

## Radio TV Link: Technicolor Australia Chooses ETERE for its MAM

Technicolor Australia has selected Etere MAM, production system and client access library for their system upgrade.



Technicolor official logo



Etere for Technicolor

Etere announced that global leader in digital technology, Technicolor, has chosen Etere solution for its media management system. The French multinational corporation is responsible for IP technologies that were integrated into over 80% of consumer electronics.

Moving forward to the next phase of innovation, Technicolor's implementation of Etere MAM solution offers an end-to-end workflow solution designed to streamline the process of ingesting, indexing, storage and retrieval of digital assets. Etere remains the only company to offer an end-to-end workflow solution for any broadcast and media company.

The Etere solution offers a vital advantage of reliability and consistency backed by 28 years of success. Optimised Content Management with Etere MAM.

Etere 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.

### Etere MAM Key Features

- Automated ingest followed by effective and integrated QC workflows
  - Facilitated content retrieval with automatic metadata association
  - Search engine empowered with full-text, asset filters and queries
  - 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
  - HSM integration to transfer files between nearline, libraries and playout servers
- Technicolor will also be equipped with the following devices
- Spectra library with 170 slots and 4 LTO6 drives
  - 12 harmonic transcoder
  - 5 Etere transcoders
  - 2 Baton QC
  - 4 GVG K2
  - 1 Video router

### Customised Technicolor Portal

There is an Etere product to fit every need.

A Technicolor web portal designed to optimise the customer experience was developed in line

with the brand's principles. The portal comes equipped with powerful features such as:

### Customised Client Library Rights

- Client Access Library with the ability to customise client access rights
  - Ability to provide Technicolor CSR access to multiple clients' library
- Client visibility of the content library
- Ability to view content grouped via a web based client portal eg grouped by TV title, season and episode (with associated assets eg cc, QC report)
  - User friendly interface with the ability to hide unused functionalities

- Frame accurate, seamless proxy viewing, with video play control functions (eg. pause, stop, scroll forward or scroll back)
- Full screen playback
- Search, filter and sort functionality based on metadata fields
- Unique asset ID and asset grouping ID
- Extensive configurable metadata fields
- System generated technical metadata displayed with asset
- Record of location (online, archive and deep-archive) of all digital assets
- Status of all digital assets, consistent with ScheduALL reporting (awaiting content, tape ingest, quality control, client to advise, QC approved)
- Ability to include client's unique ID
- Extensive configurable metadata fields
- System generated technical metadata displayed with the asset
- Record of location (online, archive and deep-archive) of all digital assets
- Status of all digital assets, consistent with ScheduALL reporting (awaiting content, tape ingest, QC, Client to Advise, QC approved)
- QC status and access to associated QC report (view and possibility download)
- Record of association between digital assets and the ability to support different association categories eg Film vs TV and ability to navigate through the asset hierarchy
- Placeholder for content awaiting asset delivery (TBD). Ability to view including or excluding placeholders

#### **Integrated Interface**

- Website interface and aesthetics is consistent with corporate branding
- Navigation principles is consistent with Technicolor's corporate client portals (eg Showcase)
- Ability to link to published subscription ScheduALL reports by client