 'N/A'.
- AWS Rekognition section:
  - Labels (highlighted with a red circle '3'): Human +, Beautiful +, Clothing +, Person +.
  - Texts (highlighted with a red circle '4'): No texts found.
  - Celebrities (highlighted with a red circle '5'): No celebrities found.

**Main Metadata Fields (Left):**

- Title: beautiful-blazer-blonde-hair-975657.jpg
- File: Keep Existing (dropdown), Edit
- Image: A photo of a woman with blonde hair wearing a pink blazer.
- Alt Text: beautiful-blazer-blonde-hair-975657.jpg
- Caption: Rich text editor with icons for Bold (B), Italic (I), Underline (U), Link (G), and other formatting options.



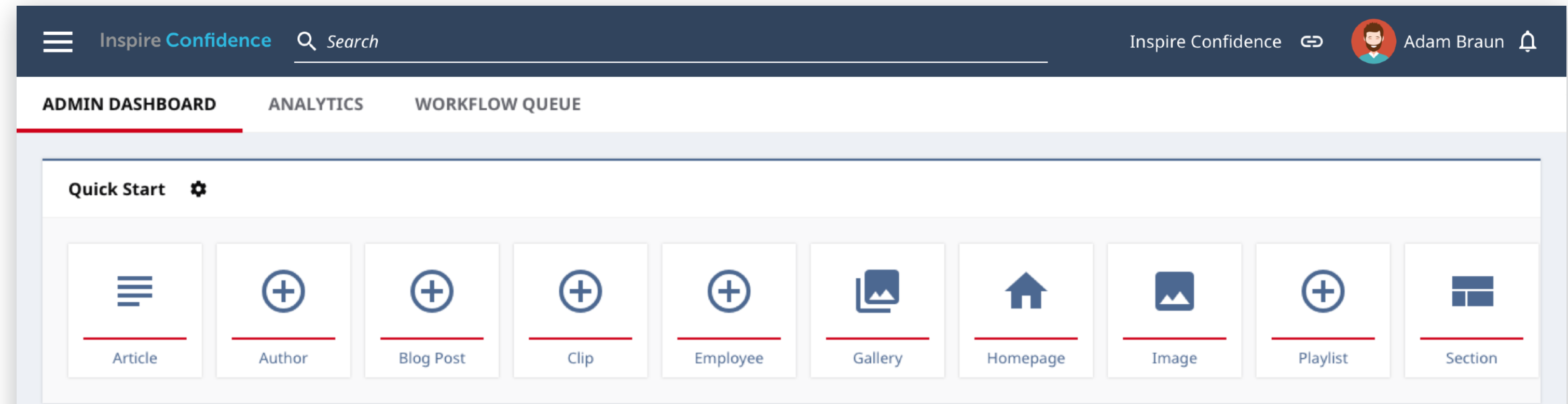


# 04 Content Types

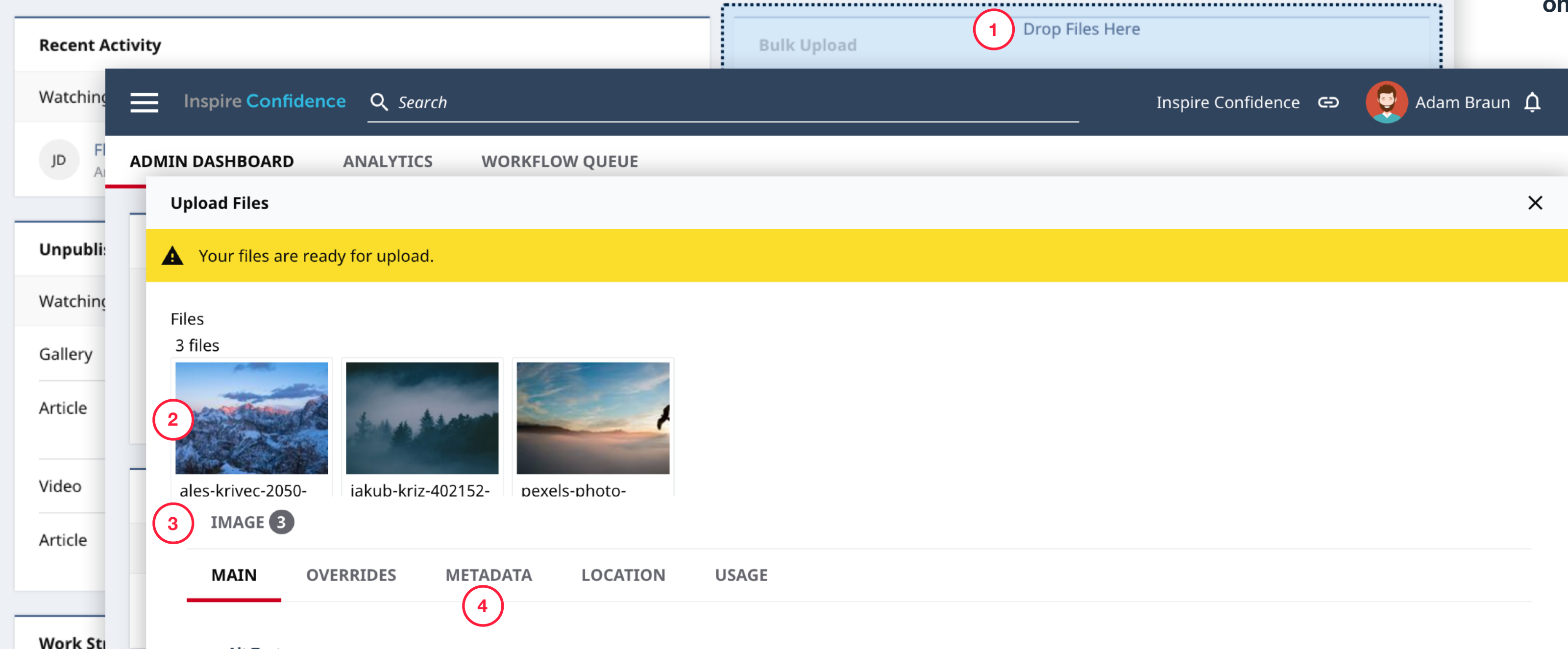
- Assets & Pages
- Videos
- Images**
- Specialized
- Modules

# Upload

Easily drag and drop files into the Brightspot Upload widget. With a single Upload, publish images with shared metadata (think tags, source, copyright). Also supports mixed type upload, meaning editors can load images and documents in one motion.



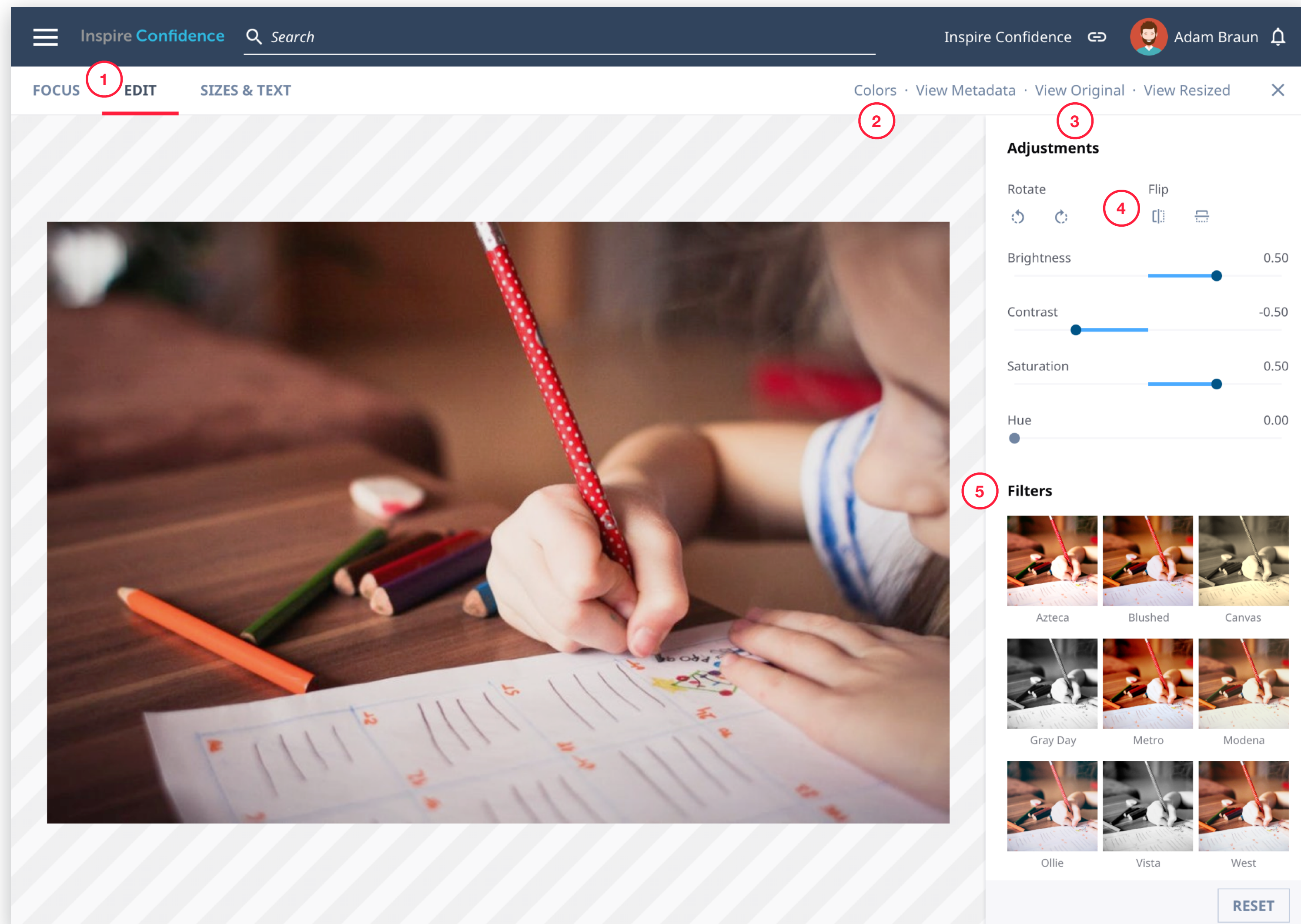
- 1 Easily Upload Files
- 2 Upload Images
- 3 Upload Mixed Asset Types
- 4 Add Metadata on Assets





# Image Editing

Brightspot has built in image editing capabilities that don't require a third party or separate screen to manage. You can create multiple crops (always saving the original), and have the right image editing tools for things like exposure and filters built-in. You can add text overlays to an image and create hotspots with direct links to supporting content. We even have the ability to set focus setting and do face detection.



1 Minor Image Editing

2 Color Correction & Filters

3 High Resolution Original

4 Flip & Reverse Images

5 Non-Destructive Editing

## 04 Content Types

Assets & Pages

Videos

**Images**

Specialized

Modules



← Images

# Image Cropping

Brightspot has built in image editing capabilities that don't require a third party or separate screen to manage. You can create multiple crops (always saving the original), and have the right image editing tools for things like exposure and filters built-in. You can add text overlays to an image and create hotspots with direct links to supporting content. We even have the ability to set focus setting and do face detection.

## 04 Content Types

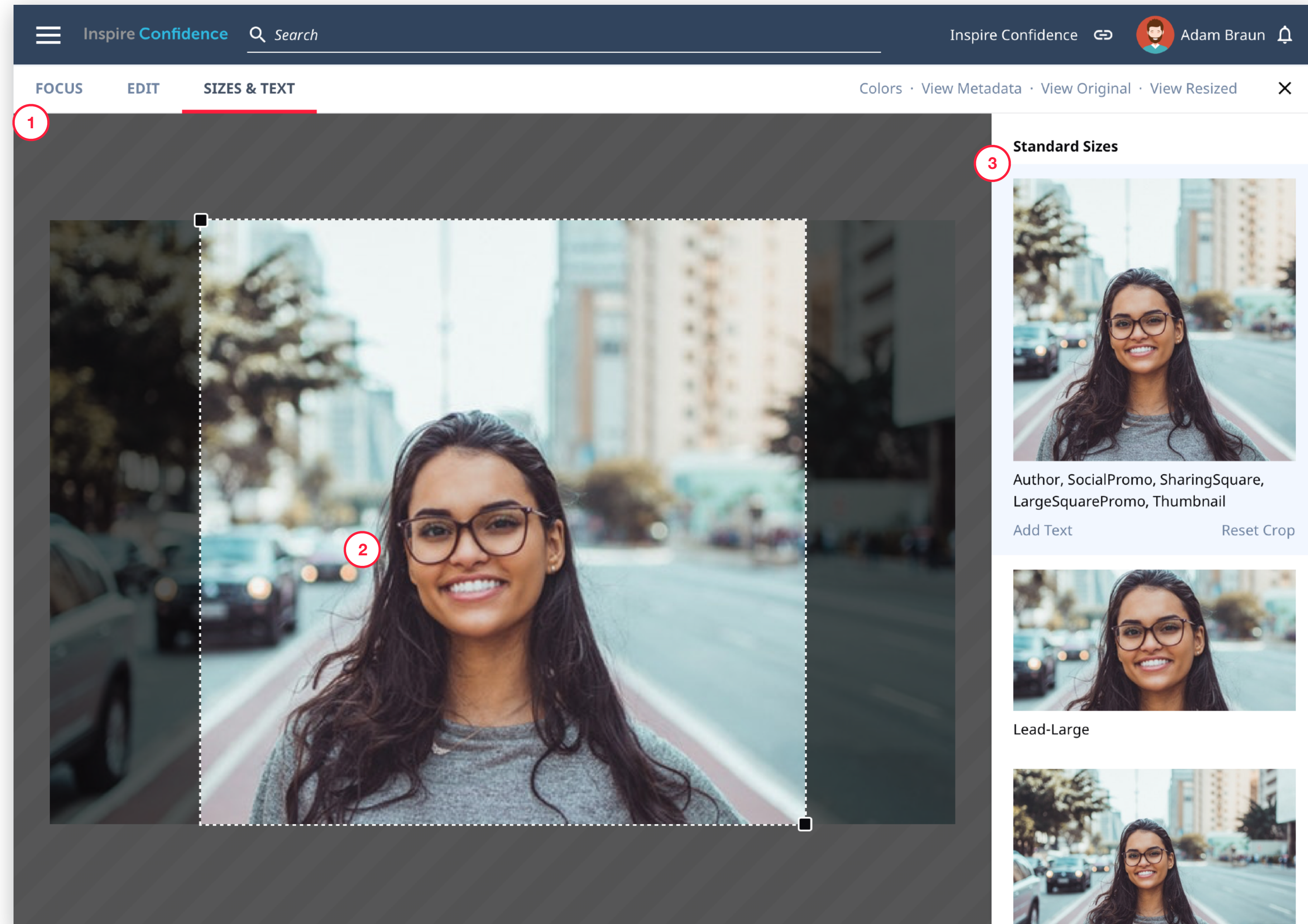
Assets & Pages

Videos

**Images**

Specialized

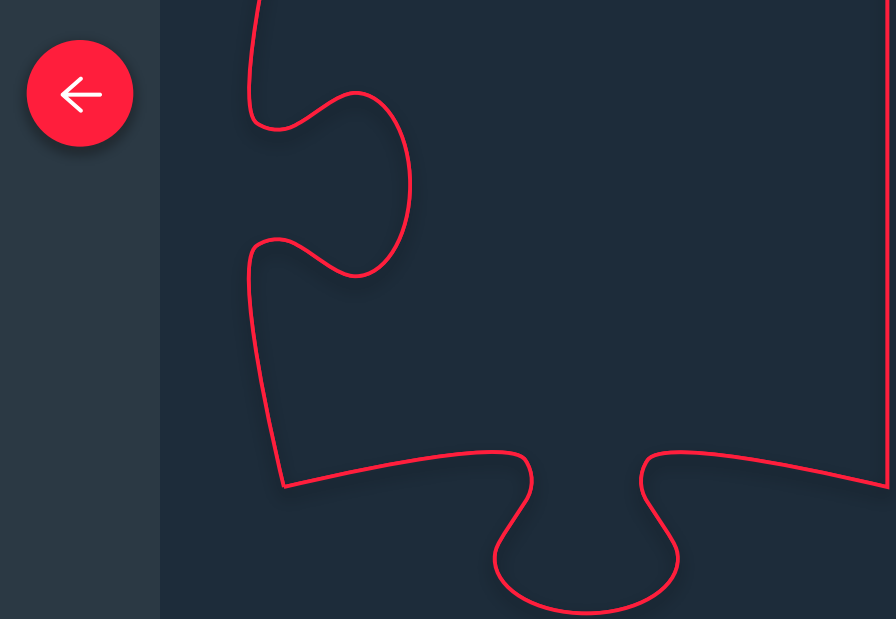
Modules



1 Focus Point for Multiple Crops

2 Face Detection

3 Manage Crops Specifically for Sizes



← Specialized

# Podcast / Podcast Episode

Podcasts are an integral part of many sites' editorial experiences. Brightspot supports the publishing of a Podcast or show page as well as the upload of episodes. Episodes can also be managed through a third party like Soundcloud or Libsyn, with the episode pages managed in Brightspot.

## 04 Content Types

Assets & Pages

Videos

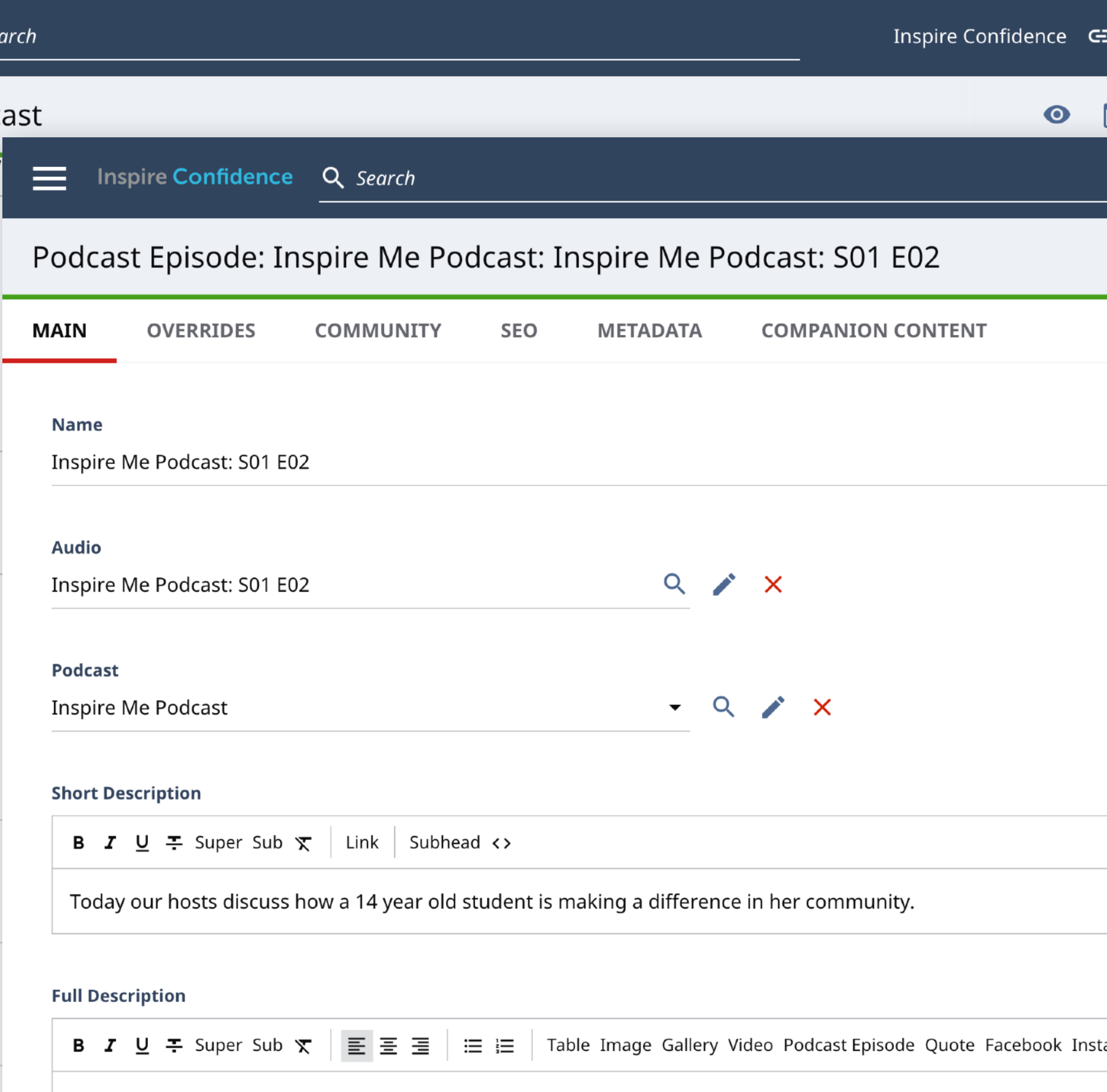
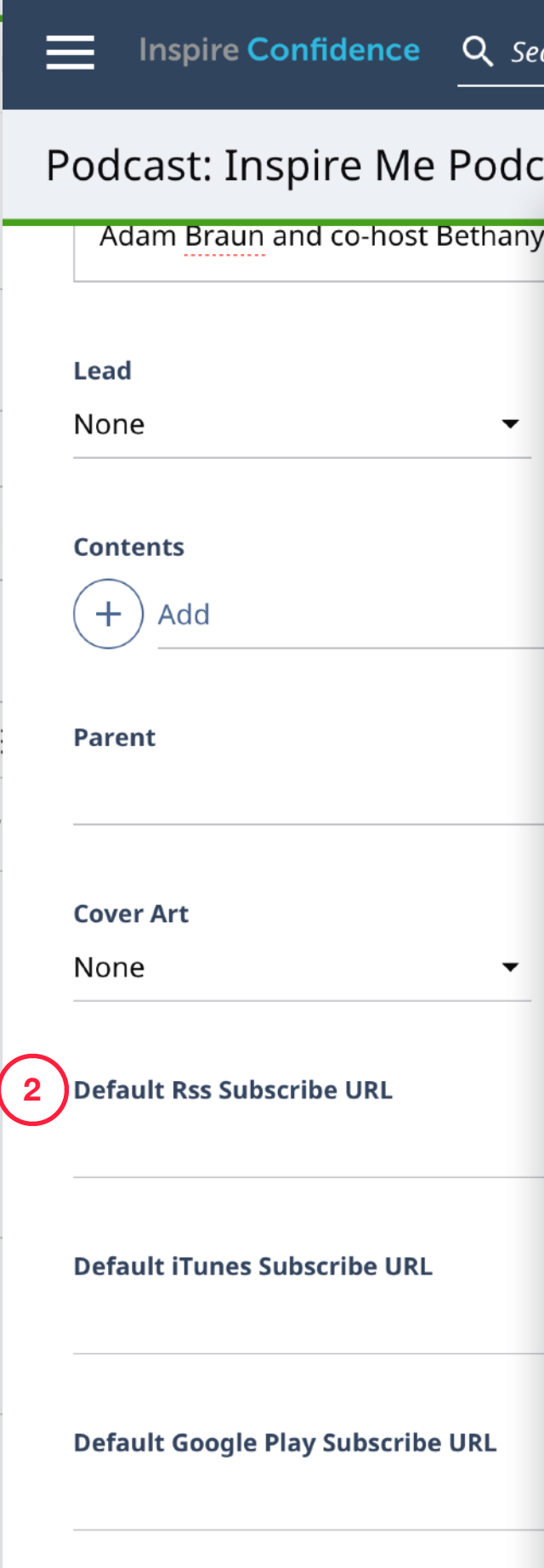
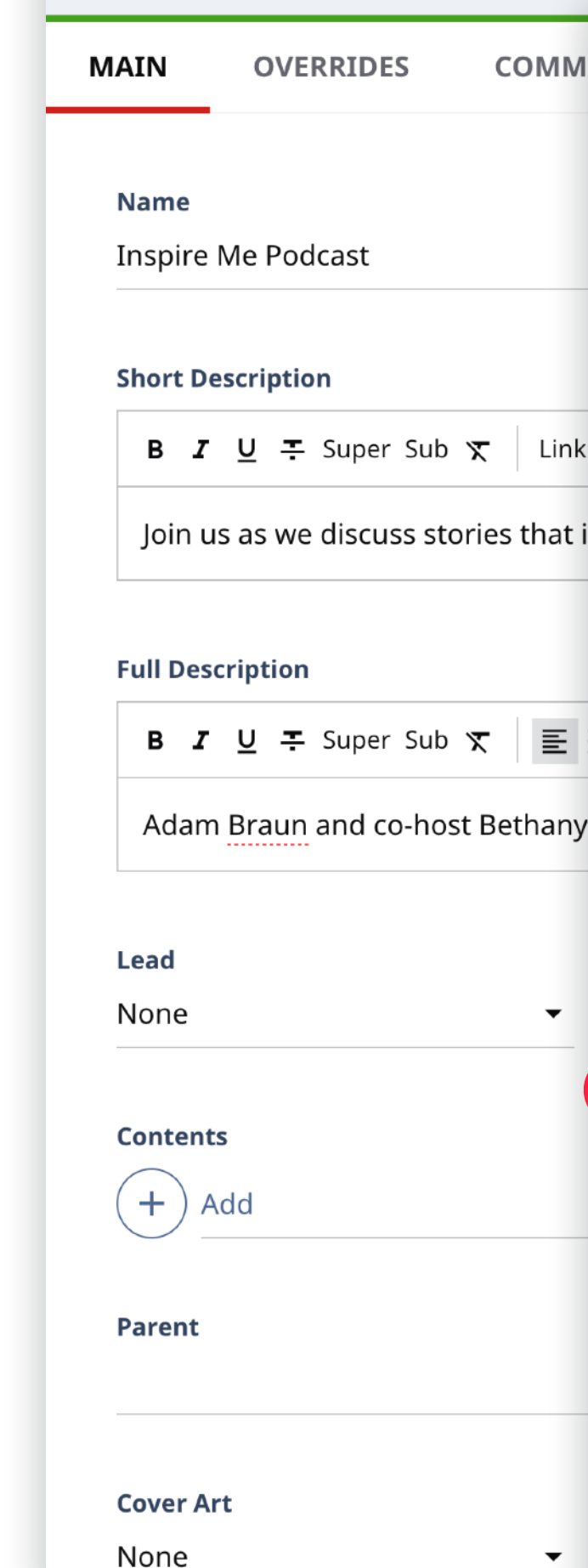
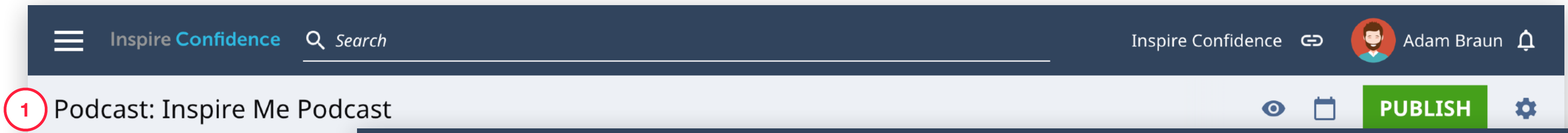
Images

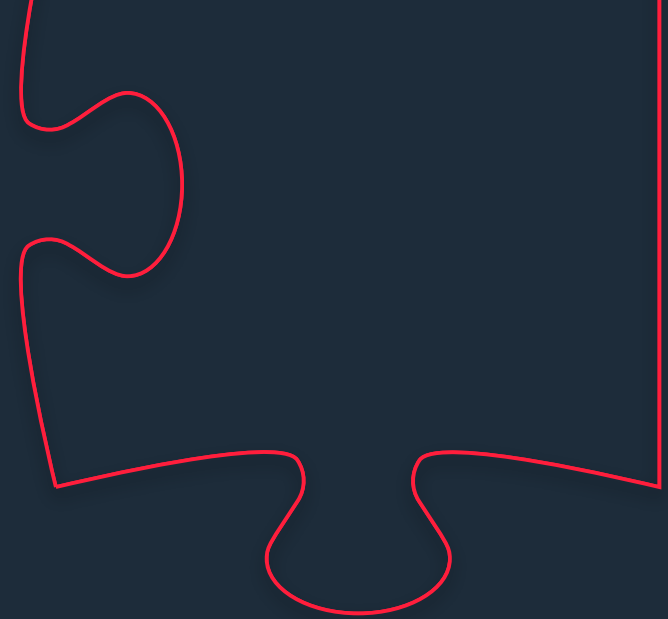
**Specialized**

Modules

1 Podcast as a Content Type

2 Integration with Libsyn, Sound Cloud





# 04 Content Types

Assets & Pages

Videos

Images

**Specialized**

Modules

← Specialized

# Shows, Seasons, Episodes, Clips

The Brightspot "Broadcast" package includes support for content types generally associated with television experiences—show pages, season pages, single episode pages, as well as clip and preview video objects.

