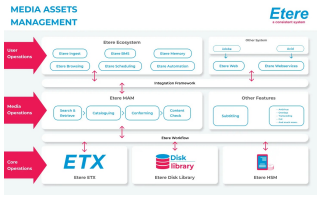
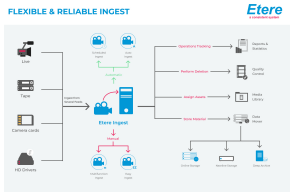
New TV: Media Asset Management and Newsroom Integration

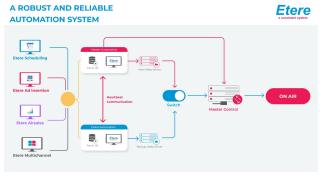
For a seamless integration, Etere provides a perfect solution for all your requirements. For the full details, please refer to the attachment.



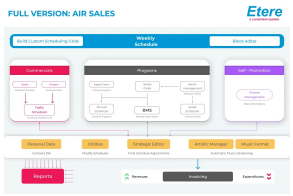
Media Asset Management diagram



Etere Ingest diagram



Etere Playout Automation diagram



ETERE AIRSALES diagram

This paper describes how Etere, a world-wide media management solutions provider for broadcasters, media companies, content providers and house, is able to provide a solution that will closely interact with the current News system as well as with the other sub-systems present in the station, from ingest to playout, allowing to search, browse, edit and deliver media files stored across the various sub-systems present in the global solution. For more information, please refer to the attachment.

Introduction
Broadcast stations are moving their workflows to a tapeless environment, a streamlined system able to capture, edit, catalog and deliver contents with greater speed and efficiency, to accomplish this objective. A tapeless news workflow system must be able to interconnects the various departments of the station including Newsroom, Video Studios, Post-Production, Media Management, Traffic Server, Playout system, and the archiving and storage systems.

Etere's solution is a distributed system that increases efficiency and avoids human error by centralizing decision-making, content creation and monitoring of the news broadcast over one integrated system, this system maintains consistency between the newsroom, the production and the playout. Etere will allow playlists, formed by news, programs and commercials, to be prepared in advance across an accurate schedule structure, supporting the last minute modifications that characterize the playout of News, with faster operations, and increased efficiency.

This paper describes how Etere, a world-wide media management solutions provider for broadcasters, media companies, content providers and house, is able to provide a solution that will closely interact with the current News system as well as with the other sub-systems present in the station, from ingest to playout, allowing to search, browse, edit and deliver media files stored across the various sub-systems present in the global solution.

Etere Solution: Overview
Etere's proposed solution aims to implement a "Media Asset Management and Newsroom integrated system", this solution will be based in the distributed architecture of Etere, a key characteristic that will permit not only to tightly integrate the hardware current available in the station but also to support future devices integration.

The solution proposed by Etere will provide the station with a rock-solid distributed system able to integrate into a single solution the key features of a Media Asset Management system empowered with a Traffic service for commercial assets, plus a tight integration with the Newsroom Computer System used by the station. Additionally, Etere's solution will permit to straightly connect ingest channels with Etere MAM to browse and edit media assets before their delivery.

Etere's solution consist of a system intended to be the core of the global system, providing media archive management and delivery services including instant access and delivery of media files. Operations related to all contents present in the station are cemented on a file-based workflow framework featuring a wide range of function-specific workflows for ingest, production and playout with additional traffic capabilities. The modules that Etere will implement across the system are briefly described below:

■Etere Ingest, the flexible solution for capturing contents from a wide range of sources

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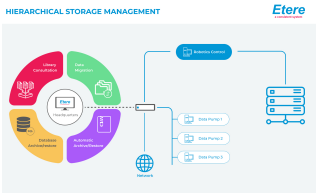
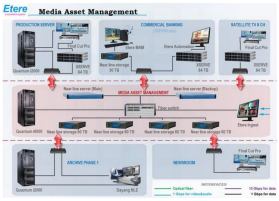


