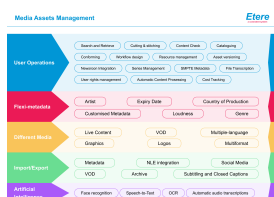


## Etere MAM and PAM Convergence: From Production to Distribution and Archive

The media production industry has long been recognized for its dynamic nature and rapid pace of change. Technology providers need to think beyond today's industry needs; it is more important than ever to be ready for the future of broadcast.



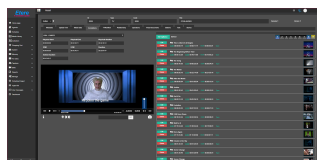
Etere logo



Etere MAM



Etere Web Multiplatform



Etere Web

The media industry is evolving at an unprecedented rate, driven by the normalisation of remote work, the increasing distribution of teams, shrinking budgets, and an intensified demand for content that requires swift delivery to meet market conditions. In response to these changes, content owners and production teams are raising their expectations, demanding enhanced performance and innovation from the tools and systems they depend on daily.

### Evolving Media Consumption Trends

The way people consume media and the platforms they use have undergone significant transformations. Streaming services have been increasing in popularity across the world. Despite this surge in demand, production companies have not experienced a corresponding budget increase. As a result, there is a growing emphasis on optimising investments in production assets, including leveraging archives and repurposing content. Repurposing content for local markets has become more prevalent, with producers creating new language versions of existing productions to reach broader audiences. In addition, localising content opens up opportunities for broadcasters to manage targeted advertisements for a higher return on investments.

Etere supports SCTE-35 and SCTE-104 standards to manage **Dynamic Ad Insertion (DAI)** and **Digital Program Insertion (DPI)**. Benefits include capabilities such as the insertion of graphics, logos, and tickers without changing the broadcast infrastructure. Etere SCTE104 and SCTE35 driver expands video monetization opportunities and allow you to tap advertising opportunities in different markets.

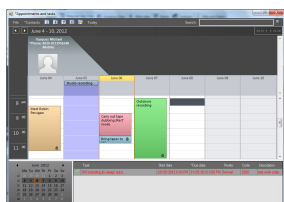
Etere supports broadcasting standards **SCTE-104 and SCTE-35** to enhance your content monetization and allow you to leverage advertising opportunities in different markets. Etere redefines commercial deliveries to drive higher revenue.

Furthermore, **Etere Executive Scheduling** is a robust scheduling system that manages your complete broadcast planning and scheduling, including license content, contracts, series, promos, programs, commercials, and regional ad insertions. Schedules can be programmed to run automatically or manually. In addition, Etere also manages the rights of all licensed content, including verifying that scheduled events have the approved rights to go on air. From preparing the scheduling grid to placing events, Etere supports all your mission-critical broadcast scheduling.

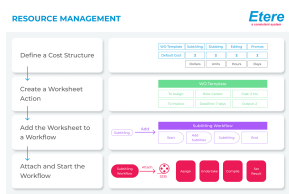
### The Importance of Collaboration and Remote Work

In a post-COVID world, the reliance on remote working solutions has increased significantly. Most broadcasters now operate within hybrid or fully remote working environments, making a robust collaborative framework essential. This shift has necessitated seamless access to media assets from any location. At the same time, new formats demanding higher bitrates and greater depth have added complexity and volume to the data managed remotely. Managing extensive data and seamless real-time updates across multiple platforms is essential for an efficient ecosystem to support today's dynamic workforce.

### The Convergence of Media Asset Management(MAM) and Production Asset



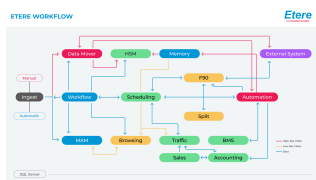
Etere MAM Agenda



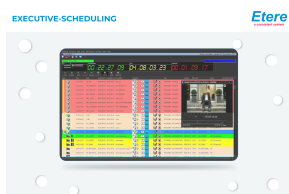
Resource Management



PAM



Etere Workflow diagram



Executive Scheduling

## Management (PAM)

The distinctions between PAM and MAM are becoming increasingly blurred. At the core of this convergence is a production-connected MAM solution that effectively manages content across the entire media lifecycle, from acquisition to distribution to multiple platforms.