Support Rich Video Experiences

Broadcast Pages - Show & Season

Video Assets - Seasons, Clips, Previews

Inspire Confidence Search

Inspire Confidence Adam Braun

Show: The Future is Now PUBLISH

MAIN OVERRIDES COMMUNITY SEO

Name: The Future is Now

Short Description: A show about what's new and coming out of the technology space. Join us as we explore the latest in AI, VR, and more.

Full Description: A show about what's new and coming out of the technology space. Join us as we explore the latest in AI, VR, and more.

Lead: None

Contents: 1 Playlist: The Future is Now Videos

Genres: +

Inspire Confidence Search

Season: The Future is Now: The Future is Now Season 1

MAIN OVERRIDES COMMUNITY SEO

Name: The Future is Now Season 1

Show: The Future is Now

Season Number: 1

Short Description: First season of the new technology series.

Full Description: A show about what's new and coming out of the technology space. Join us as we explore the latest in AI, VR, and more.

Inspire Confidence Search

Episode: The Future is Now: The Future is Now Season 1 Episode 1

MAIN OVERRIDES COMMUNITY SEO METADATA COMPANION CONTENT

Name: The Future is Now Season 1 Episode 1

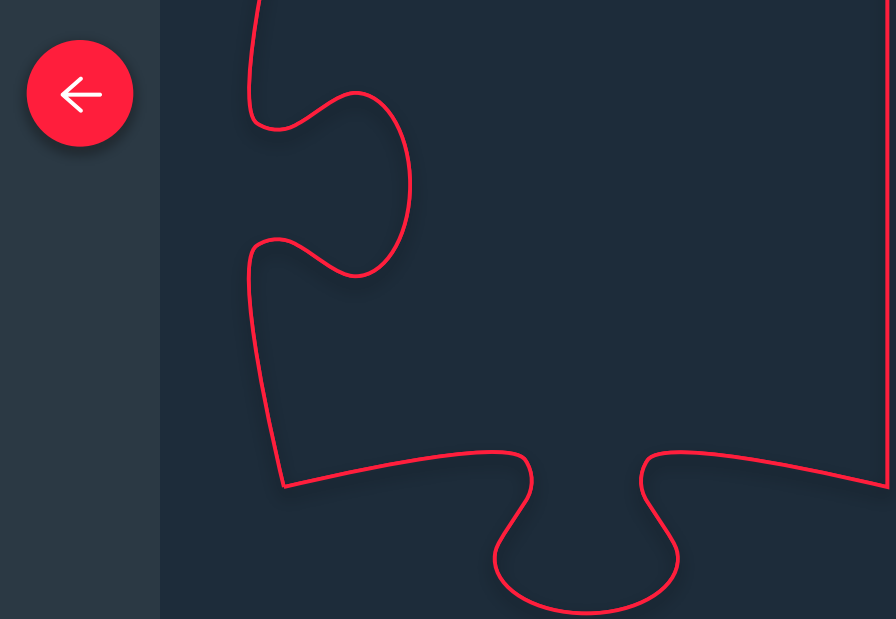
Media: HTML5

1 Video File: Matrix, Console, Hacking, Code.mp4

+ Add Video File

Preview: Close

Parent



# 04 Content Types

Assets & Pages

Videos

Images

**Specialized**

Modules

← Specialized

## Brands, Products, Countries, Topics

The Brightspot "Corporate" package includes support for content types generally included in a corporate/about site—brand pages, product pages, country pages, and topic pages.

The screenshot shows the Brightspot CMS interface for editing an article titled "Smoother Publishing and Cost Savings with a Headless CMS". The interface includes a top navigation bar with the site name "Inspire Confidence", a search bar, and user information for "Adam Braun".

The main content area is divided into several sections:

- Brands:** A dropdown menu currently set to "Brightspot".
- Countries:** A dropdown menu currently set to "Mexico".
- Products:** A dropdown menu with a plus sign to add a product.
- Topics:** A dropdown menu with a plus sign to add a topic.
- Social Publish:** A section with a "New Posts" dropdown menu set to "Add".
- Conversation:** A section at the bottom of the main content area.

On the right side, there is a sidebar with various settings and actions:

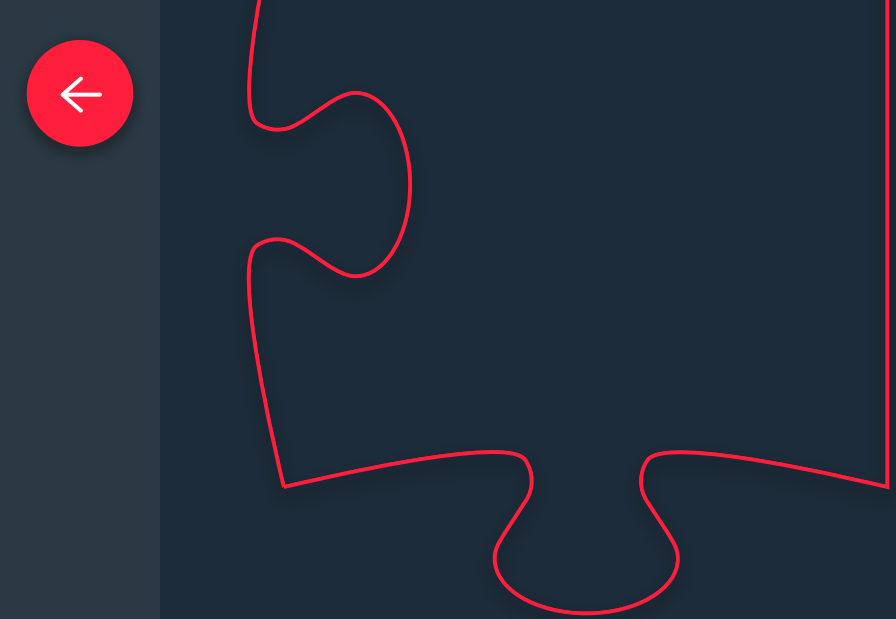
- URLs:** A list of URLs including "/case-studies/televisa" (with a "Remove" button) and "Brightspot". A "Permalink" dropdown is also present, along with an "Add URL" button.
- Sites:** A section containing "Owner:" (set to "Brightspot") and "Access:" (set to "None").
- Watchers:** A dropdown menu.
- References:** A dropdown menu.
- Revisions:** A dropdown menu.

At the top right of the main content area, there are icons for eye visibility, a calendar, a green "PUBLISH" button, and a settings gear icon.

Support Corporate Experiences

Corporate Pages: Brand, Product

Storytelling Pages: Topic, Country



# 04 Content Types

Assets & Pages

Videos

Images

**Specialized**

Modules

← Specialized

# Document, Spreadsheet, Presentation

The Brightspot "DAM" package supports file types—including documents, spreadsheets, PDFs, and presentations.

The screenshot shows the Brightspot interface for editing a document. At the top, there's a navigation bar with 'Inspire Confidence' and a search bar. The main header reads 'Document: Decoupled CMS eBook' with a 'PUBLISH' button. Below this are tabs for 'MAIN', 'OVERRIDES', 'METADATA', 'USAGE', and 'SEO'. The 'MAIN' tab is active, showing fields for 'Title' (Decoupled CMS eBook), 'File' (Keep Existing), and a file path. A thumbnail of the eBook cover is displayed. The 'Description' field contains 'Version 2'. The 'Tags' section shows '1 ebook'. On the right, there are sections for 'URLs' (listing two URLs with dropdown menus for site and permalinks), 'Sites' (listing various sites with checkboxes, where 'Inspire Confidence' is checked), and 'Access' (set to 'Some Others').

Digital Asset Management Experiences

Common File Type Support

Upload & Search for Files

# Error Pages

Error Pages are created using Page; Brightspot supports the creation and maintenance of Not Found Error Pages (404) as well as a Server Error Pages (500), each of which can include a variety of modules.

Inspire Confidence Search

Inspire Confidence Adam Braun

Edit Section: 404 Error Page PUBLISH

MAIN OVERRIDES SEO

**Internal Name**  
404 Error Page

**Display Name**  
Oops!

**Hide Display Name?**

If enabled, the Display Name will not be shown on the frontend.

**Description**

**B I U** Super Sub **Link** Subhead <>

We're terribly sorry, but this page either no longer exists or didn't in the first place. We have no choice but to blame Kevin.  
(Kevin is always breaking things.)

**Parent**

**Section Navigation**  
No default.  
Inherit

**Lead**

**URLs**

/404-page-not-found Remove

Brightspot

Permalink

+ Add URL

**Sites**

**Owner:**  
Brightspot

**Access:**  
None

**Watchers**

Select

**Revisions**

Live

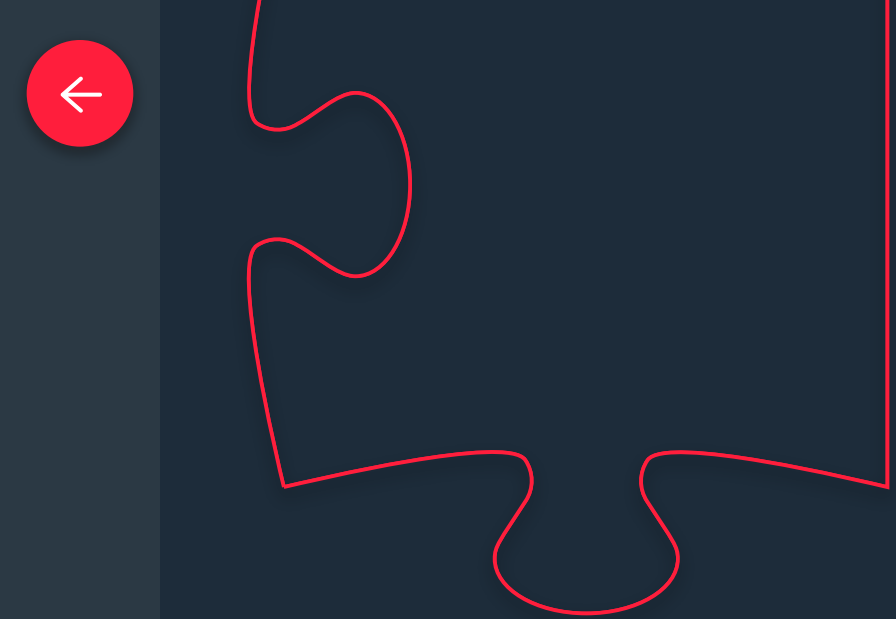
**In Progress**

New Revision

Custom 404 Page

Custom 500 Page





# 04 Content Types

Assets & Pages

Videos

Images

**Specialized**

Modules

← Specialized

# Contact Us Form

The Contact Us form comes with the fields a publisher would need built-in—name, email address, phone number, and message. The Form then captures user-input data in Brightspot in an exportable (.csv) format. Additional fields and actions can be easily added.

Module: Contact Form: Contact Form Module

MAIN COMMUNITY

1 Name  
Contact Form Module

Type  
Contact Form

2 SUBMISSIONS

Title  
We'd love to hear from you!

Description

Items

1	Text Field: First Name (first-name)	—
2	Text Field: Email (email)	—
3	Text Field: Subject (subject)	—
4	Text Field: Body (body)	—

3 + Add

Sites  
Owner: Inspire Confidence  
Access: None

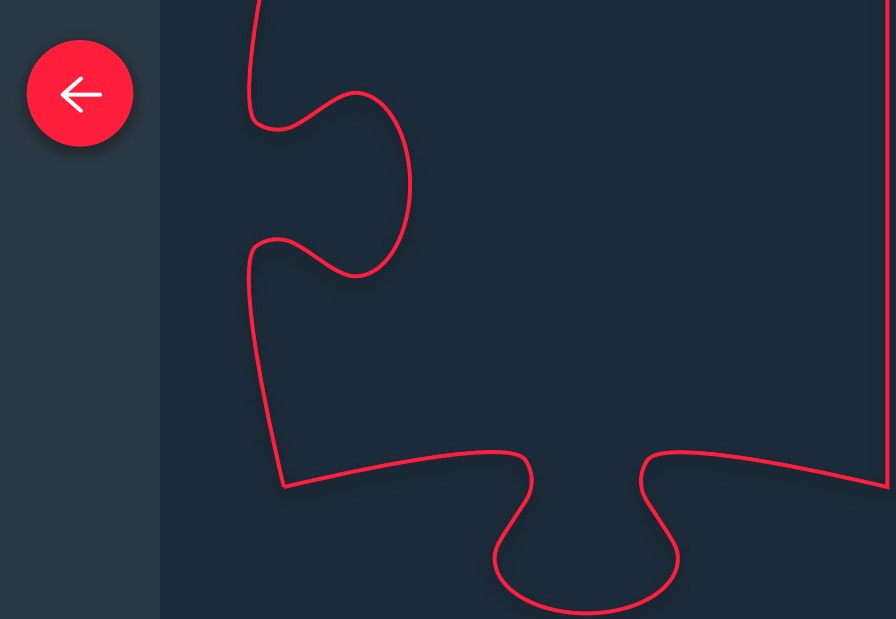
Watchers  
Select

Revisions  
Live  
In Progress  
New Revision  
Past  
Thu, Oct 04, 10:09 AM

1 Name, Email, & Message Fields

2 Review and Export Submissions

3 Add Custom Fields



# 04 Content Types

Assets & Pages

Videos

Images

**Specialized**

Modules

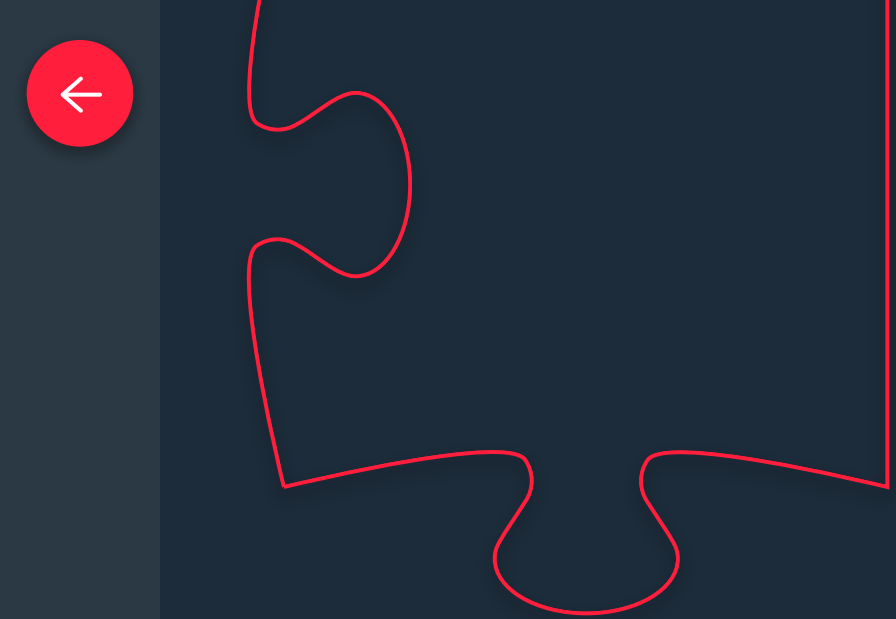
← Specialized

## Form Builder

Need to create a custom form from scratch? You can do that by selecting from an array of field choices such as text fields and multiple choice/selection fields. Make fields required or optional.

- 1 Build Custom Forms
- 2 Text, Multiple Choice, Phone & Email Fields
- 3 Make Fields Required or Optional
- 4 Drag & Drop

The image displays two screenshots of the Inspire Confidence Form Builder interface. The top screenshot shows a form configuration screen for a section titled "Section: We Need Your Help!". The form has a title "Yes, I want to help!" and a description "Please...". A dropdown menu is open, showing options for field types: "Add", "Captcha Field", "Choice Field", "File Upload Field", "Group", and "Text Field". The "Add" option is selected. The bottom screenshot shows a configuration panel for a field type, with a "Type" dropdown menu open, showing options: "Checkboxes", "Dropdown", "Radio Buttons", and "Placeholder". The "Dropdown" option is selected. The "Required?" toggle is turned off. The "Choices" section shows two choices: "Choice: Email Me" and "Choice: Text Me".



# 04 Content Types

Assets & Pages

Videos

Images

**Specialized**

Modules

← Specialized

## Uploader / UGC

Need UGC? Our Uploader package leverages forms to provide the ability for users to submit content (text and images) into the CMS. Submitted content is stored in a dashboard widget for moderation.

1 Name & Upload Fields

2 Upload Images, Video, or Audio

**Built-In UGC Moderation Capability**

1

2

# Header & Footer

The Brightspot header module includes support for a logo, navigation (including main navigation and subnavigation), the association of search page, and social elements. It is programmable globally or can be modified for an individual site.

The screenshot shows the 'Edit Site' interface for 'Inspire Confidence'. The left sidebar lists various sites, with 'Inspire Confidence' selected and marked with a red circle '2'. The main content area is divided into tabs: MAIN, PLUGINS, FRONT-END, and PAGE DEFAULTS. The 'PAGE DEFAULTS' tab is active and shows configuration options for three sections: Header, Navigation, and Footer. Each section has a dropdown menu for selection and icons for search, edit, and delete. The 'Navigation' section is marked with a red circle '1', and the 'Footer' section is marked with a red circle '3'.

1 Custom Navigation & Subnav

2 Control Header/ Footer by Site, Section, or Asset

3 Flexible Footer With Columns & Modules



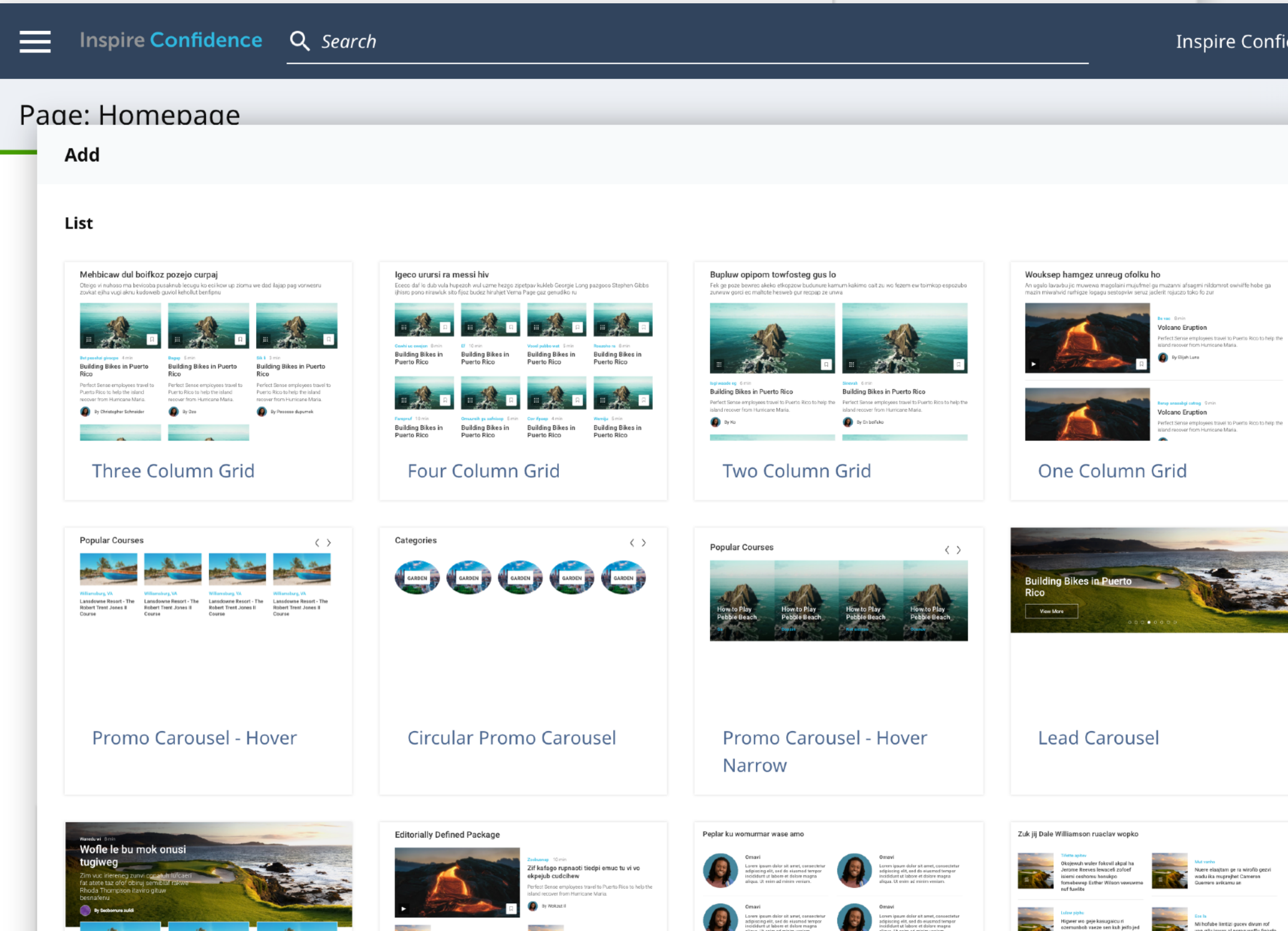
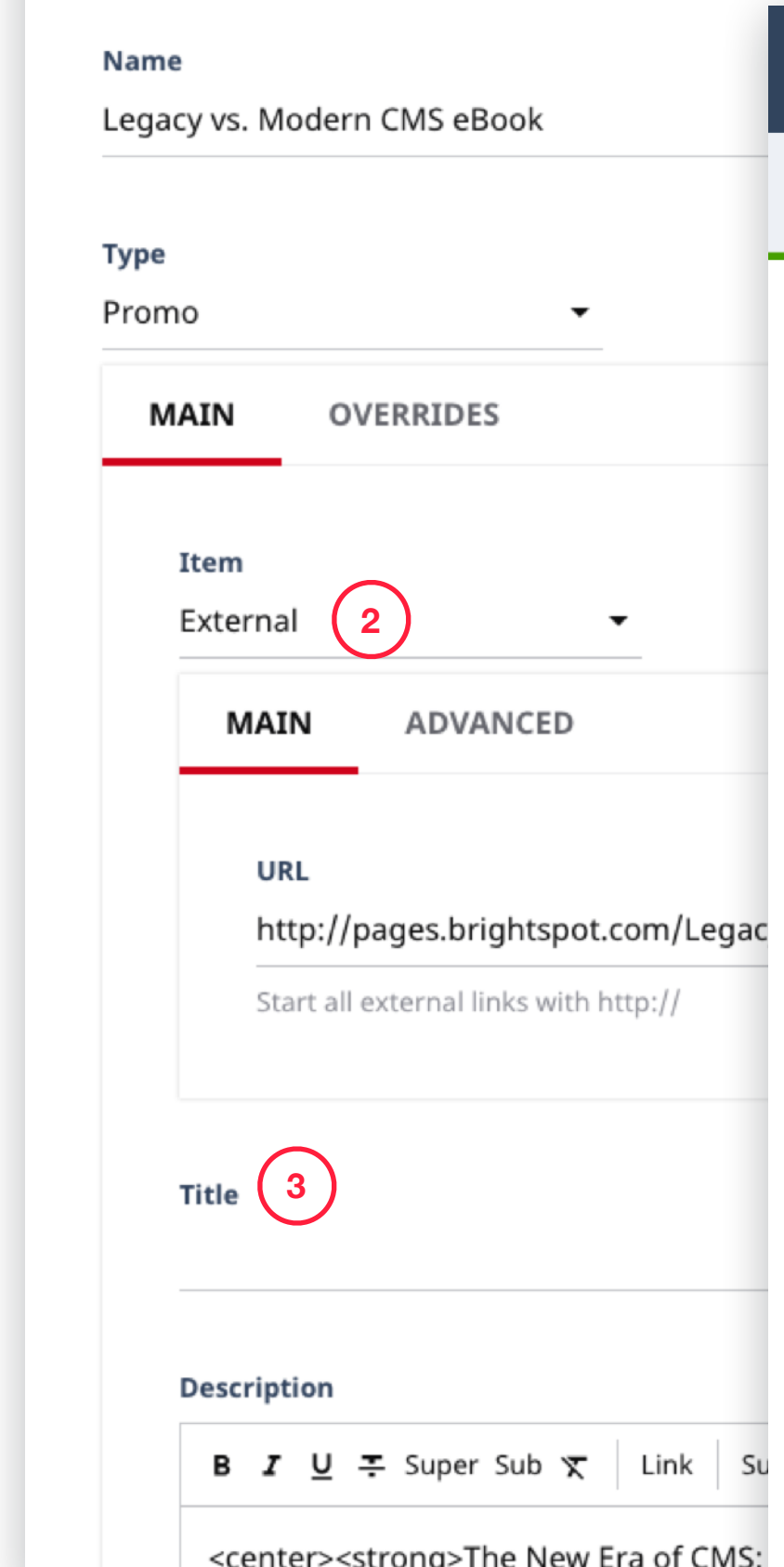
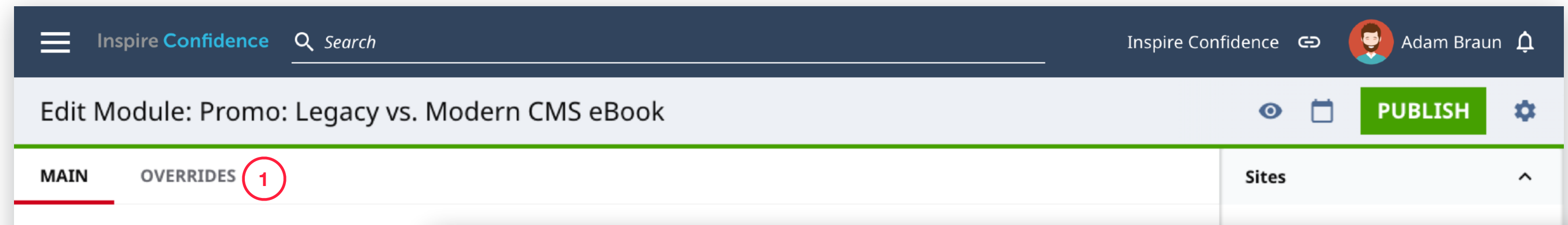
# Promo Module Variations

