

Welcome to the MediaFreedom user guide.

The online platform for broadcasting live and on-demand video. Our MediaFreedom Admin GUI is simple and easy to use. To help you get familiar with the Admin GUI, we've prepared this user guide.

- MediaFreedom team



MEDIAFREEDOM USER GUIDE V4.2

December 2011

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New product features are highlighted with this icon



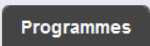
Getting Started

Accessibility

The MediaFreedom Admin GUI is browser-based and runs in the standard web browsers and on most mobile devices.

Log on to the Admin GUI

To access the GUI you must log on. To logon:

1. Open a web browser.
2. Enter your **Username** and **Password** in the boxes provided.
3. Click **Log On**.
4.  The **Programmes** tab appears.

From here there are icons for:








- [Finding an existing programme](#)
-



- [Previewing a programme](#)
- [Editing programme metadata](#)
- [Deleting a programme](#)
- [Creating a New Programme](#)
- [Display the Channels page](#)
- [Upload new files](#)

[Manage your Account](#)

Quick icons provide shortcuts to common **actions**:

-  Publish this programme in the front-end
-  This programme is already published
-  Syndicate to YouTube
-  Preview the video/audio in a player
-  View programme information
-  Edit programme details
-  Delete programme

Creating a new programme

Once you are logged on, the **homepage** shows the programmes that have already been created in MediaFreedom.

Use the **Search** box to find content based upon title, category, date and other metadata stored against your programmes.

Log out button



Quick search bar to find content

List of Existing Programmes within MF

The screenshot shows the 'Programmes' tab in the MediaFreedom interface. At the top, there are navigation tabs: 'Programmes', 'Channels', 'Account', 'Upload Files', and 'Log Out'. A search bar labeled 'Programme Search...' is located in the top right corner. Below the navigation is a 'New' button. The main content area displays a table of programmes:

| | Title | Date | Publication | Quick actions |
|--|--------------------|------------|-------------|---------------|
| | National Trust | 11/28/2011 | | |
| | Christmas Presents | 11/28/2011 | | |
| | 100 Greatest Toys | 11/28/2011 | | |
| | Big Chef | 11/28/2011 | | |
| | Choccy | 11/28/2011 | | |
| | Art On Your Wall | 11/28/2011 | | |

At the bottom left of the table, there are 'Prev', '1', and 'Next' navigation buttons. Arrows from external text labels point to specific elements: 'List of Existing Programmes within MF' points to the table; 'Quick search bar to find content' points to the search bar; 'Quick actions' points to the icons in the 'Quick actions' column; 'Publish to front-end if video/audio has been uploaded' points to the front-end icon; and 'Syndicate to YouTube if video/audio has been uploaded' points to the user icon.

Publish to front-end if video/audio has been uploaded

Syndicate to YouTube if video/audio has been uploaded

Quick icons provide shortcuts to common **actions**:

- Publish this programme in the front-end
- This programme is already published
- Syndicate to YouTube
- Preview the video/audio in a player
- View programme information
- Edit programme details
- Delete programme

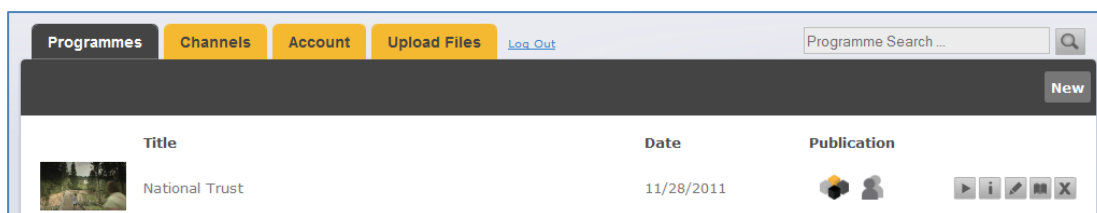
Creating a new programme

A programme is the basic building block for content in MediaFreedom. A programme might represent a single video file in a single format and bitrate or a piece of audio available in 12 different languages.

To create a new programme:

1. Within the 'Programmes' tab, click on 'New' in the right hand corner of the actions bar





2. Enter the title and add the associated video and metadata if this is available.

3. Press or to continue adding further programmes straight away

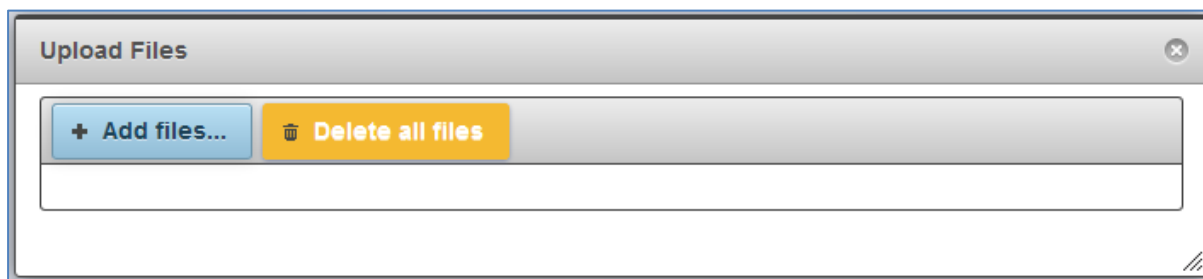


Uploading Files

MediaFreedom 4.2 now enables users to upload files as a batch into one area regardless of whether they are videos, thumbnails or documents!

