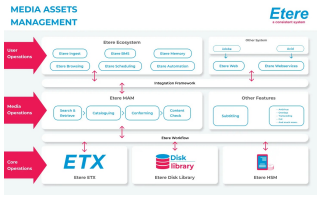
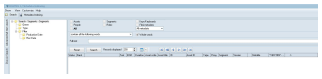
Media Asset Management: Metadata at Asset Level

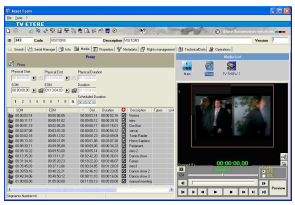
Get smart with your media content with Etere Media Asset Management which enables seamless integration,



Media Asset Management



Advanced Full-Text Search



Asset Form of Etere

Etere Media Asset Management enables smart content and connectivity with metadata indexing, media library, asset ingest, censorship, Nunzio story editor, agenda and more.

Metadata indexing at asset level allows discoveries

Metadata is tracked throughout an asset. Asset-level metadata can be done both manually and automatically. The full potential of creating rich metadata sets is achieved by creating large libraries of tagged assets, with relevant relationship.

Etere Media Asset Management enables the collection of all technical and descriptive data about an asset. For example, the assets can be categorized into:

- Asset name
- Date and time of last modification
- Size of the asset file
- Name of folder it was stored
- Type of asset
- Owner of the asset
- Title of the asset
- Description of the asset
- Tags that have been assigned to an asset

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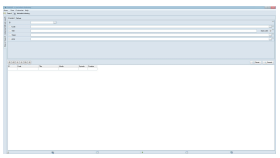
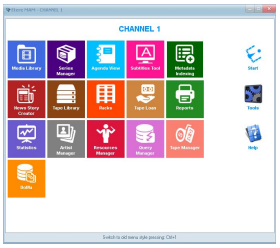
Flexible Search Engine for Assets



☐ Accurate and fast content retrieval
☐ Full-text search allows a range of search parameters including simple, exact phrase, word proximity, logical order and synonymous
☐ Extended search by artist, genre, parental rate, expiry date, country of production, agency
☐ Quality control by: Date, operator, workflow
☐ Media by main, backup, archive, proxy file
☐ Standard search by ID, description, program type
☐ Notes: Story line, EPG, commercial note
☐ Search by all or specific stations
☐ Asset data is managed in the central media library with full integration across systems and applications
☐ Media versions that related to a particular asset are detailed in the asset's media cockpit (video server, tape library, proxy, internet version, etc)
☐ Etere MAM allows all relevant data to be constantly updated even after creation of the original files

Easy Metadata Indexing



Etere MAM enables the addition of metadata for the easy retrieval of available content in all stages of the content life cycle. Users can categorize metadata at various levels including:
☐ Clip level, for example, the title of a soccer game
☐ Segment level, for example, sequence showing a goal
☐ Key frame level, for example, time at which advertisements can be inserted

Etere MAM also allows easy retrieval of assets from an easy-to-use interface
☐ Search and browse low-resolution proxy media
☐ Create segments within a video to describe specific parts
☐ View segments and add rich metadata to catalog video content
☐ Log changes on all segments on the EDL

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