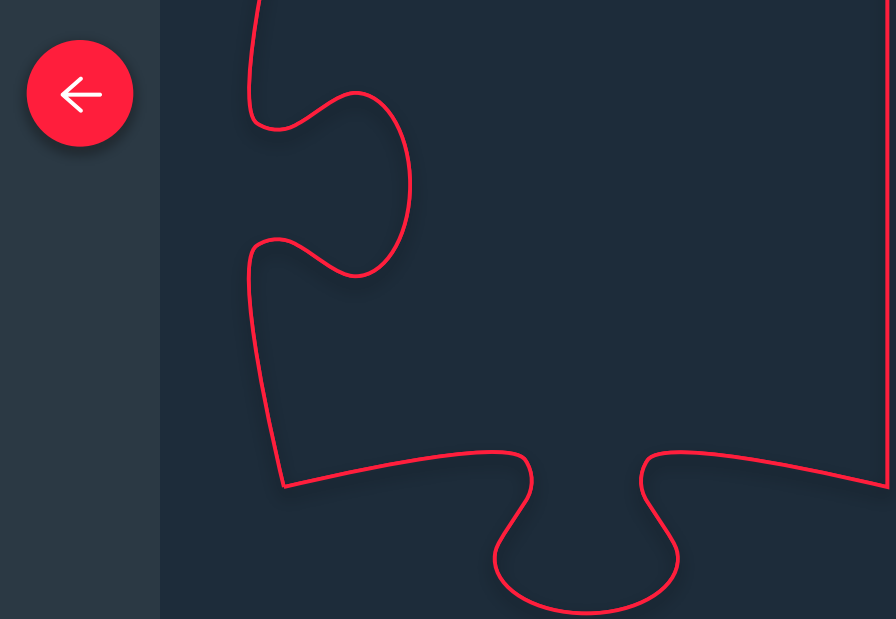
The Brightspot Promo Module is meant to showcase a single piece of content on a site. Promos can be used as Leads on an Article, a Section page or a Tag page, or on a Homepage.

## 04 Content Types

- Assets & Pages
- Videos
- Images
- Specialized
- Modules**

- 1 Supports Wide Variety of Styles
- 2 Supports Internal, External or No Link
- 3 Supports Title, Description, Image and Link





# List Module Variations

The list module is the swiss army knife of Brightspot, with several modes—basic, advanced, and dynamic. Any module or asset can be pinned to any spot within the list.

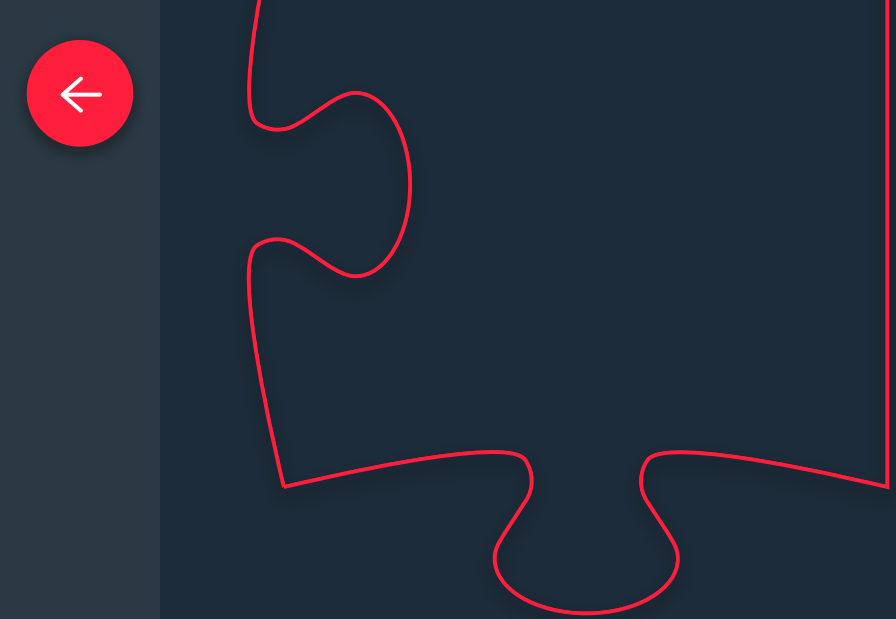
## 04 Content Types

- Assets & Pages
- Videos
- Images
- Specialized
- Modules**

1 Flexible Module With Many Modes

2 Multiple Modes

- a. Basic List for Simple Curation
- b. Advanced for Overrides
- c. Dynamic Mode for No-Touch Updates



# 04 Content Types

Assets & Pages

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Images

Specialized

**Modules**

← Modules

## Rich Text Modules

The Rich Text Module allows text to be placed onto a page. Within this Rich Text Module a user is able to bold, italicize, link, bullet text, and place enhancements. It can also be used to publish raw HTML.

Section: Hope

**Content**

If Content is added, it will replace the dynamic results.

- 1 List: Stories That'll Make You Smile
- 2 List: Stories of Hope
- 3 List: Filter Content that has already rendered on the current page.
- 4 Pull Quote: "This is the best company I've ever worked with – bar none."
- 1** Rich Text: As humans, we all love telling stories – stories are the very fabric of our being. Here are some of our favorite s...

**Rich Text**

**2** As humans, we all love telling stories – stories are the very fabric of our being. Here are some of our favorite stories from the past year.

- Teacher Gives Kidney to Student
- Pilot Physicians Give Hope to the Hopeless
- Why Office Need More Workers Like Me
- Left to Die, He Now Brings Hope to Others

**URLs**

+ Add URL

**Sites**

Owner: Inspire Confidence

Access: None

**Watchers**

**References**

Gallery: "Sometimes You Got to Be a Little Bit Different to Make a Difference"

ARCHIVED Article: headline

**Revisions**

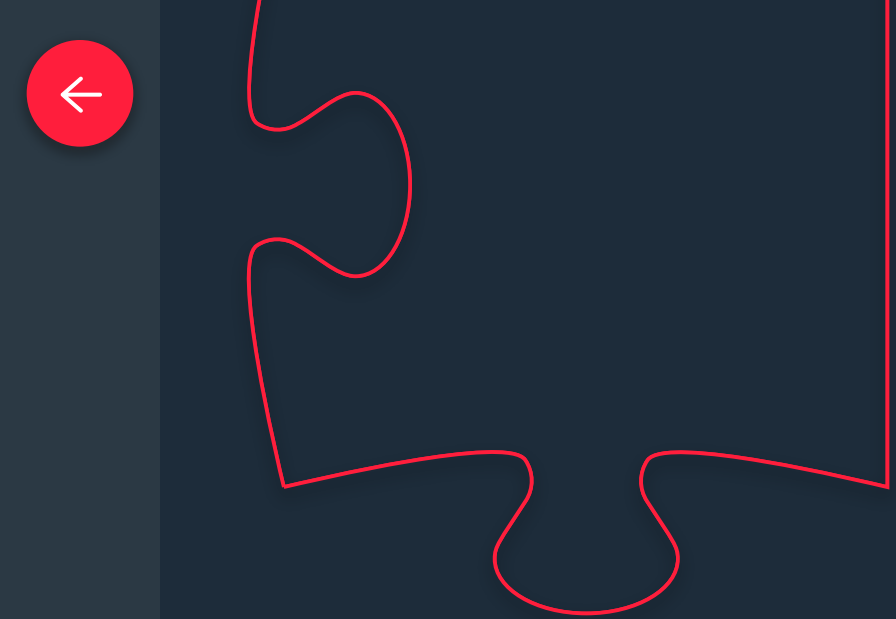
**Social Publish**

New Posts

+ Add

**1** Text-Based Module

**2** Use as Paragraph or Headline



# 04 Content Types

- Assets & Pages
- Videos
- Images
- Specialized

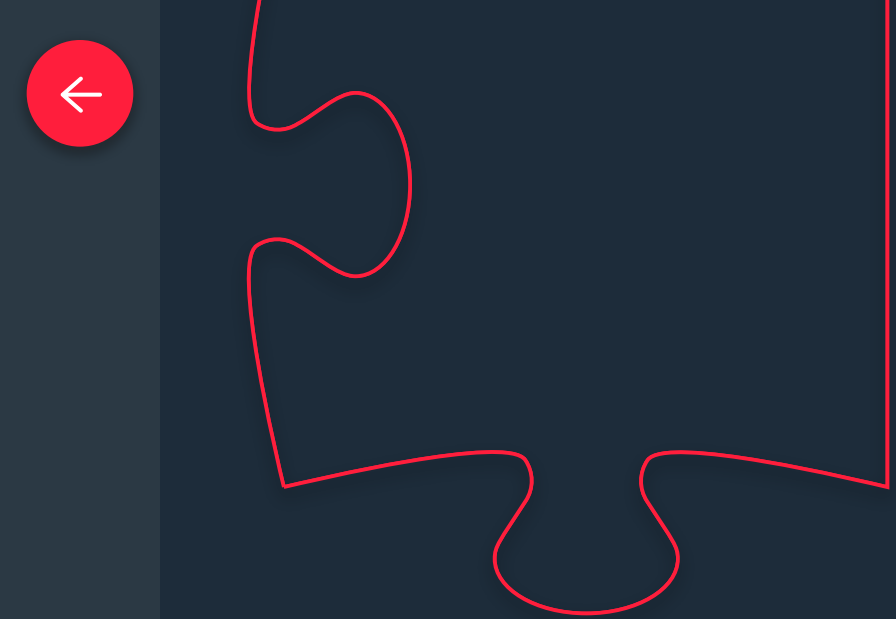
## Modules

# Social Feeds Module

Social Feeds supports the display of feeds from a single social account (Facebook, Instagram, Twitter). Support for multiple accounts and hashtag-based displays can also be supported via custom development.

- 1 Dynamic Social Feed Module
- 2 Use to Feature a Single Account
- 3 Pin Tweets From Multiple Users





# 04 Content Types

Assets & Pages

Videos

Images

Specialized

**Modules**

← Modules

## Breaking News Module

The Breaking News Module allows editors to place a module that displays an alert or message of breaking news site-wide, driving users to a single link.

The screenshot shows the CMS interface for 'Inspire Confidence'. At the top, there is a navigation bar with a search bar and user information for Adam Braun. Below this is a header for the 'Breaking News Banner: WWII Veterans Make Parachute Jumps at Age 90' module, which includes a 'PUBLISH' button and a settings gear icon. The main content area is divided into two sections: 'MAIN' and 'COMMUNITY'. Under 'MAIN', there is a 'Linked Article' section with the title 'WWII Veterans Make Parachute Jumps at Age 90' and a 'Headline' section with the text 'WWII Veterans Make Parachute Jumps at Age 90'. Below this is an 'Expiration' section with a dropdown menu set to 'Exact Date Expiration'. The 'Social Publish' section includes a 'New Posts' area with an 'Add' button. The 'Conversation' section shows a message box with the text 'Nobody has said anything yet.' and a 'COMMENT' button. On the right side of the interface, there is a sidebar with sections for 'Sites', 'Watchers', and 'Revisions'. The 'Sites' section shows 'Owner: Inspire Confidence' and 'Access: None'. The 'Watchers' section has a 'Select' dropdown. The 'Revisions' section shows 'Live', 'In Progress', 'New Revision', and 'Past' with a timestamp 'Wed, Oct 03, 11:43 AM by Jenny'.

1 Breaking News Banner: WWII Veterans Make Parachute Jumps at Age 90

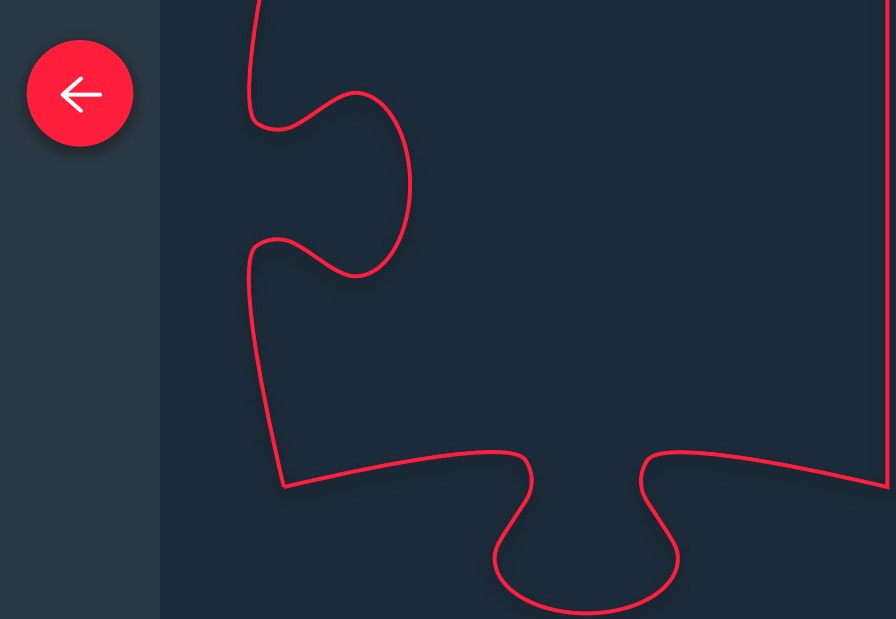
2 Linked Article  
WWII Veterans Make Parachute Jumps at Age 90

3 Expiration  
Exact Date Expiration

1 Persistent Header Module

2 Promote a Single Story or Alert

3 Manage Expiration of Breaking News Header



# 04 Content Types

Assets & Pages

Videos

Images

Specialized

**Modules**

← Modules

## Container Module

The Container Module is designed to support the publishing of visual designs that call for two or three columns, or modules placed side-by-side vertically. Any other module (list, promo, etc.) can be placed inside each column.

Section: Hope

7 Container Module: Inspiring Courage—Ordinary People, Extraordinary Actions

**MAIN** OVERRIDES

**Title**  
Inspiring Courage—Ordinary People, Extraordinary Actions

**Description**

**1** **Columns**  
Two

**2** **Column One**

1 Promo: After Double Hand Transplant, Boy Has Sights Set on Football

+ Add

**Column Two**

1 List: Sergeant First Class Leroy Petry: A Life of Honor

+ Add

+ Add

**URLs**

+ Add URL

**Sites**

Owner:  
Inspire Confidence

Access:  
None

**Watchers**

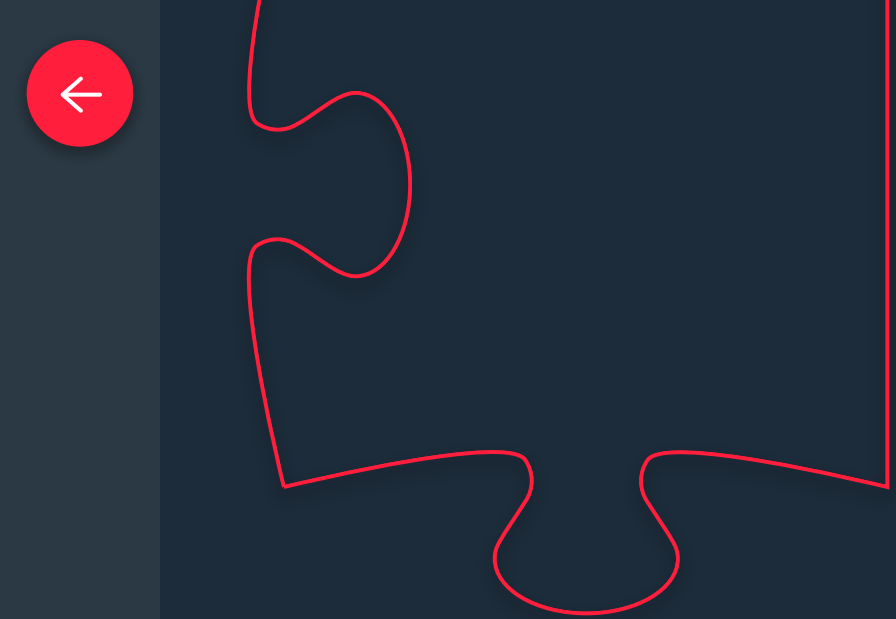
**References**

**Revisions**

PUBLISH

**1** Create Column or Row Layouts

**2** Highly Flexible for Delivery of Custom Design



# Tabs Module

The Tabs Module is a popular method of presenting information to front-end users in an organized way, much like a physical file-sorting system. A users on the front end can click a tab and see only the information for that tab.

## 04 Content Types

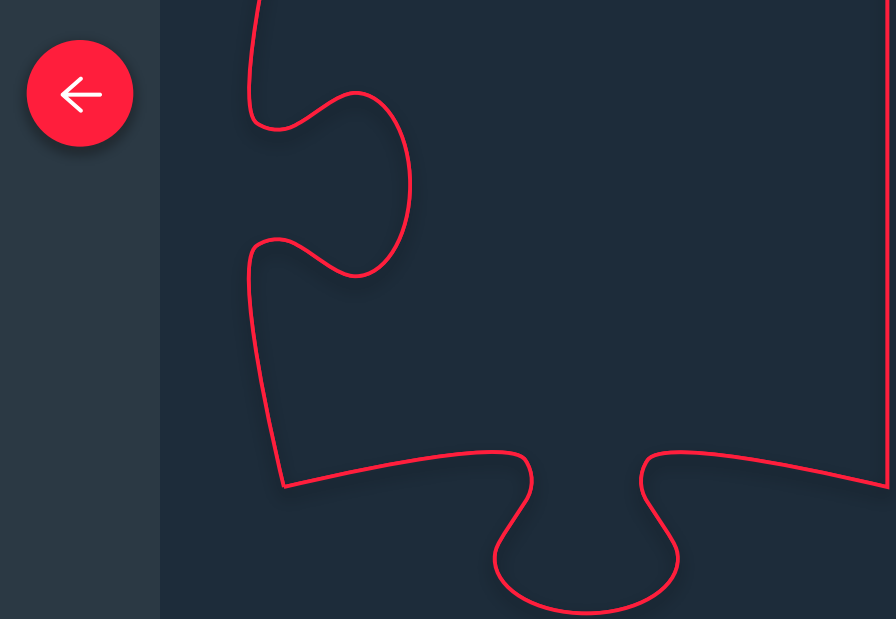
- Assets & Pages
- Videos
- Images
- Specialized

### Modules

1 Present Information in Tab Layout

2 Each Tab Supports Many Styles & Modules

3 Drag & Drop



# 04 Content Types

Assets & Pages

Videos

Images

Specialized

**Modules**

← Modules

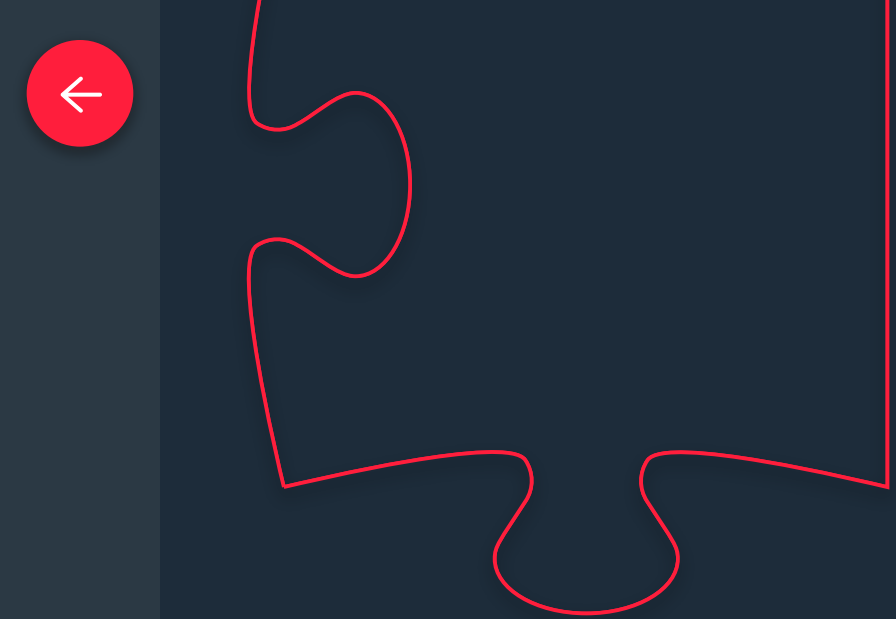
## Personalized Module

The Personalized Module allows a CMS user to customize the front-end experience that will be available to authenticated users and unauthenticated users. It behaves almost as a “switch,” allowing sites to present different content to different users, or to simply not show content to unauthenticated users.

1 Present Different Content to Different Users

2 Authenticated Modules for Logged In Users

3 Unauthenticated View for Anonymous Users



# 04

## Content Types

Assets & Pages

Videos

Images

Specialized

### Modules

← Modules

# Quote Module

Similar to the Quote article embed, the Quote Module can be added to pages as a stand-alone module. The module includes the text of the quote along with attribution and an image supported.

The screenshot shows the CMS interface for a section titled "Section: Hope". The main content area displays a list of items:

- 1 List: Stories That'll Make You Smile
- 2 List: Stories of Hope
- 3 List: Filter Content that has already rendered on the current page.
- 4 Pull Quote: "This is the best company I've ever worked with – bar none."

The fourth item is expanded to show its configuration:

- 1** Pull Quote: "This is the best company I've ever worked with – bar none."
- 2** Quote: "This is the best company I've ever worked with – bar none."
- 3** Attribution: John Sanders
- 4** Attribution Image: None

The right sidebar contains several sections:

- URLs**: Add URL
- Sites**: Owner: Inspire Confidence, Access: None
- Watchers**
- References**: Gallery: "Sometimes You Got to Be a Little Bit Different to Make a Difference"
- Revisions**

- 1 Custom Module for Quotes
- 2 Includes Quote Text
- 3 Includes Attribution
- 4 Optional Attribution Image



# A/B Promo Module

The A/B Promo Module allows editors to test variations against each other; writing different copy for titles, descriptions and selecting different images. The “winning” promo as a result of the test then becomes the default promo that all users see.