This can be done from anywhere in the admin site but clicking on the 'Upload Files' tab at the top of the page.

This launches a pop-up box in which you can either drag and drop the files that you wish to upload or click 'Add files' to browse to them on your machine. In either case, files can be added individually or in bulk.




Adding a digital video/audio file to a programme

A programme must have at least one digital content file (video or audio) before it can be published.

MediaFreedom accepts video/audio in either a source format or a delivery format.

- Encoded (delivery) format like FLV, WMV etc.
- Source (mezzanine) format like MP4, AVI, MOV etc.

How to upload delivery-ready content:

1. Ensure your digital media file has been encoded into the right delivery format, e.g. FLV, F4V
2. Click **Edit**  for the programme on the **Programmes** page.




3. Click the **Resources** button on the actions bar.
4. Click on the **Videos** option in the resources section
5. Click the **Add Video** button
6. From here, there are a couple of options:
 - a. The drop-down will show you a list of current videos that have been uploaded but not added to a programme
 - b. The 'Upload' button will launch the upload tool for you to upload more files before adding the relevant video to the programme
 - c. The 'External Video' option will enable you to provide a URL to a piece of content that is hosted elsewhere



NB – In the case of External Videos, you will need to supply a bit rate and duration but these can be left at 0 if these details are not known.

How to upload content in a source format (needs encoding):

! Please note you must have the 'Automated Transcode' feature enabled.

1. Find the programme on the **Programmes** page.
2. Click **Edit**  for the programme on the **Programmes** page.
3. Click the **Resources** button on the actions bar.



4. Click on the **Videos** option in the resources section
5. Click the **Add Video** button From here, there are a couple of options:
 - d. The drop-down will show you a list of current videos that have been uploaded but not added to a programme
 - e. The 'Upload' button will launch the upload tool for you to upload more files before adding the relevant video to the programme

NB – It is not possible to transcode External videos

6. Currently, MediaFreedom does not display a progress indication for transcoding. You will be emailed when the video is successfully encoded and ingested.
7. Once the transcode is complete, the **Programmes** page will indicate that an encoded file has been automatically ingested into MediaFreedom.

The  **Publish** icon indicates it is ready to be published.

| Title | Date | Publication |
|--|------------|---|
|  National Trust | 11/28/2011 |       |

Publishing a programme


You must publish a programme to make it available in the front-end player or site.

A programme must have at least one digital content file (video or audio) before it can be published.

There are a few ways that you can publish a video:

