

Etere Provides MAM and Logging for RAI Radiotelevisione Italiana

National public broadcasting company of Italy, RAI, has chosen Etere to upgrade its MAM and logging system that stores all the broadcasted video and audio for the 54 RAI channels and deliver content to hundreds of users through a multi-platform delivery using Etere Memory



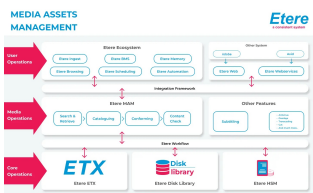
Etere logo



Memory GUI



Rai



Media Asset Management diagram

RAI, Italy's public national broadcaster and a long-term customer of Etere, has selected the **Etere Media Asset Management**, a holistic software solution, and **Etere Memory**, a reliable video logger system, as an upgrade of its multimedia catalog that serves as a portal for the search, browse and storage of the station's multimedia content. The project was developed together with **Video Progetti**, Etere's distributor for Italy.

With the rise in digitization, the size of media files that are stored on RAI's system has increased significantly. These include new media that are being used on internet channels. There is a need to move to a new Media Asset Management platform with advanced features including multi protocol data access services from external portals. RAI needed a media library that displays media files in real-time, that is accessible from any device, manages archives, and features monitoring services. Etere provides all of that and more, it provides a digital archive portal for RAI multimedia catalog which comprises of all types of media files including video and audio documents, scripts and archive files.

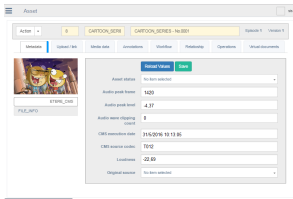
The Etere solution allows RAI to reach a wider audience base through 2 mirrored archives that are geographically distributed (Rome and Turin) enabling content to be distributed through both Live and On Demand on multiple platforms (PC, Tablet, Mobile) with multiple protocols.

Etere Media Asset Management (MAM) is a highly effective software that orchestrates the end-to-end workflow of digital content management including ingest, index, storage and retrieval of digital content and its associated metadata. Etere MAM provides a highly adaptable and scalable solution that reduces costs and complexity while empowering users with the tools to navigate the multi-platform and multi-format media environment. Designed specifically to streamline the process of ingesting, indexing, storage and retrieval of digital assets, **MAM** is a user friendly and customisable system that any company, even one as big as RAI, can adopt without worry. The **MAM** solution ensures that all files entered into the system are time synchronised, and can be correctly indexed in any time zone with automatic conversion of summer/winter time. The **MAM** solution allows for complete remote access and management, keeping the system convenient for users.

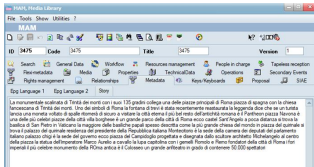
The Etere MAM system is geographically distributed and totally redundant. The Etere MAM encoders are distributed in Italy including all the regional station, and the main database and archive are housed in 2 different geographical locations. This special design was put in place to withstand any and all world disasters that may affect the operability of the software.

The multi protocol streaming session are managed by a cluster of **WOWZA** closely integrated and controlled by Etere MAM.

The scalable nature of the Etere MAM system ensures that the increase in content is seamlessly taken care of with multiple sets of storage. All of the storage are kept secure with layers of security protocols that can be customised through user authorisation.



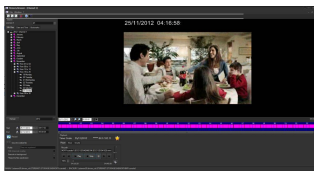
Etereweb MAM



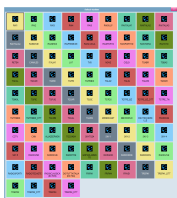
Transcript



Etere Memory screen



Memory Browser



RAI system home page

The Etere MAM solution is the key choice for RAI, providing end-to-end workflows and streamlining tasks across distributed departments, including ingest, transcoding, content retrieval, metadata association and asset distribution. Etere increases operational efficiency, promotes real-time collaboration, streamlines media production and distribution. Etere MAM provides real-time updates across video production and distribution workflows. It features a fault tolerant and fault resilient performance with its distributed architecture and load balancing services.

Etere will also be providing an extension of the **Etere Web API** to allow RAI the best in Etere module management and overall user experience as Etere will be managing the transition of both the existing archive and the new archive. The full software, with exception to the encoders, will be hosted on the RAI Virtual Machines to account for better redundancy and scalability.

Etere Memory is a necessary aspect of the Etere solution for RAI. Etere Memory functions as a essential video logger and enables RAI to store and record all transmitted video and audio safely, ensuring the operators fulfill all broadcast recording laws. The video logging feature also allows RAI to re-purpose their content in a cost-effective and easy way. Additionally, Etere Memory even provides the tools to record, create, edit clips, add metadata, transcode and distribute content for VOD, OTT and social media.

The included **Etere Transcoder** allows for a variety of input files, and automatically converts the files into the necessary formats required in production, post-production, broadcast and distribution environments.

The **Etere Workflow** is a completely customisable system that allows RAI to set their own broadcasting management rules and expresses how modules interact to perform the broadcasting process, making it easy for users to understand how the system works.

The solution also incorporates **Nuance Dragon** to aid RAI in increasing their productivity with a new speech to text feature that can transcript audio while remaining cost effective. Its efficient transcription capabilities transform recorded audio files into transcribed documents instantly and automatically. With Etere, the integration with Dragon is completely seamless and users can include a Dragon transcoding process in Etere Workflow directly.

Key Features

- Redundant and geographically distributed
- Real-time visibility
- Streamlined automation workflows
- Automatic ingest and integrated quality control workflows
- High reliability of services with distributed architecture
- Supports all common streaming protocols
- Auto transcript services
- Audio recognize services
- Totally virtualized
- Compliance logger that complies with all the TV regulatory requirements
- Streaming out of content for remote control of video
- Live clipping for OTT and social media and Video-On-Demand (VOD) clipping
- Data protection and advanced redundancy to record files on remote servers
- Unlimited and simultaneous clients/recordings, multiple viewings and editing
- Embedded time code on recorded videos
- Audience data insertion into logged video files and competitors record checks
- Supports insertion of logos and timecodes, supports annotation on video
- Smart Format Rules adapts to custom abbreviations and dates
- Unlimited length on transcription
- Import and export custom word list
- Automatic application of basic punctuation

About Etere

Etere was established in 1987 it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. The Etere Ecosystem framework of scalable solutions are used by media enterprises across the end-to-end workflow. The Etere Ecosystem modular software including MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it provides a worldwide 24/7 support.



About Radiotelevisione Italiana (RAI)

Rai, also known as Radiotelevisione italiana S.p.A. is the national public broadcasting company of Italy that is owned by the Ministry of Economy and Finance. It is one of the biggest television companies in Italy and operates a television network with a mix of programs including news, drama, sports and documentaries.

www.rai.it/



About Video Progetti

Video Progetti S.r.l. is a leading Italian company which has been working for over 20 years in the distribution and integration of professional equipment for television, cinema and telecommunications. Having offices both in Rome and Milan, Video Progetti is constantly in touch with the key players in these fields and participates in the development of the broadcast industry by offering their clients the most up-to-date production technology.

