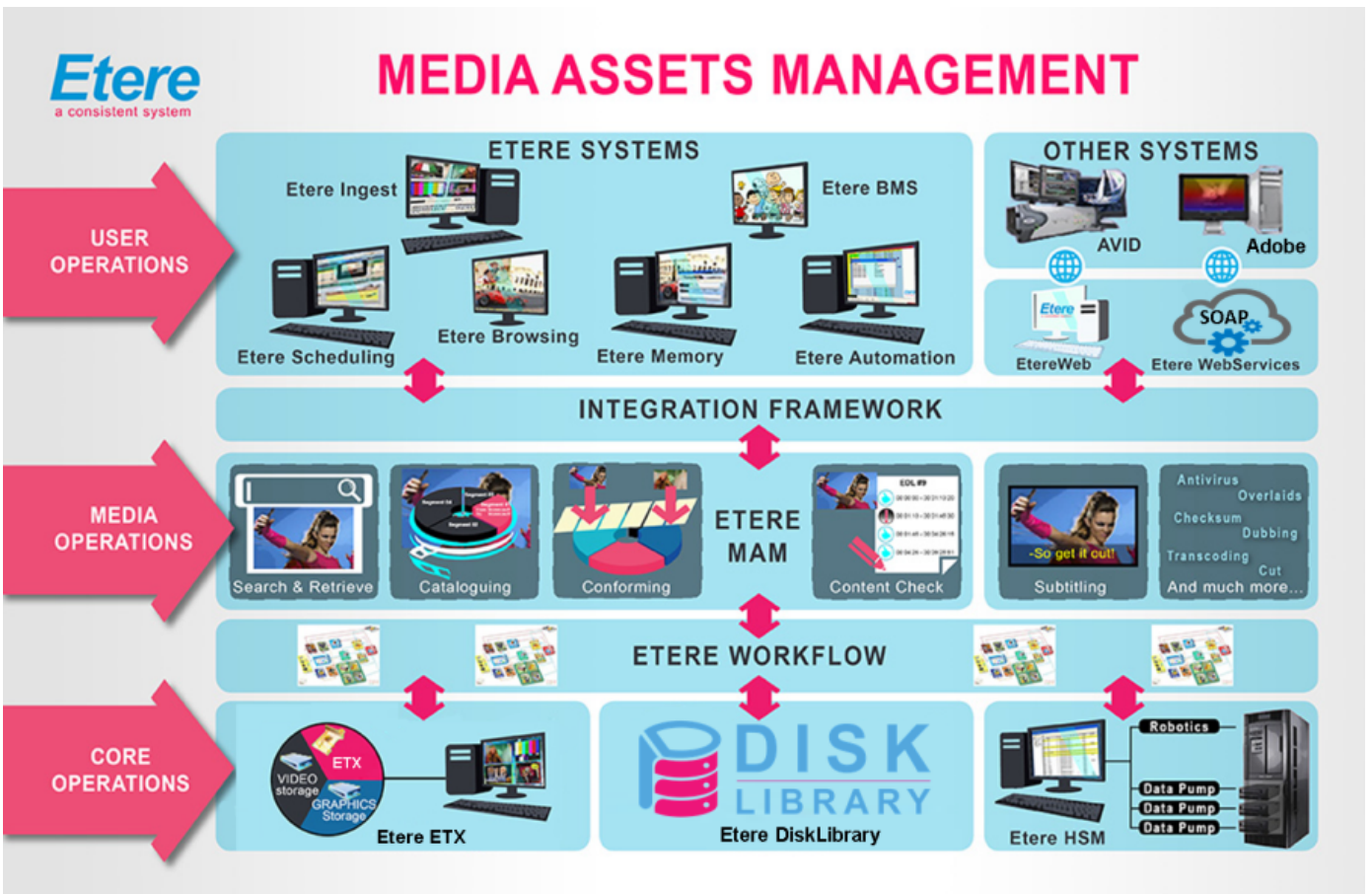


# MEDIA ASSET MANAGEMENT (MAM) Etere

MEDIA ASSET MANAGEMENT is a highly scalable solution for a complete, flexible, modular and easy management of your digital assets.

