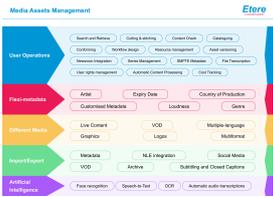


# EA1446 MEDIA ASSET MANAGEMENT

Media Asset Management is a highly scalable solution designed to provide comprehensive, flexible, and modular management of your digital assets.



Etere MAM

Etere MAM is a seamless and efficient system for organizing, storing, and retrieving assets, empowering users to easily manage and optimize their digital workflows. Whether you're handling images, videos, audio files, or other media formats, MAM ensures a streamlined, intuitive process tailored to meet the unique needs of your organization. MAM streamlines content management by optimizing digital workflows, enabling faster time-to-market and the delivery of media in multiple formats.

This ensures exceptional, frame-accurate content with unmatched precision. By orchestrating workflows efficiently, MAM simplifies complex tasks throughout the entire media lifecycle, from creation to distribution. Its ability to seamlessly integrate multi-disciplinary processes empowers teams to work more effectively, resulting in improved collaboration, enhanced productivity, and higher-quality media output at every stage.



EtereWeb Multiplatform

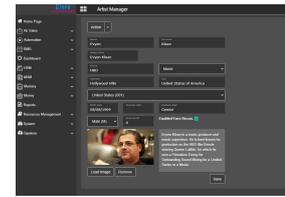
## Key Features

- Complete modular solutions that can manage the end-to-end media lifecycle, including ingest, transcoding, content retrieval, metadata association and asset distribution
- Media Management based on AI-Technology with face recognition search, Optical Character Recognition (OCR) technology and speech-to-text for closed captions
- Etere AI-Powered Media Control: Automatically scans and flags video segments containing potentially offensive images against a fully customizable set of parameters
- AI-Driven Workflows: Boost Productivity and Reduce Costs with Smarter Automation
- AI-Enhanced QC: Etere automatically analyse media files, identify media issues, and ensure compliance with broadcasting standards
- Audio Fingerprint Recognition as a metadata insertion
- Supports Optical Character Recognition (OCR) technology
- Compatible with Nuance Dragon for automatic audio and file transcriptions
- Automated content processing that can detect new content assets
- Automated Ingest followed by effective and integrated QC workflows
- Manages VOD distribution platforms, territories, and languages from the same interface
- Connects to Wowza for live and VOD content
- Integrated tracking of costs, including expenses and licensing rights
- 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
- Full-text searches across asset titles, codes, flexible metadata, artists, and keywords embedded within the asset data
- Fast metadata editing directly within assets
- 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



## Search Engine

- Accurate and fast content retrieval with full-text search
- Extended: Artist, genre, parental rate, expiry date, country of production, agency
- Quality control: Date, operator, workflow
- Media: Main, backup, archive, proxy file
- Standard: ID, description, program type
- Notes: Storyline, EPG, commercial note
- Station: Searches can run for all or only specific stations
- Supports next-generation AI-driven technology including facial recognition



## Secured Login from any Device

- User-friendly PC and web-based interfaces
- Real-time data synchronization and updates
- Seamless access across smartphones, tablets, laptops, and PCs
- Enables productivity from any location
- Remote collaboration made simple and efficient
- Secure, browser-based access from any internet-enabled device
- Customizable Active Directory integration for streamlined user permissions



## Comprehensive Management

- Comprehensive Media Versioning:** All media versions associated with a specific asset are systematically organized within the asset's media cockpit. This centralized interface provides a clear, structured view of every variation, enabling users to efficiently track, manage, and compare different versions. As a result, asset handling becomes more streamlined, and workflow transparency is significantly improved.
- Advanced Metadata Management:** Etere MAM supports robust metadata association for each media file, allowing metadata to be defined at both the asset and frame-specific levels. This ensures precise tagging and categorization, making the system fully metadata compliant.
- Continuous Data Updates:** With Etere MAM, all relevant data—including intellectual property rights—can be continuously updated, even after the original file is created. This ensures ongoing accuracy and compliance, adapting to evolving requirements without disruption.



## Workflow Designer

T-Workflow Designer, part of Etere Workflow, allows for the seamless configuration of broadcasting management rules while visually illustrating how modules interact to execute the broadcasting process. The intuitive "view workflow" tool offers users a dynamic, graphical interface that provides complete visibility and control over any workflow's execution. With the ability to design, modify, and customize workflow paths, users can zoom in or out for both detailed and overview perspectives, restart workflows as needed, and adjust the appearance of action blocks for a tailored experience. This robust functionality enhances flexibility, streamlines operations, and empowers teams to optimize processes, improve decision-making, and efficiently manage broadcasting tasks.