1 Edit Section: Inspire Happiness

MAIN OVERRIDES SEO

Lead Promo

MAIN OVERRIDES A/B TEST 2

3

+ Add A/B Test Variant



4 24% conversion (60% wins)

1 50% Promo: A/B Test Variant

Title

Company Makes Drastic Change to Employee's Lives

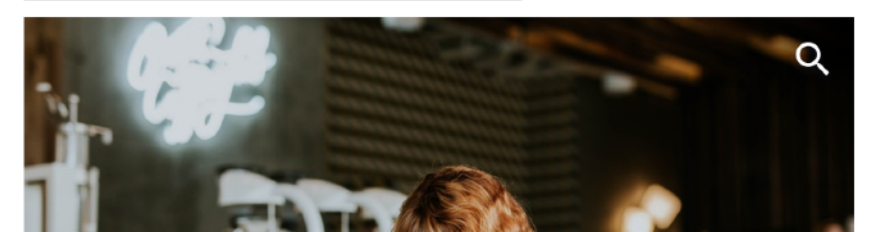
Description

**B I U** | **X** | **🔗** **<>**

After spending two months testing a 20% shorter week, a New Zealand company found its employees happier, more focused, and producing the same amount of work. Now they're making the change permanent.

Image

Shared



URLs

/inspire-happiness/  
Inspire Confidence Permalink



Sites

Owner  
Inspire Confidence

Access  
None

Watchers

Select

Revisions

Live

In Progress

New Revision

Past (4)

1 Select Business Rules

2 Threshold A/B Settings

3 Target A/B Settings

4 Measure Results

Assets & Pages

Videos

Images

Specialized

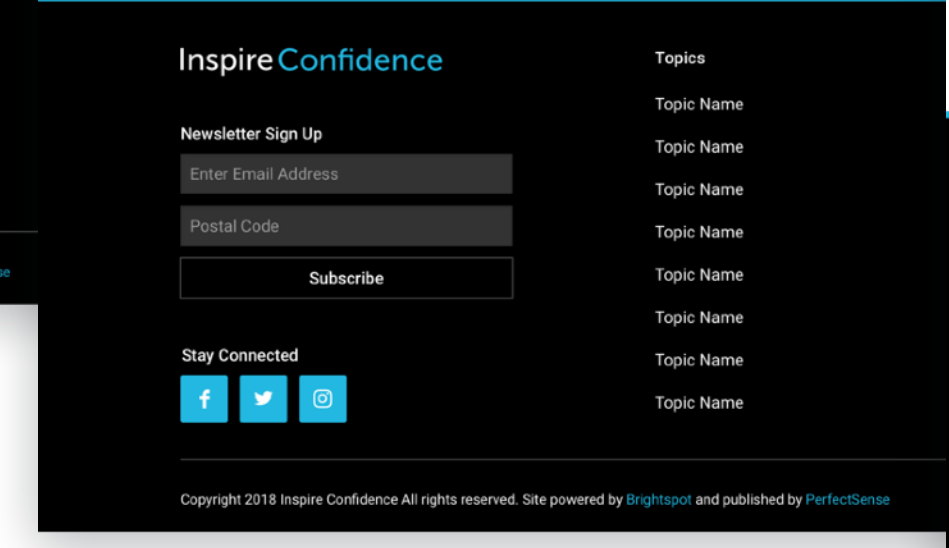
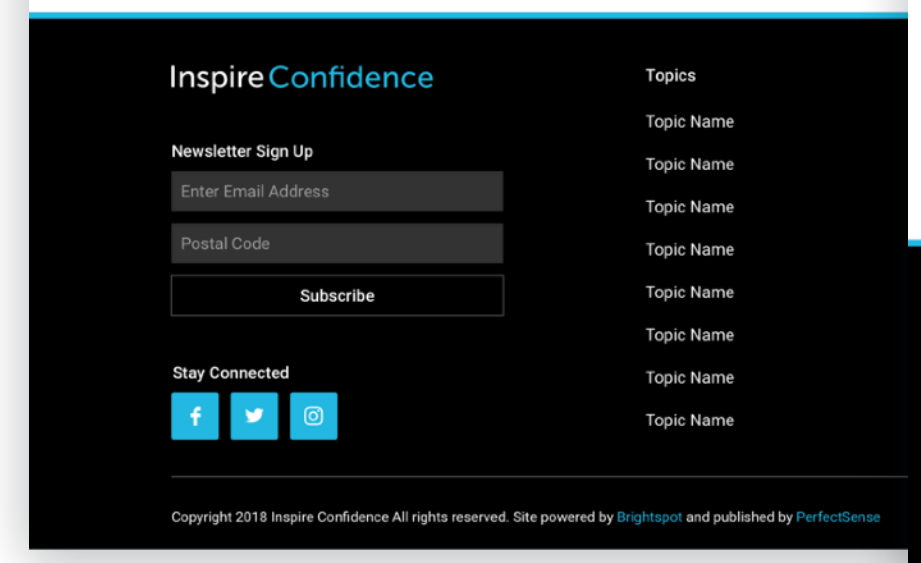
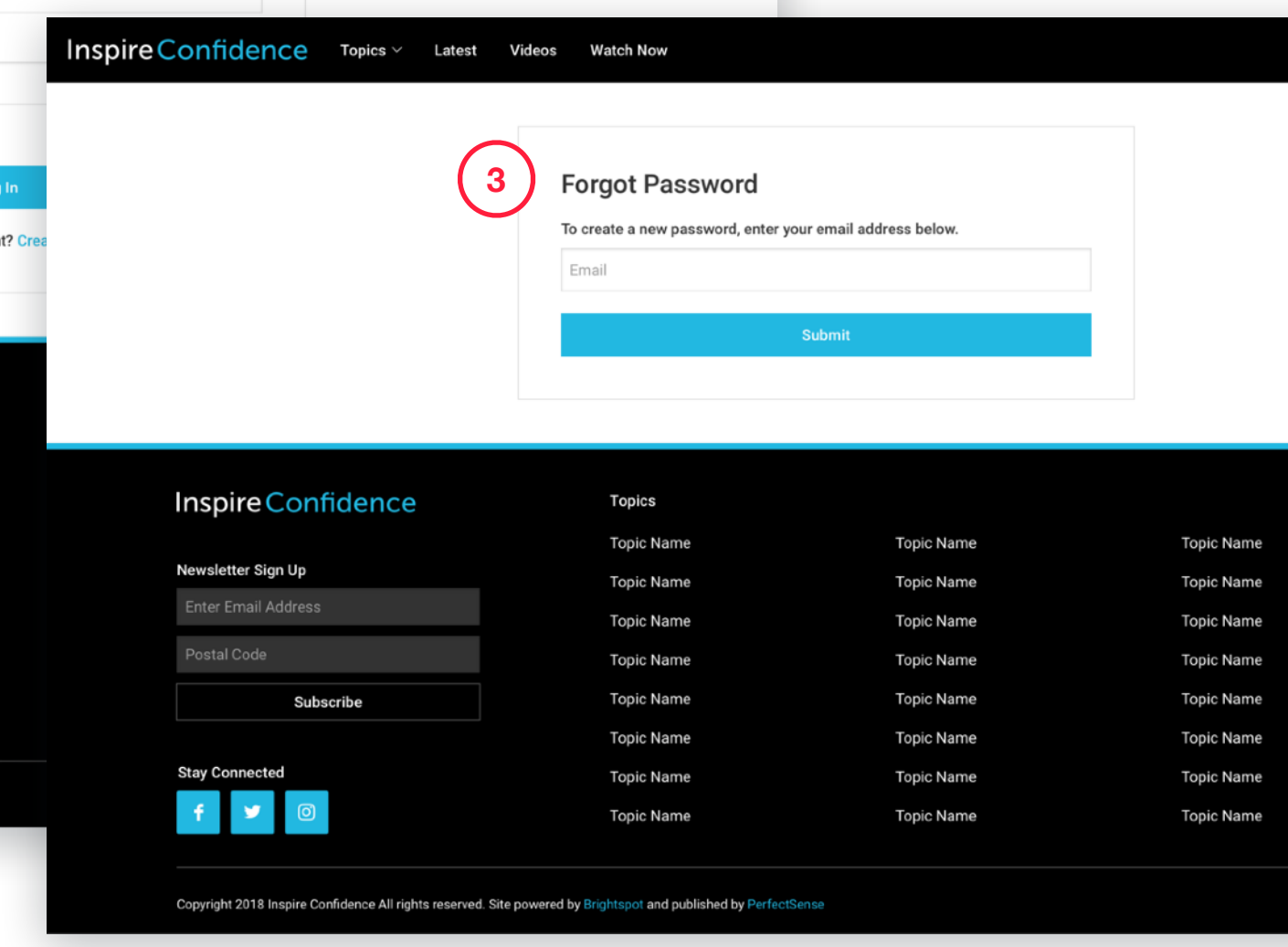
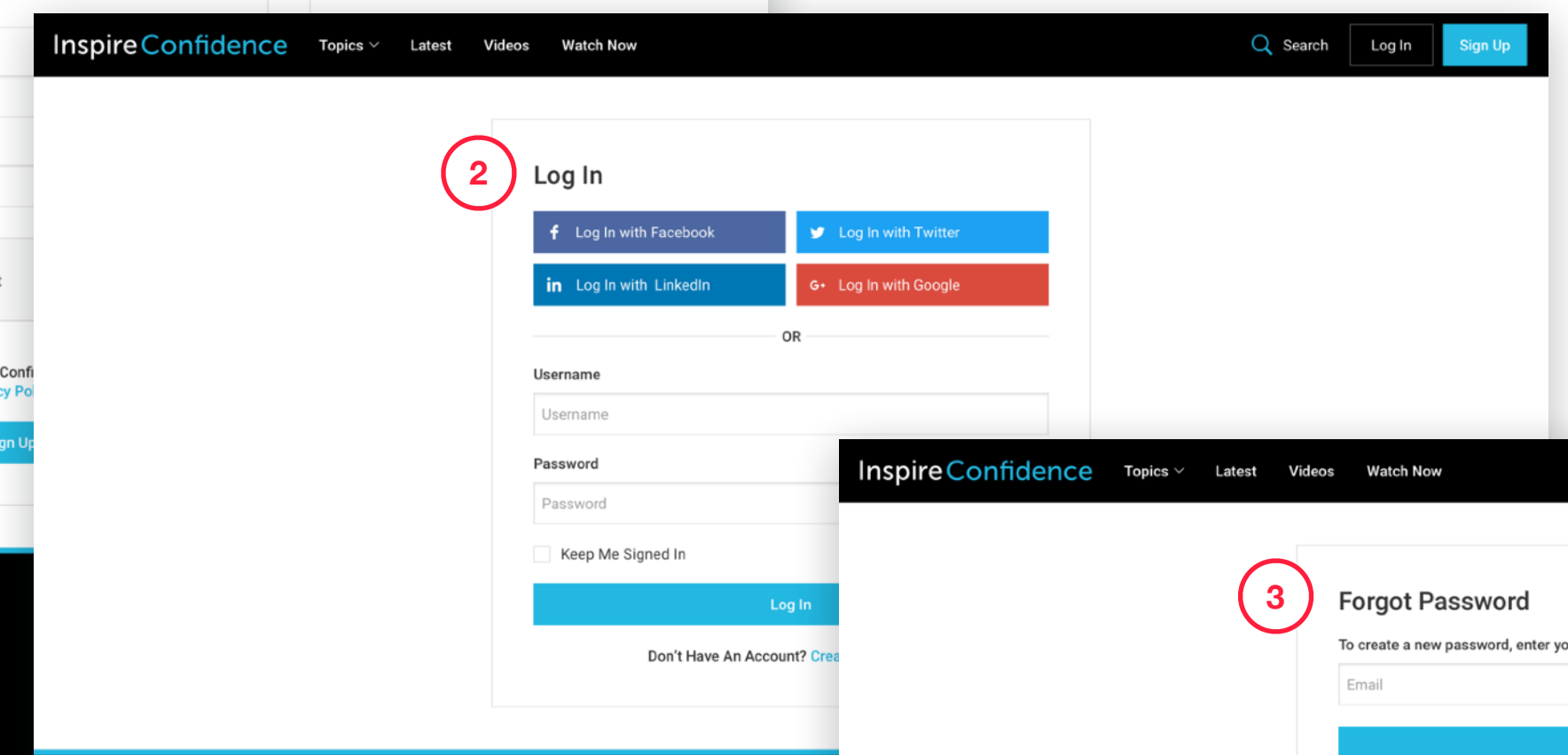
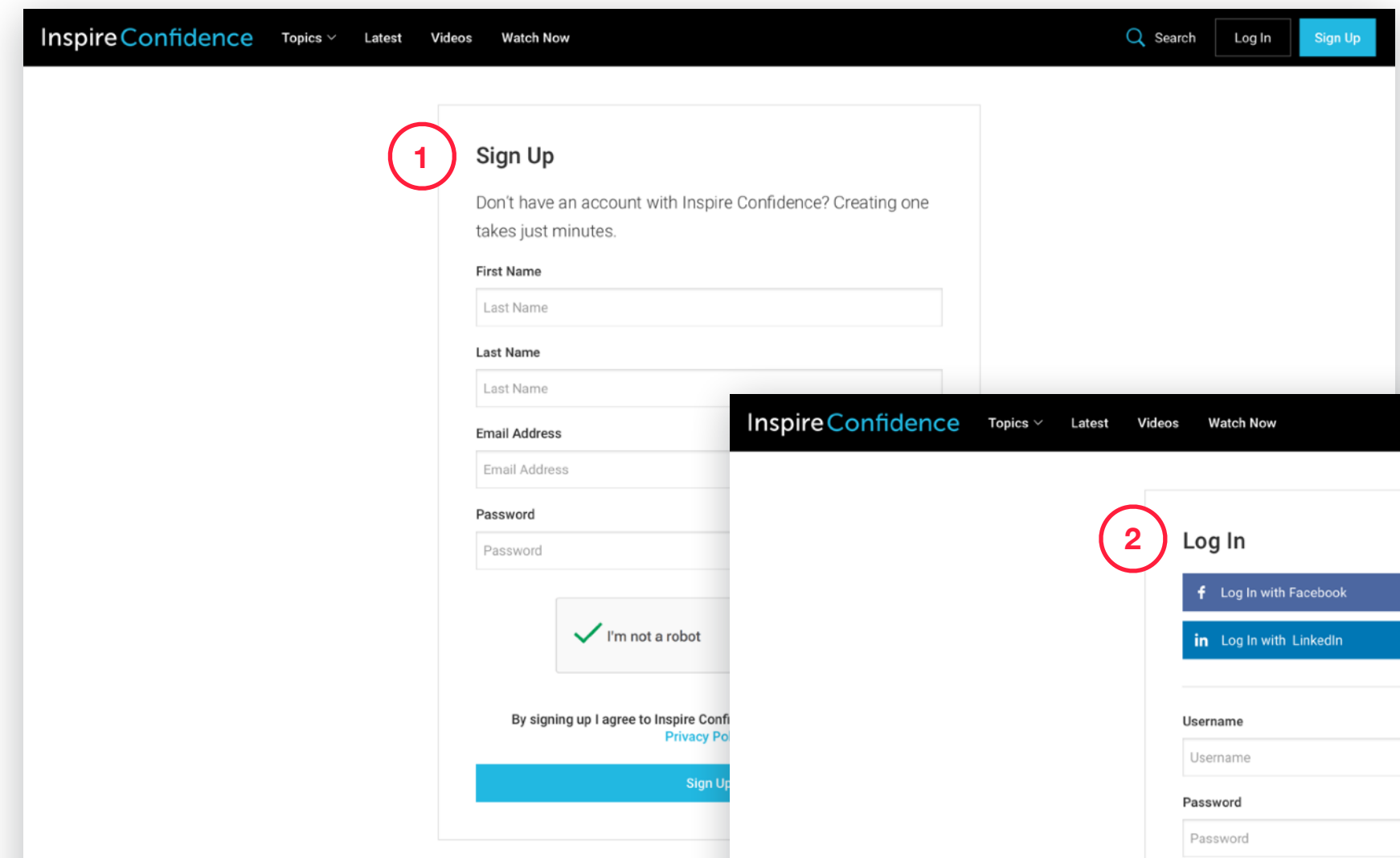
Modules



# Registration & Authentication

Brightspot Authentication supports authentication to control a user's access to site content and features, as well as access to manage the user profile. Includes login/registration flow, account verification settings, and a reset password flow, as well as Facebook and Twitter social auth.

- 1 Registration
- 2 Login
- 3 Forgot Password





# 05 People

## People Management

Affinity Features

Content Delivery

← People Management

# Users

Brightspot offers a pre-built User object for capturing and storing details about front-end users who have registered to use a site. It captures name and biography plus a user's status, registration date, and last login date, as well as details of their social engagement actions (for example, content they have bookmarked) and details of any subscriptions to which they have access.

1 Basic User Info

2 See Social Engagement

3 Track Subscriptions

4 Verification Status Plus Registration and Last Login Date

Reset Password

Inspire Confidence Search  
 Inspire Confidence Adam Braun  
 User: Adam Braun SAVE

MAIN OVERRIDES SOCIAL ACCESS SUBSCRIPTIONS

Name  
 Adam Braun

First Name  
 Adam

Last Name  
 Braun

Image  
 Shared

Email  
 adam.braun@perfectsensedigital.com

Biography

Password  
 Shared

**Authentication**

Status  
 Verified

Registration Date  
 Tue, Sep 04, 5:03 PM

**Sites**

Owner  
 Inspire Confidence

Access  
 None

**Revisions**

Live

**In Progress**

New Revision

**Past (4)**

Wed, Sep 26, 8:11 PM by Adam Braun

Tue, Sep 25, 1:06 PM by Adam Braun





# 05 People

## People Management

Affinity Features

Content Delivery

← People Management

# Private & Public Profiles

Private profiles allows users to manage account details as well as access saved content. Public profiles are accessible for viewing by other visitors to a site, and may contain the same or different modules as the private view.

1 Private Profile

2 Public Profile

The screenshot displays two views of a user profile on the Inspire Confidence website. The top view, labeled '1', shows a private profile for 'Meredith' with a circular profile picture of a kitten. Below the profile picture are navigation links: 'My Profile', 'My Bookmarks', 'My Favorites', and 'My Topics'. The bottom view, labeled '2', shows a public profile for 'Meredith' with the same profile picture and email address 'meredith@perfectsensedigital.com'. Below the profile picture is a 'Follow' button and social media sharing icons for Twitter, Pinterest, LinkedIn, Google+, and Email. The website header includes 'Inspire Confidence', navigation menus for 'Watch', 'Browse', and 'Search', and a user profile dropdown for 'Meredith'. The main content area features a 'My Bookmarks' section with tabs for 'ALL', 'STORIES', 'GALLERIES', and 'VIDEOS'. Two article thumbnails are visible: one titled 'After Many Years a Pilot Realizes His D...' and another titled 'At Age 92, Veteran Out a Winning Fir...'.



# Social Authentication & Auth0 Integration

Social Authentication allows integration with social networks for authentication, leveraging a user's existing social account details and passwords for simpler login and registration. It can be used in parallel with Brightspot Auth or independently. Currently Facebook, Twitter, Google and LinkedIn are supported Social Auth providers.

1 Social Authentication Via Providers

2 Facebook, Twitter, Google, LinkedIn

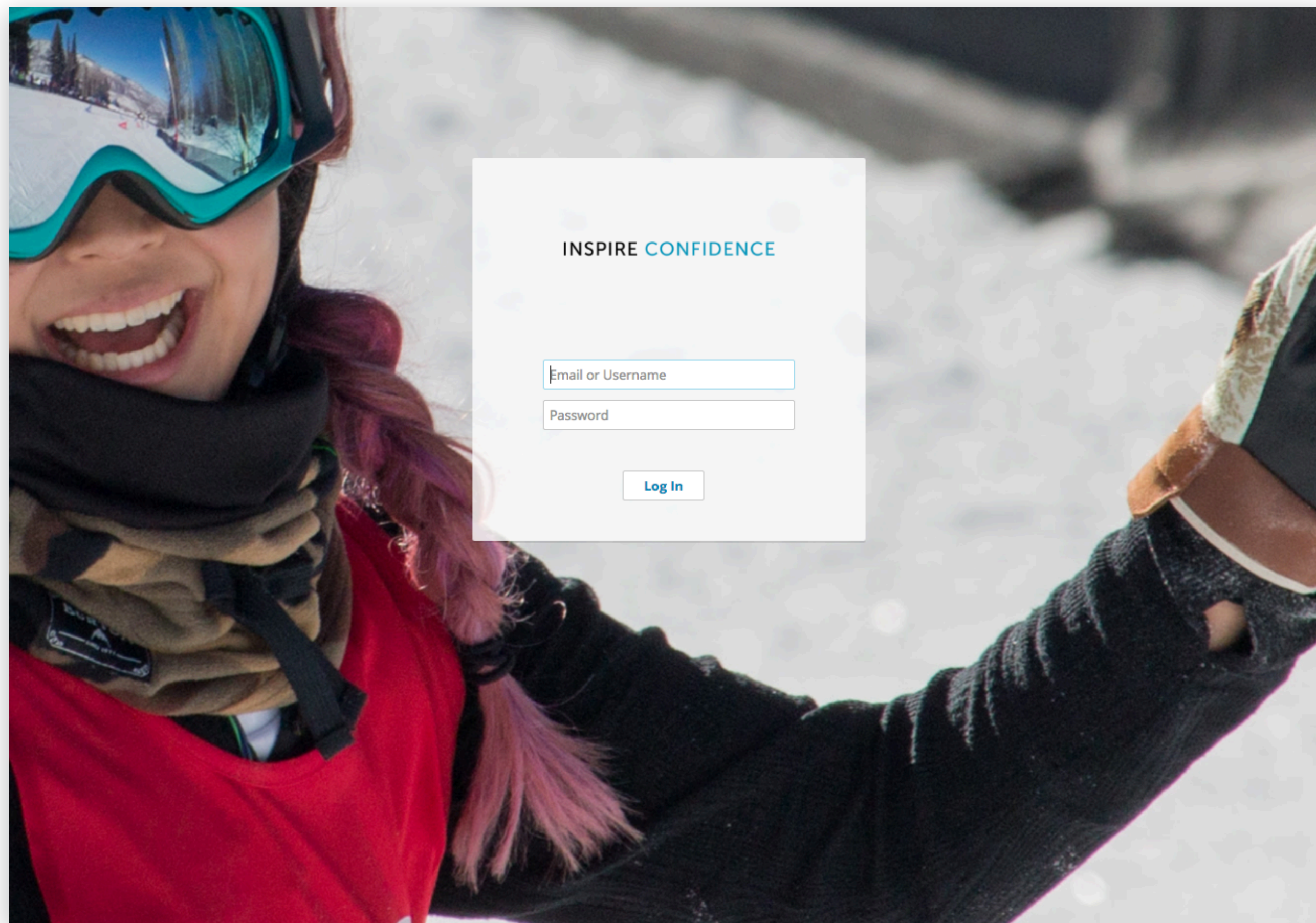
The screenshot displays the 'Edit Standard Authentication Manager: Default' configuration page in the Inspire Confidence admin interface. The page is divided into two main sections: 'MAIN' and 'COMMUNITY'. The 'MAIN' section includes settings for session management, log in session expiration (86400 seconds), and redirected pages for authenticated and unauthenticated users. The 'COMMUNITY' section, highlighted with a red circle '2', lists 'Social Authentication Providers' including Facebook, Twitter, LinkedIn, and Google. A 'Sign In' modal is overlaid on the right, showing options to sign in with Facebook, Twitter, LinkedIn, or Google, along with a standard email and password login form.



← People Management

# SAML / Active Directory Authentication

Brightspot supports single-sign on via third-party authentication methods such as SAML and Active Directory, creating a seamless experience for users.



# SAML

05

People

People Management

Affinity Features

Content Delivery



# Bookmarks

Site visitors can utilize Brightspot Bookmarks to save content on a site for their profile for later viewing. Pages bookmarked using the Brightspot bookmarks are stored in a user's profile, and are visible only to that user.

The screenshot shows a user profile for 'Meredith' on the 'Inspire Confidence' website. The 'My Bookmarks' section is highlighted with a red circle '2'. It contains three bookmarked items, each with a red circle '3' indicating the 'Save' feature. The items are:
 

- After Many Years and 17 Cities, a Pilot Realizes His Dream Journey**: A story about Solar Impulse, with a 'Bookmark' icon in the top right corner.
- Sergeant First Class Leroy Petry: A Life of Honor**: A story about a Medal of Honor recipient, with a 'Bookmark' icon in the top right corner.
- What Do Geniuses Have in Common? An Author Searches Out the Answer**: An article about genius, with a 'Bookmark' icon in the top right corner.

 The bottom row shows two more items: 'At Age 92, Veteran Throws Out a Winning First Pitch at' and 'Celebration of Love', both with 'Bookmark' icons in the top right corner.

1 Affinity Feature

2 Stores Bookmarks in User Profile

3 "Save" Content for Future Use

05

People

People Management

Affinity Features

Content Delivery



# Favorites

Using Brightspot Favorites, site visitors will be able to favorite content on a site (similar to the Facebook "Like"). The Favorites label itself can be modified, meaning it can be called Favorite, Like, Heart, etc. Favorites are stored in a user's profile.

