

Media Distribution

Overview

The Media Push Service enables efficient and cost-effective distribution of media files, for example, via FTP.

It offers flexible configuration options for setting up distributions. You can trigger distributions manually at any time or automate recurring tasks. A clear overview of all ongoing and completed distributions is provided.

A key feature is the ability to define output exceptions. These exceptions apply per customer, regardless of the standard delivery process. For example, a customer may require custom folder labels or prefer to receive only metadata instead of image files.

Prerequisites

Configure the following before you perform a distribution:

Media sizes	To push individual sizes, define them under Administration > Media Attributes > Media Sizes . Learn more in the Media Sizes FAQ.
Output	In the Output tab of your partners' Master Data, set up an output with recipient data from the FTP server.
Activate the Action in Media Processing	Add the Distribute Media (Push) action to the sidebar of a corresponding folder. Learn more in the Folders FAQ.
<i>Optional:</i> Output groups	If you want to distribute media to multiple outputs simultaneously, you can group them under Media Management > Distribution > Output Groups .
<i>Optional:</i> Distribution templates	You can save templates for repeated media pushes with the same settings. See Distribution templates below.

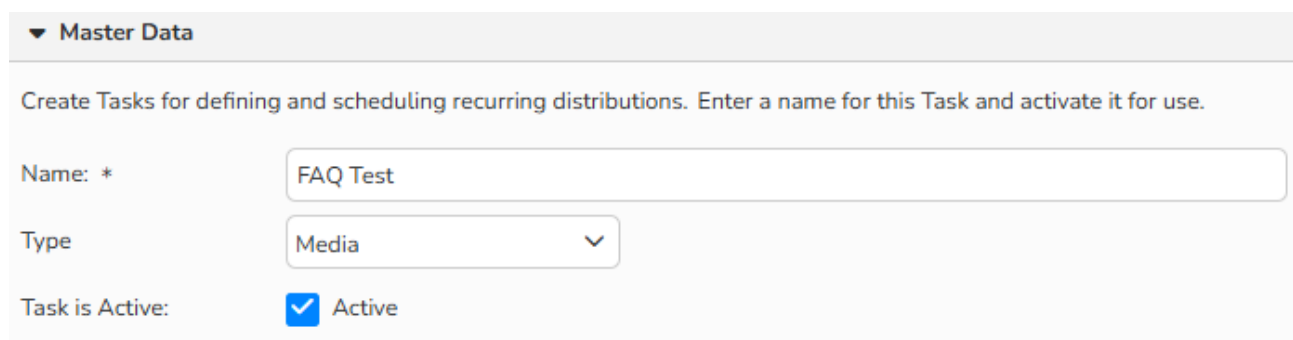
Backstage offers you two distribution options:

- **Distribution as Action:** Manually initiate a one-time distribution to a specific output or output group. Select the images in Media Processing and start the process.
- **Distribution as Task:** Distribution starts automatically at a specified interval and distributes media according to a specific metadata rule.

Distribution settings

To access distribution settings, navigate to **Media Management > Distributions > Task Management** and select **Edit > New**.

- In the **New Task** window, set the following in the **Master Data** panel:
 - **Name:** Enter the name of the distribution.
 - **Type:** *Media* is selected by default.
 - **Task is Active:** Activate the defined settings (additional for Tasks).



▼ Master Data

Create Tasks for defining and scheduling recurring distributions. Enter a name for this Task and activate it for use.

Name: *

Type

Task is Active: ☒ Active

Task Settings window > Master Data panel

- In the **Timeline for Execution** panel (additional for Tasks), define the recurrence and the start time and end time of the task's duration:
 - **Task Recurrence:** Determines the time interval.
 - **Task Duration:** Defines the start and end times.
 - **Current Task Status:** Specifies the last and next date for run.

