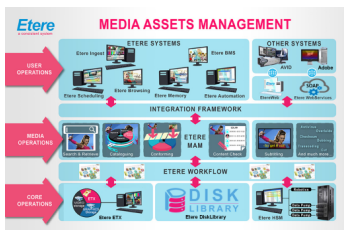


MAM CENSORSHIP

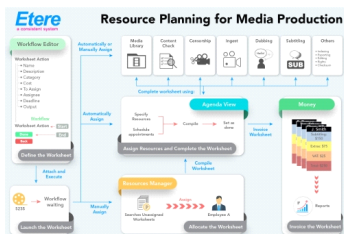
Etere MAM censorship incorporates solutions that simplifies the censorship process with an integrated architecture combined with scalable, flexible and streamlined workflows.



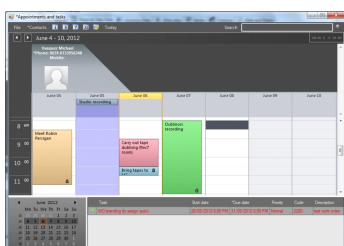
(Etere logo)



(Media Asset Management diagram)



(Resource Management)



(Etere MAM Agenda)

Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored for your success. Talk to us at info@etere.com

MAM Censorship workflow includes **Etere Media Asset Management (MAM)** which provides a centralized management of digital content and associated metadata. It allows users to create, select and update metadata quickly from the integrated media library.

Subsequently, **Etere Workflow** enables users to configure censorship management rules and select censorship requirements for files. Etere Workflow is an essential part of the broadcasting process. It identifies video files with censorship requirements. Etere Workflow also provides users with the complete control and management to customize their systems and processes, thus ensuring that all censorship requirements are fulfilled.

From the **Agenda** feature of Etere MAM, users are able to request and assign censorship tasks. Users may also view information about the task including task name, status of tasks (for example completed, rejected, retry later, etc) as well as written comments or messages for each task. Etere MAM agenda provides an overview of all assigned tasks and resources available for selection. Once tasks are confirmed, **Etere Workflow** selects the level of censorship that is required and executes the task.

In the next part of the workflow, **Etere Edit Integration** sends the requests of censorship creation and changes to the editing systems. Editing jobs are assigned automatically through Etere Workflow. For a fast and easy execution of tasks, Etere Edit Integration provides a drag and drop interface.

Last but not least, **Etere Resource Management** manages the planning and assignment of resources including technical resources and human resources required in the censorship workflow. Users are equipped with the tools to design new structures easily. It empowers companies to plan its resources, assign, manage and monitor all resources in the workflow. It is also integrated with Microsoft Outlook and a web interface for easy tracking.

Make quick edits to files stored in the integrated MAM database. Save time with fast imports and exports, and make use of the full suite of editing tools to make the most of your videos. The streamlined process of editing makes the **Etere Video Editor** invaluable in a fast paced work environment.

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(video editor)



About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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