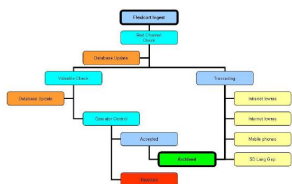


GCI: Digital Archive Solution

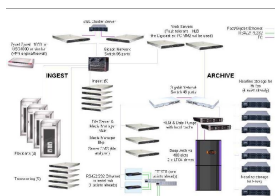
GCI is looking to move towards a tapeless broadcasting environment by carrying out the implementation of an effective Digital Archive Solution.



workflow



Etereweb Software
interface



workflow



Etere MAM

INTRODUCTION

GCI is looking to move towards a tapeless broadcasting environment by carrying out the implementation of an effective Digital Archive Solution. Such a solution will streamline the ingest, storage and retrieval of digital data as well as reducing the time and cost associated with content production resulting in an optimization of media asset management.

The digital archive needs to be accessible (both remotely and centrally) to three main customers:

1. Universal
2. Digicast
3. Italian Tennis Channel

The current size of the archive is approximately 20,000 tapes predominantly made up of digital betacam, however it also includes analog beta and sx.

This proposal looks at an end-to-end digital archive solution from Ingest through to Archive and Media Asset Management.

The key benefits of the proposed system are as follows:

- Reduced operational costs
- Increased operational efficiency
- Reliable and accessible archive system
- Increased return on investment of media content