COREMEDIA

WHAT'S NEW

CoreMedia Content Cloud v11

CMCC Distribution 11.2304.1

# CoreMedia Content Cloud Distribution 11.2304.1

The new product features and enhancements highlighted in this document are part of CoreMedia Content Cloud v11, distribution 11.2304.1. For more details about the included products and components, please refer to our distribution download site at https://go.coremedia.com/cmcc-11. The CMCC-Service features are part of the upcoming infrastructure release, which will be rolled out during February. These features are independent from the used CMCC version unless otherwise noted.

1.   Event Hub

CoreMedia Content Cloud – Service customers used to have limited possibilities to add external listeners for content and editorial events. The Unified API and notifications were not available outside the system. Consequently, events could only be made available to external applications by implementing custom code in CoreMedia, which made development and later migration to newer versions much more difficult.

Since the beginning of spring of 2023, the Event Hub is available for Cloud customers. This enables them to reuse content outside their CoreMedia system and keep it up to date with content events without customizing CoreMedia's specific code. Additionally, content creators can be notified about changes to workflows or other editorial actions outside of Studio.
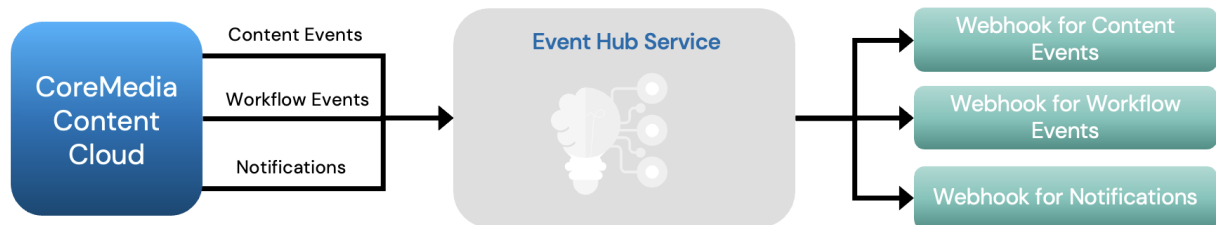
Figure 1: Simple architectural diagram of the Event Hub

The Event Hub is a multi-tenant service that allows customers and partners to register multiple webhooks and receive the following events:
- Content events (analogous to those of the Unified API) for both the management and the live side. This includes not only the creation, modification, and deletion of content but also the content live cycle.
- All events around workflows.
- Events for all editorial actions, which are also available as notifications in Studio. This includes comments and direct publications.

2.   Headless Example for Client-Side Personalization

Until recently the client-side personalization solution provided only the raw data of the experiences and segments created in CoreMedia via the headless server. A tested and implemented sample solution, such as already exists for CAE, was not available to customers.

From now on, a well-documented example integration is available for customers using the Headless Server, which allows them to quickly and easily integrate the client-side personalization into their frontend. Find more details about the example integration in the documentation for client-side personalization.

3.   CoreMedia Campaigns Open-Beta

Until now, our customers have been creating their workflows to set up their campaigns within CoreMedia using features and functionalities such as the validity of content and projects. But we have discovered that, even though these have been useful, in the long run this is not ideal.

The end users, hence the customers of our customers, are becoming more and more demanding, and pickier. This increases the need for marketing managers to consider many formats, geographies, channels, languages, and many more elements, when approaching them, adding up to the complexity to meet their expectations.

To tackle this challenge, one needs the right tool to have a flawless execution. This brought us to our goal for CoreMedia Campaigns: A simpler way to manage campaigns!

With CoreMedia Campaigns, we offer to the market a cloud-native SaaS application, seamlessly integrated with CoreMedia Content Cloud, based on APIs, in which the rendition of the campaigns' content is based on headless delivery.

This is rapid campaign management, optimized for high performance campaigns, that will help marketers to create tailored experiences, in a simple and intuitive way.

Its task-driven UI will help you orchestrate campaigns across all geographies, in all the languages needed, for all your brands, guaranteeing the most effective delivery among the omnichannel world.

