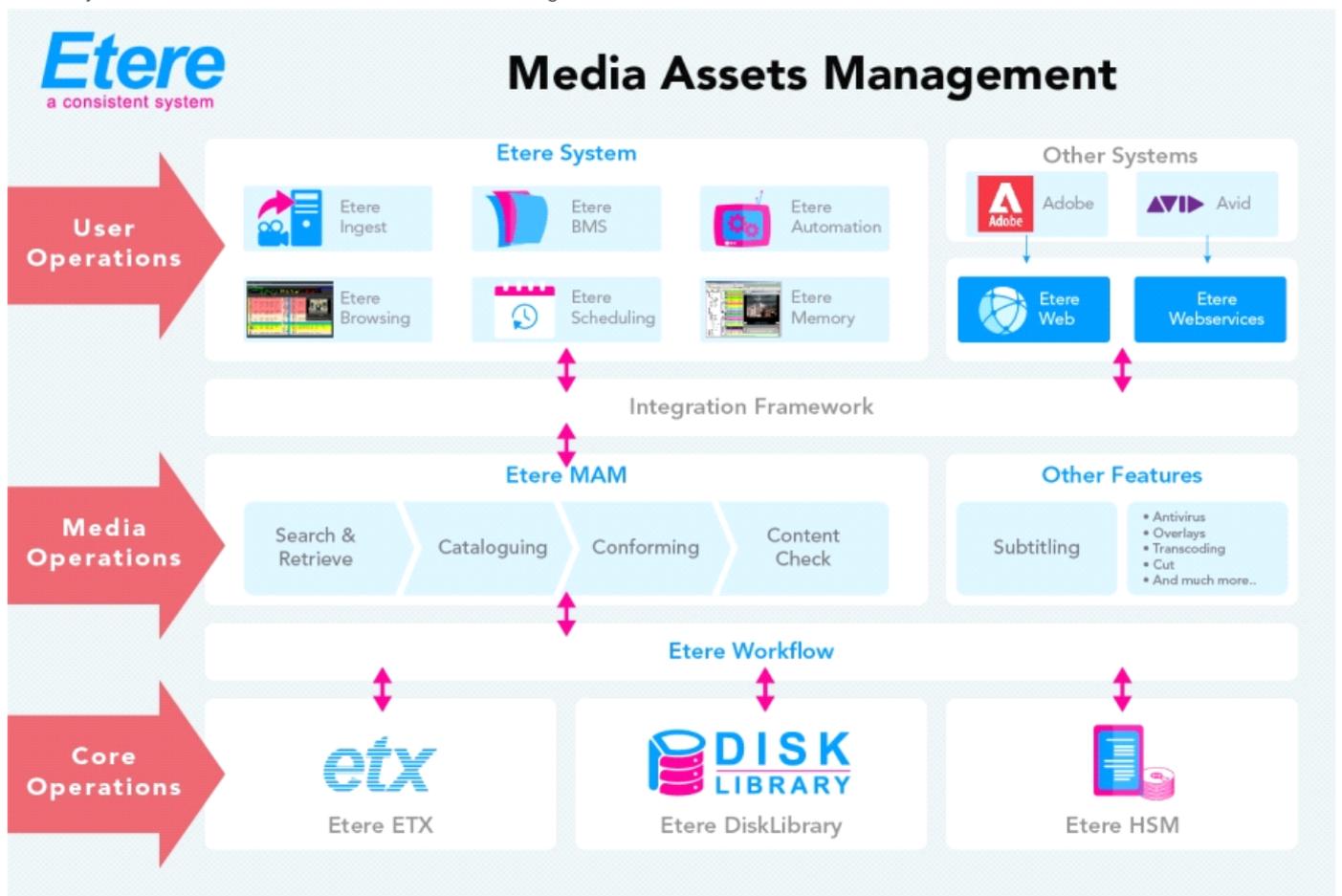


EA1446 Media Asset Management

MAM (Media Asset Management) is a highly scalable solution for a complete, flexible, modular and easy management of your digital assets.

MAM 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**. **MAM** 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.



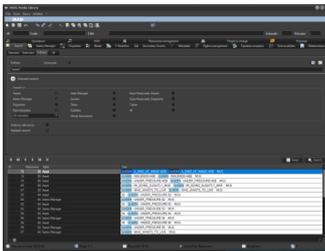
MAM simplifies the process of content management by streamlining the digital workflow, bringing media to the market faster and in multiple formats thus ensuring an exceptional and frame accurate content. **MAM** is an indispensable workflow orchestration that simplifies complex tasks across the entire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



Key Features

- ◆ Complete modular solutions that are able to manage the end-to-end media lifecycle including ingest, transcoding, content retrieval, metadata association and asset distribution
- ◆ Compatible with Nuance Dragon for automatic audio and file transcriptions
- ◆ Automated content processing that is able to detect new content assets
- ◆ Automated **Ingest** followed by effective and integrated QC workflows
- ◆ Connects to Wowza for live and VOD content
- ◆ Generation of multiformat, multipurpose files for delivery to multiple platforms
- ◆ Connects 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 playback servers
- ◆ Compliant with FFV1 Format



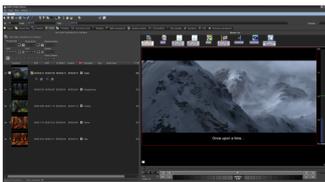
Search Engine

- ◆ 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



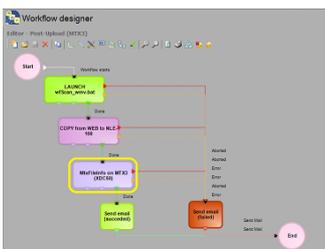
Web and NLE Integration

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

- ◆ 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 design paths, zoom in, zoom out, restart workflow and modify the appearance of action blocks.