



Built-In Asset Lineage & Expiry Tracking

Keeping track of raw asset origins and compliance schedules can be a massive headache when creating content at scale. To solve this, Pencil introduces a built-in Asset Lineage System alongside automatic Expiry Propagation. This update completely eliminates compliance guesswork and manual tracking, allowing creative, brand, and legal teams to produce content with total confidence.

Operating quietly in the background, this update enhances your workspace by introducing strict, automated compliance guardrails and powerful auditing capabilities across your entire workflow.

1. Complete Visibility with Asset Lineage

This update features a built-in Asset Lineage System that automatically maps the dynamic relationships between raw source assets and the final creatives or templates produced from them. In this initial phase, the system operates powerfully in the background to track data, with an interactive visual interface planned for a future release.

Granular Dynamic Tracking (Backend Enforcement)

- **Variation-Level Mapping:** Pencil tracks asset relationships at the individual variation level rather than just the project level. If a team member swaps out a background image in a vertical video variation, only that specific version's history is updated in the backend.
- **Full-Design Scanning:** The lineage system continuously and quietly scans both Design Layers (images, videos, graphics inside scenes) and Audio Tracks (background music or voiceovers) to map exact usage.

Traceable Content Graph

- **Bidirectional Relationships:** The platform organizes content into a traceable graph. The system records relationships in either direction: tracing a final ad back to its original sources, or looking at a raw asset to see every piece of content built on top of it.
- **On-Demand Auditability:** This complete content provenance enables creative teams to reuse winning assets with confidence and allows brand, legal, or audit teams to instantly answer "where did this come from?".

Event-Driven Technical Architecture

- **Real-Time Processing:** Behind the scenes, Asset Lineage runs as an event-driven system. As content is created or updated, Pencil's services publish lineage events that a dedicated worker processes to build provenance relationships and compute effective expiries.
- **Pre-Generation Checks:** The system stores these relationships in a centralized "Lineage Store," which the platform UI and Expiry API query to surface clear warnings and blocks before any new content generation takes place.

Current Scope & Limitations

- **Supported Formats:** Lineage tracking is fully active for Ads, Display Ads, Templates, Images, and Videos.
- **Current Phase 1 Out-of-Scope:** Content generated or managed through Feeds, Email & Text, Agent Generation, or Universal Chat Generation will not trigger lineage tracking at this time.

2. Bulletproof Control with Asset Expiry Management

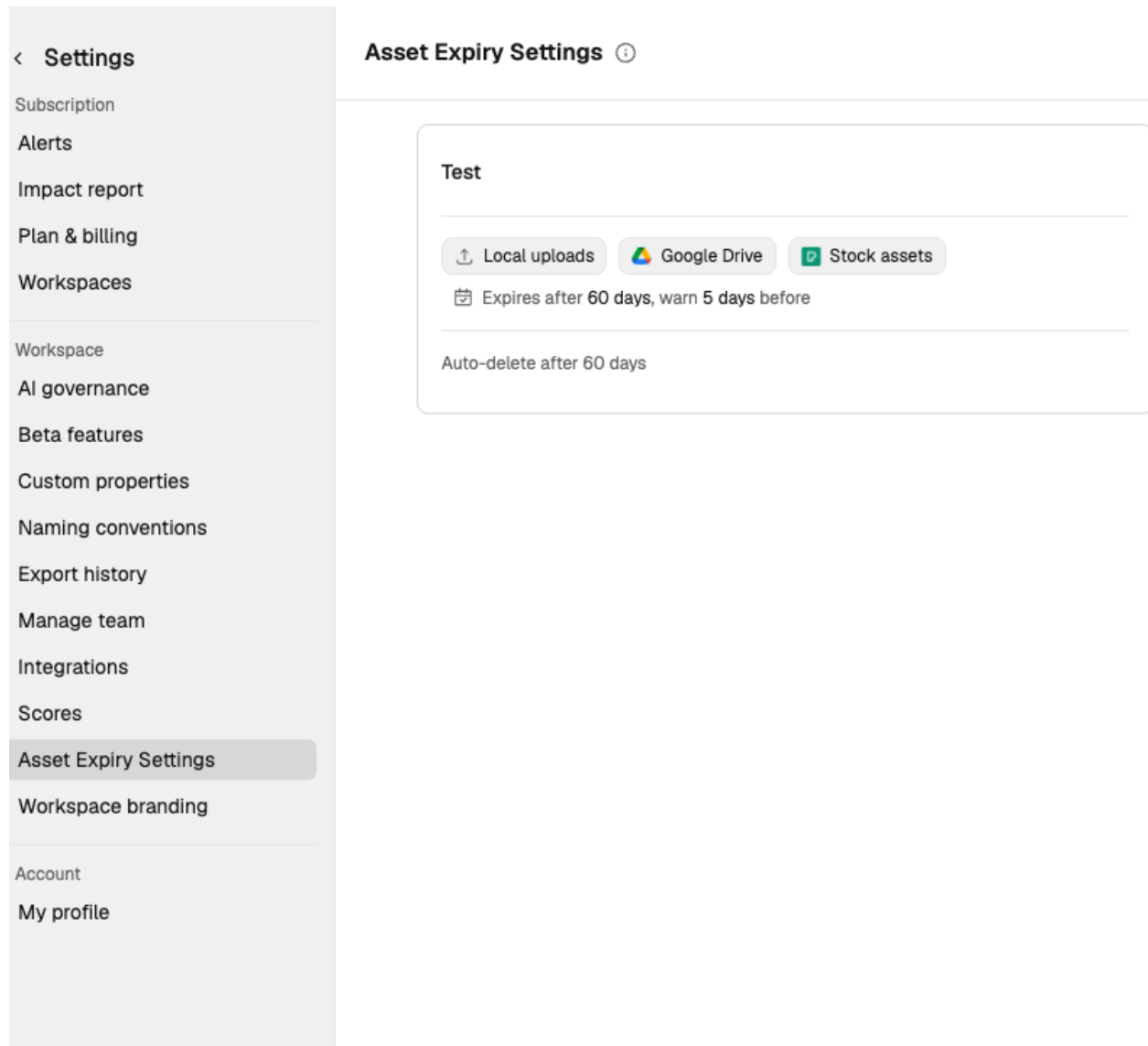
This update introduces multi-stage compliance guardrails to ensure that licensed assets are never used past their usage timelines, eliminating legal and brand exposure.

