

Distributions

What is an “output”?

A: An output defines where and how your media is distributed. Think of it as a destination (who receives the media) plus the settings that control how the media is shared.

You can create outputs for different recipients, including:

- **Customers**
- **Partners** (Sales & Purchasing)
- **Authors**
- **IT users**

To keep things organized, you can also group outputs into **Output Groups** under **Media Management > Distribution > Output Groups**.

How do I set up a new outgoing FTP (SFTP, FTPs, or SCP) server (output)?

A: FTP, FTPS, SFTP, and SCP outputs are supported. To configure any of these file transfer methods, create a new output for the partner and select the appropriate protocol during setup:

1. Go to **Sales > Partners**, open the partner record, and select the **Outputs** tab.
2. Click **Edit Outputs** and select the required output type.
3. Enter the partner’s name and select **Active**.
4. (Optional) In **Assign Output Groups**, add the output to any relevant groups.
5. In **Destination Settings**, enter the server details for the selected protocol and click **Save**.
6. Click **Connection Test** to confirm the server is reachable. An **OK** message means the setup is correct.

Note

If the partner is added to an Output Group, any existing Distribution Templates for that group will apply automatically. To create partner-specific templates, go to **Media Management > Templates > Distribution Templates**.

How do you recommend that I organize my Output Groups?

A: We recommend that you consider the following when setting up your Output Groups:

- Who are you going to distribute your media to?
- What types of media will you distribute to your various recipients?
- Do you have recipients that will share the same distribution settings? (File renaming, media sizing, form of metadata delivery, language, etc.)

You can take all of this information and group your individual Outputs accordingly. Here are some example Output Groups from a press agency and a stock agency:

Press Agency

- Newspaper Customers
- Celebrity Magazines
- Partner Agencies
- Customers - USA/UK
- Customers - Global
- TV Stations
- Internal

Stock Agency

- Portals
- Partner Agencies
- Internal
- Book Publishers - USA/UK
- Book Publishers - Global

What's the IP address of FTP distributions?

A: FTP Distributions are sent from the network address 80.190.104.0/22.

This is the IP Range of 80.190.104.0 to 80.190.107.255.

We often switch machines, so the entire range should be whitelisted, not just one IP address.

Can I resend an FTP distribution?

A: Yes, you can resend completed FTP distributions.

Go to **Media Management > Distribution > Completed Distributions**. In the **Recent Distributions** tab, select one or more distributions with a **Completed** status, and choose **Edit > Resend Selected Distributions**. The system resends the entire distribution using the original FTP configuration and destination(s).

What is SCP?

A: SCP stands for "Secure Copy Protocol." It is a secure form of file transfer that uses the Secure Shell (SSH) protocol and runs on port 22. Data is encrypted during transfer to prevent interception. You can use this option for sensitive or confidential media.

How do I know what Port to use when configuring an Output?

A: Use Port 21 when setting up an FTP Output and Port 22 when configuring an SCP Output.

These ports are automatically set as the defaults.

Do I only pay for files that arrive successfully?

A: Distribution fees are charged only for media files that are successfully transmitted.

You will not be charged for files that fail to transfer.

What happens if a file with the same name already exists on the destination server?

A: If a file with the same name already exists on the destination server, the outcome depends on the server's settings:

- Some servers block overwrites and will return an error, causing the transfer to fail.
- Other servers allow overwrites, which means the existing file will be replaced by the new one.

To avoid failed transfers or accidental overwrites, always use **unique filenames** when sending files.

Is the most recent metadata sent with my images?

A: Yes. Your images are always sent with the latest metadata available.

No matter how the metadata is provided, embedded directly in the image files or delivered as a separate metadata file, your latest metadata updates are always included.

How do I backup my Archive using Broadcast?

A: You can back up your Archive by creating a recurring Distribution Task that automatically delivers your latest media to a local server.

See the **Media Distribution** article for more details.

Can I configure a Distribution to embed different metadata for a specific output or partner?

A: No. Backstage does not support using different metadata sets for different distribution destinations.

When you send an FTP distribution via Backstage:

- The system always embeds the latest metadata from your database into the files.
- If you include a metadata spreadsheet, it also contains the latest metadata from your database.

There is currently no way to configure alternative or destination-specific metadata formatting for a specific partner or output.

If a partner requires metadata in a specific format, first update the metadata in Backstage to match their requirements and then send the FTP distribution.

Why did all my distributed files have the same filename?

A: The file naming field in your distribution template was likely configured incorrectly.

By default, distribution templates are set to name files with their original filenames. Problems can occur if you select an incorrect option (e.g, "category_code" for the Filename field), or if you manually type a value instead of choosing a field from the [...] selection menu.

To check how the files were named, go to **Media Management > Distribution > Completed Distributions** and open the distribution that had the issue. In the **Distribution Settings** tab, scroll down to **Media Settings** to see the file naming configuration.

Reviewing these settings will help you identify and correct the file naming setup for future distributions.

What does an Error (No Item) status mean?

A: The "Error (No Item)" status means there were no available files to send in the distribution.

Possible reasons and fixes:

1. Files were already sent to this FTP output.

Fix: Turn on **"Resend already-sent media"** in the distribution settings (**Media Management > Distribution > Task Management, Select Media** panel) if you want to send the same files again.

The system tracks each file sent to a specific FTP output and, by default, only sends files once. If all matching files were previously delivered, the system skips them.

2. Media size override is enabled in output settings, but no size is selected.

Fix: Check the **"Override Distribution Settings"** and make sure a valid media size is selected. (**Media Management > Distribution > Outputs, Define Media-Sizes** in the **Media Settings** panel).

If an override is turned on without choosing a size, the system doesn't know which file version to send and skips the distribution.