We are close to officially release this new product of CoreMedia and to do so, we would like to invite you to take part of the Open-Beta process and be part of a selected group of customers that will help us prepare it to be at the enterprise level that you all expect from our products. If you are interested in being part of this, please contact your account manager or your customer success manager to get more information about the process and benefits of it.
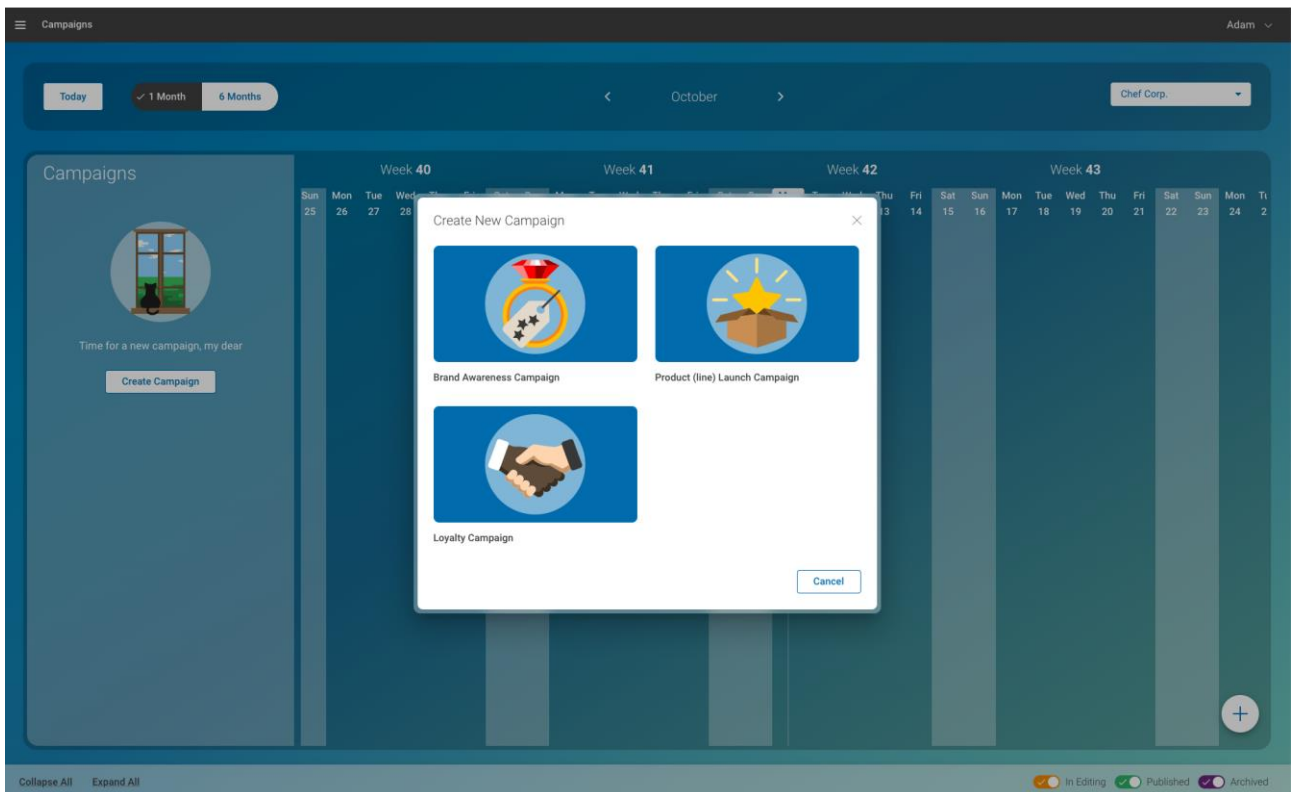
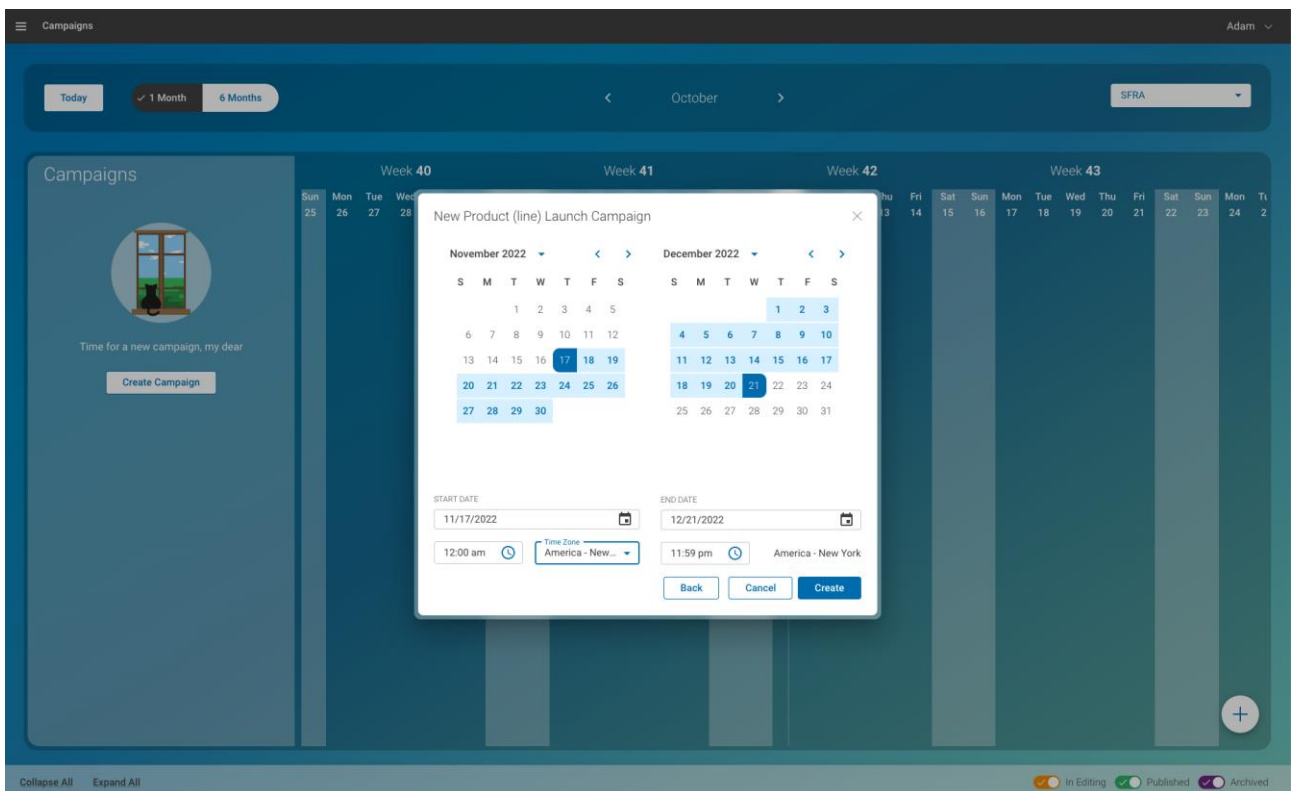*Figure 2: "Create campaign" opens the Campaign App – Campaign Wizard*

