BRIGHTSPOT®

4.0

THE FASTEST PATH TO PREMIUM PUBLISHING

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 Supported dashboard widgets include Quick Start, Resources, Recent Activity, Unpublished Drafts, Bulk Upload, Analytics, Scheduled Events, and Search.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).

Assignment Desk

Assignment Desk provides a way for editorial teams to pitch, share and collaborate on potential topics they would like to generate site content about. Teams are able to create and track assignments for the various types of content needed for coverage of approved topics within Assignment Desk.

Site Copier

Site Copier streamlines the site creation process, allowing the creation of a site via copy. Designed for smaller sites, it allows for copying content, settings, or both.

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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.

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

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.

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.

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

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.
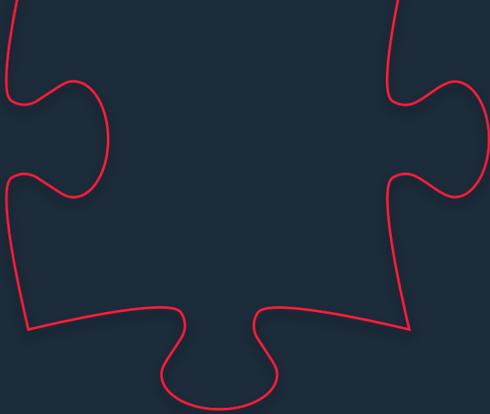
Search

Tagging

Tagging

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.
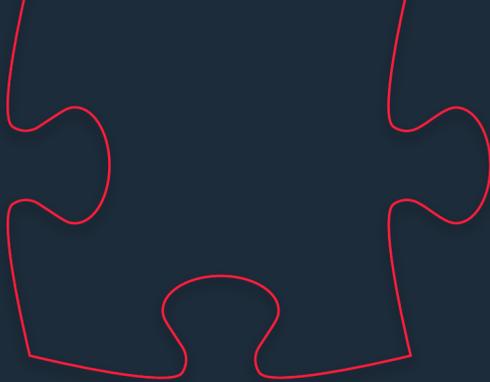
Editing

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, comments, find and replace, and a full-screen editing mode.

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.
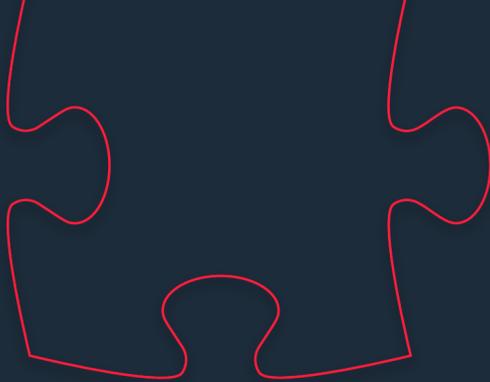
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Collaboration

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.

Email to CMS

Email to CMS allows authors to submit a piece of content via email, allowing contributors to send content while on the road, and on their mobile devices.

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.

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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.

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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.

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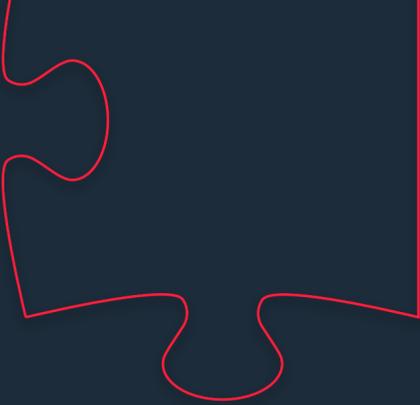
Images

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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.

Images

Images offer a robust set of capabilities, such as focus setting, crops, image editing, as well as image metadata and auto tagging capabilities — built right into the content type.

Image Editing, Focus & Cropping

Brightspot has built-in image editing capabilities that don't require a piece of third-party software or separate screen to manage. You can set a focus point, do minor image editing, and set unique crops.

Specialized

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

Live Blog
A Live Blog is a content type that enables multiple editors to simultaneously document an ongoing live event.

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

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

HTML Module / iFrame Module
Standalone module for support of HTML and iFrame publishing needs.

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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.

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.

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.

Integrations

Amazon Rekognition
Image tagging with keywords available in search

Amazon Comprehend
Autotagging on text-based assets for easier publishing.

Amazon Transcribe
Video and audio subtitle transcription

Amazon Elemental
Video upload, transcoding, clipping and watermarking

Slack
Slack notifications for workflow transitions and publication

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

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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.

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).

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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.

Social Features

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.

Front-End Approaches

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Headless Implementations

For customers who want a headless approach to content delivery, Brightspot offers GraphQL APIs that customers can leverage to build the experiences they want.

Build Your Own Theme

For customers who have a design in hand that they love (or who aren't ready to change the look and feel just yet), Brightspot also supports a decoupled approach to front-end development and presentation. Using this approach, customers get access to Brightspot Styleguide, a development kit that enables flexible and rapid development.

Pre-Built Themes

To help customers go to market more quickly, Brightspot offers two pre-built themes that can be used, modified, and extended by our customers. These include:

- Frost: Designed for corporate, marketing, and blog sites.
- Falcon: Designed for news sites and video-rich experiences.