

# MEDIA ASSET MANAGEMENT (MAM)

Optimize the value of your media assets with Etere flexible, modular and effective MAM (Media Asset Management). Etere unlocks video monetization opportunities through the management of your rich media library from a centralized, collaborative source



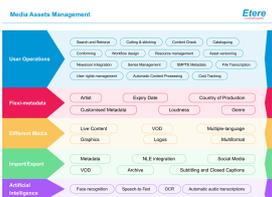
Media Asset Management

**Etere solutions manage the end-to-end media lifecycle of broadcast and media enterprises. Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored to your success. Chat with us to find out more.**

### Optimize the Value of your Media Assets with a Winning Formula

In broadcast production, various departments play crucial roles in supporting mission-critical operations. Etere remains the only company to offer an end-to-end workflow solution for any broadcast and media company, bringing you the benefits of a collaborative workflow with no information islands. Etere MAM's automatic workflow orchestration simplifies complex tasks across the entire media lifecycle. Etere gives you a winning edge with its fully integrative suite of **MAM** software solutions that ensures optimal quality and efficient processes in every step of the workflow.

Select your requirement from the **Application** menu to explore more!



Etere MAM



Etere Web Multiplatform

## About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready 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. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including 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 software tools to drive your business to greater heights. [www.etere.com](http://www.etere.com)