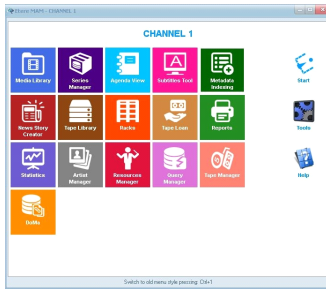
**MEDIA ASSET MANAGEMENT** is a highly-effective digital content management solution that is designed specifically to streamline the process of ingest, index, storage and retrieval of **digital assets**. **MEDIA ASSET MANAGEMENT** is an end-to-end software solution created to fully optimize the value of your assets through a centralized management of digital content and associated metadata. Its effective implementation both increases operational efficiency and maximizes the return on investment of digital media.



**MEDIA ASSET MANAGEMENT** simplifies the process of content management by streamlining the digital workflow, bringing media to the market faster and in multiple formats thus ensuring an exceptional and frame accurate content. **MEDIA ASSET MANAGEMENT** is an indispensable workflow orchestration that simplifies complex tasks across the entire media lifecycle.

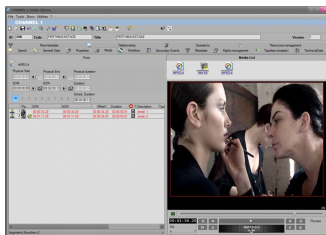
Take the first step to achieve the results-driven success that you want. We can help you to attain results that is tailored for your success. Talk to us at [info@etere.com](mailto:info@etere.com)

# MEDIA ASSET MANAGEMENT (MAM) Etere



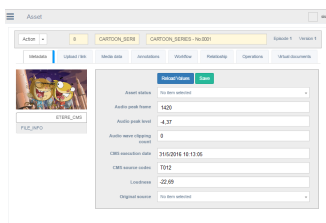
## Key Features

- ◆Advanced workflow orchestration that simplifies asset, metadata and content management
- ◆Complete modular solutions that are able to manage the end-to-end media lifecycle including ingest, transcoding, content retrieval, metadata association and asset distribution
- ◆Automated content processing that is able to detect new content assets
- ◆Automated **Ingest** followed by effective and integrated QC workflows
- ◆Key frame-based basic and advanced storyboard view
- ◆Generation of multiformat, multipurpose files for delivery to multiple platforms
- ◆Fully integrated with **Etere Browsing** to support the streaming of VC-1 codecs
- ◆Rights structure to protect intellectual property including digital watermarking
- ◆**Etere Nunzio Newsroom** integration for real-time access to media content(MOS compliant)
- ◆**Etere HSM** integration to transfer files between near-line, libraries and playout servers



## Search Engine

- ◆Accurate and fast content retrieval with full-text search
- ◆Extended: Artist, genre, parental rate, expiry date, country of production, agency
- ◆Quality control: Date, operator, workflow
- ◆Media: Main, backup, archive, proxy file
- ◆Standard: ID, description, program type
- ◆Notes: Storyline, EPG, commercial note
- ◆Station: Searches can run for all or only specific stations



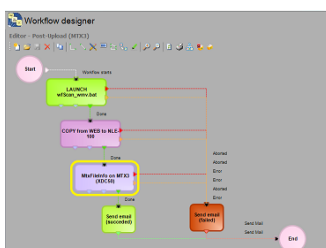
## Web and NLE Integration

**Etere MAM** enables complete access to media content from both central and remote locations using **EtereWeb** for real-time content search, retrieval, browsing and basic manipulation. **NLE Integration** allows media content to be accessible even from inside an editing station. EtereWeb supports full tracking of all NLE and archive movements. User rights can be defined to allow or prevent access to media content including for example, rights to download, browse, copy, create etc. Etere uses Web Service technology to ensure the seamless integration with external broadcasting systems.



## Comprehensive Management

- ◆Asset data is managed in the central Media Library which is fully integrated
- ◆Media versions that relate to a particular asset are detailed in the asset's media cockpit
- ◆Advanced metadata association with each media file. Metadata can be asset or frame specific. **Etere MAM** is also fully **SMPTe** metadata compliant
- ◆**Etere MAM** allows all relevant data to constantly be updated even after the original file is created, including intellectual property rights



## Workflow Designer

**Etere Workflow** allows broadcasting management rules to be set and it shows how modules interact to perform the broadcasting process. The view workflow tool empowers users with a graphical view of the execution of any workflow. Users are also able to draw paths, zoom in, zoom out, restart workflow and modify the appearance of action blocks.