05

People

People Management

**Affinity Features**

Content Delivery

**Inspire Confidence** Watch ▾ Browse ▾ Search 🔍 Meredith ▾

**Meredith**

- My Profile
- My Bookmarks
- My Favorites**
- My Topics
- Logout

## My Favorites <sup>1</sup>

<sup>3</sup> **Pilot Physicians**  
Depending on the individual's career path, most start out as military pilots and then move on to medical school. Once selected into the Pilot-Physician ...

**'Places Like This': A Veteran Expedition**  
Places Like This is the story of a group of veterans embarking on a six day winter expedition into the Colorado wilderness hoping to use nature to nurture old ...

**The Ripple Effect: Patrick's Story**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vehicula erat accumsan, congue orci sed, aliquet turpis. Nunc hendrerit et arcu sed bibendum.

**'Love is All You Need?' Short Film**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vehicula erat accumsan, congue orci sed, aliquet turpis. Nunc hendrerit et arcu sed bibendum.

**Dad Makes One-Handed Foul Ball Catch**  
Brian Kucharik kept daughter and food steady in one arm as he calmly grasped a ball whirring toward his seat.

**Beverly Cleary On Turning 100: 'I Didn't Do It On Purpose'**  
TODAY's Jenna Bush Hager talks with Cleary about her birthday and such beloved characters as Ramona Quimby and Ralph S. Mouse.

<sup>1</sup> Affinity Feature

<sup>2</sup> Stores Favorites in User Profile

<sup>3</sup> "Like" Content for Other Users to See



05

People

People Management

Affinity Features

Content Delivery

← Affinity Features

# Following

Brightspot Follow drives a more personalized user experience by allowing site users to self-identify against topics of interest. Once a user has started to Follow a topic or author, the latest content matching that topic or author is presented back to the user, in a section of the User Profile or in a Personalized Module.

- 1 Affinity Feature
- 2 Stores Follows in User Profile
- 3 "Follow" Sections & Tags for Similar Content

The screenshot shows the Inspire Confidence website interface. At the top, there is a navigation bar with the logo 'Inspire Confidence', menu items 'Watch', 'Browse', and 'Search', and a user profile 'Meredith'. The main content area is divided into two columns. The left column shows the user profile for 'Meredith' with a circular profile picture of a cat. Below the profile picture are navigation links: 'My Profile', 'My Bookmarks', 'My Favorites', 'My Topics' (highlighted with a red circle '2'), and 'Logout'. The right column features a 'My Topics' section (highlighted with a red circle '1') with a checkmark icon and the text 'My Topics'. Below this is a 'Topics I Follow' section (highlighted with a red circle '3') showing 'HOPE' with a checkmark. Underneath is a 'Since You Last Visited' section with a video thumbnail and the title 'Female WWII Pilot Finally Laid Rest at Arlington'. The video description reads: 'After flying military planes during World War II, raising a family, visiting all seven continents and bungee-jumping in New Zealand at 83, Elaine Harmon had one final, seemingly simple wish: to be...'. At the bottom right, there is a 'Hope: Acts of Empathy' section with a row of video thumbnails.



# Commenting

Brightspot's commenting capabilities include the ability for an authenticated user to comment on assets. A CMS admin can designate which content types are available for commenting, and can moderate comments before they go live.

05

People

People Management

Affinity Features

Content Delivery

- 1 Affinity Feature
- 2 Add Comments to Assets
- 3 Disable Comments on Assets
- 4 Built-In Moderation

The screenshot shows a user interface for managing comments. On the left, a list of comments is displayed with user avatars and names. On the right, a table provides a detailed view of the comments, including their creation dates, types, authors, and labels. The table is titled 'All Activity' and has columns for 'Create Date', 'Type', 'Author', and 'Label'. A red circle highlights the first row of the table, which corresponds to a comment by Meredith on May 22, 2018.

Create Date	Type	Author	Label
Tues, May 22	Comment	Meredith	The smiles on the soldiers' faces when they were reunited says it all.
Mon, May 21	Comment	David	Awesome!
Thurs, May 17	Comment	Connor	This is a great article! I really enjoyed it. Going to share with my mom.
Thurs, May 17	Comment	Ryan	What a great story!
Wed, May 15	Comment	Hyoo	You are an awesome person Molli and thank you for helping these men get their dogs back.



# Subscription

Subscriptions allow sites to control a user's access to content. A site can create licenses to content based on tags (all content tagged "Exclusive" requires a subscription), section (the Elections 2020 section is premium content), author (all content written by Josh Martin is premium), and by content type (all slideshows require subscription).

## 05 People

People Management

Affinity Features

Content Delivery

- 1 Control Access to Content
- 2 Designate a Paywall
- 3 Segment by Content Type or Tag

The screenshot shows the 'Edit Site' interface in the Inspire Confidence system. The left sidebar lists various sites, with 'Brightspot' selected. The main content area is divided into sections: 'Access' (highlighted with a red circle 1), 'Access Substitution' (set to 'Internal Redirect'), 'Content' (with a red circle 2 highlighting the 'Paywall' field), and 'Subscription Plans'. A modal window is open over the 'Accesses' section, showing a table with one entry: '1 Tagged Content Access: Article | All'. Below the table is an 'Add' button (highlighted with a red circle 3) and a dropdown menu. The dropdown menu is open, showing options: 'Individual Content Access' and 'Tagged Content Access'. The 'Duration' field is set to '365' and the 'Price' field is empty. The top navigation bar shows the user 'Adam Braun' and a search bar.





# Audience Segmentation Targeting

Brightspot Segmentation empowers sites to deliver the right message at the right time to the right users. Using Segmentation, a site can establish audiences defined by targets. Targets can be based on a time period (day of the week) or a device (Apple iPhone vs. Apple iPad vs. Android phone).

## 05 People

People Management

Affinity Features

Content Delivery

- 1 Create Audience Targets
- 2 Manage Audience Targets
- 3 Segment by Device, Interest, Day of Week

The screenshot displays the Brightspot interface for managing audience targets. It is divided into two main panels: 'Audiences' on the left and 'Edit Audience' on the right. The 'Audiences' panel lists several audience types: New, Adventure, Falcon, Images, iPhone, Military, Mobile, Storytelling Audience (highlighted), and Test Audience. The 'Edit Audience' panel shows details for the 'Storytelling Audience', including its name, content type group (Editorial), and a list of targets. A target is shown with a type of 'Article', a tag of 'Brand Storytelling', and a minimum count of 3. The 'Time Frame' section shows a duration of 60 and a time unit of 'Day'. A dropdown menu is open, showing various target options like 'Add', 'Cloud Front Device Category Target', 'Cookie Target', 'Day Of Week Target', 'Device Category Target', 'Header Target', 'Tagged Content View Count Target', 'Theme Target', and 'Type View Count Target'. The 'SAVE' button is visible at the bottom of the dropdown menu.



# Personalization

Once an audience is created, a site can create multiple variations of a piece of content from the same place in the CMS. You can then assign content variations to the specific audiences

## 05 People

People Management

Affinity Features

Content Delivery

The screenshot shows the CMS interface for 'Inspire Confidence'. The main content area is titled 'Section: Inspiration Section'. A dropdown menu is open for 'Variations', showing options: Default, Military, Adventure, Images, and iPhone. The 'PUBLISH' button is visible in the top right. The right sidebar shows sections for 'URLs', 'Sites', 'Watchers', and 'References'. The 'URLs' section shows a single URL: '/inspiration-1' with a 'Remove' button. The 'Sites' section shows 'Owner: Inspire Confidence' and 'Access: None'. The 'References' section shows a video reference: 'Video: Double Hand Transplant Recipient Zion Harvey'. The 'Revisions' section is also visible at the bottom.

1 Manage Variations From a Single Content Object

2 Publish Different Content for Different Audiences

3 Create Different Layouts for Different Audiences



# 06 Integrations

- Slack Notifications
- Amazon Rekognition
- Google DFP
- Google Analytics
- InDesign Plugin
- Salesforce

← Integrations

# Integrations

Here are integrations that come out-of-the-box with Brightspot. Add your account keys and start using them instantly.




# 06 Integrations

- Slack Notifications
- Amazon Rekognition
- Google DFP
- Google Analytics
- InDesign Plugin
- Salesforce

## ← Integrations

# Integrations

Here are integrations we do custom. This is not an exhaustive list, but rather a sampling of our capabilities.




06

## Integrations

### Slack Notifications

Amazon Rekognition

Google DFP

Google Analytics

InDesign Plugin

Salesforce

← Integrations

# Slack Notifications

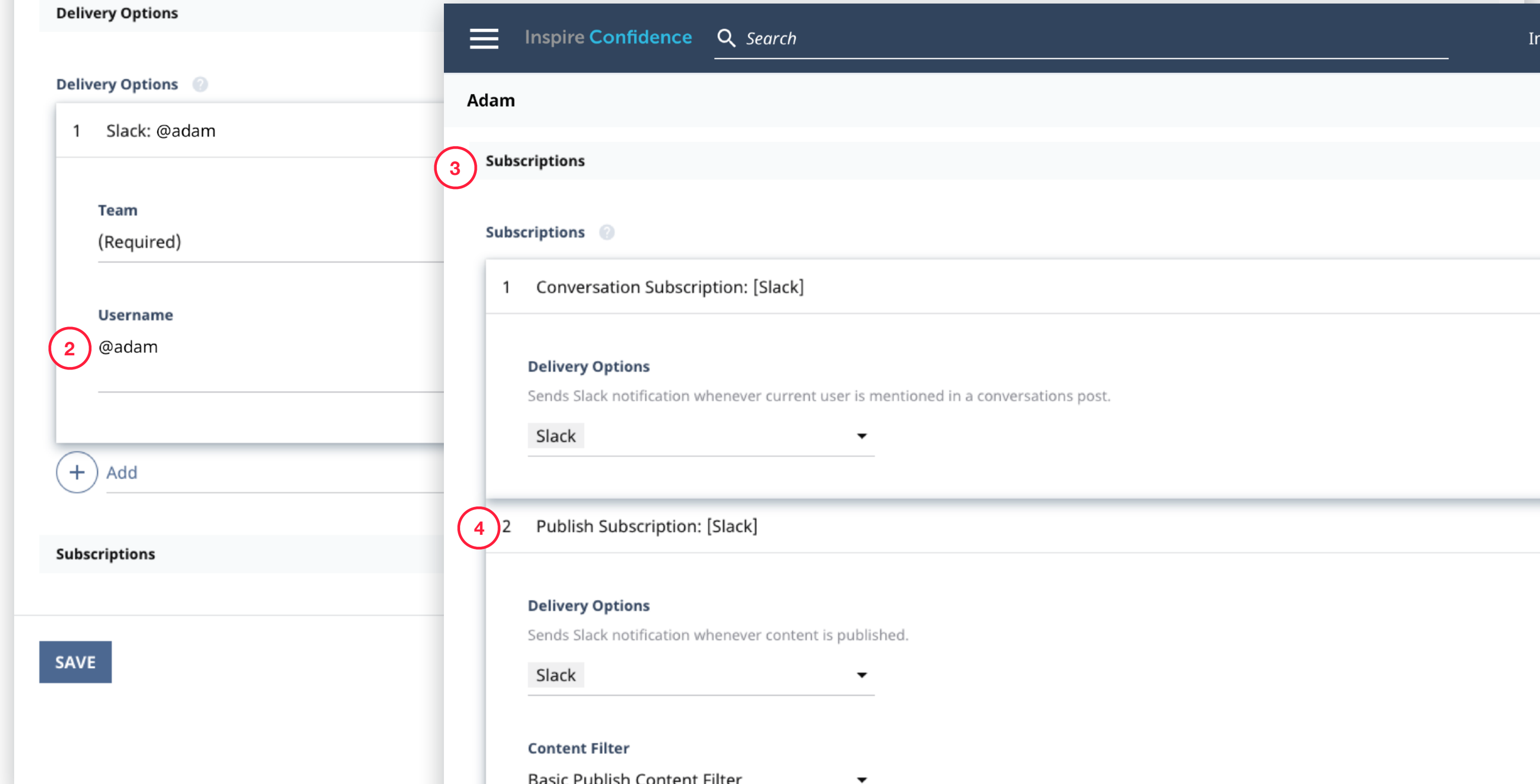
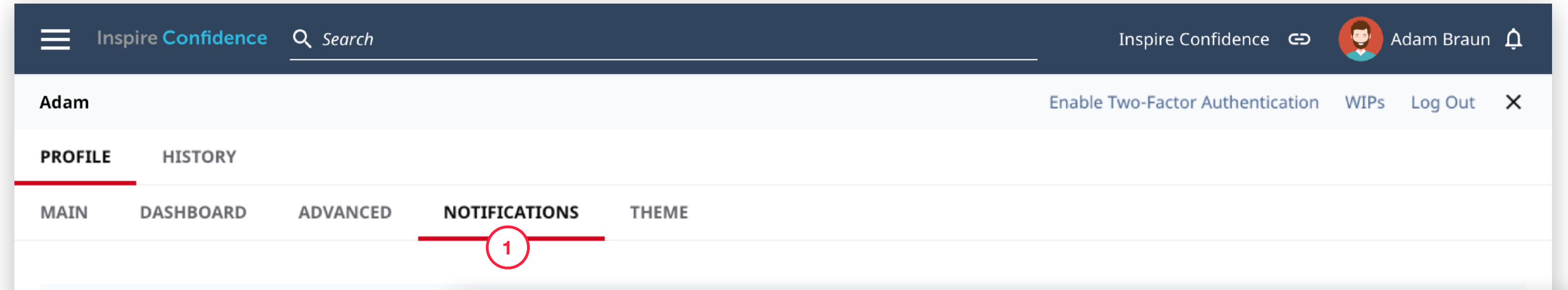
Brightspot integrates with Slack to deliver ephemeral (via Slackbot) or channel notifications to a user of group of users when content is published, transitioned through a workflow, requested for access, or expired. Users can also receive slack notifications when they are mentioned in the conversation on an asset.

1 CMS Notifications Via Slack

2 Ephemeral Notifications to a User (Slackbot)

3 Conversation and Configurable Publish Subscriptions

4 Channel Notifications





06

## Integrations

Slack Notifications

**Amazon Rekognition**

Google DFP

Google Analytics

InDesign Plugin

Salesforce

← Integrations

# Amazon Rekognition

Brightspot uses Amazon Rekognition for image tagging—including labels/keywords, text, and celebrity matching—with those keywords then made available in CMS search.

1 Use Image Tags for Search

2 Automatic Image Tagging

3 Tagging by Keywords

4 Tagging by Text Match

5 Tagging by Celebrity Match

The screenshot shows the Brightspot CMS interface for editing an image. The top navigation bar includes the logo, a search bar with the text 'human', and the user profile 'Adam Braun'. The main content area is titled 'Edit Image: beautiful-blazer-blonde-hair-975657.jpg' and features a 'PUBLISH' button. Below the title are tabs for 'MAIN', 'OVERRIDES', 'COMMUNITY', 'METADATA', 'LOCATION', and 'USAGE'. The 'METADATA' tab is selected, showing fields for 'Title' (beautiful-blazer-blonde-hair-975657.jpg), 'File' (Keep Existing), and an image of a woman in a pink blazer. Below the image is the 'Alt Text' field (beautiful-blazer-blonde-hair-975657.jpg) and a 'Caption' field with a rich text editor. On the right side, there is a sidebar with tabs for 'MAIN', 'OVERRIDES', 'COMMUNITY', 'METADATA', 'LOCATION', and 'USAGE'. The 'METADATA' tab is selected, showing 'Keywords', 'Date Uploaded' (N/A), and 'AWS Rekognition' results. The 'Labels' section shows 'Human', 'Beautiful', 'Clothing', and 'Person' with plus signs. The 'Texts' section shows 'No texts found.' and the 'Celebrities' section shows a plus sign.



06

## Integrations

Slack Notifications

Amazon Rekognition

### Google DFP

Google Analytics

InDesign Plugin

Salesforce

← Integrations

# Google DFP

Brightspot integrates with Google DFP for delivery of ads. These capabilities are defined through a combination of DFP Integration (Site ID), Ad Slot Creation (Named Ad Slots), Ad Slot Definition (Capabilities/Sizes), and more.

The screenshot shows the 'Edit Site' page for 'Inspire Confidence'. The sidebar on the left lists various sites, with 'Inspire Confidence' selected. The main content area is titled 'Edit Site' and contains several sections:

- Google Analytics**: A dropdown menu.
- Google DFP**: A section with a red circle '1' next to it, indicating the first step.
- DFP Tag Import**: A section with instructions to copy and paste the Document Header script from Google DFP's Generate Tags wizard.
- Supported Window Sizes**: A section with a red circle '2' next to it, containing a table for defining window sizes. The table has columns for 'Width' and 'Height'.
- Integrations**: A dropdown menu at the bottom with a red circle '3' next to it.

1 Integrate With DFP Ads

2 Define Ad Slots & Sizes

3 Control Ad Placements



06

## Integrations

Slack Notifications

Amazon Rekognition

Google DFP

### Google Analytics

InDesign Plugin

Salesforce



Integrations

# Google Analytics

Metrics matter. That's why Brightspot integrates with analytics providers, including Google Analytics. Brightspot natively supports out-of-the-box site and page metrics.

The screenshot shows the 'Edit Site' configuration page for 'Inspire Confidence'. The left sidebar lists various sites, with 'Inspire Confidence' selected. The main content area is titled 'Edit Site' and contains several sections:
 

- Google Analytics** (marked with a red circle '1'): This section includes a 'Credentials' field with a 'Show Secret' link, a 'View ID' field with a help icon and a note that the ID can be found in the Google Analytics interface, and a 'Page Report?' toggle switch.
- Site Reports** (marked with a red circle '2'): This section features a dropdown menu with options for 'Demographics', 'DeviceCategories', 'Referrals', and 'Visits'.
- Google DFP**: A section with a downward arrow.
- Integrations**: A section with a downward arrow.
- Open Graph**: A section with a downward arrow.
- Push Notifications**: A section with a downward arrow.
- RSS Settings**: A section with a downward arrow.

1 Analytics Integration

2 Track Site & Page Performance





06

## Integrations

Slack Notifications

Amazon Rekognition

Google DFP

Google Analytics

**InDesign Plugin**

Salesforce



← Integrations

# InDesign Plugin

For many publishers, print is still a crucial part of the workflow. To that end, our Brightspot InDesign plug-in enables the "push" of content from web to print, along with a two-way synchronization of content in Brightspot and InDesign as pages are laid out.

1 Print Integration

2 Push Digital Content to Print

3 Two-Way Content Sync

The screenshot displays the Brightspot CMS interface on the left and the Adobe InDesign CC 2019 interface on the right. The CMS interface shows an article titled "Are You Prepared for Digital Transformation? 5 Reasons that Say You Are." with fields for Headline, Sub Headline, Slug, Author(s), Lead, and File. The InDesign interface shows the same article content being pushed into a print layout. A sidebar on the right of the InDesign interface shows the Brightspot CMS connection status and a list of changes.

**1 Article: Are You Prepared for Digital Transformation? 5 Reasons that Say You Are.**

**2 Sub Headline**  
Digital transformation involves realigning or investing in innovative technology, processes, and business models that create new value for team members and customers – while keeping up with fast-paced competition in an increasingly digital world.

**3 Two-Way Content Sync**

**BRIGHTSPOT SMARTBRIEF**  
Are You Prepared for Digital Transformation? 5 Reasons that Say You Are.

Digital transformation involves realigning or investing in innovative technology, processes, and business models that create new value for team members and customers – while keeping up with fast-paced competition in an increasingly digital world.

As cloud computing, automation, and artificial intelligence continue to dominate the headlines, it's clear that the status quo is being fundamentally disrupted by innovations in technology. With each passing day, more people are tapping into the networks and systems that are revolutionizing the way we work, communicate, and live.

In turn, businesses are realizing that they must acclimate to the digital transformation or risk being left behind.

**BRIGHTSPOT** Connected

Sync: Smart Brief InDesign Document

**CHANGES (2)**

**Title**  
Are You Prepared for Digital Transformation? 5 Reasons that Say You Are.

**Blurb** Fri, Oct 20, 12:01pm (Brightspot)

Digital transformation involves realigning or investing in innovative technology, processes, and business models that create new value for team members and customers – while keeping up with fast-paced competition in an increasingly digital world.

**Promo Image**

**Body** Fri, Oct 20, 12:01pm (Brightspot)

tapping into the networks and systems that are revolutionizing the way we work, communicate, and live.



06

## Integrations

Slack Notifications

Amazon Rekognition

Google DFP

Google Analytics

InDesign Plugin

**Salesforce**

← Integrations

# Salesforce Integration

The Brightspot Salesforce integration provides the ability to pull in CRM data from Salesforce and Pardot into BSP.

5 Text Field: Body (body)

+ Add

**Actions**  
Actions performed upon successful submission of the form.

1 Data Collection Action: Form Data

1 **Pardot Form Handler Action: Untitled**

2 **Setup**

[Pardot Form Handler documentation](#)  
In this form, create all of the fields you'd like Pardot to track. On Pardot, create a Form Handler. Use the documentation linked above for reference. Map all of the Brightspot form inputs to Pardot External fields. Set the success and error location to Referring URL. Check the box next to Kiosk/Data Entry Mode. Ensure all required fields on Pardot are also marked as required in this form. Save the form on Pardot. Copy the form handler Endpoint URL into the Endpoint Url below.

**Notes**

If a field on Pardot is marked as required and a user submission does not include it, Pardot will not accept the submission. Brightspot can enforce required fields, but will only do so if you mark them as required in this form.

3 **Endpoint URL**  
(Required)

URLs

Generate Permalink?  
/demo-pardot-form (Inspire Confidence - Permalink)

+ Add URL

**Sites**

Owner:  
Inspire Confidence

Access:  
None

**Watchers**

Select

1 **Salesforce & Pardot Integration**

2 **Pull CRM Data to Brightspot**

3 **Manage Form Data**



07

## Syndication & Distribution

### Syndication & SEO

Translations

Social Features

## ← Syndication & SEO

# schema.org

Well-formed semantic markup compatible with Schema.org guidelines

```

<div class="ShowPage-contentWrapper">
  <main class="ShowPage-main">
    <article class="ShowPage-mainContent" itemprop="mainEntity" itemscope itemType="https://schema.org/TVSeries">
      <h1 class="ShowPage-headline" itemprop="headline">The Future Is Now</h1>
      <div class="ShowPage-shortDescription">A show about what's coming in the world of technology.</div>
      <div class="ShowPage-fullDescription" itemprop="description" itemscope itemType="https://schema.org/description"><p>A show about what's coming in the world of technology. Every week we focus on what's trending, who's winning, who's losing in the technology space. Join hosts Meredith Daly and Jenny Lim for the latest news in the digital space.</p></div>
      <div class="ShowPage-contents">
        <div class="ListThreeColumn">
          >
          <div class="ListThreeColumn-items">
            <div class="ListThreeColumn-items-item">
              <div class="PromoImageOnTop">
              <div class="PromoImageOnTop-info">
                <div class="PromoImageOnTop-category">
                  <a class="Link" href="https://inspire.qa.brightspot.psdops.com/stories-2" data-cms-ai="0">Stories</a>
                </div>
                <div class="PromoImageOnTop-title">
                  <a class="Link" href="https://bsp.qa.brightspot.psdops.com/stories/wii-veterans-make-parachute-jumps-at-age-90" data-cms-ai="0">test2</a>
                </div>
                <div class="PromoImageOnTop-description">Seven decades after being shot down from the skies over Normandy during World War II, Fred Glover returned to the scene again at age 90. This time, he and a fellow veteran parachuted in to raise...</div>
              </div>
            </div>
          </div>
        </div>
      </div>
    </article>
  </main>
</div>

```

1

2

1 Semantic Markup

2 Compatible with Schema.org

3 Out-of-the-Box on Common Content Types: Article, Authors, Shows, Brands, Etc.



07

## Syndication & Distribution

---

### Syndication & SEO

Translations

Social Features



## Syndication & SEO

# Sitemaps

Brightspot supports built-in, powerful sitemap capabilities. Individual assets can be set to be crawled at custom time intervals, including monthly, yearly, or never. Additional priority can be set. By default, the sitemap task runs once per day.

In addition, Brightspot supports a Video Sitemap includes only video assets in the sitemap, and includes title and description of video assets, plus video tags. By default, the video sitemap runs once per day.

Google News Sitemap is supported on the Express Article, and passes the first 10 Tags into Google News. Only URLs that have been published within the past two days are included. This sitemap can update at an interval controlled in the CMS.



