

## Etere MAM: Unlock Superior Workflow Efficiency with Enhanced Premiere Pro Plugin

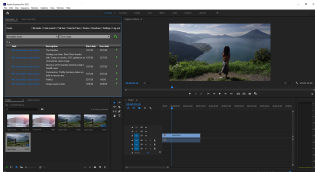
As video professionals increasingly rely on seamless collaboration and fast turnarounds, Etere Media Asset Management (MAM) solution is rising to meet the demands. Integrated directly into Adobe Premiere Pro, Etere MAM empowers users to manage, transfer, tag, and publish media with unprecedented speed and intelligence. Here's how the latest updates sharpen your editing workflow:



Etere logo



Adobe Premiere Pro



Etere Adobe Agenda and  
Tasks



IBC logo

### **Advanced Metadata Search & Inline Editing**

With the latest Etere Media Asset Management (MAM) enhancements, editors can perform full-text searches across asset titles, codes, custom metadata, artists, and embedded keywords. What's more, metadata, such as loudness levels or artist names, can be edited directly within the asset for swift updates without navigating away from your work environment.

### **Automated and AI-Powered Metadata Tagging**

Etere augments metadata tagging through sophisticated AI tooling:

- **Face Recognition** identifies individuals across various lighting and angle conditions
- **Speech-to-Text** (120+ languages) enables subtitle generation and global dialogue search
- **OCR** in Video extracts text from on-screen visuals, making archival and discovery a breeze

### **Audio Fingerprint Recognition for Smart Tagging**

Search smarter, not harder. Etere plugin now supports audio fingerprinting, allowing you to match short audio snippets, like jingles or theme tunes, within videos and automatically tag them, streamlining creative workflows.

### **Robust and Secure File Transfers**

By bypassing conventional FTP limitations, Etere MAM delivers fast, resilient file transfers (locally or cloud-based), integrated VOD workflows, quality checks, transcoding, MD5 checksum validation, versioning, encryption, and even Active Directory-based user rights, all within Premiere Pro's ecosystem.

### **One-Click Social Media Publishing**

Once content is edited, the plugin enables direct publishing across popular social platforms like Facebook, YouTube, LinkedIn, X and Telegram. From conversion to remote uploads, everything happens with a single click, perfect for tight deadlines.

### **Synergy with Adobe Premiere Pro's Own AI Enhancements**

Adobe's June 2025 update (v25.3) introduces features that pair seamlessly with Etere MAM's capabilities:

- Advanced filtering in the Search Panel lets editors quickly surface clips by metadata, a seamless extension of Etere's inline tagging and search
- Label colors in sequence tabs enhance project organization, matching Etere's automated metadata workflows
- Improved metadata handling for high-end formats like DNxHR, DNxHD, PNG, and HDR is aligned with Etere's precise delivery and tagging strategies
- Generative Extend, Premiere Pro's latest generative AI feature, extends clips or fills ambient sound, which complements Etere's automated content management, facilitating rapid creative iteration.
- Generative Extend, Adobe's AI feature to extend clips or fill ambient sound, complements Etere's automated content management, facilitating quick creative iteration.

### **Final Thoughts**

By merging Etere MAM's powerful asset intelligence, tagging, transfer automation, and direct publishing with the AI-enhanced editing environment in Adobe Premiere Pro, editors benefit from a truly streamlined, future-proof workflow. The plugin accelerates content creation—letting creativity reign while routine tasks fade into the background.

### **Schedule a Personalized Consultation with the Etere team at IBC**

**Date:** 12-15 September 2025

**Venue:** RAI Amsterdam, IABM Lounge

**Use our customer code IBC1298 for a complimentary visitor pass**

See you in Amsterdam!

## 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 the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere 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)