OPTION 1

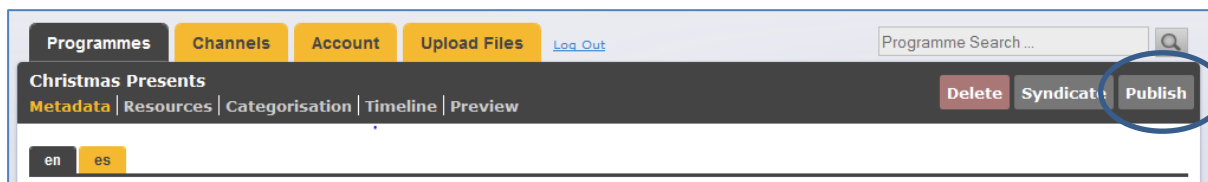


1. Find the programme on the **Programmes** page.
2. Click the  **Publish** button for your programme.



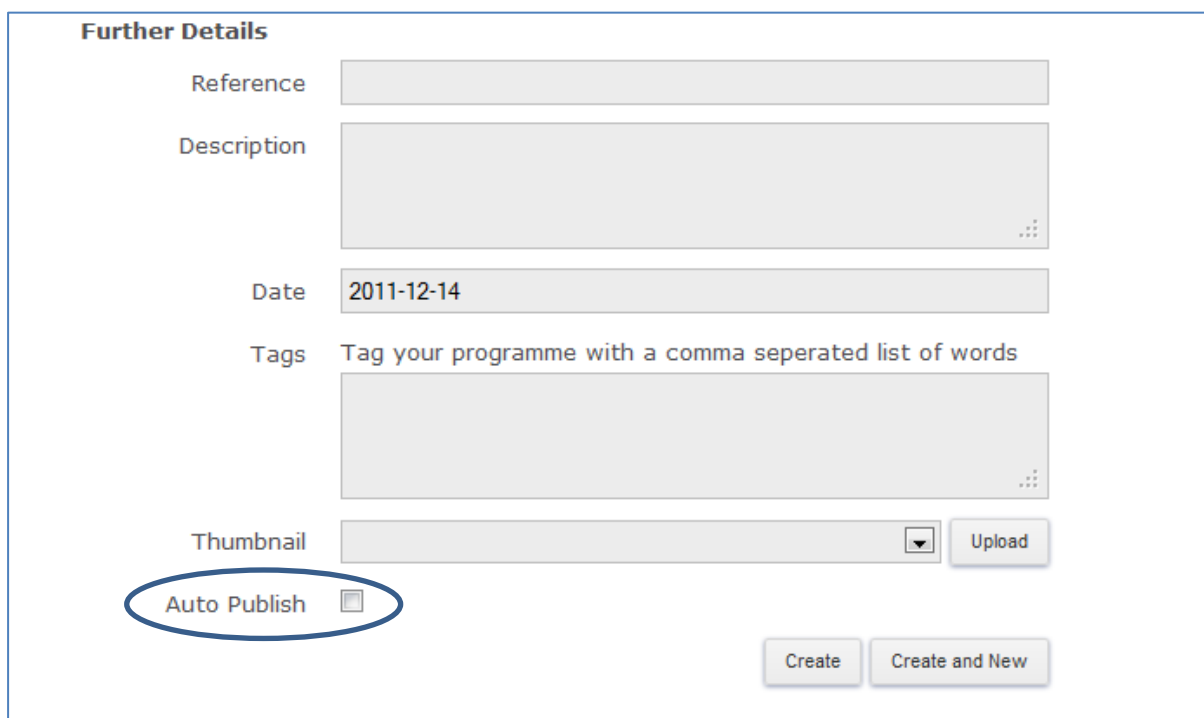
OPTION 2

When editing a programme, it can now be published and unpublished at any time by using the button on the actions bar.



OPTION 3

You can now set-up a programme to auto-publish as soon as the relevant digital file is associated with it. To do this, you need to select the 'auto-publish' check box when creating a new programme as detailed earlier in this document.

A screenshot of the 'Further Details' form in the MediaFreedom interface. The form contains several input fields: 'Reference', 'Description', 'Date' (with the value '2011-12-14'), and 'Tags' (with the instruction 'Tag your programme with a comma separated list of words'). Below these is a 'Thumbnail' field with a dropdown arrow and an 'Upload' button. At the bottom left, the 'Auto Publish' checkbox is circled in red. At the bottom right, there are 'Create' and 'Create and New' buttons.


Generating player embed code

MediaFreedom includes easy to use, embeddable players for your websites and blogs. To play a programme stored in MediaFreedom in an existing website, you need to generate HTML embed code.

To get the embed code:

1. Find the programme on the **Programmes** page.



2. Click **Play**  for the programme on the **Programmes** page.
3. The **Preview** page appears.
4. Choose the **Language**, **Bitrate** and **Player Size** you want to use.
When generating embed code, the **Format** isn't actually used because MediaFreedom always uses 'best player' technology, see below.
5. The embed code changes depending on your selections, e.g. when you change the player size.
6. Copy and paste the code directly into a web page or blog entry.



MediaFreedom supports '**best player**' technology. When a user chooses to play content in a MediaFreedom powered player/site, MediaFreedom runs a number of checks for the client's plugins, browsers and available bandwidth. Depending on the client device's setup, MediaFreedom selects the optimum video file and player for that viewer. Availability of the best player will depend on the delivery formats of your content. For example, if you have uploaded a Microsoft Smooth Streaming file and multiple MP4 files in varying bitrates, the MediaFreedom embed player will provide a Silverlight player that plays the Smooth video for web viewers and a HTML5.0 player that plays the appropriate MP4 bitrate for mobile devices. Consistent player design across the technologies ensures that every viewer gets the best possible experience based on their own needs.



On Demand Programmes

A programme is the basic building block for content in MediaFreedom. A programme might represent a single video file in a single format and bitrate or a piece of audio available in 12 different languages.

A programme might consist of the following:

- Title
- Description
- Tags
- Date
- Thumbnail
- Video files
- Audio files
- Subtitle files (SMIL or TimedText)
- Document/PDF files

By grouping all the digital files together, MediaFreedom ensures that whenever a programme appears, so too do all of its 'parts'.

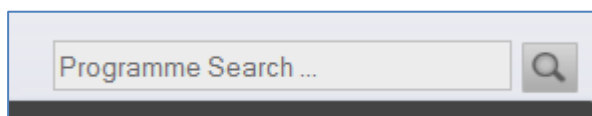
Each programme is assigned a unique Programme ID (internal GUID).

You must publish a programme to make it available in the front-end player or site.

Finding an existing programme

How to search for a programme that has already been created:

1. Go to the **Programmes** homepage.
2. Enter a value in the **Search** box at the top of the page.
This searches a programme's title and tags.



3. Click the search icon or press enter on your keyboard.


Editing programme metadata

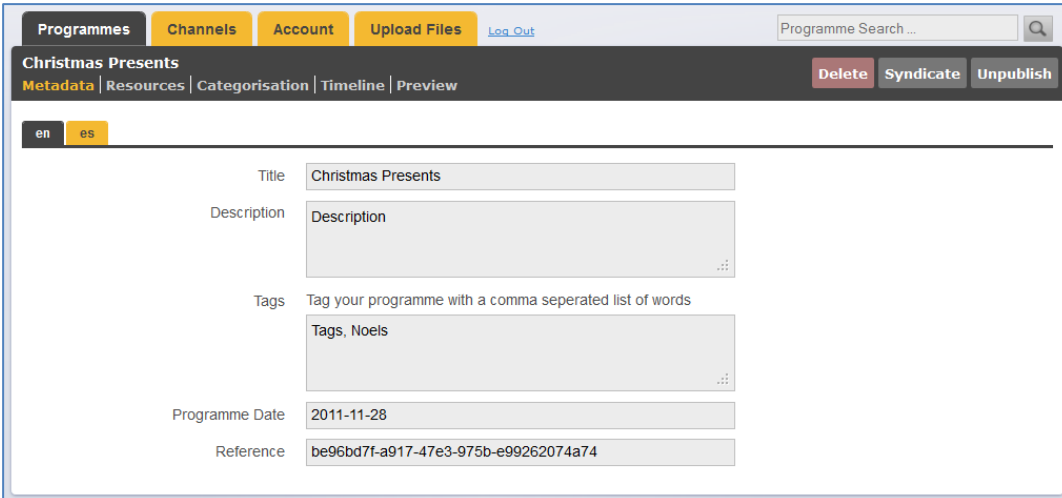
Metadata is used to describe digital data. In addition to basic descriptive metadata like a programme's Title, Description, you can also define metadata about a programme's contents (such as keywords and video transcripts and chapter points for particular scenes). Descriptive metadata is used to power user searches.