Automated Ingestion and Smart Calculations

- **Seamless Metadata Mapping:** Pencil automatically captures original licensing expiry dates directly from integrated Digital Asset Management Systems (DAMS)—including AEM, Bynder, Orange Logic, TAB, and Diageo.
- **The "Earliest Date" Rule:** When a creative variation draws on multiple sources, Pencil automatically calculates and applies the earliest expiry date among them as the effective expiration date for the final output.
- **Chain Propagation:** Expiry dates travel seamlessly down the creation chain, meaning any creative, template, ad, or remix built from a source asset automatically inherits its deadline.

Unified Setup for Manual and Non-DAM Imports

As shown below, teams can now access a brand-new Asset Expiry Settings tab in Workspace Settings.



- Custom Rules for Local Uploads: For assets imported directly into Pencil that lack metadata (such as local device uploads, Google Drive, or stock assets), teams can manually establish global rules. Users can define a default lifespan (e.g., 90 days) and a custom warning period (e.g., 30 days) to prevent compliance gaps.

Setting name

Test

Apply expiry settings to

These expiry rules will be applied to assets imported from the selected sources.

Local uploads, Google Drive, Stock assets

Local uploads

Google Drive

Stock assets

Set default asset expiry

This expiry applies to all selected sources.

60 days

Set warning period

Select the period before asset expiry to warn users.

5 days

Auto delete expired assets

Delete expired assets. Deleted assets cannot be retrieved via Pencil.



Select deletion period

After this period all archived assets will be deleted from Pencil.

60 days

- One Rule to Rule Them All: In this initial release, the platform supports one active configuration profile that automatically blankets all your imports—including DAM assets that land without embedded expiry dates.

























At-a-Glance Visual Cues

- Visual Status Indicators: The release introduces clear visual cues directly onto asset thumbnails—a Warning Icon for upcoming expirations to help teams plan ahead, and an Expired Icon for past usage dates.

