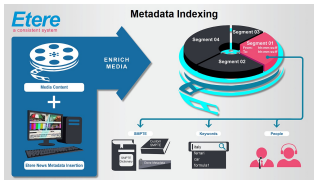
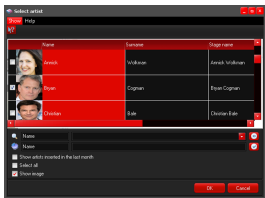


## METADATA INDEXING IN MEDIA ASSET MANAGEMENT

The Metadata Indexing module in Etere Media Asset Management (MAM) enables operators to easily capture relevant metadata associated with assets for easy retrieval and management.



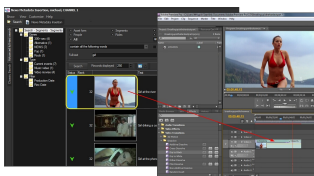
Metadata Indexing



Metadata Indexing -  
Select Artist



keyboard metadata



Metadata Indexing - NLE  
integration

The **Etere Metadata Indexing** module in Etere Media Asset Management (MAM) enables operators to easily capture relevant metadata associated with assets for easy retrieval and management.

Etere Media Asset Management enables easy insertion of metadata before or after ingest at the clip, segment, or keyframe level. In addition, metadata may be added automatically during ingest.

Metadata indexing enables the easy retrieval and management of assets. Operators can search, visualize and review media content (assets or video segments) as well as enrich them with metadata such as keywords, artist information, and Flexi-metadata. Flexi-metadata allows a flexible configuration of metadata based on the different characteristics associated with content.

The metadata indexing user-friendly and intuitive screen include:

- The segment area shows all segments created for the current asset
- The view area allows the management of a single segment
- The metadata area displays all metadata inserted for the current asset

### **Drag and Drop for Quick Editing**

The interface of Etere Media Asset Management (MAM) is designed for an intuitive flow and management of work. To move a video from the MAM interface to the NLE system, you can drag and drop to deliver the complete video or a partial subset of it. Furthermore, you can move a video that is only available on your LTO tape, and the Etere T-workflow will deliver it to the NLE in the correct format without any additional command. With its streamlined interface, Etere users are equipped with the software tools to bring quality content to market faster.

**Etere Media Asset Management (MAM)** manages the end-to-end media lifecycle. It fully optimizes the value of your assets through a centralized management of digital content and associated metadata as well as the implementation of customizable workflows. Etere MAM is an indispensable workflow orchestration that simplifies complex tasks across the entire media lifecycle.

### **Key Features of Etere MAM**

- Complete modular solutions that are able to manage the end-to-end media lifecycle including ingest, transcoding, content retrieval, metadata association and asset distribution
- Compatible with Nuance Dragon for automatic audio and file transcriptions
- Automated content processing that is able to detect new content assets
- Automated Ingest followed by effective and integrated QC workflows
- Connects to Wowza for live and VOD content
- Generation of multiformat, multipurpose files for delivery to multiple platforms
- Connects with Etere Browsing to support the streaming of VC-1 codecs
- Rights structure to protect intellectual property including digital watermarking
- Etere Nunzio Newsroom integration for real-time access to media content (MOS compliant)
- Etere HSM integration to transfer files between near-line, libraries and playout servers
- Compliant with FFV1 Format
- Complete VOD management including metadata creation for VOD, automated QC and transcoding processes, delivery of video, images, and trailers to streaming platforms, MD5 checksum capabilities to preserve data integrity after file movements and management of asset versioning with automatic hierarchical assets structure that makes it easy to retrieve, share and distribute content
- Manages multi-language content