

Etere MAM Archives Live Programs for Mediaset

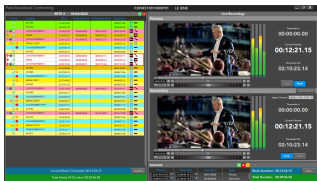
Mediaset Italy chose Etere once again in a vote of confidence. Etere MAM helps the company to maximize asset utilization, enhance efficiency and streamline its asset management.



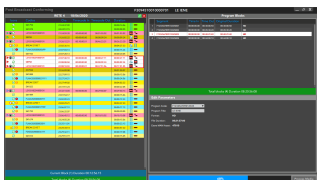
Etere logo



Mediaset Italia



Post Broadcast
Conforming



Post Broadcast
Conforming

Mediaset selected Etere once again for its latest archive system. The Italian-based mass media company is the largest commercial broadcaster in the country and a long-time customer of Etere. The station needed an efficient system that is able to record and archive a copy of every program that went on-air, including live and partially live programs.

Etere was selected for its flexible and resilient design. Etere provides Mediaset with an end-to-end software that encompasses ingest, archive and asset management. Etere is able to record every SDI signal, main and backup streams screened by the station. These recordings are subsequently used to rebuild the original transmission if necessary. Live recordings are in segments of 15 minutes duration each and the files will be available almost immediately after broadcast.

With the implementation, Mediaset is equipped with a copy of every program that went on air. Etere features the smart automation capabilities to recover the correct video even in the event of a transmission interruption. It uses PL/SQL to interact with web browsers through HTTP. Subsequently, a set of interlinked, dynamically generated HTML pages forms the user interface of a web application.

Furthermore, the operator is able to select all segments of a program from the playlist to generate a Etere virtual asset. This virtual asset will contain every segment of the program relating to the

- Recorded file
- List of live recorded files (segments) from the planned input

Mediaset is also equipped with a centralised **Etere Media Asset Management (MAM)** system that orchestrates media files across all workflows. A few highlights of its cutting-edge features include a centralized ingest and archive with real-time tracking, workflow automation and customisable workflow design.

Etere Media Asset Management lets you maximize your asset's utilization and increase your returns on media investments with an integrated software solution. Accelerate your delivery time to market with Etere MAM's orchestration of workflows across your end-to-end media management. Key features include:

■ Virtual Assets

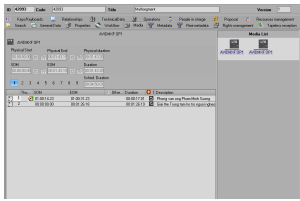
A virtual asset can be used as any other forms in Etere. Mediaset operators can design a workflow to perform transcoding of a virtual asset as single files, add an intro image or add black between segments. All related information will be sent to Vantage, In addition, the final file together with metadata will be sent to archive.

■ Streamlined Versioning and Easy Browsing

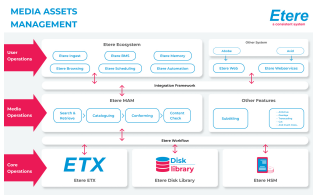
Etere provides you with the tools to manage and create multiple versions of assets with customisable tagging. Additionally, it is extremely easy to search and retrieval assets from the centralised database with a quick search and advanced search filter.

■ Etere Web

Etere MAM supports multiple platforms including content search, retrieval, browsing and content editing on both the web interface and software application. Designed for media executives to access their workflows whenever and wherever, Etere Web is accessible via a secured log in from any tablet, smartphone or laptop.



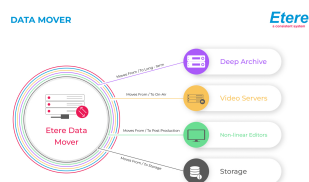
Virtual asset



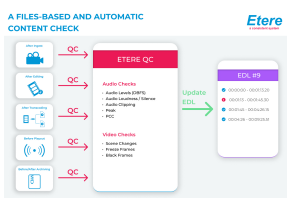
Media Asset Management diagram



Etere Web Multiplatform



Data mover scheme



Etere QC

■Secured Authentication and Active Directory Integration

Etere streamlines the management of user access with its active directory integration. Even for complex hierarchical organisation structures, Etere simplifies user access management with its active directory integration that allows each user to have a unique permission profile with different rights according to stations and functions.

■Augmenting Visibility and Business Analytics

Get a 360 degrees view of your business and workflows with Etere Reports which generates up to 140 different types of reports on demand. The analytics and statistics help you to gain an in-depth understanding of workflow processes and operational efficiency across end-to-end workflows.