Files

Works Generations Assets Templates Upload

AI highlights Sorted by Last edited descending Filter

| Name (13) | Media type | Labels | Scores | Upload status | Creator | Expires At |
|--|---|--------------|--------|---------------|-----------------------|---|
| <input type="checkbox"/>  A dramatic geyser erupts on a re...  |  Image | + Add labels | ? | Completed | Aiswarya Paichadathil |  Expired on 25 May |
| <input type="checkbox"/>  A dramatic geyser erupts on a re...  |  Image | + Add labels | ? | Completed | Aiswarya Paichadathil |  Expired on 25 May |
| <input type="checkbox"/>  xCat_Partnerships_StrangerThi... (m 3990s)  |  Video | + Add labels | ? | Completed | Aiswarya Paichadathil |  Expired on 25 May |
| <input type="checkbox"/>  Captivating view of Mount Teide... |  Image | + Add labels | ? | Completed | Aiswarya Paichadathil |  Expires by 27 Jun |
| <input type="checkbox"/>  GERB Final Brief 3 Grandparent... |  DOCX | + Add labels | ? | Completed | Aiswarya Paichadathil |  Expires by 27 Jun |
| <input type="checkbox"/>  1580455-sd_960_540_30fps... (m 8.60s) |  Video | + Add labels | ? | Completed | Sanjali Sajith |  Expires by 26 Jun |
| <input type="checkbox"/>  Intricate architectural details of ... |  Image | + Add labels | ? | Completed | Sanjali Sajith |  Expires by 26 Jun |

Files ⓘ

Works






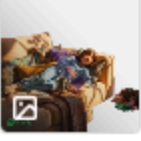

Generations

Assets

Templates

↓ Sorted by Last edited descending ▾

Filter

| Name (770) | Expires At |
|--|---------------------|
|  4.015 | |
| <input type="checkbox"/>  Video 29 May 2026 at 09:14:26 ... | |
| <input type="checkbox"/>  Video 28 May 2026 at 05:42:23... | |
| <input type="checkbox"/>  Image 27 May 2026 at 12:08:16 ... ⌚ | ⌚ Expired on 26 May |
| <input type="checkbox"/>  Image 28 May 2026 at 05:05:0... | ⌚ Expires by 27 Jun |
| <input type="checkbox"/>  Image 27 May 2026 at 02:15:19 ... | |
| <input type="checkbox"/>  Image 28 May 2026 at 09:17:14 ... | ⌚ Expires by 26 Jun |

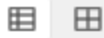
Files ⓘ

Works

Generations








Assets

Templates



Sorted by Last edited descending ▾

Filter

| Name (61) | Media type ⓘ |
|---|--------------|
| <input type="checkbox"/>  Video Ad Template 29 May 2026... 4.66s | Video Ad |
| <input type="checkbox"/>  new_work (copy) 4s | Video Ad |
| <input type="checkbox"/>  new_work 4s | Video Ad |
| <input type="checkbox"/>  WORK_VIDEO1 (copy) 8.63s | Video Ad |
| <input type="checkbox"/>  Ad 28 May 2026 at 05:53:17 pm ⏸ ... | Static Ad |
| <input type="checkbox"/>  13 Static Ad Template 27 May 2026... 4s | Video Ad |
| <input type="checkbox"/>  WORK_VIDEO1 8.63s | Video Ad |

Asset has expired on 26 May





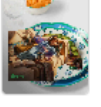


- **Advanced Expiry Filtering:** Users can effortlessly audit content by filtering for specific expiry dates across the Asset, Work, Generations, and Templates Listing dashboards.

Files ⓘ

Works Generations Assets **Templates**

☰ ☱

↓ Sorted by Last edited descending ▾ | ⚙ Filter

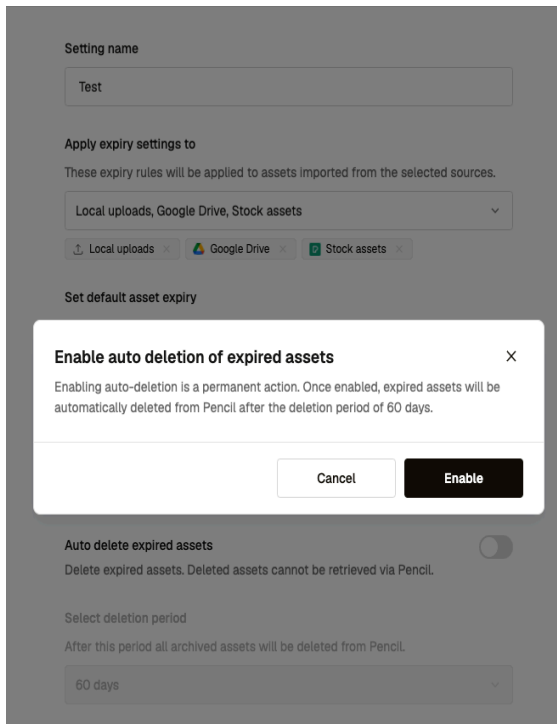
| Name (61) | Expiry Status | Expiry Date | Duration | Actions |
|---|---------------|-------------------|----------|---------|
| <input type="checkbox"/>  Video Ad Template 29 May 202... 4.66s | Expires At | Expires by 27 Jun | | |
| <input type="checkbox"/>  new_work (copy) 4s | | | | |
| <input type="checkbox"/>  new_work 4s | | | | |
| <input type="checkbox"/>  WORK_VIDEO1 (copy) 8.63s | Expires At | Expires by 26 Jun | | + Add |
| <input type="checkbox"/>  Ad 28 May 2026 at 05:53:17 pm ⌚ | Expired | Expired on 26 May | | + Add |
| <input type="checkbox"/>  Static Ad Template 27 May 202... 4s | | | | + Add |
| <input type="checkbox"/>  WORK_VIDEO1 8.63s | Expires At | Expires by 26 Jun | | + Add |