How to change the metadata for a programme:

1. Find the programme on the **Programmes** page.



2. Click **Edit**  for the programme on the **Programmes** page.
Or click on the programme's title
3. Change the information on the '**Metadata**' tab



The screenshot shows the 'Metadata' tab for a programme titled 'Christmas Presents'. The interface includes a navigation bar with 'Programmes', 'Channels', 'Account', and 'Upload Files' tabs, and a search bar. The 'Metadata' tab is active, showing fields for Title, Description, Tags, Programme Date, and Reference. The 'Tags' field contains 'Tags, Noels'. The 'Programme Date' is '2011-11-28' and the 'Reference' is 'be96bd7f-a917-47e3-975b-e99262074a74'. There are also 'Delete', 'Syndicate', and 'Unpublish' buttons.




NB – you no longer have to click 'save' at any point when making amends in the MediaFreedom admin GUI – everything is AutoSaved on type.

Defining tags (keywords)

A tag is a non-hierarchical freeform keyword assigned to a programme. A programme can have multiple tags. Tags help you end users to find your content.

How to add tags to a programme:

1. Find the programme on the **Programmes** page.
2. Click **Edit**  for the programme on the **Programmes** page.
Or click on the programme's title
3. Edit the tagwords in the Tags field on the **Metadata** page.
4. Use commas to separate the tags.
For example: nature, animals, green


Uploading a thumbnail for a programme

A thumbnail is a reduced-size version of an image that can help your end users to recognise your content. In MediaFreedom, a programme can have 1 thumbnail.

How to upload a thumbnail for a programme:

1. Ensure that your thumbnail JPEG image is ready to upload in 16:9 aspect ratio.




2. Find the programme on the **Programmes** page.
3. Click **Edit**  for the programme on the **Programmes** page.
Or click on the programme's title
4. Click **Resources** and then click the 'Thumbnail' section
5. From here, there are a couple of options:
 - a. The drop-down will show you a list of current thumbnails that have been uploaded but not added to a programme
 - b. The 'Upload' button will launch the upload tool for you to upload more files before adding the relevant thumbnail to the programme

Adding multiple video/audio files

A programme can have multiple content files. Your programme might offer different bitrate versions or it might even offer a PC version and a mobile version.

How to add more video files to a programme:

1. Find the programme on the **Programmes** page.
2. Click **Edit**  for the programme on the **Programmes** page.
Or click on the programme's title
3. Click the **Resources** button on the actions bar.
4. Click on the **Videos** option in the resources section
5. Click the **Add Video** button From here, there are a couple of options:
 - a. The drop-down will show you a list of current videos that have been uploaded but not added to a programme
 - b. The 'Upload' button will launch the upload tool for you to upload more files before adding the relevant video to the programme
6. Follow the instructions for Uploading a video/audio file on page 6.


! Note if you upload a video file in the same format and bitrate as a file already stored in MediaFreedom it will replace the existing file with the new file.



Previewing a programme

You can see how your video appears in a player from the MediaFreedom Admin GUI.


To preview your video:

1. Find the programme on the **Programme** page.
2. Click **Play**  for the programme on the **Programme** page.
You can also click **Preview** when you are editing a programme.
3. Use the dropdown boxes to change the content file you are playing.

Removing a video file from a programme

Your programme might have multiple video files, e.g. in different bitrates.

How to delete a video/audio file from a programme:

1. Find the programme on the **Programmes** page.
2. Click **Edit**  for the programme on the **Programmes** page.
Or click on the programme's title
3. Click the **Resources** button on the actions bar.
4. Click on the **Videos** option in the resources section
5. Press **Delete** against the format and bitrate you want to remove.


Syndicating a programme to a social network

You can manually publish a programme to YouTube.

Your MediaFreedom account manager will have requested your YouTube account information when you purchased MediaFreedom and configured your product for your account.

There are 2 ways in which you can syndicate a programme to YouTube within MediaFreedom:

OPTION 1

1. Find the programme on the **Programmes** page.
2. Click **Syndicate**  for the programme on the **Programmes** page.
3. Click **OK** to confirm syndication.



