

## Media and Metadata Management on Tapeless Digital Systems

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One of the main broadcaster's challenges today, is tapeless approach.

The implementation of a media management system that could be modular, interoperable, workflow-based and cost-effective at the same time is the real challenge.

Digital TV requires more metadata attached to the video, as Epg, Multilanguage subtitles, aspect ratio conversion, and broadcasted at the same time.

But the big challenge is the paperless approach; its not possible to attach a paper to a file, so all the paper based steps must be changed to digital based steps.

This document provides a description of the implementation of media solutions completely based on digital workflows, with a focus on the importance of metadata in a tapeless, digital environment.



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TV Workflow diagram

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