In the past, PAM was more about production capabilities, limited to a single location. However, this has been changing. The evolution of media and production has resulted in a hybrid or fully remote working environment. This shift meant that collaboration is now more important than ever. Media assets, workflows and approvals need to be accessible from anywhere. It also necessitated the importance of having a reliable access rights system in place that is capable of dealing with complex hierarchical structures.

**Etere Ecosystem** connects seamlessly to Active Directory to retrieve authorisations and user permissions reliably and efficiently. Using Etere User Rights, the system's administrator can efficiently add or remove rights through a secure, centralised and user-friendly interface to all users, computers, workgroups, and applications forming part of the system.

In addition, the rise in popularity of streaming services increases demand for content. However, budgets are often squeezed, and broadcasters must look into archives to re-purpose content and unlock monetisation opportunities with content localised for multiple markets. For example, creating new language versions of existing productions is increasingly common.

To add to that, some broadcasters have started moving to the cloud. Cloud storage has been a key driver in blurring the line between PAM and MAM. Cloud storage has enabled the storage and management of vast amounts of data without a large hardware investment. Cloud storage is increasingly utilised to store vast amounts of archival data, an essential aspect in the convergence of Media Asset Management (MAM) and Production Asset Management (PAM) systems. With rising inflation, market volatility, and widespread uncertainty driven by significant geopolitical events, media companies are now forced to do more with fewer resources. Consequently, content re-purposing and exploring new monetisation opportunities have become vital strategies in the broadcast and media industry.

## Etere Cloud-Native Software Framework

Etere Channel-in-the-Cloud features a hassle-free and cost-effective approach to cloud playout with a full range of advantages, including:

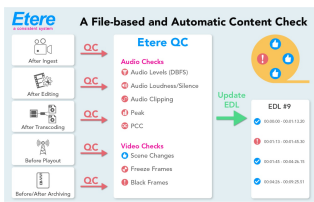
- Launch channels in the cloud without the high costs associated with traditional hardware and satellite delivery
- Supports NDI/IP/SDI
- Discover new revenue-generating opportunities with the easy expansion of channels
- Channels can be managed from any location and device with an internet connection
- Distribution to all platforms, including satellite, cable, IPTV, web and mobile
- Unified workflows for linear, Video-on-Demand (VOD) and Over-the-Top (OTT) deliveries
- Create unlimited sub-channels for different regions and head-ends
- Insert logo and channel branding directly from the same interface
- Full resiliency and secure access

## Etere MAM: Revolutionizing Media Asset Management with Seamless Workflow Integration

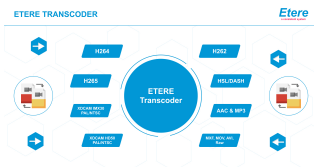
**Etere MAM** is more than just a Media Asset Management system—it's a comprehensive solution designed to streamline every stage of your media-to-market workflow. With Etere, broadcasters can scale their services and expand into new markets while maintaining efficiency and control.

## Secure and Accessible Anywhere

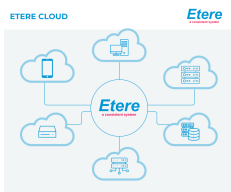
**Etere Web** offers secure access from any internet browser on your preferred device—a smartphone, tablet, laptop, or PC. It provides real-time updates and a



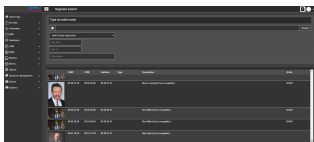
Etere QC



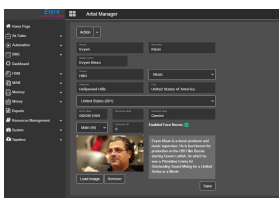
Etere Transcoder



Etere Cloud diagram



Search by Artist Face Recognition



Enable Face Recognition

robust editing tool, enabling users to edit and publish content from anywhere quickly. This facilitates collaborative editing on the go, creating and distributing multiple versions of edited files with different aspect ratios for various playout scenarios directly from a single interface.