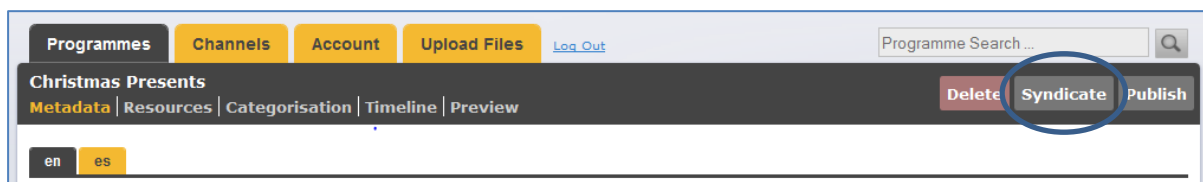
4. The **Syndicate** icon turns yellow to show it has been syndicated.

The programme information reports the time and date a programme was last syndicated.



OPTION 2

When editing a programme, it can now be syndicated at any time by using the button on the actions bar.




Deleting a programme

! If you delete a programme, this removes everything associated with the programme, e.g. video files, subtitles etc.

There are now 2 ways to delete an entire programme:

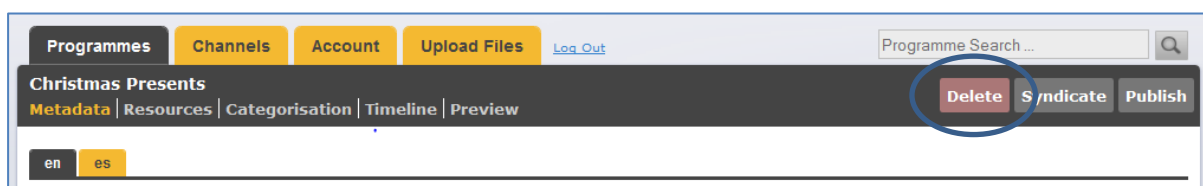
OPTION 1

1. Find the programme on the **Programmes** page.
2. Click **Delete**  for that programme on the **Programmes** page.



OPTION 2

When editing a programme, it can now be deleted at any time by using the button on the actions bar.




Creating chapter points in a video

You may want to specifically mark certain scenes in a video/audio file. These are called chapter markers or chapter points.

How to create chapter points:

1. Find the programme on the **Programmes** page.



2. Click **Edit**  for the programme on the **Programmes** page.
Or click on the programme's title
3. When you are ready, hit play on the video player and the timecode will automatically start rolling in the 'timecode' box
4. Pause the video when you are ready to add a chapter and the timecode will stop rolling. You can also manually overwrite this if you need to.
5. Enter a Chapter Name that clearly represents this point in the media.
6. Click the add icon to add this chapter point and move on to the next one.
7. Your chapter marker is displayed beside the player.
You can see the timecode that identifies the point in the video.
8. You can then navigate and preview each chapter marker.
Or delete a marker if it is not quite right.
9. Every action is AutoSaved so, once you have finished adding your chapters, you can just move straight on to your next task in MediaFreedom.

Getting a link to content

MediaFreedom can provide a deep link to a programme stored in the system. This allows you to provide access to content in MediaFreedom without embedding a player in a front-end site. For example, you can email the link to a customer or colleague and they can watch the video in their browser.

How to get the deep link to content:

1. Find the programme on the **Programmes** page.
2. Click **Play**  for the programme on the **Programmes** page.
You can also click **Preview** when you are editing a programme.
3. The **Deep Link** URL is displayed at the bottom of the **Preview** page.
4. Copy and paste the URL into an email or document.
5. When the recipient clicks on this link it displays a standard MediaFreedom player in their browser.
The player also shows the programme's description.



! Your content must be published for the deep-link to play the video.

Categories

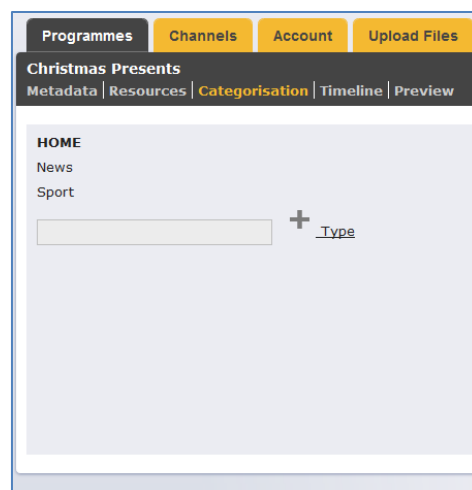
Categorisation can be used to group similar content and allow recommendations of related videos. Categories are **hierarchical**. You can add categories and sub-categories for content.

For instance,

- Genre
 - Drama
 - Documentary
 - Comedy
- Region
 - Europe
 - America
 - Middle East

To add a new category

1. Select a programme on the **Programmes** page
2. Click on the **Categorisation** tab on the actions bar
3. Type the category in the **+ Type** box.
4. The category appears in the Category list.



To create a sub-category

To create a category:


1. Double-click on the parent category.
2. A new page appears.
3. Type the category in the **+ Type** box.





4. The category will appear in the list.

To assign a category to a programme

After creating a category, you can assign it to your programme

1. Select a programme on the **Programmes** page.
2. Click on the **Categorisation** tab on the actions bar
3. Select the arrow  button next to the category you wish to assign.
4. The category appears under the **Currently Assigned**.

To change a category name


1. Select a programme on the **Programmes** page
2. Click on the **Categorisation** tab on the actions bar
3. Select the category you wish to amend.
4. Select the pencil icon .
5. The category will appear in a free text box. Over write the title as you require.
6. To save the category name, click the tick icon .

