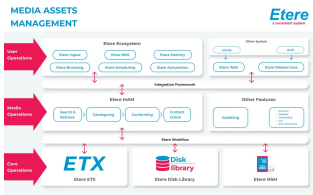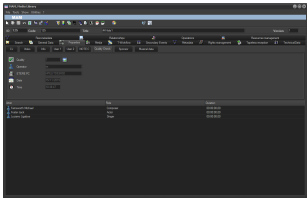# EA1446 MEDIA ASSET MANAGEMENT

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

Media Asset Management

MAM metadata

EtereWeb Multiplatform

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** orchestrates workflows effectively and simplifies complex tasks across the entire media lifecycle.
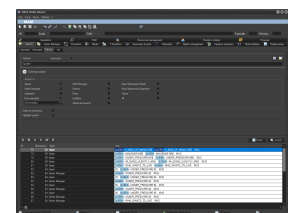
Key Features

☐Complete modular solutions that can manage the end-to-end media lifecycle, including ingest, transcoding, content retrieval, metadata association and asset distribution

☐Media Management Based on AI-Technology with face-recognition search, Optical Character Recognition (OCR) technology and speech-to-text for closed captions

☐Supports Optical Character Recognition (OCR) technology

☐Compatible with Nuance Dragon for automatic audio and file transcriptions

☐Automated content processing that can detect new content assets

☐Automated Ingest followed by effective and integrated QC workflows

☐Manages VOD distribution platforms, territories, and languages from the same interface

☐Connects to Wowza for live and VOD content

☐Integrated tracking of costs, including expenses and licensing rights

☐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 playout servers

☐Compliant with FFV1 Format

☐Complete VOD management, including metadata creation for VOD, automated QC and transcoding processes, delivery of video, images, and trailers to streaming platforms, MD5 checksum capabilities to preserve data integrity after file movements and management of asset versioning with automatic hierarchical assets structure that makes it easy to retrieve, share and distribute content
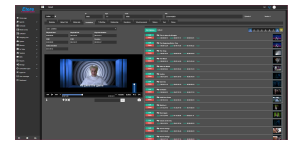
☐ Manages Multi-Language Content

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

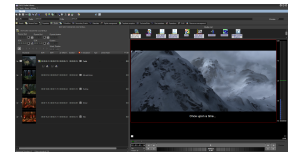☐Station: Searches can run for all or only specific stations

Web and NLE Integration

Etere MAM enables complete access to media content from both central and remote locations using Etere Web for real-time content search, retrieval, browsing and basic editing. NLE Integration allows media content to be accessible even from inside an editing station. Etere Web 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 execute 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.