▼ Timeline for Execution

Task Recurrence

☐ Every Minute

☐ Hourly

☐ Daily

☒ Weekly

☐ Monthly

☐ Yearly

Any/All

Week(s) on

☐ Monday

☐ Tuesday

☒ Wednesday

☐ Thursday

☐ Friday

☐ Saturday

☐ Sunday

Task Duration

Start:

☐ No End Date

☒ End after:

Occurrence(s)

☐ End by:

Current Task Status

Last Run:

Next Run:

Task Settings window > Timeline for Execution panel

- In the **Assign Outputs or Output Groups** panel:
 1. Select **Outputs or Output Groups** to set up this Distribution Task for Output Groups or for individual Outputs.
 2. Add outputs that you want to associate with this distribution.

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▼ Assign Outputs or Output Groups

Select whether to set up this Distribution Task for Output Groups or for individual Outputs.

☒ Output Groups
 ☐ Outputs

Output Groups are used to organize more than one Output. Select the Output Groups that you want to associate with this Task, and data will be distributed to them in accordance with the settings below.

Not Selected Output Groups

Selected Output Groups

Name	

Add >>
<< Remove

Name	
picturemaxx	

Task Settings window > Assign Outputs or Output Groups panel

- In the **Select Media** panel (additional for Tasks):
 - For recurring distributions, you can select all media from specific Media Processing folders and then further filter your selection using metadata.
 - Select media by folder:** Select the folders you want to distribute.
 - Select media by metadata:** Specify further selection criteria using metadata.
 - Database Field:** Specify the database field you want to use as a selection criterion.
 - Language:** Select the language of the database field label.
 - Filter:** Specify how the system should handle the data within the selected database fields.
 - Text, value:** Enter the text/value to search for in the metadata.
 - Case sensitive:** Enable this option to ensure that database field validation is case-sensitive.
 - Resend Already-Sent Media:** Enable the option if you want to send the data to an output or output group again/multiple times.

Note

For recurring distributions: We do not recommend enabling **Resend already-sent media**. If you do, all matching media will be resent to recipients.

For one-time distributions: We recommend enabling this option. It lets you redistribute previously shared media for special occasions, such as an actor's birthday.

▼ Select Media

For recurring distribution, you can select specific folders and media, and the option to redistribute is also available.

Select the checkbox below if you want to retransmit media that has already been sent to an Output this way in the past.

☐ Resend already-sent media

Available Folders

Name

Import-daily

Import-Ordner

Add >>

<< Remove

Selected Folders

Name

Archive

Enter the desired selection criteria using metadata. Please be sure that every newly created Task includes sufficient filtering. For example, narrow your selection by Archive Date and a combination of database fields.

Database Field	Language	Filter	Text, Value	
Special Instructions	English (...)	contains	Test	☒ case sensitive ?

Task Settings window > Select Media panel

- In the **Media Settings** panel:
 - **Create Folder:** enable the option to create a new folder for your media files on the destination directory. Then, enter a name for this folder.
 - **Main Folder Name:** Name of the folder to be created on the customer's FTP server.
 - **Folder Name = Distribution Name:** Select this option to use templates for direct distributions (actions) and still use individual folder names for each dispatch.
 - **Only Send Metadata:** Enable this option to send metadata only (and not media). (This option can be useful for internal backup scenarios.)
 - **Filename:** You can create alternative custom filenames for the distributed media. To use existing metadata to rename the files, click the ****** button and select one or more database fields.
 - **Add Sequential Number:** Enable this option to assign a sequential number to each media.
 - You can specify individual media sizes and media settings for an individual Output.
 - **Name/Type/Size/Resolution:** The displayed sizes and settings derive from **Administration > Media Attributes > Media Sizes**. For task-specific media sizes, you can enter this information manually.
 - **Prefix:** Specify a prefix for the file name for each media size.
 - **Watermark:** Specify a watermark for each media size.
 - **Folder name:** Specify a folder name for each media size.
 - To add or remove media sizes, click **+** or **-**.

Media Settings

If you want to create a new folder for your media files on the destination directory, select the checkbox below and specify a name for the folder.

Create Folder: ☒

Main Folder Name: ☒ Folder Name = Distribution Name

If you do not want to send any media, and only want to send metadata, select the checkbox below.

☐ Only Send Metadata

For distribution, you can specify alternative filenames for your media. In order to use existing metadata for naming the files, click '.' and select one or more database fields. You can also integrate a sequential number anywhere in the filename.