Multiple Languages

MediaFreedom supports the delivery of content in multiple languages with subtitles files and the presentation of metadata in multiple languages.

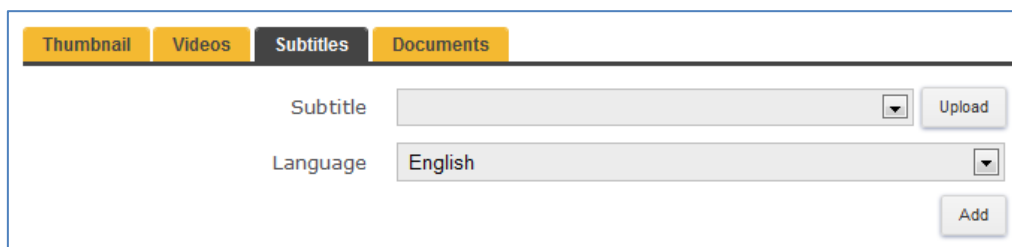
Adding subtitles for a programme

How to add subtitles for a programme:

1. Find the programme on the **Programmes** page.
2. Click **Edit**  for the programme on the **Programmes** page.
Or click on the programme's title.
3. Click **Resources** and then click the 'Subtitles' section
4. Click on the **Add Subtitle** button



5. From here, there are a couple of options:
 - a. The drop-down will show you a list of current subtitles that have been uploaded but not added to a programme
 - b. The 'Upload' button will launch the upload tool for you to upload more files before adding the relevant thumbnail to the programme



The screenshot shows a user interface for managing subtitles. At the top, there are four tabs: 'Thumbnail', 'Videos', 'Subtitles', and 'Documents'. The 'Subtitles' tab is currently selected. Below the tabs, there is a 'Subtitle' dropdown menu, a 'Language' dropdown menu (set to 'English'), and two buttons: 'Upload' and 'Add'.

6. Choose which language your subtitles are in.
7. Click on 'Add' to add the subtitle file to the programme

Channels

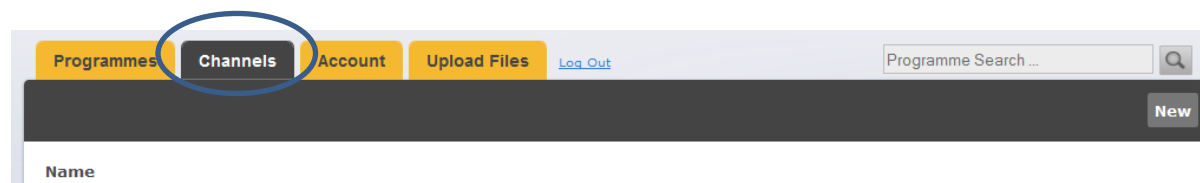
A channel is an ordered list of programmes (like a playlist). As such, the sequence of content in a channel is controlled entirely by decisions made by editors.

A channel could be time-sensitive or a channel could be an ordered collection of videos for a theme.

Creating a new channel

How to create a new channel:

1. Click the **Channels** tab in the top left of the homepage



The screenshot shows the top navigation bar of the MediaFreedom website. The 'Channels' tab is highlighted with a blue circle. Other tabs include 'Programmes', 'Account', 'Upload Files', and 'Log Out'. There is also a search bar labeled 'Programme Search...' and a 'New' button.

2. The **Channel** page appears.
3. Click the '**New**' button.
4. Enter a **Name** for your channel.
The name should reflect the type of content in the channel, e.g. theme or day.
5. Click **Create**.

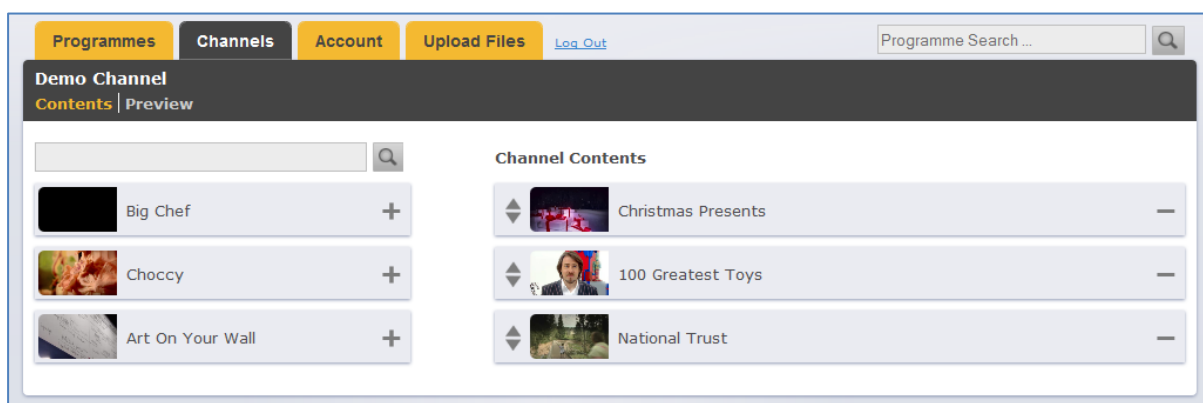


Adding programmes to a channel

A channel should contain multiple programmes that will play in the front-end player in a defined sequence. Like a playlist.