07

Syndication & Distribution

Syndication & SEO

Translations

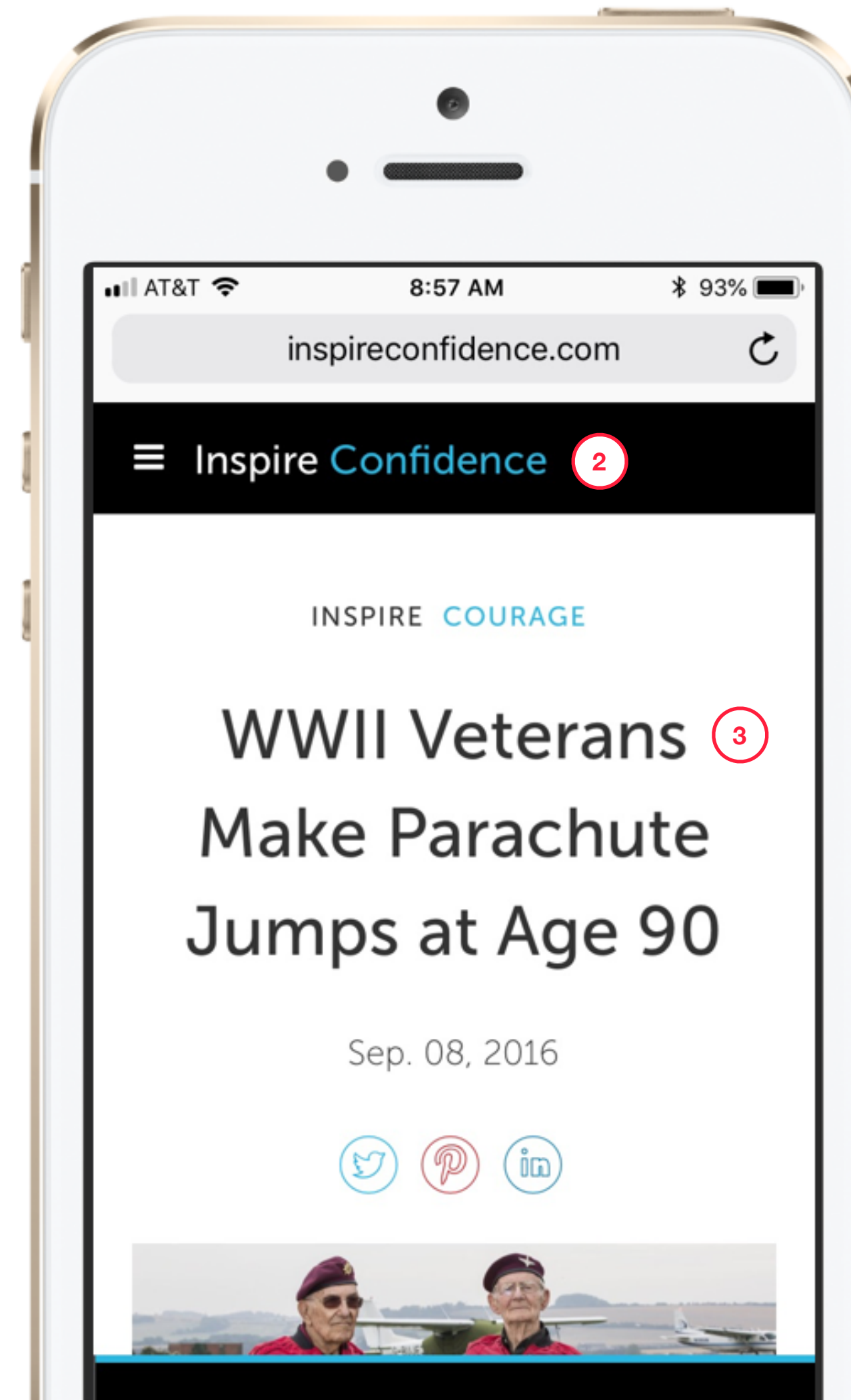
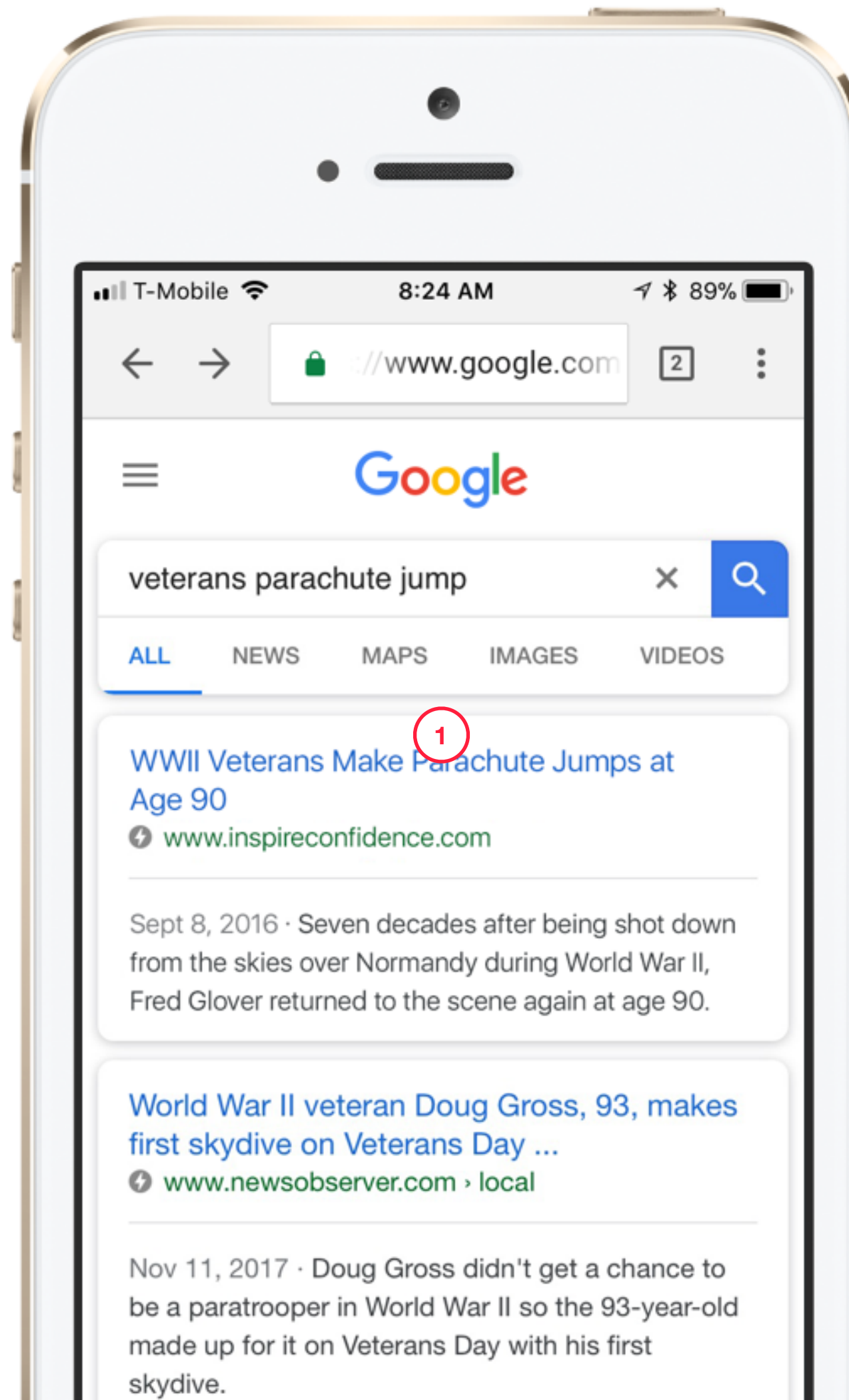
Social Features

BRIGHTSPOT

← Syndication & SEO

# Google AMP

Brightspot supports AMP Articles, a mobile-friendly way to present content to users. AMP Articles can be enabled per site and disabled on a per-asset basis.



- ① AMP-Ready Articles
- ② Enable Per Site
- ③ Disable Per Asset



# Facebook Instant Article

Brightspot supports Facebook Instant Article, a mobile publishing format designed to be 10 times faster than non-FIA.

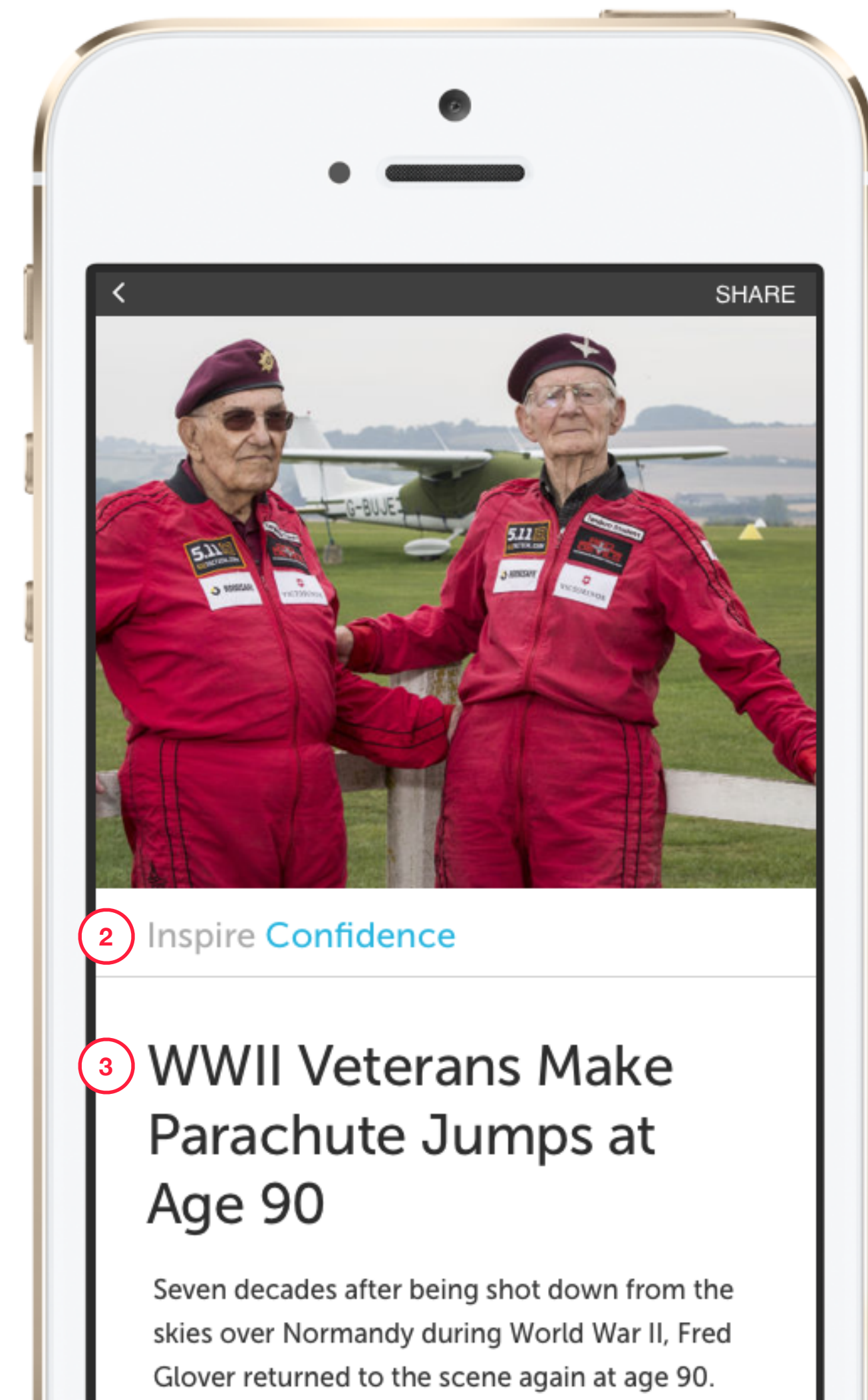
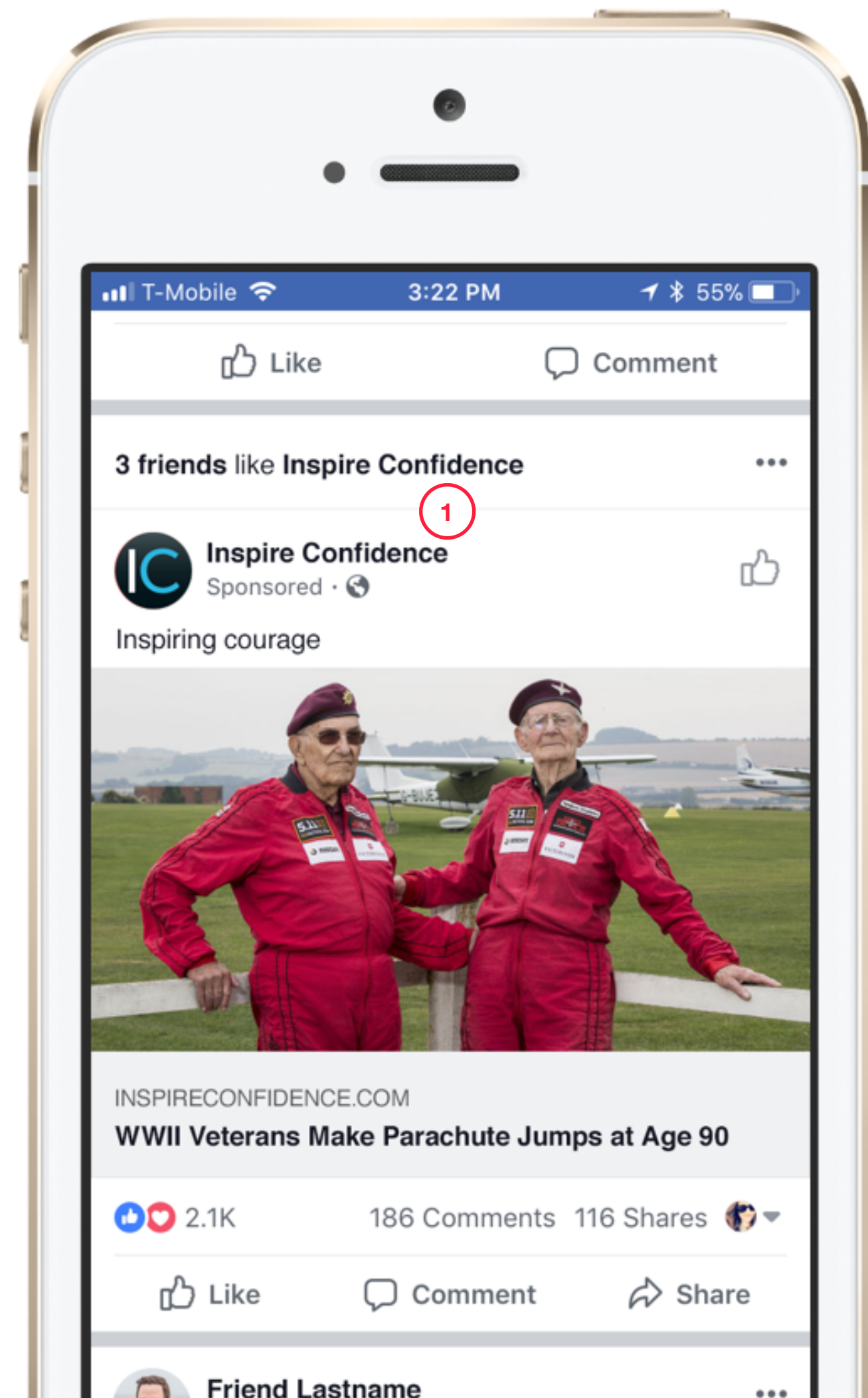
07

Syndication & Distribution

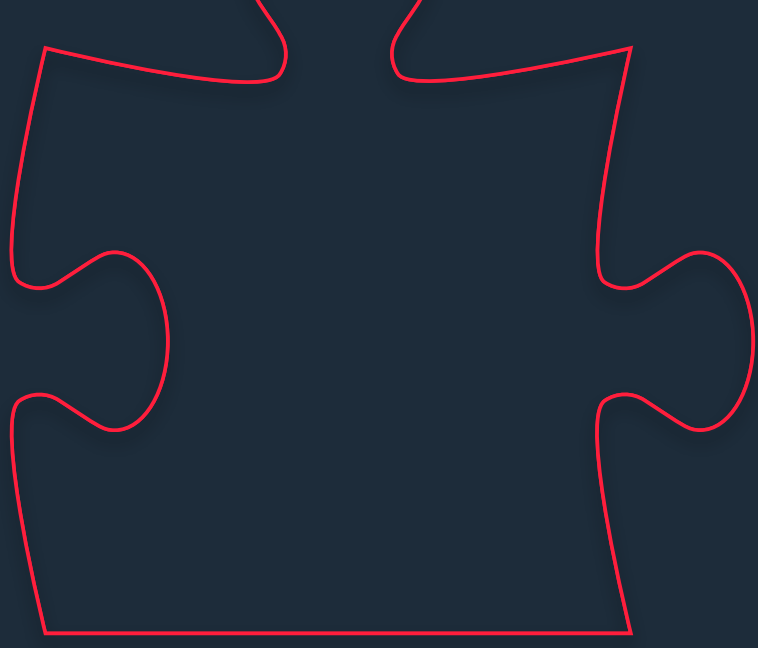
Syndication & SEO

Translations

Social Features



- 1 Instant-Article Mobile Format
- 2 Enable Feed Per Site
- 3 10x Faster for Facebook Viewing



07

Syndication & Distribution

Syndication & SEO

Translations

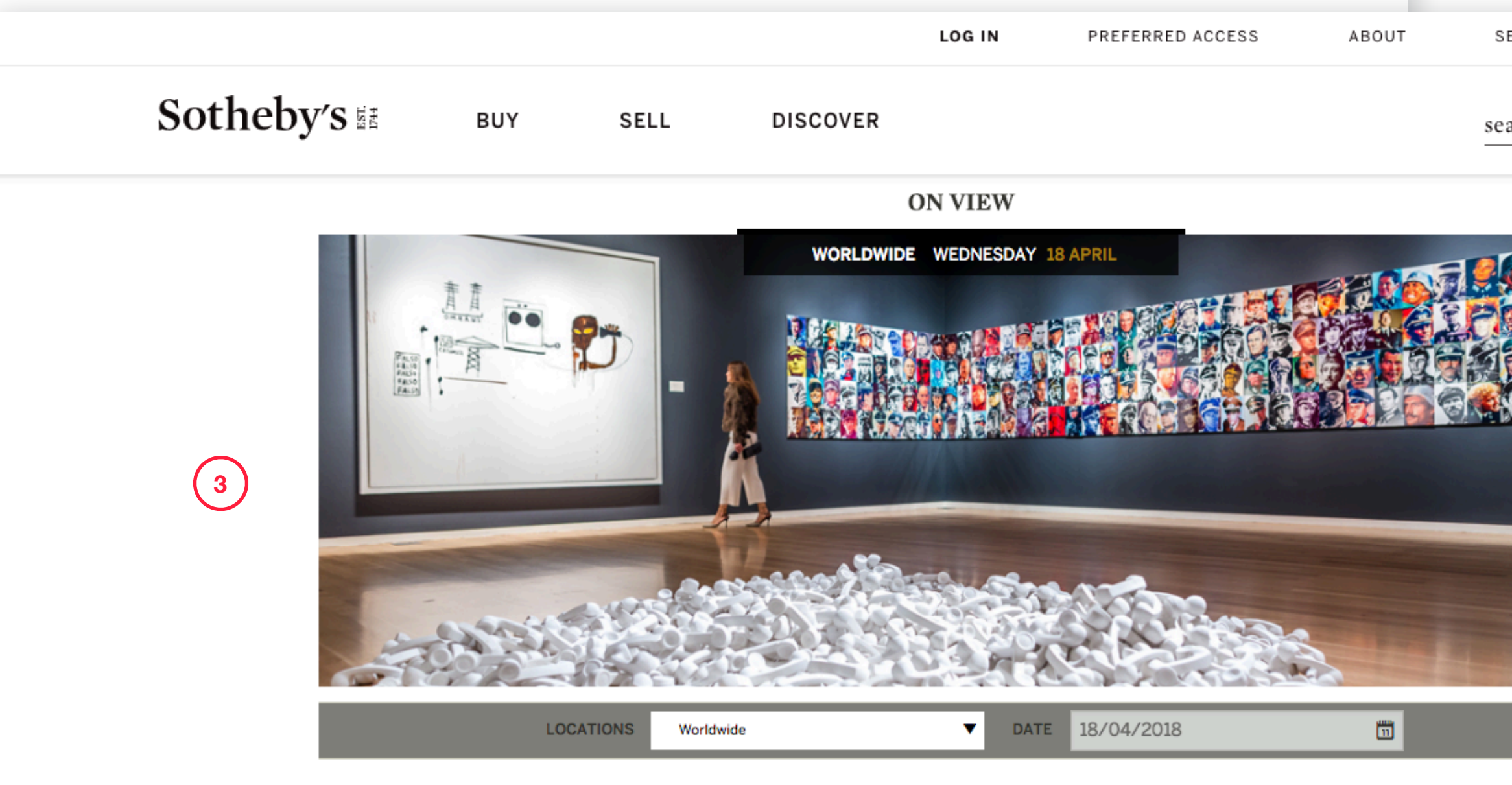
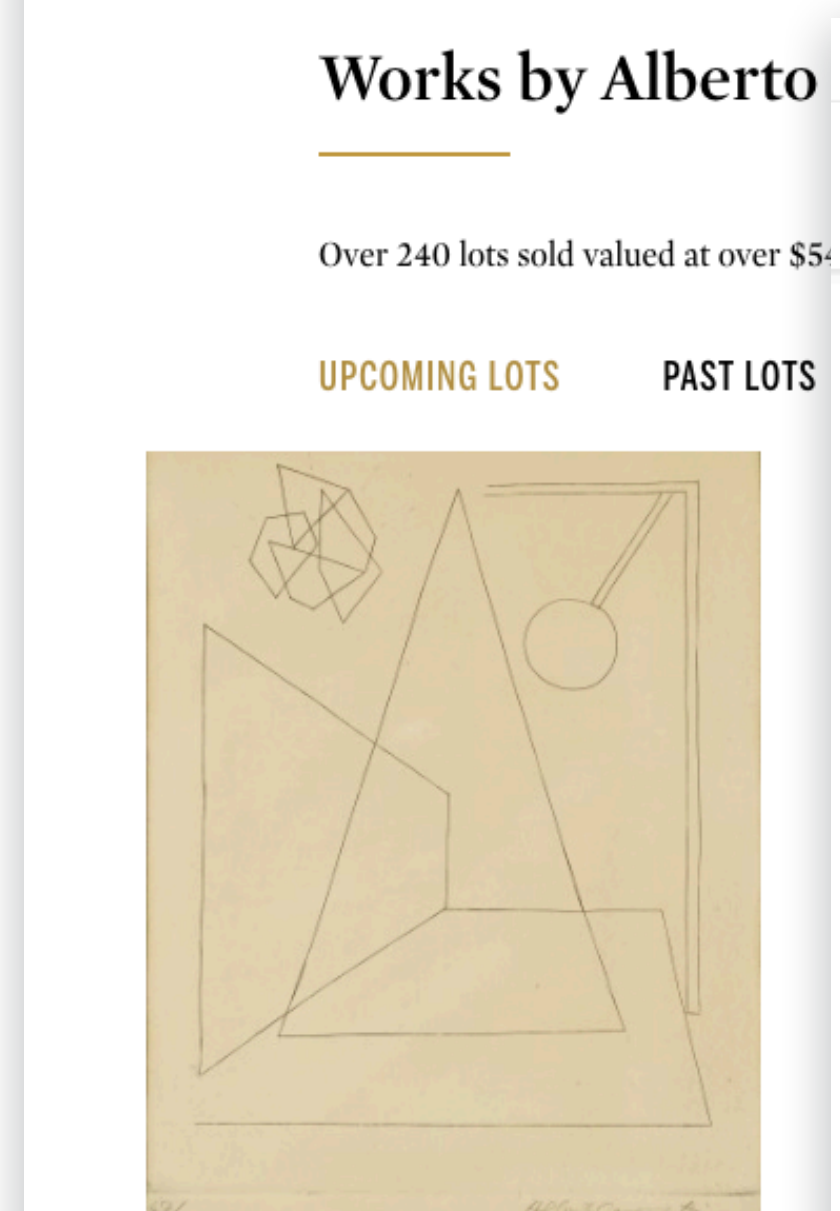
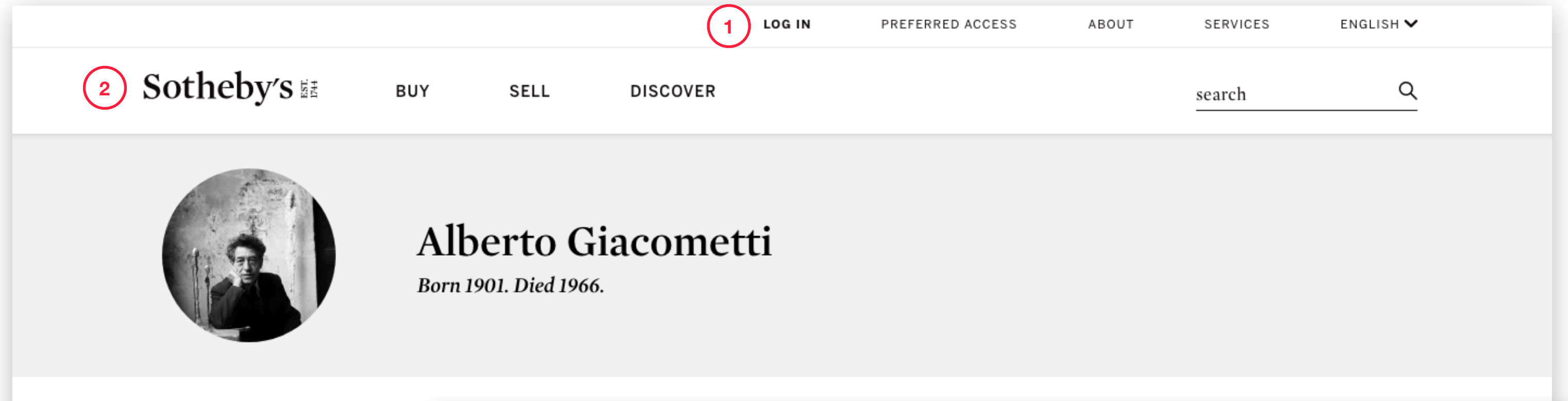
Social Features

← Syndication & SEO

# Syndicated Header/Footer

Brightspot natively provides support for placing header and footer objects on third-party pages.