Expiry Filter

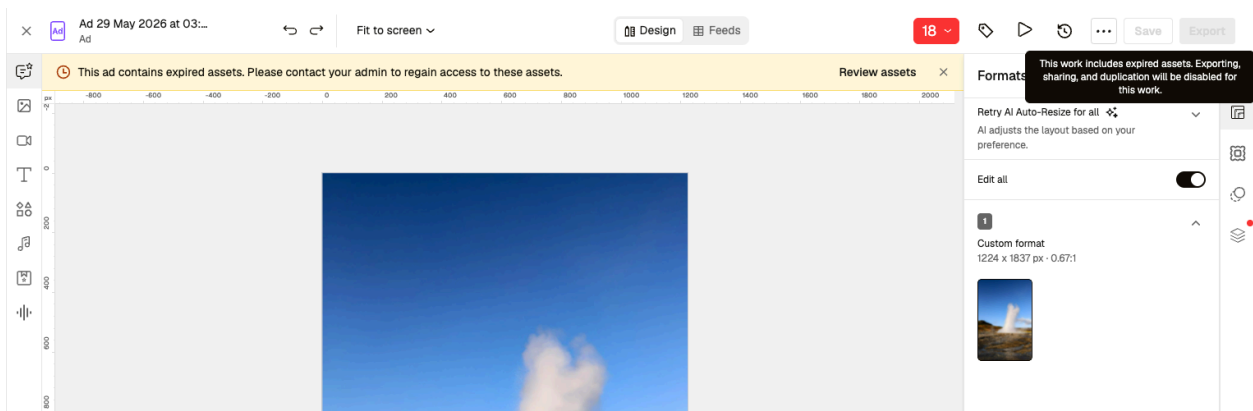
- No expiry
- Expired
- Expires in 7 days
- Expires in 14 days
- Expires in 30 days
- Expires in 90 days
- Custom range

Ironclad Protections & Automated Clean-Up

- **Multi-Stage Guardrails:** Pencil actively blocks expired files at selection during ad creation, halts automated workflow executions, and automatically disables export functions for built creatives if an underlying source asset passes its expiration date.
- **Set-and-Forget Maintenance:** To keep workspaces clean, users can toggle on Automated Deletion. Once enabled, it permanently removes expired assets from the library after a customizable window (e.g., 90 days), as finalized.



- **Blocked Exports :** Any work Item containing expired assets will be blocked from exports.



Current Scope & Limitations

- Supported Formats: Expiry tracking and enforcement are fully active for Ads, Display Ads, Templates, Images, and Videos.
- Current Phase 1 Out-of-Scope: Expiry rules are not currently enforced for Feeds (Feed Variations), Email & Text content, Agent Generation, or Universal Chat Generation. Additionally, the *Target* DAM integration does not currently consume asset expiry fields.

Future Evolution

Pencil's compliance and data engine will continue to grow. Future iterations of the platform plan to include:

- Interactive Lineage UI: Bringing the underlying backend asset relationship graph directly into the Pencil user interface for seamless, visual point-and-click tracking.
- Asset Expiry Extension Requests: A built-in extension mechanism allowing creative teams to instantly send formal requests to update or renew licensing dates for expired or near-expiry assets.
- Multi-Profile Configurations: The ability to set up multiple asset expiry configuration profiles to easily segment rules by vendor or region.
- Smart Overrides for Non-Metadata Imports: Setting up custom expiry definitions inside Pencil for DAM imports that are missing metadata values (without modifying or writing back data to the external DAM).