Filename: ☒ Add Sequential Number

Select the sizes that you want used for this distribution. If needed, add additional requirements, such as file prefixes, logo lines, watermarks and folder names.

	Name	Type	Size	Resolution	Prefix	Watermark	Folder Name	
☐	thumbnail	Pixel Size	200	72	t_	No Watermark ▾		..
☐	XS	Pixel Size	400	72	xs_	No Watermark ▾		..
☐	Small	Pixel Size	600	300	s_	No Watermark ▾		..
☒	preview	Pixel Size	800	72	p_	No Watermark ▾	Preview	..
☐	Medium	Pixel Size	900	300	m_	No Watermark ▾		..
☐	Large	Pixel Size	1200	300	L_	No Watermark ▾		..
☐	Extra Large	Pixel Size	1600	300	xL_	No Watermark ▾		..
☒	highres	Pixel Size	*	300	h_	No Watermark ▾	Highres	..

Task-Specific Media-Sizes:

	Name	Type	Size	Resolution	Prefix	Watermark	Folder Name			
☐		Pix... ▾		300		No Watermark ▾		..	+	-

Task Settings window > Media Settings panel

- In the **Metadata Settings** panel:
 - Embed Metadata:** Enable the option to send media with embedded metadata. Select a language for the metadata, if applicable.
 - Send Metadata File:** Enable the option to send a separate metadata file.
 - Filename:** Enter a name for the metadata file.
 - Create Folder for Metadata:** Enable the option if the file needs to arrive in a separate folder in the destination directory. Name the folder in the **Folder Name**

field.

- Configure the metadata file:
 - **Field Separator / Field Delimiter / Character Set**, and language of the metadata file.
 - See the **Metadata Export** FAQ for details.
- **Column**: Select the data to be delivered, the data will appear in the order of the columns set here. Define the language and delimiters if necessary.

▼ Metadata Settings

Specify whether media should be sent with embedded metadata or not. If you select the checkbox below, you can then select a language for the metadata.

Embed Metadata: ☒

Captioning Language:

You can also choose to send a separate metadata file by selecting the corresponding checkbox below and entering a filename.

Send Metadata File: ☒

Filename: *

Create Folder for Metadata: ☒

Folder Name: *

Define the required contents of the metadata file.

Column Header Language:

Field Separator:

Field Delimiter:

Character Set:

Select the data you want delivered, in the column order in which it should appear. Specify the appropriate language and

Column	Database Field	Language	Delimiter
Column A	Media Number		+ -

Task Settings window > Metadata Settings panel

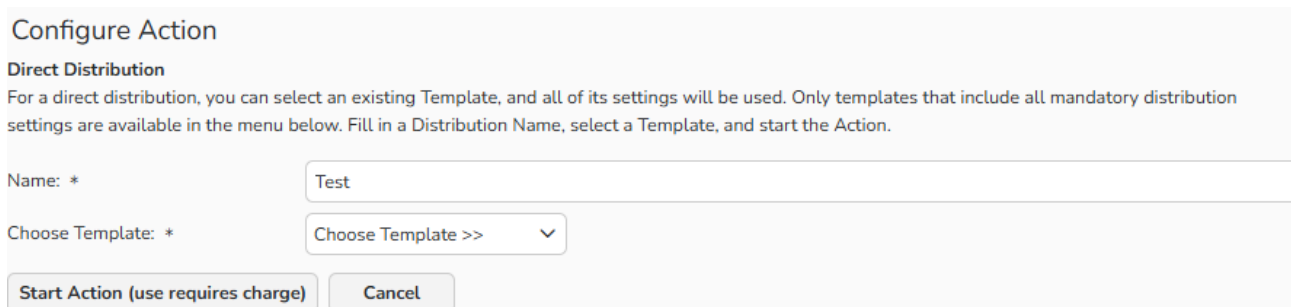
One-time distributions from Media Processing

To distribute media directly from the Media Processing area, proceed as follows:

1. Select media files.
2. In **Exporting Actions**, click **Distribute Media (Push)**.
3. In the **Configure Action** dialog, select a distribution type:

Direct Distribution

- To initiate a direct distribution, you can select an existing template - all its predefined settings will be applied automatically.
 - Only templates that include all mandatory distribution settings appear in the list.
- Enter a distribution name, select a template, and click **Start Action**.