- 1 Share With External Systems
- 2 Easily Manage Syndicated Header
- 3 AEM Compatible



# RSS Feeds

The Brightspot RSS plugin enables auto-generation of RSS and Atom feeds. Settings can be configured globally, by site, by content type, and by individual asset; RSS is supported on Pages, Sections, and Tags for Articles (snippet or full text can be selected).

```

This XML file does not appear to have any style information associated with it. The document tree is shown below.
<?xml version="1.0" encoding="UTF-8" standalone="no" ?>
<rss xmlns:atom="http://www.w3.org/2005/Atom" version="2.0">
  <channel>
    <title>Stories</title>
    <link>https://inspire.qa.brightspot.psdops.com/stories-2</link>
    <description>Stories</description>
    <language>en-us</language>
    <copyright>
      Copyright 2018, Inspire Confidence Powered by Brightspot
    </copyright>
    <lastBuildDate>Sun, 11 Sep 2016 19:33:53 GMT</lastBuildDate>
    <atom:link href="https://inspire.qa.brightspot.psdops.com/stories-2.rss" type="application/rss+xml" rel="self"/>
  </channel>
  <item>
    <title>
      Veterans Teach Gang Members a Tough Lesson: How to Heal
    </title>
    <link>
      https://inspire.qa.brightspot.psdops.com/veterans-teach-gangbangers-a-tough-lesson-how-to-heal
    </link>
    <description>
      More than 3,000 Chicagoans have been shot in 2016. Steamy July arguments escalate into gunfire. Everyday robberies are punctured by bullets. Gang retaliation explodes with bloodshed. Most of the...
    </description>
    <pubDate>Sun, 11 Sep 2016 19:33:53 GMT</pubDate>
    <guid>
      https://inspire.qa.brightspot.psdops.com/veterans-teach-gangbangers-a-tough-lesson-how-to-heal
    </guid>
  </item>
  <item>
    <title>
      Giving Homes to Recovering Troops and Their Families
    </title>
    <link>
      https://inspire.qa.brightspot.psdops.com/stories/giving-homes-to-recovering-troops-and-their-families
    </link>
    <description>
      A simple but powerful project is under way that provides homes for wounded troops and honors a living recipient of the Medal of Honor.
    </description>
    <pubDate>Sat, 10 Sep 2016 19:18:16 GMT</pubDate>
    <guid>
      https://inspire.qa.brightspot.psdops.com/stories/giving-homes-to-recovering-troops-and-their-families
    </guid>
  </item>
  <item>
    <title>Poem: 'Invictus'</title>
    <link>
      https://inspire.qa.brightspot.psdops.com/stories/poem-invictus
    </link>
    <description>
      "Invictus" is a poem by William Ernest Henley, who was born in Gloucester, England in 1849. He lost one of his legs to a childhood illness, and wrote these verses, published in 1875, while recovering at an infirmary.
    </description>
    <pubDate>Fri, 09 Sep 2016 17:33:02 GMT</pubDate>
    <guid>
      https://inspire.qa.brightspot.psdops.com/stories/poem-invictus
    </guid>
  </item>
  <item>
    <title>Democratic Republic of Congo: 5 Facts</title>
    <link>
      https://inspire.qa.brightspot.psdops.com/stories/democratic-republic-of-congo-5-facts
    </link>
    <description>
      Congo gained independence from Belgium in 1960. Its history is punctuated by fighting among armed factions.The average life expectancy among the population of 80 million is about 57 years old.More than 70 percent of the population lacks access to modern sanitation facilities.Nine percent of people have access to electricity, which comes almost
    </description>
  </item>
</rss>

```

1 RSS and Atom Out of the Box

2 Configure by Site, Content Type, or Asset

3 Enable Full Feed Content or by Snippet





07

## Syndication & Distribution

Syndication & SEO

### Translations

Social Features

← Translations

# Languages

Brightspot allows associating any piece of content with a locale. This in turn helps downstream translation workflows to translate content appropriately.

The screenshot shows the Brightspot interface for editing an article titled "Artículo: Una Foto Dramática Solo Alude a La Historia Detrás de Ella". The "LOCALIZACIÓN" (Localization) tab is active, showing the current locale as "Español (México)". Below this, a "Versiones" (Versions) table lists translations for English, French, Italian, and German. The right sidebar contains settings for URLs, Sites, Observadores, and Referencias.

**1** Artículo: Una Foto Dramática Solo Alude a La Historia Detrás de Ella

**2** Versiones

Lugar	Titular	Fecha de Publicación
<b>3</b> 🇺🇸 Inglés (Estados Unidos)	Dramatic Photo Only Hints at the Story Behind It	6 de Abril, 9:34 AM
🇨🇦 Francés (Canadá)	La photo dramatique ne laisse que deviner l'histoire qui se ca...	1 de Mayo, 9:34 AM
🇮🇹 Italiano (Italia)	Solo foto drammatiche suggerimenti per la storia dietro di esso	1 de Mayo, 8:31 AM
🇩🇪 Alemán (Alemania)	Dramatic Photo Nur Hinweise auf die Geschichte dahinter	1 de Mayo, 8:31 AM

**1** URLs

/artículo/una-foto-dramática-solo-alude-a-la-historia-detrás-de-ella

Inspire Confidence | Permalink

**2** Sitios

Dueño: Inspire Confidence

Acceso: Algunos Otros

Brightspot | Perfect Sense

**3** Observadores

Ignacius Sada | Inglebert Noguera

Referencias

Página: Principal

Sección: Inspiración

**1** Human Translation Workflow

**2** Maintain Relationships Between Original and Translated Versions

**3** Read-Only Views for Non-Native Locales



07

## Syndication & Distribution

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### Translations

Social Features

← Translations

# Diffs / Side by Side

Brightspot translations allows viewing differences and data comparisons between sourced content and any translations of that content. Edits can be made in this view for better context.

The screenshot shows the Brightspot CMS interface for editing an article titled "Dramatic Photo Only Hints at the Story Behind It". The interface is split into two columns: English (left) and Español (right). The English column is currently selected, and the "SIDE BY SIDE" view is active, indicated by a red circle with the number "1".

At the top, the article title "Dramatic Photo Only Hints at the Story Behind It" is displayed. Below the title, there are tabs for "EDIT" and "SIDE BY SIDE" (the latter is circled in red with a "1"). A "PUBLISH" button is visible in the top right corner.

The main content area is divided into two columns. The left column is for the English version, and the right column is for the Spanish version. Both columns have a "MAIN" tab selected. The English column has a "Name Version" header, and the Spanish column has a "Nombrar esta Revisión" header.

The content is organized into sections: "Headline", "Slug", "Author(s)", "Lead Image", and "Body". The English version has a headline of "Dramatic Photo Only Hints at the Story Behind It" and a slug of "dramatic-photo-only-hints-at-the-story-behind-it". The Spanish version has a headline of "Una Foto Dramática Solo Alude a La Historia Detrás de Ella" and a slug of "una-foto-dramática-solo-alude-a-la-historia-detrás-de-ella".

The "Body" section shows a side-by-side comparison of the article text. The English text reads: "As his photo spread across social media, a West Point cadet's inspiring story as a Haitian immigrant became known. 'No greater feeling than that of accomplishment!' said West Point's Facebook post showing Alix Idrache overcome with emotion at his graduation this month. Idrache is one of 953 cadets—about 78 percent of the entering class—who made it to commencement, and among 41 'best of the best' named to a leadership position among the corps. But that day, he had more than accomplishment on his mind. He was thinking". The Spanish text reads: "A medida que su foto se extendió por las redes sociales, se conoció la historia inspiradora de un cadete de West Point como un inmigrante haitiano. '¡No hay mayor sentimiento que el de logro!' dijo que la publicación de West Point en Facebook que mostraba a Alix Idrache superada por la emoción en su graduación este mes. Idrache es uno de los 953 cadetes, aproximadamente el 78 por ciento de la clase entrante, que llegó al comienzo y entre los 41 'mejores de los mejores' nombrados en una posición de liderazgo entre los cuerpos." A red circle with the number "2" is placed over the Spanish text.

1 Compare Versions

2 Edit and Write in Context



07

## Syndication & Distribution

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### Translations

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# Translation Workflows

Brightspot translations allows for manual or automatic translation. Manual translations can be written and edited by a CMS editor, while automated translation would send to a third party service.

**1** Name  
Dramatic Photo Only Hints at the Story Behind It

**2** Translation Items

Item	Status	Request Date	Complete Date
1 In Preparation Article: Dramatic Photo Only Hints at the Story Behind It	In Preparation	N/A	N/A
2 In Preparation Image (Caption): A photo of Alix Idrache at his graduation from West Point	In Preparation	N/A	N/A

**3**

**1** Machine Translation

**2** Create Translation Bundles

**3** One or Many Assets Sent to Translation

1 Machine Translation

2 Create Translation Bundles

3 One or Many Assets Sent to Translation



# Reporting

Using Brightspot, you can easily manage and track the progress of content through the translation process.

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Syndication & Distribution

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Social Features

Inspire Confidence Search Inspire Confidence Adam Braun

Filters Reset LIST VIEW GRID VIEW Fields: Default Show 10 1-10 of 164

Search...

Sort: Complete Date

Content Type

Language

Translation Status

Request Date (End)

Complete Date (End)

Requested by

Advanced Query

Recent Searches

Saved Searches

Create New + Translation Bundle

Status	Label	Lang	Request Date	Complete Date	Request Number
<input checked="" type="checkbox"/> Complete	In Nevada, the Great Recession still casts a long shadow over political campaigns	ENG	Wed, Apr 25, 1:28 PM	Tue, May 1, 8:31 AM	1-2300-045678
<input checked="" type="checkbox"/> Complete	At Laredo's colonial pageant, Tex-Mex culture and Martha Washington meet	FRA	Wed, Apr 25, 1:35 PM	Tue, May 1, 8:34 AM	1-2300-045679
<input checked="" type="checkbox"/> Complete	Will Nevada caucuses be Clinton's firewall or Sanders' proving ground?	ITA	Wed, Apr 25, 1:48 PM	Tue, May 1, 8:40 AM	1-2300-045680
<input checked="" type="checkbox"/> Complete	The 'Year of Yes' Shows the Benefits of Breaking Barriers	SPA	Wed, Apr 25, 2:56 PM	Tue, May 1, 8:46 AM	1-2300-045681
<input type="checkbox"/> In Translation	National Spelling Bee Co-Winner Is Youngest Ever	RUS	Thu, Apr 26, 11:25 AM		1-2300-045682
<input type="checkbox"/> In Translation	'Donated' Words Restore a Voice to Those Who Can't Speak	DEU	Thu, Apr 26, 11:49 AM		1-2300-045683
<input type="checkbox"/> In Translation	Hero Dog Protects 7-Year-Old From Rattlesnake	POR	Fri, Apr 27, 9:37 AM		1-2300-045684
<input type="checkbox"/> Sent	Poignant Dolly Parton Song Becomes Children's Lit	ELL	Mon, Apr 30, 2:46 PM		1-2300-045685
<input type="checkbox"/> Sent	Female WWII Pilot Finally Laid to Rest at Arlington	EST	Mon, Apr 30, 12:21 PM		1-2300-045686
<input type="checkbox"/> In Preparation	Dramatic Photo Only Hints at the Story Behind It	FIJ			1-2300-045687

Actions 4 Items Selected Clear

1 Monitor Translation Progress

2 Track Workflow & Status

3 Create New Translation Bundles



# Integration with TMS

As briefly explained above, Brightspot translations can integrate with third party services to facilitate automatic translations. Services include Lingotek, Google Translate, and others.

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Syndication & Distribution

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**Project Summary**

Created By	Client	Docs	Created Date	Document Due	Words	Tags	Status	Progress
Axel Tarnvik		0	18 Apr 2018, 13:25 PM		0	0	Active	0%

**Project Details**

**Project Name:** Brightspot  
**Project ID:** 115330  
**Project UUID:** 11115ad6-c704-43d7-b1d8-fe0a2a07c885  
**Client:** Use this field if managing this project on behalf of a third party.  
**Due Date:**  
**Status:** Active  
**Owner:** Axel Tarnvik  
**Publish RSS:** No  
**Notes:**

**Document Options**

**Require Due Date on Document Upload?:** No

Specify which formats translators can download.

<input type="checkbox"/> Original Format	<input type="checkbox"/> Original Format
<input type="checkbox"/> PDF	<input type="checkbox"/> PDF
<input type="checkbox"/> TMX	<input type="checkbox"/> TMX
<input type="checkbox"/> XLIFF	<input type="checkbox"/> XLIFF

**Callbacks**

URL	Name	External Application ID	Organization	Default Username	Password
-----	------	-------------------------	--------------	------------------	----------

**Project Owners**

Project Owners have full access to the project.

Grant Project Owner access to the following users and team members:

Search by Name or Email

**Shared Users**

Shared Users can access the project, but have reduced functionality. Shared Users from other organizations receive the "Guest" designation and are subject to additional restrictions. Click here for a full list of Shared User and Guest Shared User restrictions.

Grant Shared User access to the following users and team members:

Search by Name or Email

1 Human & Machine Translation

2 Integration With Lingotek as Well as Google Translate



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## Syndication & Distribution

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## Social Features

← Social Features

# Share Bar

The Brightspot "Action Bar" is an engagement tool used to drive users to action. These actions traditionally include Sharing (to social networks and email), and can also include Brightspot Affinity features such as Favorites, Bookmarks, or Follow. Supported social networks and sharing actions include Facebook, Twitter, Google, LinkedIn, Pinterest, Tumblr, email and print. It can be configured globally, or at a content type level.

The screenshot shows the 'Edit Site' configuration page for 'Inspire Confidence'. On the left is a sidebar with a list of sites, including 'Inspire Confidence' which is selected. The main content area is titled 'Edit Site' and contains a 'Set:' dropdown, a list of share bar items, a 'Tracking Parameter Name' field, and a 'Type Specific Overrides' section.

Item	Order	Action
Bookmark: Bookmark	3	—
Favorite: Favorite	2	—
E-Mail: E-Mail	1	—
Facebook Share: Facebook	4	—

**4 Tracking Parameter Name**  
Where applicable, this will be appended as a tracking parameter to the URL for the action bar item.

**5 Type Specific Overrides**

Type Specific Action Bar: Article, Gallery, Video

**Types**  
Article | Gallery | Video

Item	Order	Action
Twitter Share: Twitter	1	—
Pinterest Share: Pinterest	2	—
Linkedin Share: LinkedIn	3	—

- 1 Email & Print Sharing
- 2 Social Share (Facebook, Twitter, LinkedIn & More)
- 3 Affinity Actions (Bookmark, Favorite)
- 4 Add Tracking Parameters
- 5 Create Content-Type Specific Share Bars



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## Syndication & Distribution

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### Social Features

← Social Features

# Social Publishing & Post Scheduling

Brightspot supports the publishing of social updates to Facebook and Twitter. Editors can elect to publish social updates at the same time the content is published to a site, or to schedule it for a later date.

The screenshot shows the Brightspot CMS interface for editing an article. The article title is "Article: 'Donated' Words Restore a Voice to Those Who Can't Speak". A "PUBLISH" button is located in the top right corner of the article editor. A "Social Publish" modal is open, allowing the user to create a new social post. The modal includes the following fields and options:

- 1 New Posts:** A list of new posts, currently containing one post.
- Accounts:** A dropdown menu showing the selected account as "@adambraun11". Below the dropdown is the text "Select the account you would like to use."
- 2 Publish Date:** A field labeled "When Content Goes Live".
- 3 Message:** A text area containing the message "What an inspirational story - a must read!".
- Include Link?:** A toggle switch that is currently turned on.

On the right side of the article editor, there are several panels for configuration:

- URLs:** Shows the article's URL: "/stories/donated-words-restore-a-voice-for-those-who-cant-speak". It includes a "Remove" link and a dropdown menu for "Inspire Confidence". There is also a "Permalink" dropdown and an "Add URL" button.
- Sites:** Shows the "Owner" as "Inspire Confidence" and "Access" as "None".
- Watchers, References, Revisions:** Each of these sections has a dropdown arrow.

1 Facebook & Twitter Supported with LinkedIn Coming in 2018

2 Schedule Social Posts

3 Write Custom Text for Social Posts



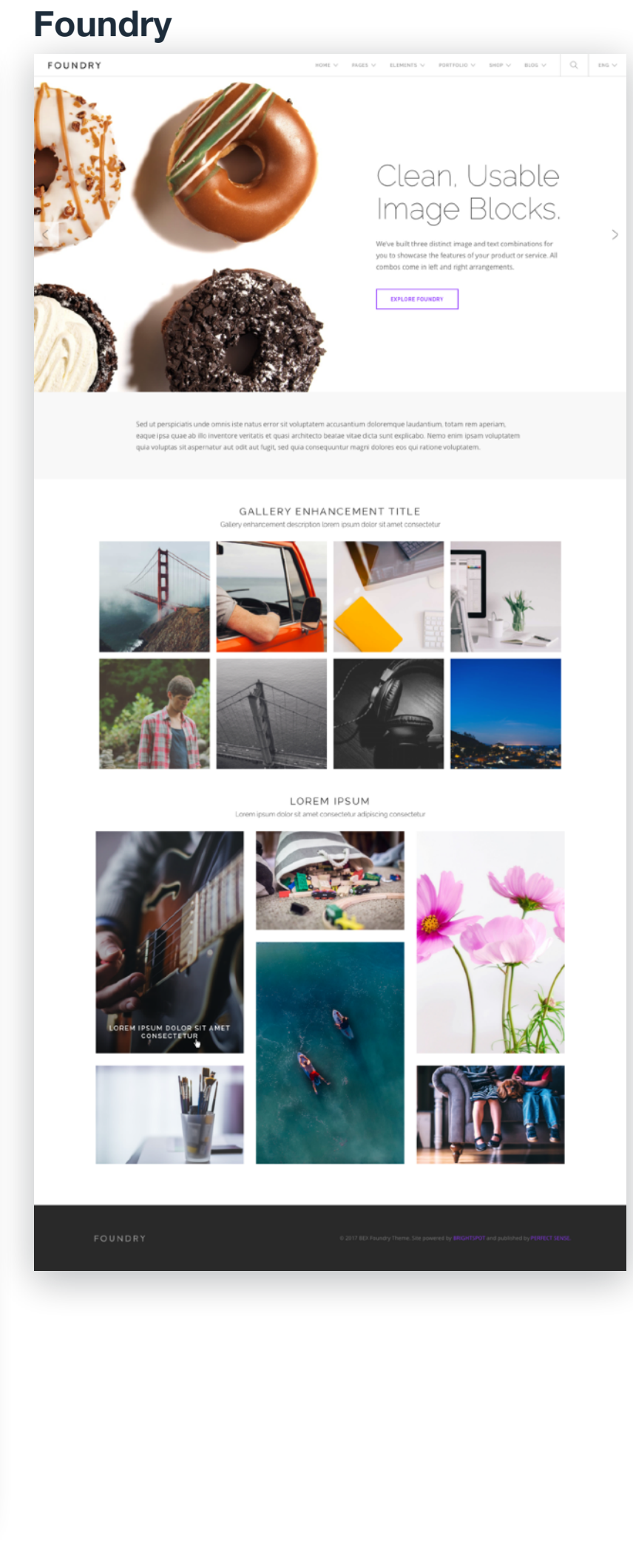
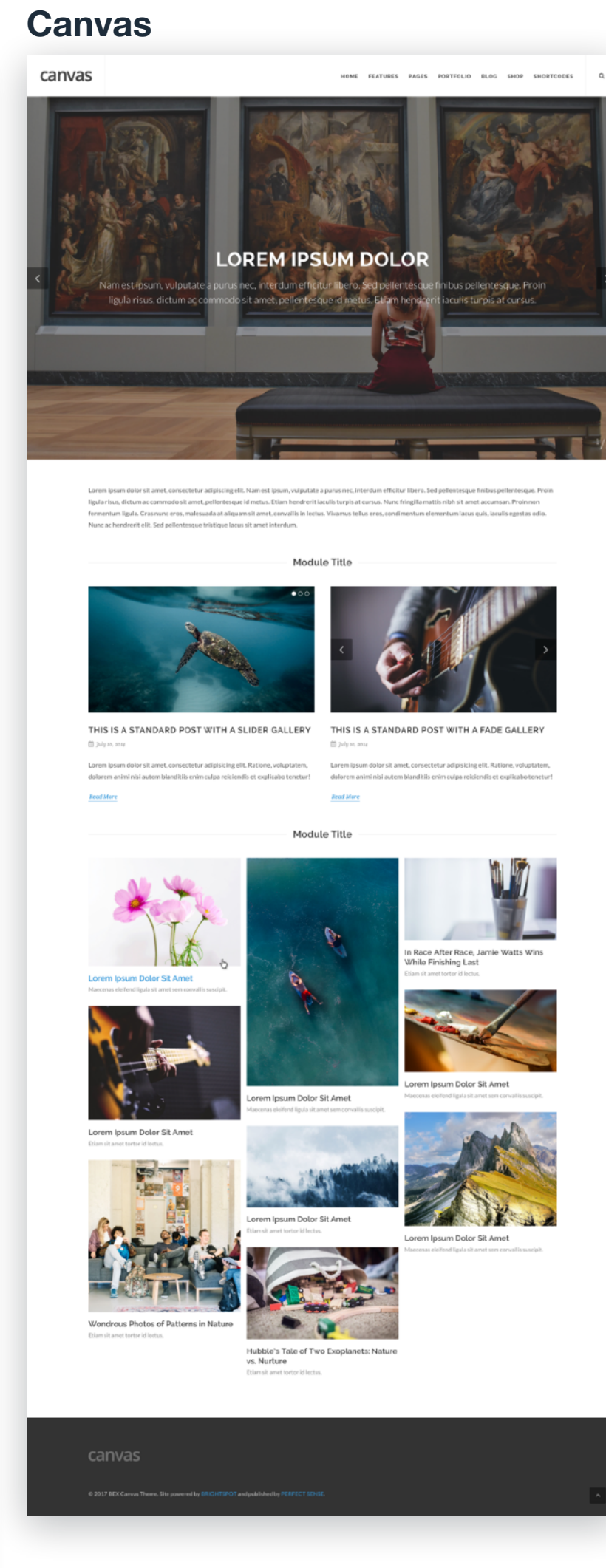
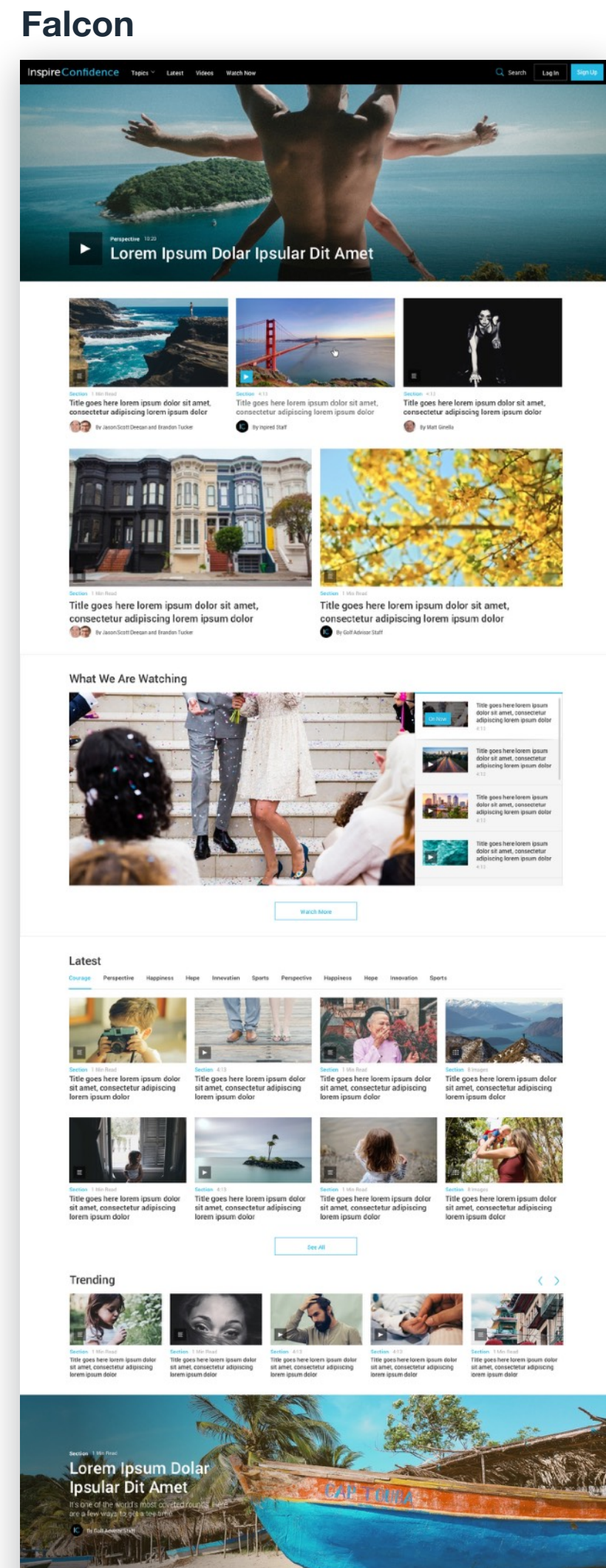
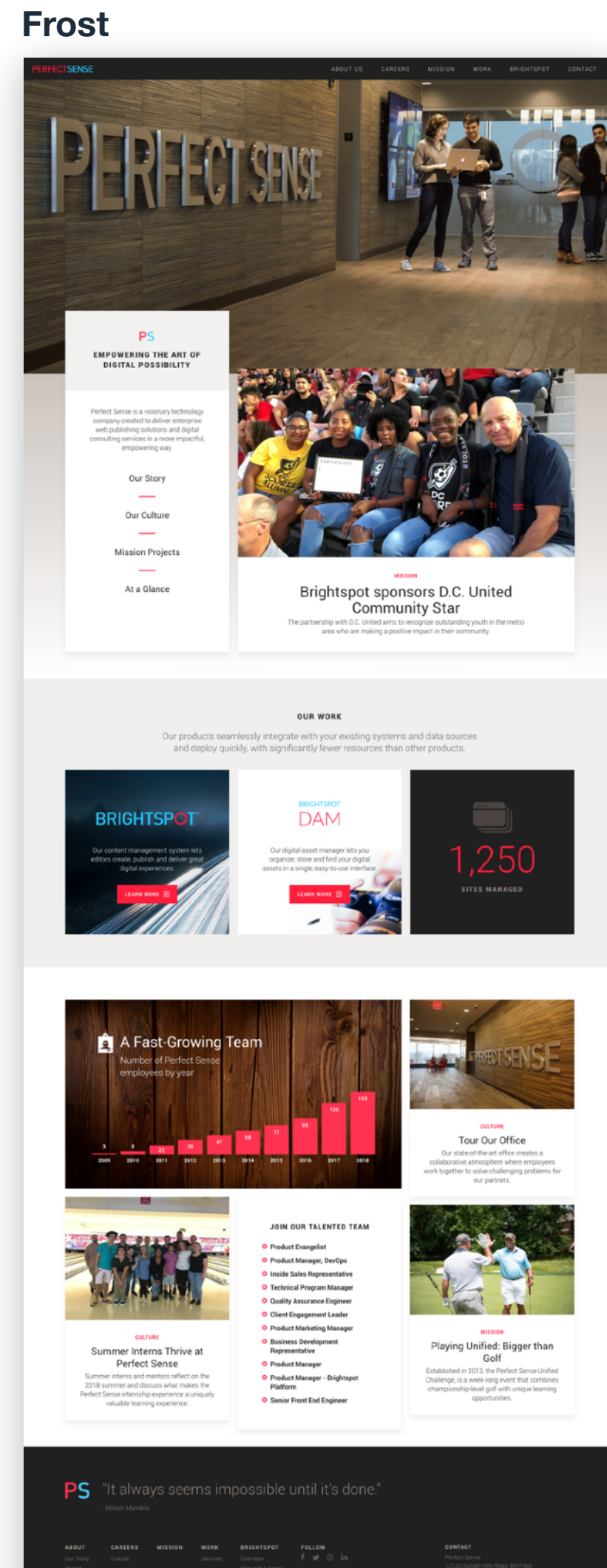
# Bespoke & Third Party Themes

You want a front-end experience that's unique—and fast. Brightspot supports multiple front-end approaches, with several pre-built themes created by our design shop, plus a library of third-party themes. You can bring your own theme and build it using any technology that your organization supports.