### Expanding Beyond Linear Content

Etere MAM isn't just about managing linear content delivery; it's also designed to meet the demands of your expanding non-linear programming and advertising needs, including VOD. From programming and rights management to metadata enrichment, Etere MAM offers an integrated and automated strategy that scales perfectly to accommodate your growing non-linear content and advertising requirements.

Etere features a series of power-packed features capable of taking your VOD content and hitting the road running. These features include multi-bit-rate encoding capabilities of up to full HD for content viewing on all platforms and devices, including computers, tablets, and mobile.

Etere breaks a file's content into small segments served over HTTP. It contains all the information necessary to download and present content. Etere supports delivery optimised for HLS, also known as HTTP Live Streaming. It is used to stream live videos over the internet and is supported on almost every device, making it one of the most commonly used formats in streaming today. HLS delivers content via standard HTTP web servers and requires no special infrastructure. Furthermore, HLS plays video encoded with the H.264/H.265 codecs.

Additionally, Etere effectively manages all your VOD workflows, from ingestion to enrichment and distribution. With the integrated **Etere Resource Management**, you can generate orders, track tasks, and monitor expenses and resources without switching screens. The real-time updates make the results so effective, which allows task statuses and processes to be reflected in real-time.

Beyond content delivery, Etere also manages your VOD orders and pre-order invoicing from a centralized database, leading to a more efficient process that adapts to dynamically changing conditions, including alterations and variations of payment models for contractual events. Etere also integrates seamlessly with your salesforce and account management for integrated management. You can generate several charges From a single interface, including the Account Executive's commission, dubbing, production and discounts. Etere provides the features that allow you to adapt your VOD campaigns faster and more accurately to changing market demands.

### File Encryption

Etere integrates the automatic encryption of files before delivery to VOD platforms. This prevents unauthorised access, including piracy, hacking, and cyber attacks, which can compromise the revenue strategies of VOD platforms. File encryption masks data so only authorised users can decrypt and access the file. Different keys are used to allow other classes of services, including SD, HD, and 4K.

### Advanced Search and AI-Driven Content Retrieval

Etere's advanced search capabilities, including full-text search options, ensure fast and accurate content retrieval. The system also leverages AI-driven technology, including facial recognition, to enhance search efficiency. Users can refine their searches using asset or asset group characteristics such as ID, description, program type, date, operator, workflow, artist, genre, country of production, and more.

### Automatic QC and Transcoding Processes

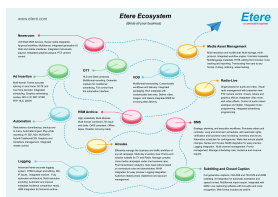
Etere has embedded automatic quality checks and transcoding in its workflows that can be applied to ensure video quality is automatically optimized. Etere ensures content meets the highest standards before being delivered.

### Secure File Deliveries Using Checksums

With MD5 checksum capabilities, there is assurance that the content is the same



VOD Active List



Etere Ecosystem

and the wrapper is error-free even after moving and archive retrieval. Based on the verification of the MD5 algorithm, the MD5 checksum feature is one of the most commonly used signature methods to ensure that a file that has been moved is not corrupted or modified each time it is moved.

### Dynamic Workflow Management

The **Etere T-Workflow** designer is a powerful tool for setting broadcasting management rules. It clearly shows how modules interact to execute the broadcasting process. The visual workflow tool gives users a graphical representation of any workflow execution, allowing for detailed path design, zooming, restarting workflows, and customising action blocks.

### Metadata for a Perfect VOD Interface

Etere flexible metadata structures unlock the potential to discover, repurpose, share, and distribute assets. Besides a complete integration of essential metadata, including loudness, duration, format version, stream size, and format, Etere also enables flexible metadata to add value to your assets. The integrated tools to manage metadata enrichment enable the freedom to customize the content discovery process.

Contact us for a personalised consultation and a media strategy that works for your business.

## About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as 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 most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit [www.etere.com](http://www.etere.com)