Configure Action

Direct Distribution

For a direct distribution, you can select an existing Template, and all of its settings will be used. Only templates that include all mandatory distribution settings are available in the menu below. Fill in a Distribution Name, select a Template, and start the Action.

Name: *

Choose Template: *

Configure Action dialog: Direct Distribution

Create New Distribution

- To create a new distribution task, you can use an existing Template as a starting point.
- Click **Create New Distribution** to access additional settings and configure the distribution.
 - See [Distribution Settings](#) section above.

Use Previous Distribution

- To send additional media files related to the same subject, you can reuse a previously executed distribution.
- Select a previous distribution from the dropdown.
 - To start the task with the predefined settings, click **Start Action**.
 - To update the distribution's settings first, click **Edit Selected Distribution**.

Automatic recurring distributions

To set up a new distribution, proceed as follows:

1. Navigate to **Media Management > Distribution > Task Management**.
2. Select **Edit > New**.
3. Configure the settings as described in the [Distribution Settings](#) section above.
4. Click **Save** to confirm.

Edit an existing task

1. Select a task from the list and click **Edit > Open**
2. Modify the distribution settings.
3. Click **Save**

Copy an existing task

- Select a task from the list and click **Edit > Copy**.

Delete an existing task

- Select a task from the list and click **Edit > Delete**.

Task Settings / Overview

Edit ▾

New

Open

Copy

Delete

Sorting

Views ▾

Export

	↓ Start Date	End	Frequency (Basis)	Last Run
	30.04.2025 13:45:39	30.04.2025 13:50:39	Hourly	30.04.2025 14:46:42
3904	16.01.2019 13:50:10	16.01.2019 17:39:24	Hourly	03.04.2019 14:52:36

Task Settings overview > Edit menu

Note

An Action Run can handle media distribution based on your chosen criteria. For more information, see the **Action Runs** FAQ.

Note

The integrated table functions allow you to search, filter, and sort data records. For more information on these functions, as well as how to set up custom views or use the export function, see the **Advanced Table View** FAQ.

Distribution templates

Distribution templates help manage typical workflows and provide quick access to content in daily media processing.

To create a new distribution template:

1. Go to **Media Management > Templates > Distribution Templates**.
2. From the **Edit** menu, select one of the following options:
 - **New Action Template:** Use this template for one-time distributions.
 - **New Task Management Template:** Use this template for recurring distributions.
 - **New Action and Task Management Template:** Use this template for both one-time and recurring distributions.
 - Note: When used for an Action, any additional settings available for Tasks will be ignored.
1. Configure the settings as described in the [Distribution Settings](#) section above.
2. Click **Save**.

Edit an existing distribution template

1. Select a template from the list and click **Edit > Open**
2. Modify the distribution settings.
3. Click **Save**

Copy an existing distribution template

- Select a template from the list and click **Edit > Copy**.

Delete an existing distribution template

- Select a template from the list and click **Edit > Delete**.

Distribution Templates / Overview

Edit

New Action Template

New Task Management Template

New Action and Task Management Template

Open

Copy

Delete

Export

	Action	Creation Date	Date Last Changed
	✓	03.12.2018 14:59:29	09.01.2019 13:24:37
	✓	02.02.2018 17:57:09	02.02.2018 17:58:07
	✓	02.02.2018 18:14:06	02.02.2018 18:14:31
	✓	02.02.2018 17:58:15	02.02.2018 17:59:43

Distribution Templates overview > Edit menu

Note

The integrated table functions allow you to search, filter, and sort data records. For more information on these functions, as well as how to set up custom views or use the export function, see the **Advanced Table View** FAQ.

In-progress distributions

To get an overview of ongoing distributions, navigate to **Media Management > Distribution > In-Progress Distributions**.

