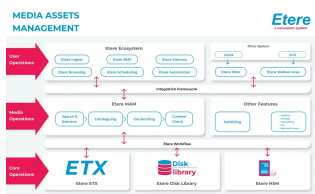# Orbit Moves to VOD with Etere Media Asset Management

Orbit renews its confidence in Etere with the roll-out of Etere Media Asset Management to manage its Video-on-Demand workflows including MAM encoding, metadata management, HLS and MPG Dash Manifests.
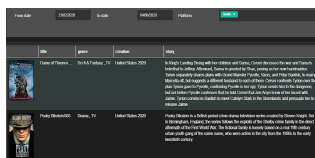

Orbit

Video on demand

Media Asset Management diagram

VOD Active List

Orbit satellite television and radio network has selected Etere for the complete management of its VOD workflows. Etere MAM provides the TV station with a flexible and efficient way to manage Video-on-Demand content management and workflows, making it easy to reach viewers regardless of their media consumption habits. Orbit has been using Etere since 2006 when it selected **Etere Ecosystem** for the end-to-end management and playout of 3 channels. With the latest installation, Etere reshapes VOD content monetization and redefines content management for the station. Orbit is empowered with the software tools to gain a competitive edge in multi-platform content delivery. Etere key features include:

Rich Metadata with Full Flexibility for Customizable Data Sets
From loudness and media format to stream size, duration and even artists, Etere has it all covered. Etere's rich metadata structures enables faster and more comprehensive analytics to uncover opportunities and improve decision making on assets repurposing. The comprehensive metadata management also unlocks opportunities to search for, repurpose, share and distribute assets. Metadata can include a wide variety of information across categories including loudness, duration, format version and stream size. Additionally, with the rich metadata sets, the content discovery process for viewers is enhanced, allowing viewers to discover content easily.

Ensures Data Integrity for Unlimited File Deliveries
MD5 checksum is one of the most commonly used signature methods to protect data against unintentional corruption even after moving from one location to another. With unlimited MD5 checksum capabilities, there is assurance that the wrapper is error-free and the file does not change even after thousands of movements and archival retrievals.

Streamlines File Versioning with Automated Workflows
The management of versioning is often a resource intensive process. Eliminate repetitive and tedious tasks with Etere MAM which uses smart technology to automate the creation and saving of new asset versions. Using T-Workflow, a new version of an asset is created with the same data but with a different ID code. Etere MAM empowers broadcasters with the technological tools to enhance productivity while reducing costs at the same time.

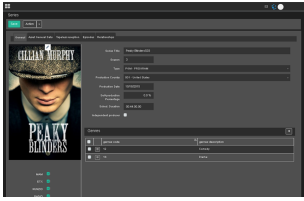**Integrated and Unlimited File Encoding**
The software-based file encoding capabilities integrated in Etere Media Asset Management allows an easy and cost-effective exchange of metadata and content. Station operators can select the input and output sources needed while Etere provides professional encoding and reliability without the costs. All commonly used formats are supported.
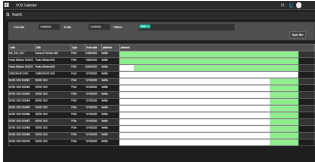
HLS and MPG Dash Manifest
Etere supports delivery optimize for HTTP Live Streaming (HLS), it is one of the most commonly used streaming formats for live videos. HLS also plays videos encoded with the H.264 and H.265 codecs. Moreover, Etere supports MPEG DASH (Dynamic Adaptive Streaming over HTTP), a standard for adaptive streaming over HTTP.
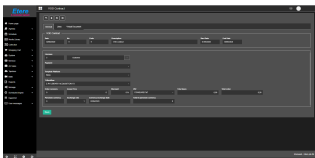
Protects your Content with Encryption
Video encryption is an important aspect of Digital Rights Management (DRM) and
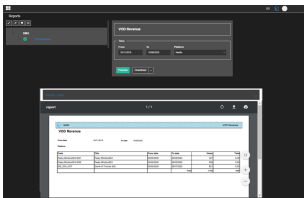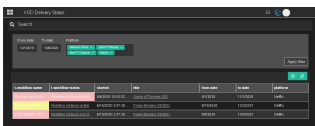
Series metadata

VOD Calendar

Video On Demand Contract

VOD revenue

VOD Delivery Status

unauthorized access can compromise the revenue strategies of media distributors. Etere secures your media files against piracy, hacking and cyber attacks with the integrated encryption of files before delivery to VOD platforms. This gives broadcasters like Orbit encryption rights to media before distribution. In addition, station managers are equipped with the best of technology to deliver the complete VOD movie package, including trailers, videos and program to VOD platforms. The integrated encryption masks data so that only authorized users can decrypt and access the file. Different keys are used to allow different class of services including SD, HD and 4K.

Integrated Invoicing and Reporting
Etere integrates VOD invoicing and reporting from a centralized database, empowering Orbit to generate several types of charges including Account Executive commissions, dubbing, production and discounts from a single interface. Additionally, Etere provides robust features including alterations and variations of payment models, enabling the station to adapt their VOD campaigns more quickly and accurately to market demands. The integrated reporting feature also allows users to generate reports providing important insights into their salesforce and account management.

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 Orbit TV

Fully owned by the Mawarid Group, the Orbit Group is a diversified media and communications company with investments in operations across sectors along the entire value chain. Loyal to its mission to "provide services to every home and business in the Arab world", the Orbit Group is committed to realise its vision to "create, manage and deliver content in all forms". Orbit Group's current investments include OSN, Media Gates and Orbit Data Systems. Among others, Orbit is affiliated with Integrated Telecom Company (ITC), a leading Saudi based telecom provider.

For more information, please visit **http://www.orbit.net**

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