■Customisable and Automated Workflow Creations

Etere Workflow tool is a drag-and-drop designer that makes it easy to customize broadcasting rules and procedures. Design paths, zoom in, zoom out, restart workflows and modify the appearance of actions blocks in the workflow, all on a single interface.

■NLE Integration

From the Etere MAM interface, you can access media content directly from content editing applications including Adobe Premiere. Etere's web service technology ensures a seamless integration with external broadcasting systems.

■Agenda

Etere Agenda is a central job repository that allows you to manage appointments and tasks within an organised structure for the optimization of resources across teams and departments. The Etere Agenda helps you to keep track of upcoming tasks and appointments from a personalized calendar with real-time updates.

■Resource Planning

Etere MAM provides you with the tools you need to work more efficiently. It follows through the complete workflow process including the creation of work orders, tracking of tasks, management of file rights and permissions and the management of resources. Broadcasters will have a complete integration of features to manage media files, metadata, infrastructures and human resources across the end-to-end workflow.

■Rich Metadata

Enrich your media assets with flexi-metadata which allows you to organize assets by adding metadata at multiple levels including clip level, segment level and key frame level. Metadata-rich media assets not only make it easier to capture relevant information about the asset, it also makes retrieval and re-purposing of the assets easier. Metadata includes but is not limited to artist, title, original source, and description.

■Media Manager

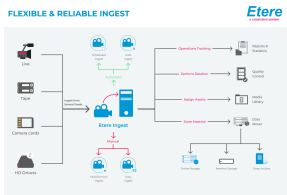
Etere MAM comes integrated with Etere Media Manager which manages the transfer, copy and movement of digital content from one level to another based on customisable workflow rules. It integrates effortlessly with **Etere Transcoder** to provide encoding and decoding between media formats, conversions of bit rates and change of video resolutions to meet all broadcasting requirements across production and distribution environments.

■Fault-resilient Performance

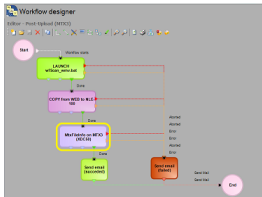
Etere's distributed architecture features a fault-resilient performance and supports multiple media management actions across the mediacycle.

■MD5 signature for file authentication

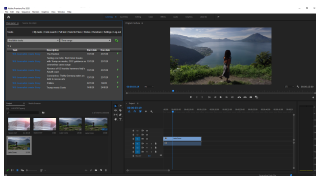
Etere MAM features MD5 signature for file authentication after moving, archive retrieval and moving on WAN. With Etere, you can be ensured that your file does not change even as it moves from one level to another.



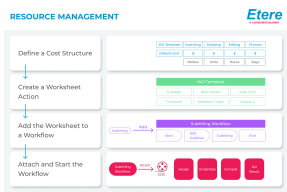
Etere Ingest diagram



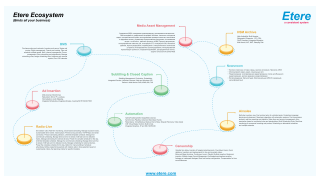
Workflow Designer



Etere Adobe Agenda and
Tasks



media enterprise resource
planning



Etere Ecosystem

■Integrated Quality Check

With Etere Quality Check, video and audio issues such as video freeze, black frame, out of phase audio, over peak audio and loudness control are detected and flagged automatically.

■Etere Player for High Resolution Playback and Preview

With the integrated Etere Player, you can directly preview a media file before broadcast to check audio tracks, verify the aspect ratio of files, preview subtitles or even monitor and trim files before broadcast, all without switching between screens.

■Automated Ingest

Etere MAM features automated ingestion and quality checks of media files, configurable via workflow. Additionally, it also features automated content processing when new media assets are detected.

■Etere Ecosystem

Etere MAM is part of the Etere Ecosystem framework that connects all processes across the end-to-end mediacycle of a media or broadcasting company. With a centralised database, Etere integrates all internal and external information of a company, leading to a more efficient way of working, better visibility across workflows and easy access to analytics data.

Experience the difference with Etere. For more information on how we can work with you to grow your business, get in touch with us at info@etere.com.

About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. **www.etere.com**

About Mediaset

The Mediaset Group story began in the late '70s, when the entrepreneur Silvio Berlusconi founded a local cable TV channel called Telemilano in a new residential area. Two years later, in 1980, it was transformed into Canale 5 and, thanks to regulatory modernisation, it began to broadcast across the country. The control of Rti, Publitalia, Videotime and Elettronica Industriale was then brought together under a single company, Mediaset: and the Mediaset Group was born. **Mediaset Website**