The data columns display the following information:

Output	Name of each Output, as stored in Master Data in Task Management.
Error	If an error occurs during distribution, a message from the receiving server will appear in this column.
Progress	Status bar for all in-progress transmissions.
Next start	Date and time of the next transfer.
Name	Name stored for the corresponding distribution. For single-time distributions, it is optionally generated during execution or from templates. For automatic distributions, it is the name of a corresponding task.
Protocol	Type of transfer protocol (FTP or SCP) used by Output.

Status	Current send status (In Progress or Waiting) for each individual Output.
Retries	Number of retries of the distribution.

In-Progress Distributions / Overview

Edit ▾

Quick Search Filter Sorting Views ▾ Export

	Name	next start	Protocol	Status ↑	Retries	Error Message	Progress
	FAQ Test Distribution____picturemaxx____FAQ Test	11.06.2025 13:22:00	FTP	In Progress	1		67%

In-Progress Distributions overview

Cancel in-progress distributions

- In **Media Management > Distribution > In-Progress Distributions**, select the record(s) from the overview and click **Edit > Cancel selected distributions**.

Note

The integrated table functions allow you to search, filter, and sort data records. For more information on these functions, as well as how to set up custom views or use the export function, see the **Advanced Table View** FAQ.

Completed Distributions

To view and evaluate a full history of all your completed Distributions, go to **Media Management > Distribution > Completed Distributions**.

The following tabs are available:

- **Recent Distributions:** Lists all completed distributions.
 - Distributions with error messages or cancelled runs are not sent to the Historical Distributions list.
- **Historical Distributions:** Contains all distributions that are successfully completed and are older than approximately 6 weeks.

Completed Distributions / Overview

Recent Distributions

Historical Distributions

Edit

View

Quick Search

Filter

Sorting

Views

Export

	Task	Status	Start Date	End Time
	FAQ Test Distribution	Manually canceled	11.06.2025 13:21:16	11.06.2025 13:25:26
	pmtest RightsControl	Error (No Item)	11.06.2025 13:17:10	11.06.2025 13:17:10
	Push to pmcrew008	Waiting	03.04.2019 16:13:28	03.04.2019 16:13:28
	TC10_DEV-3904	Waiting	03.04.2019 15:50:20	03.04.2019 15:50:20

Completed Distributions overview: Recent Distributions tab

Backstage also provides an overview by output and a detailed view of the distribution settings. To view more distribution details, double-click on a completed distribution or select **Edit > Open**.

The following tabs are now available:

- **Output Overview:** Lists all distributions of the selected output. To see an overview of the data transmitted to the output and the transfer details, such as folder or possible error messages, select **View Details > Open**.
- **Distribution settings:** Shows the specific distribution settings.

Distribution volume tracking

You can keep track of the volume of distributed media in **Media Management > Distribution > Data Volume**.

Double-click a record to view more details:

Distribution / Data Volume

▼ Data Volume Overview			
Double-click an entry to open further details.			
Quick Search Filter Sorting Views ▼ Export			
	Month/Year ↓	Data Transfer Rate and Priority	Data Volume (MB)
●	01/2020	picturemaxx BROADCAST Basis	0,12
●	02/2018	picturemaxx BROADCAST Ultra High Speed	0,17
●	02/2019	picturemaxx BROADCAST Basis	0,68
●	03/2017	picturemaxx BROADCAST Basis	0,52
13 Results			
Quick Search Filter Sorting Views ▼ Export			
	Quarter/Year ↓	Data Transfer Rate and Priority	Data Volume (MB)
●	Q1 2017	picturemaxx BROADCAST Basis	0,52
●	Q1 2018	picturemaxx BROADCAST Ultra High Speed	0,17
●	Q1 2019	picturemaxx BROADCAST Basis	28.040,58
●	Q1 2020	picturemaxx BROADCAST Basis	0,12
11 Results			
Quick Search Filter Sorting Views ▼ Export			
	Year ↑	Data Transfer Rate and Priority	Data Volume (MB)
●	2025	picturemaxx BROADCAST High Speed	0,45
●	2020	picturemaxx BROADCAST Basis	0,17
●	2020	picturemaxx BROADCAST High Speed	0,34
8 Results			

Distribution > Data Volume: overview by time period