08

Front-End Themes

Bespoke & Third Party Themes







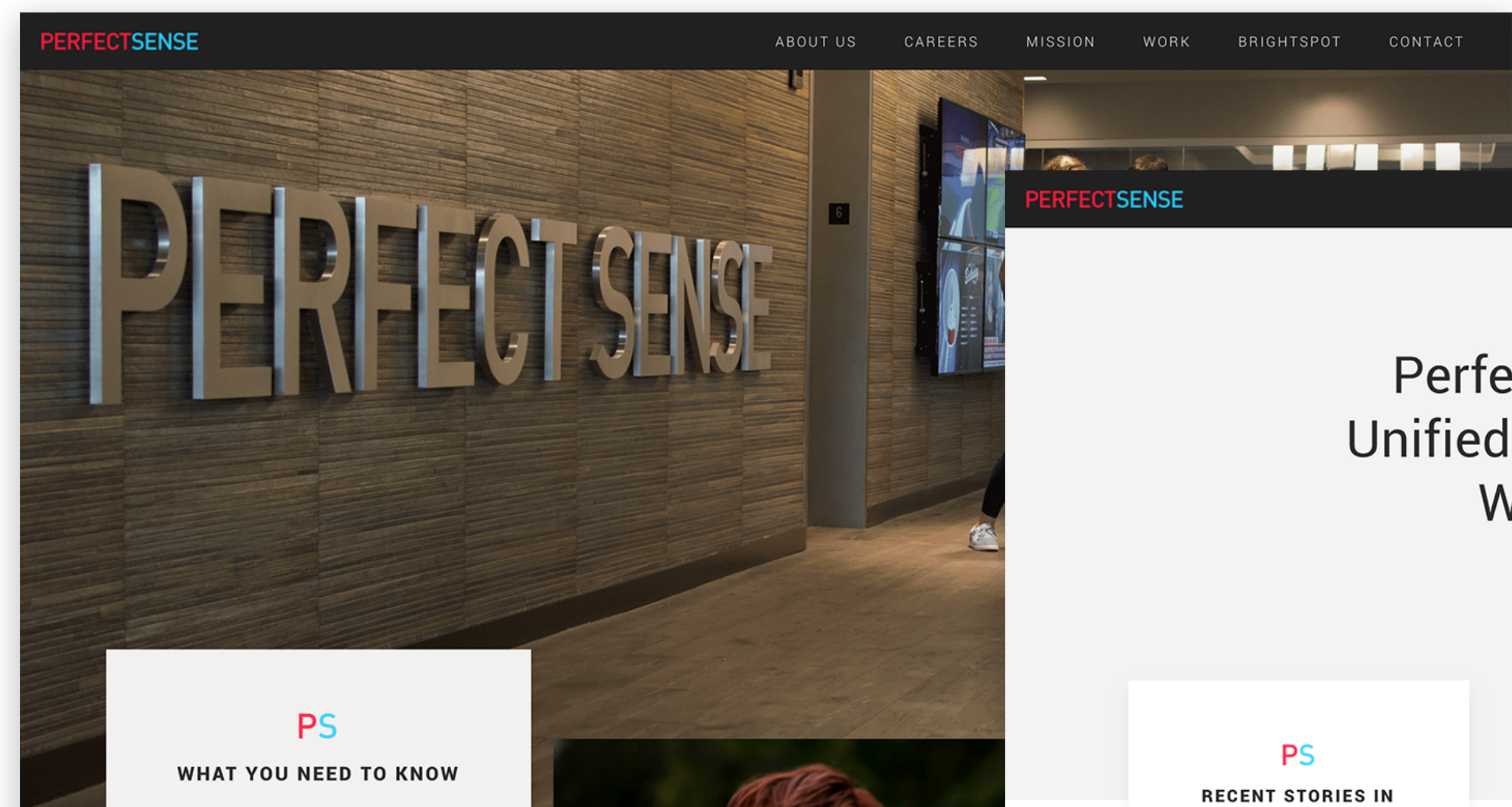
# Frost

Our first bespoke theme—designed entirely internally by our masterful design team—is perfect for corporate, marketing, and blog sites. Rich visuals and masonry presentations can be easily modified to support custom colors, fonts, and other design elements.

08

Front-End Themes

Bespoke & Third Party Themes



**PS**

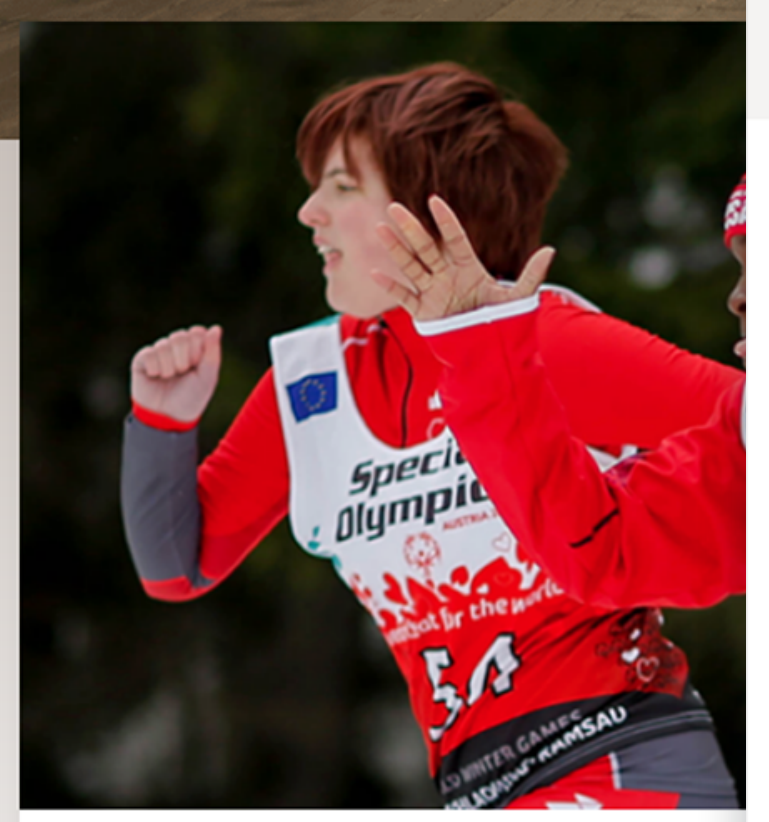
**WHAT YOU NEED TO KNOW**

We build dynamic and highly-engaging digital experiences for corporations worldwide, utilizing our expertise in product management, design, software development and content strategy.

Our Story

Now Hiring: Technical Program Manager

Building Bikes for Orphaned



**PERFECTSENSE** ABOUT US CAREERS MISSION WORK BRIGHTSPOT CONTACT

**MISSION**

## Perfect Sense Employees Lead Unified Efforts at Special Olympics World Games in Austria

BY PARKER RAMSDELL, OCTOBER 04, 2017

f t in G+ ✉

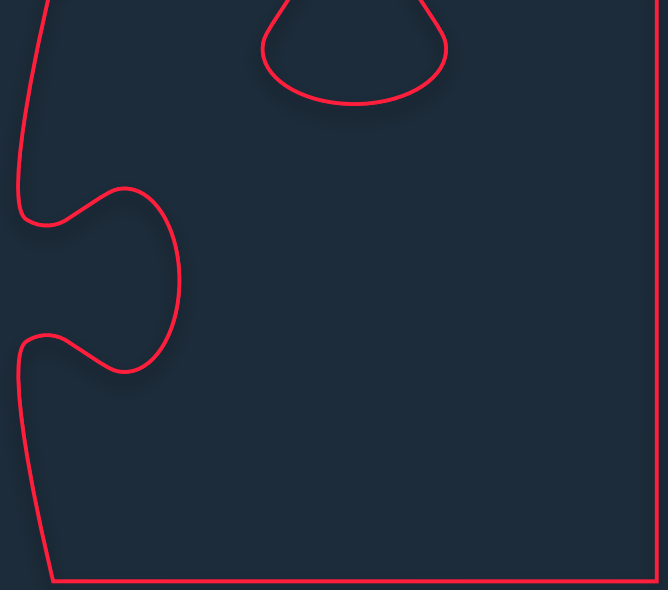
**PS**

**RECENT STORIES IN MISSION**

- Building Bikes for Puerto Rico
- Golfing Unified in the Nation's Capital
- A Kid's-Eye-View of the 2016 Perfect Sense Pro-Am
- Perfect Sense Receives YMCA Youth Development Award



Despite sharing the court with superstars like Apolo Ohno, Dikembe Mutombo, Dale Moss, and Drew Baldwin, the star of the Special Olympics Unified Floorball game quickly proved to be the young m in goal who nobody knew before the match began. As the teams took to the court, Kydon Mena, a goalie from Special Olympics Gibraltar made his way to the front of the net with assistance from h teammate, Apolo Ohno. Mena, who lives with cerebral palsy, is unable to walk on his own. In floorb



08

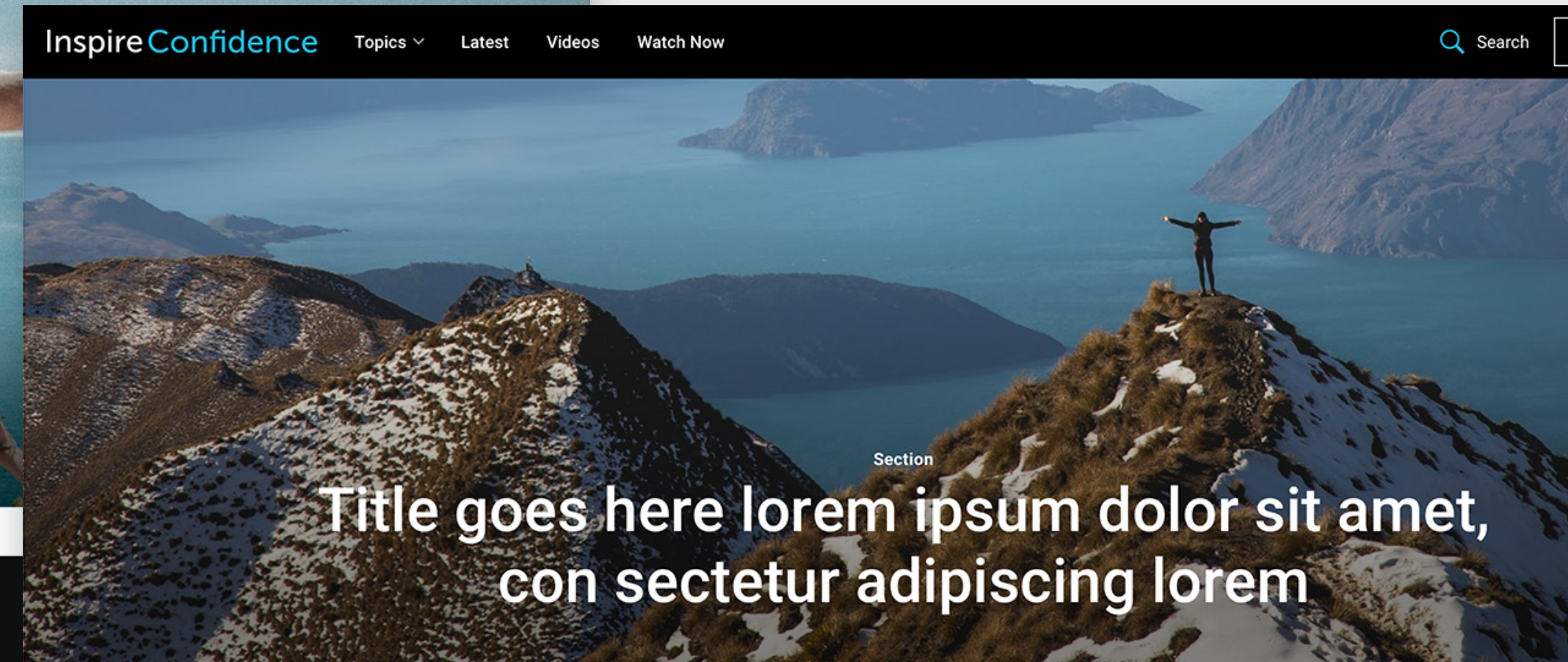
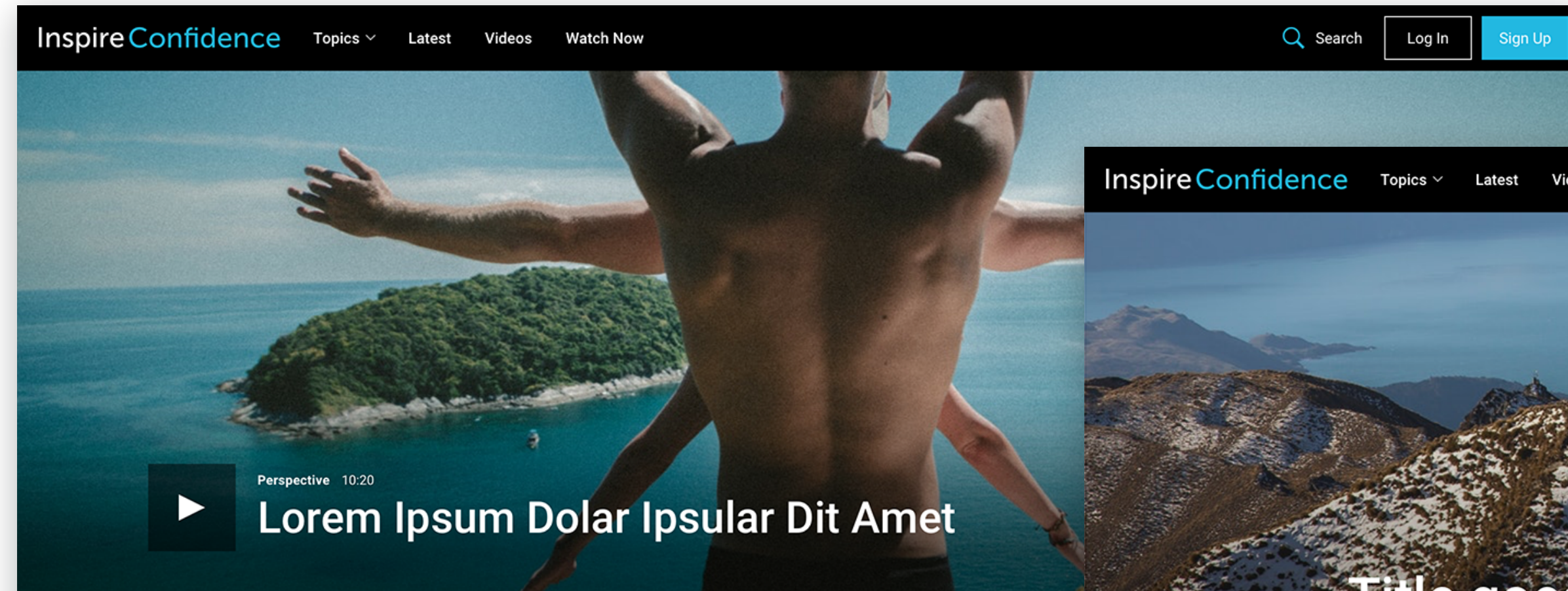
Front-End Themes

Bespoke & Third Party Themes

← Bespoke & Third Party Themes

# Falcon

Our second bespoke theme—designed for rich news experiences and powerful video-consumption features. This features includes support for video playlists, companion content, social features, affinity features, and much more.



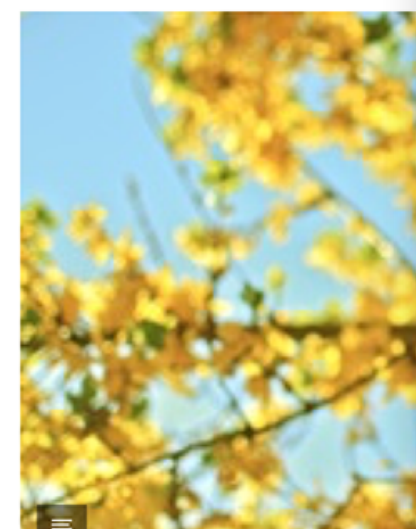
Section 1 Min Read  
Title goes here lorem ipsum dolor sit amet, consectetur adipiscing lorem ipsum dolor

By Jason Scott Deegan and Brandon Tucker



Section 4:13  
Title goes here lorem ipsum dolor sit amet, consectetur adipiscing lorem ipsum dolor

By Inspired Staff



By authorName and Contributor  
Oct. 4, 2017



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.





08

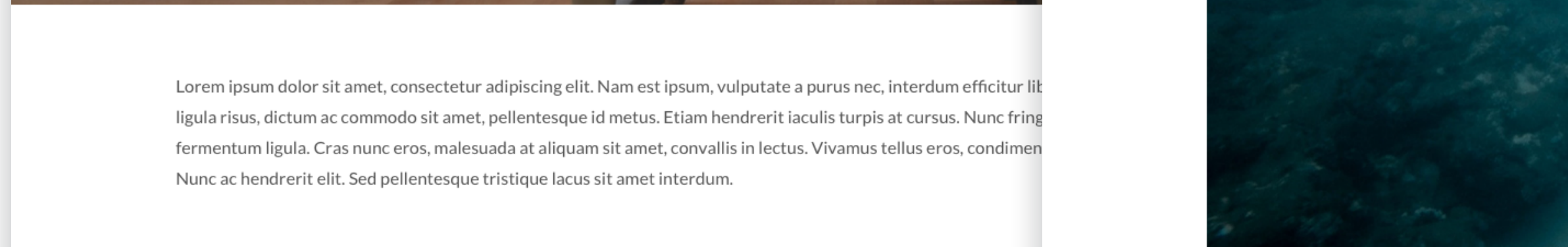
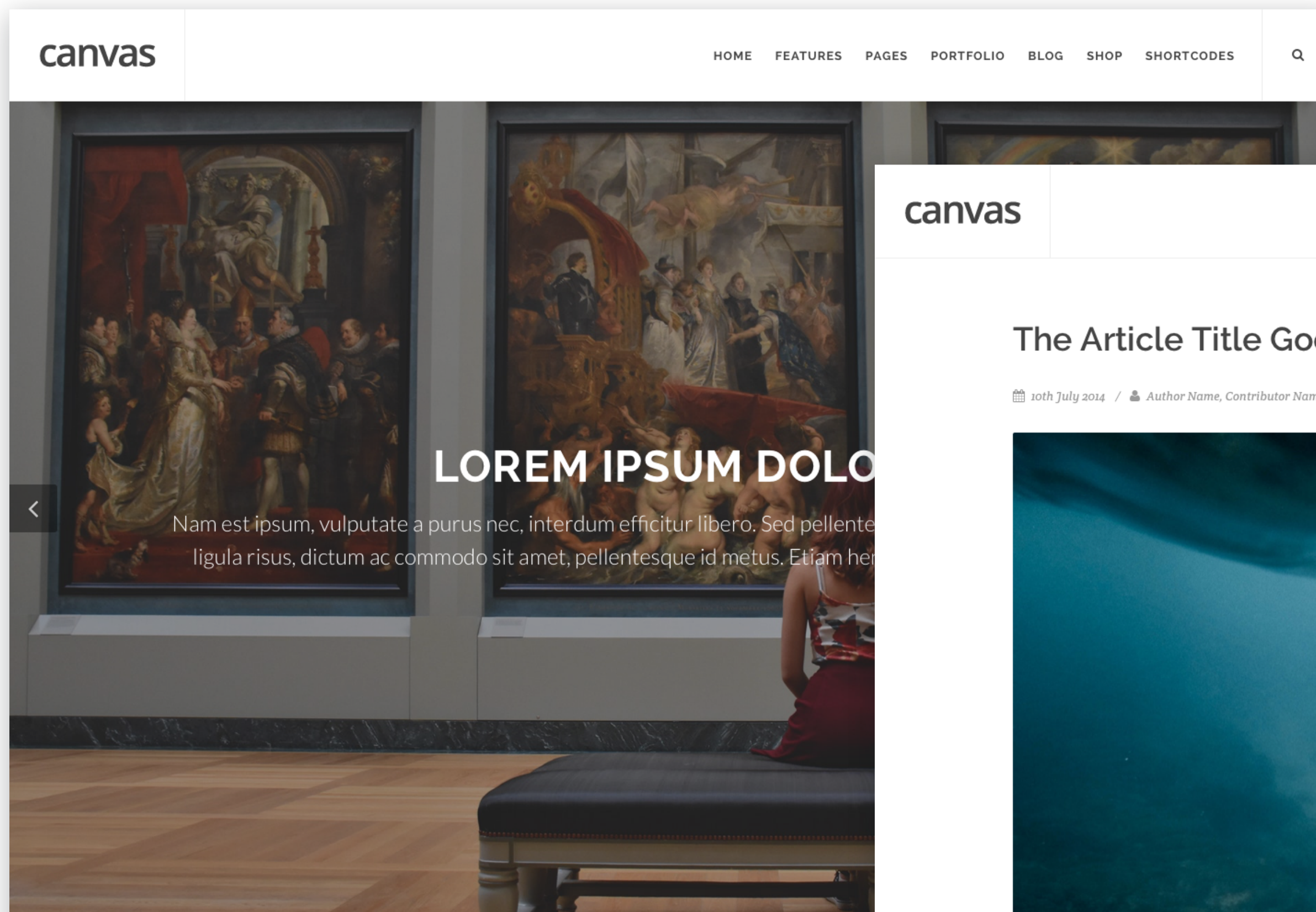
Front-End Themes

Bespoke & Third Party Themes

← Bespoke & Third Party Themes

# Canvas

Our most popular third-party theme to date, Canvas is a multi-purpose and powerful bootstrap-based template that includes more than 800 page layouts and more than 1,000 UI features. An example of the Canvas theme modified to great success is the Special Olympics Abu Dhabi site.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam est ipsum, vulputate a purus nec, interdum efficitur ligula risus, dictum ac commodo sit amet, pellentesque id metus. Etiam hendrerit iaculis turpis at cursus. Nunc fring fermentum ligula. Cras nunc eros, malesuada at aliquam sit amet, convallis in lectus. Vivamus tellus eros, condimen Nunc ac hendrerit elit. Sed pellentesque tristique lacus sit amet interdum.



08

## Front-End Themes

### Bespoke & Third Party Themes

## ← Bespoke & Third Party Themes

# Foundry

A sleek, elegant third-party theme built with purpose-made building blocks; we chose Foundry because of its flexibility, adaptability and timeless visual style. Foundry brings content to life in stunning clarity thanks to its block-based approach to design.