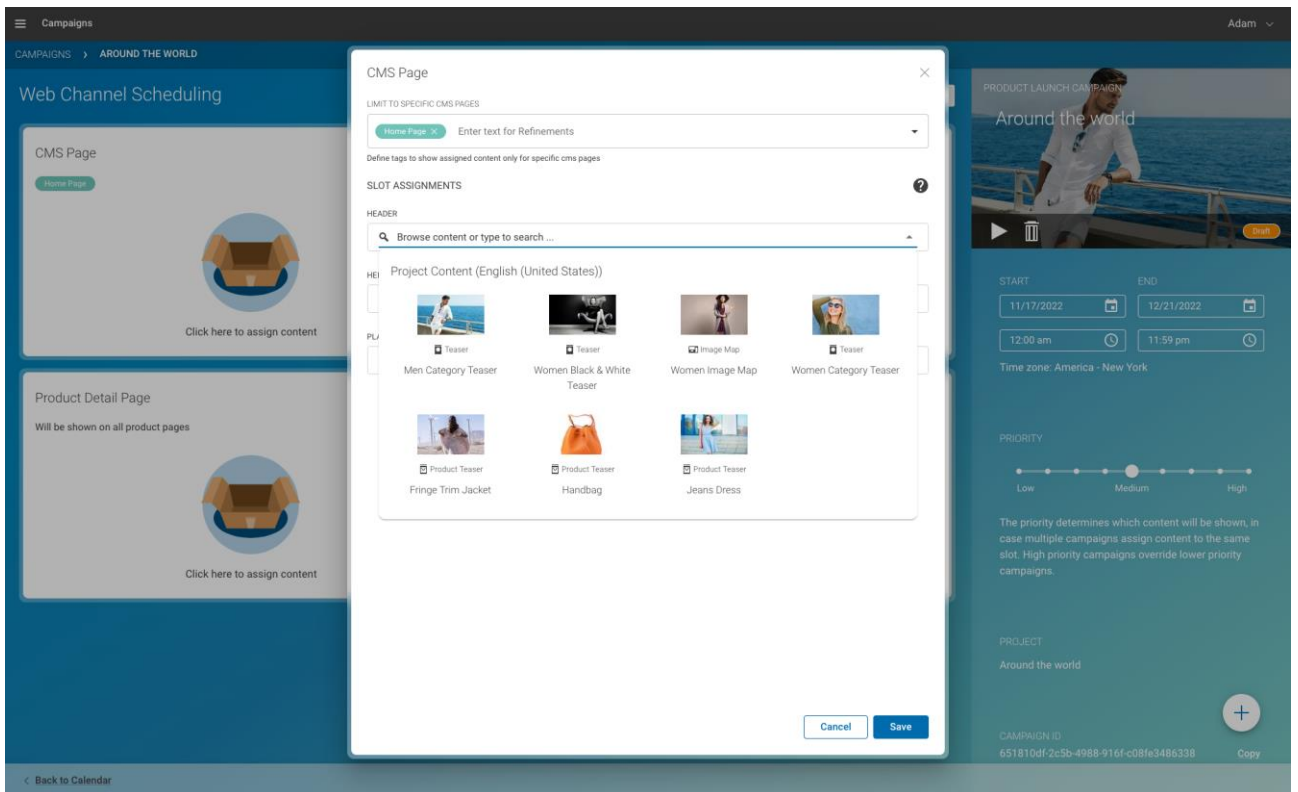*Figure 3: Settings for the campaign – Selecting dates*
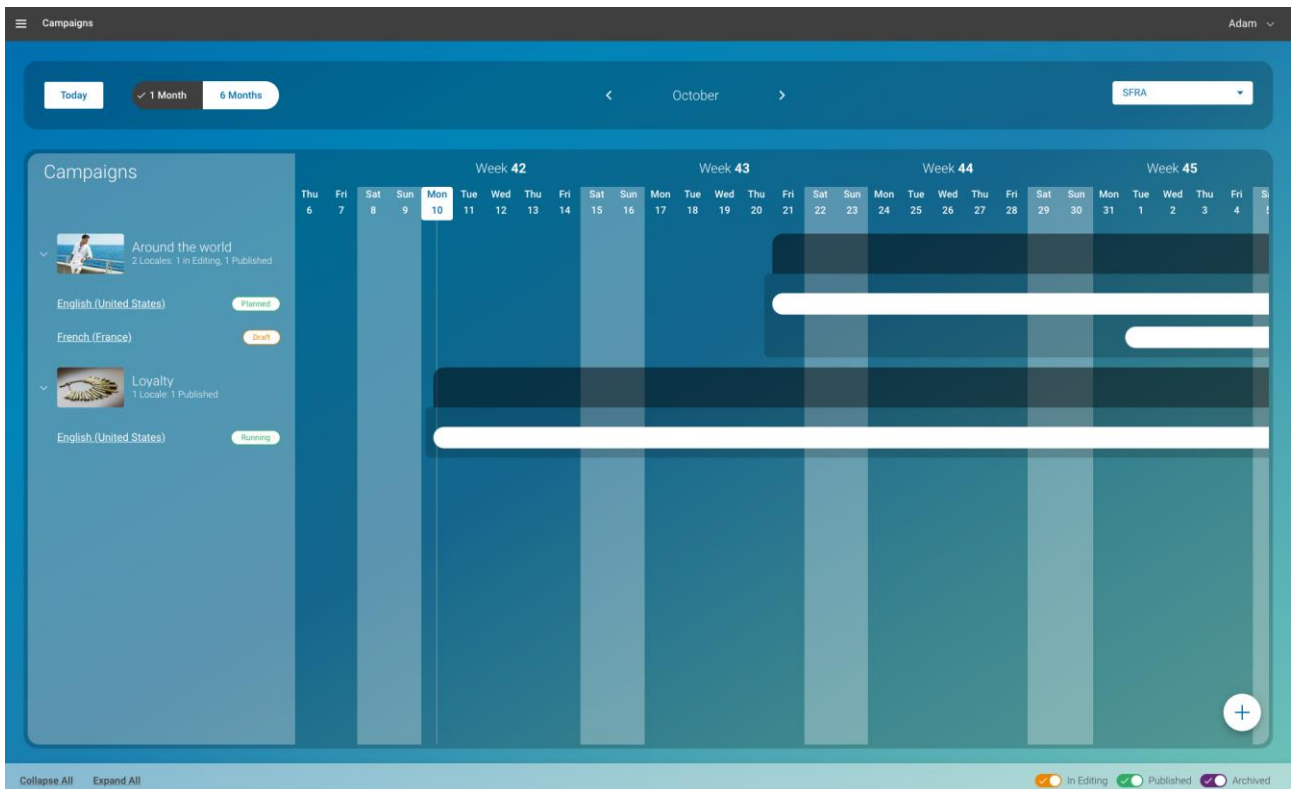
Figure 4: Content assignment on the pages