How to add programmes to a channel:

1. Click the **Channels** tab.
The **Channel** page appears.
2. Click on the channel's **Name**.
3. The left-hand panel shows all of the programmes currently stored in MediaFreedom.
4. The right-hand panel shows the programmes assigned to the channel.
5. Click and drag a programme onto the channel.
6. You can drag the programme within the channel to order it. The order is based from top left to bottom right.
7. Your changes are automatically applied.



NB – the right hand panel will only display the 10 most recent programmes that have been added to MediaFreedom but you can use the search box to find any other programmes that might not be listed and add these to your channel.






Generating embed code for a channel

You can generate HTML embed code for a channel player. A channel player includes a player and the list of programmes in the channel. The programme list can appear horizontally along the bottom of the player or vertically down the right hand side. When you mouse-over a thumbnail in the list, the title and duration of the programme is displayed in an overlay.



To generate embed code for a channel:

1. Click on the **Channels** tab. The **Channels** page appears.
2. Click on the **Channel** name.
3. Click the **Preview** button.
4. Alternatively, you can click the  **Play** button straight from the **Channels** homepage.
5. Choose the **Language**, **Player Size** and **Layout** you want to use.
6. The embed code changes depending on your selections, e.g. when you change the player size.
7. Copy and paste the code directly into a web page or blog entry.

You don't have to re-generate embed code every time you add a new programme to your channel. They automatically appear in your embedded channel player.



MediaFreedom White Label Site

MediaFreedom includes a demonstration 'White Label' front-end that allows you to showcase video content managed in MediaFreedom. This allows you to share a video with a small group prior to going public. Every MediaFreedom account is provided a microsite that is hosted in MediaFreedom. For example, <http://content.mediafreedom.com/<accountName>>.

The screenshot displays a 'Twofour Demo' interface. At the top, it states 'Total of 17 programme(s)' and features a search bar. Below this is a grid of 12 video thumbnails, each with a title and a representative image. The titles are: 'A Night of Heroes: The Su...', 'Road Warriors', 'Are You Smarter than a 10 ...', '100 Greatest Toys', 'The Estate We're In', 'Liza & Huey's Pet Nation', 'Ty Pennington's Homes fo...', 'High Street Dreams', 'The Art on the Wall with Su...', 'Make My Body Younger', 'Design for Life', and 'Britain's Best Drives'. At the bottom left, there are navigation links '< Previous' and 'Next >'. At the bottom right, there is a logo for 'Powered By MEDIA-FREEDOM'.

For example, a production company might want to show examples of its creative work to a potential client or a marketing department might want to get management sign-off on draft versions of video content. The demo area has a URL that won't be indexed by search engines, although the page isn't currently password protected.

All programmes that are published in MediaFreedom are available in the White Label area.

MediaFreedom includes a standard MediaFreedom skinned site. You can purchase a custom branded White Label site as an enhancement.





Account Management

Within MediaFreedom 4.2 you now have the ability to manage your account in a couple of different ways. As the global 'admin' user you can add new users to the account and manage what features they have access to. As a normal user you can change your own password.

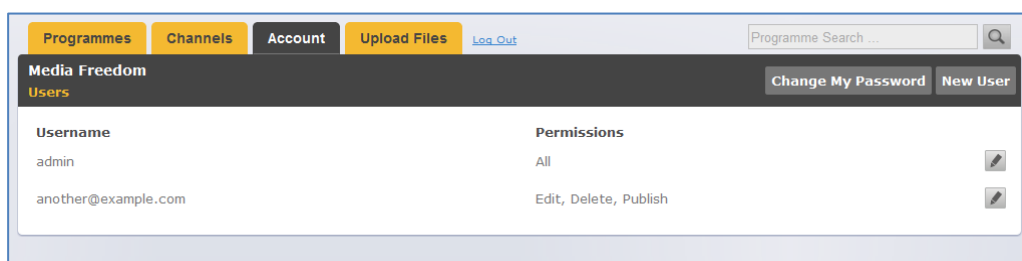
Adding a New User to an Account

NB – this feature is only available to the global 'admin' user

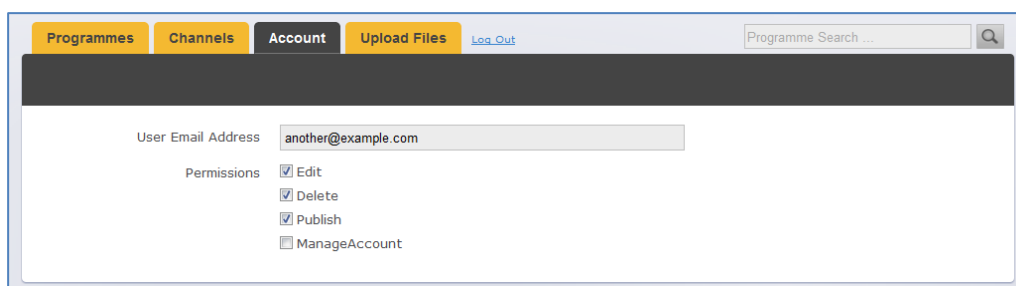
How to add a new user to your account:

1. Click the **Account** tab.

The **Account** page appears.



2. Click on the 'New User' button in the actions bar
3. Enter their email (to be used as their username) – confirmation of the account will also be sent to this address.
4. Enter a new password or leave the auto-generated password in place
5. Use the check-boxes to select which parts of the account they should have access to
6. All steps are AutoSaved and navigating away from this page will save the user to the account and email them to let them know their login details.



