

## MTV extends to creative area

Creative Area is the last project implemented by Etere for MTV Italia, it is a tailored web service designed to increase the capability of MTV's media management through the use of a web interface to allow both local and remote management of assets, including insertion of metadata, access to previews, upload of a wide range of files, programming of promos, etc.



MTV Italia

With the passage of time, the exigencies of MTV have been gradually extended, and this growth has been completely supported by Etere that have provided MTV with various solutions according to latest broadcasting technology. Nowadays, in the era of digital television, the implementation of a tapeless solution is a needed requisite to achieve a robust and reliable system, Etere has answered to this problematic with a cutting-edge application: Creative Area, a web application that allows MTV to speed-up and improves the local and remote management of their media contents.

Creative Area is more than just a web service that expand the transfer (download and upload) capabilities of the station, it is a truly web media manager which allows amongst several things to carry out the following tasks:

- Creation of asset forms,
- Hierarchical structure and multiple forms management,
- Various searching tools,
- Video preview and thumbnail display,
- Upload and download of graphics and video files,
- A Light Box to save favourite forms,
- Easily creation of promos.

Besides its several features, Creative Area has been perfectly integrated with the existing Etere installation, implementing in this way a modular environment composed by a set of applications specifically oriented to cover each complex phase of the MTV's broadcasting process, focusing each module to efficiently perform an assigned operation such as ingestion, scheduling, media management, automation, and now, Web Media Management.