Figure 5: Complete calendar view

4.   Update to Google Analytics 4

Google Universal Analytics will be discontinued on July 1st, 2023. The CoreMedia Google Analytics Connector is updated to use the Google Analytics 4 API to stay compatible in the future.
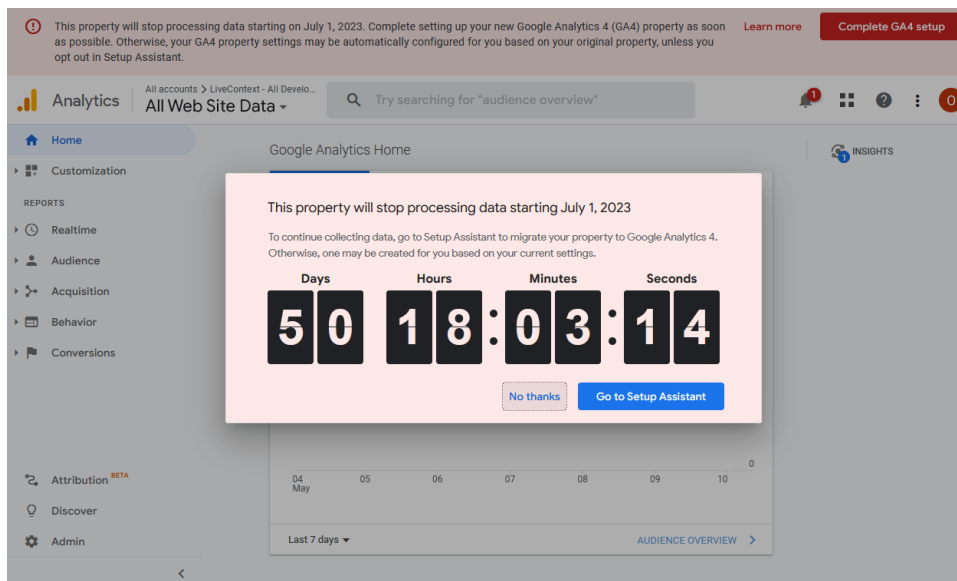

Figure 6: Google Analytics

To stay up to date with what is happening at Google check the [GA4 support page](#) continuously.

Some features have changed or are not supported by Google Analytics 4 anymore and therefore have changed in the CoreMedia integration:

Studio:
- A drilldown URL from specific content to the according analytics report is not available anymore.

Tracking/CAE:
- The metric "unique pageviews" is not available anymore. A custom client-side solution can be implemented but is not provided by the CoreMedia extension. See [GA4 documentation](#).
- The advertising feature plugin is now controlled by configuring Google Signals, either via Google UI or via setting "disableAvertisingFeaturesPlugin". See [GA4 documentation](#).
- Custom tracker names are not supported anymore. If the data should be tracked to multiple properties, this can be configured for the tracking call. See [GA4 documentation](#).

Retrieval/Elastic Worker, Studio:

- Reports are only available after 24 hours, see [GA4 documentation](#).

Required update steps:
- A Google Analytics 4 property with read permission for the Google service account.
- The authentication mechanism for data retrieval has changed. A JSON authentication file must be downloaded from the Google service account and configured in the content.
- Property names and values for tracking and retrieval have changed and need to be adapted in the content.

Configuration of custom event properties in the Google Analytics UI.
Please consult the CoreMedia Analytics Connectors manual and the Google Analytics 4 documentation for details.

5. MongoDB Support

Support for MongoDB has been updated to version 6.0.

Note that an upgrade is only possible from a 5.0.x version. An upgrade from an earlier version needs to be done successively.

Official MongoDB documentation on how to upgrade:
https://www.mongodb.com/docs/manual/release-notes/6.0-upgrade-standalone/

Compatibility changes are described here:
https://www.mongodb.com/docs/manual/release-notes/6.0-compatibility/

6. Documentation Site: Services Section

We added a new section to our Documentation Site called *Services*, which now serves as central access point to the documentation of all our services:

- Campaigns
- Event Hub Service
- Ingest Service

To get an overview, visit the website: https://documentation.coremedia.com/services/

7. Development Support for ARM based Apple Hardware

It is now possible to build the CMCC Blueprint Workspace with Apple M1/M2 based Macs to support development tasks. Note that this means no official support for using ARM based hardware on production environments. This is planned for a later release.