NB – the ManageAccount option will give the user full admin control over the account and enable them to also add new users.

De-selecting all of the checkboxes will give the user read-only access to the account where they can preview all content and metadata but not edit, delete or publish anything.



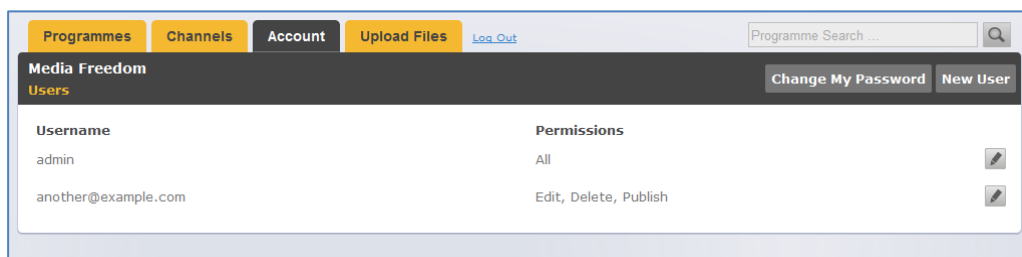
Editing a User on the Account

NB – this feature is only available to the global ‘admin’ user

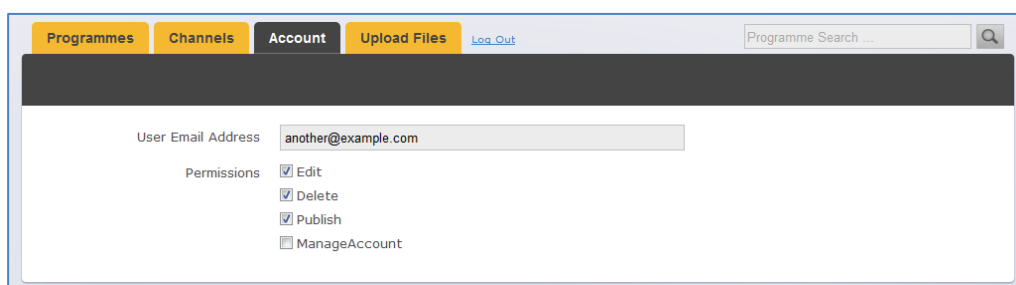
How to add edit the permissions of a user on your account:

1. Click the **Account** tab.

The **Account** page appears.



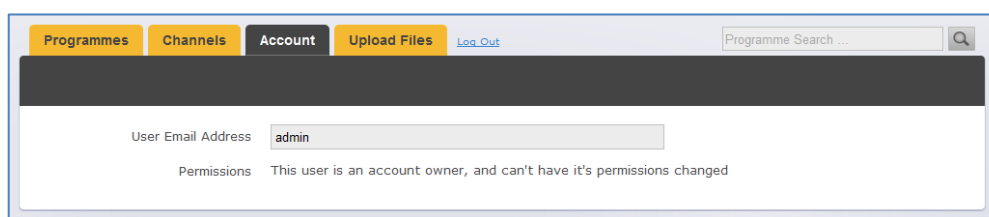
2. Click on the ‘edit’ icon to the right of the user listed or click on their username.
3. Use the check-boxes to select/de-select which parts of the account they should have access to
4. All steps are AutoSaved and navigating away from this page will save the changes automatically.



NB – the ManageAccount option will give the user full admin control over the account and enable them to also add new users.

De-selecting all of the checkboxes will give the user read-only access to the account where they can preview all content and metadata but not edit, delete or publish anything.

It is not possible to edit the permissions associated with the global ‘admin’ user:

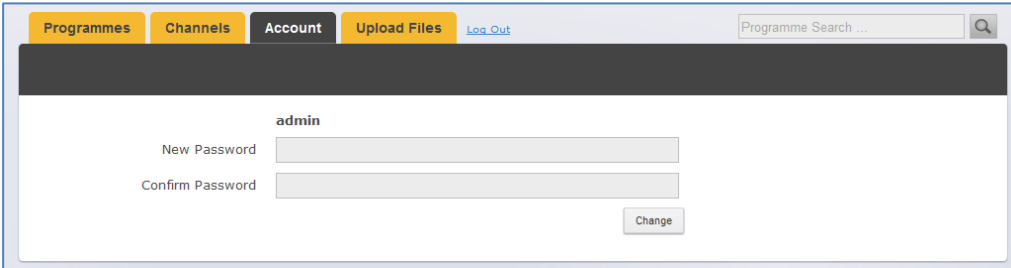


Changing your Password

It is now possible for all users to change their password.

How to change the password on your account:

1. Click the **Account** tab.
The **Account** page appears.
2. Click on the 'Change My Password' button on the actions bar
3. Enter the new password for the user twice where prompted



The screenshot shows the 'Account' tab selected in the navigation bar. The user is logged in as 'admin'. The form contains two input fields: 'New Password' and 'Confirm Password', both currently empty. A 'Change' button is located at the bottom right of the form area.

4. Click 'Change' to save the changes.



Please get in touch

We hope this document answers any questions you have about using our MediaFreedom Admin GUI. We'd be delighted to hear your feedback.



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