HSM Diagram



Media Asset Management

■Etere MAM, the best solution for indexing and editing a huge amount of media assets, it provides tools for an easier metadata insertion and video cut and merge
■Etere MOS Gateway, a module to create EDL-based video segments and automatically register them as MOS objects that will be instantly available for attachment in a story
■Etere Automation, a fault-tolerant system to automate the playout of scheduled contents
■Etere Memory, the video-logger in charge of recording all broadcasted events from specific time slots in dedicated storage devices
■Etere Air Sales, the traffic system to manage sales and planning of broadcast commercials from the reservation of space and the traffic schedule manipulation to the final invoicing
■Etere HSM, an automatic tape-based storage system for long-term management archive
■Etere Data Mover, the enterprise workflow-based Data Mover that guarantees timing and effectiveness on media transfers between devices

An Etere-based media management and news integrated system is able to interface existing systems such as newsroom computer systems and NLE systems, while maintaining the consistence of its wide set of characteristics including:

■A distributed architecture managed via workflow to avoid any single point of failure
■Transparent media transferring, the correct media format will be always delivered
■Browsing features including preview, slow-motion, timecode, bookmarking and metadata
■Robust editing functions including video cut, merge, overlay and restore
■Quality preservation and high availability of archived and catalogued media content
■Tight integration with Newsroom systems such as ENPS
■Full integration support for NLE stations, including content uploading or downloading

3. Etere Solution: Architecture
Etere is based on a distributed architecture which allows different modules to run on different workstations interconnected via a local area network. All system configuration parameters, security roles, user data, and pre-defined rules are stored in a reliable SQL database supporting backup and redundancy operations.

3.1 A Distributed System
ETERE is a distributed, modular and fully integrated broadcasting system composed by a set of applications specifically oriented to efficiently perform each complex phase of the broadcasting chain synchronously within the same database environment, being all managed by suitable user-defined workflows that ensure an efficient overall system controlling.

Etere's distributed architecture allows achieving a top-level availability of resources and reliability of operations across the entire broadcast workflow thanks to its redundant capabilities to improve the fault resilience on any hardware or software failure.

3.2 Multi-level File Access Hierarchy
Etere offers a hierarchical storage management by organizing in user-specific access levels an unlimited number of content versions offering 'instant access' (from video servers), 5 minutes access (from NLE) and 15 min access (from archives), being all these levels available to the operator under a simple and user-friendly interface:

3.3 Tape Library Management
Etere allows stations to carry out the management of tapes (i.e.: video tapes, data tapes, discs, etc) by providing them with a set of modules specifically designed to improve the most important tasks involved in the logical management of tapes:

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Etere provides full support for managing tape libraries within the system, being possible to monitor its status and view specific contents in real-time:

4. Etere Solution: Media Functionalities
Etere's solution features an integrated and professional approach based on a workflow management to optimize the station's entire broadcasting system, reduce operating costs and facilitate overall process control. Etere Workflow permits modules to for example, seek confirmation for sensitive process, follow specific rules, enhance the efficiency and reliability of process, and manage multiple workflows to perform different tasks simultaneously and independently.

4.1 Multiple Storage Management
Etere reduce the complexity of managing storage devices by arranging physical storage devices present across the system into metadevices (logical devices), the use of metadevices improve the overall media management by offering the following features:
■ Automated management via workflow of logical devices including arching, restoring, transcoding, etc
■ Monitored storage space owing to the set of restrictions,
■ Increased storage and better performance since metadevices acts as a virtual device representing several logical disks or disk systems:
■ Distributed storage according to specific requirements without the need of creating partitions, just associate individual disk volumes to different:

4.2 Custom Design Workflow
All workflows can be customized to fit the real needs of the station and thus give complete control
over the overall system management which offers:
■ Clear definition of each complex step of the broadcasting process,
■ Visual representation of each step mapped out on a PC not in a paper document,
■ Set of instructions and authorizations that must be followed in order to move forward,
■ Complete log of all steps carried out, operations denied etc.

A comprehensive and user-friendly workspace allows creating suitable workflows based on custom actions just by dragging and dropping the necessary elements into it:

4.3 Integration between workflows
Etere allows calling workflows from others just by inserting an action that can perform a specific task (i.e.: attach, attach and start, start, abort, reset, restart, detach, etc) on a certain workflow:

The diagram below illustrates how Etere maintains the system consistency by avoiding loops between workflows (a message is displayed indicating the incompatibility between action and workflow):

As shown above, for example, if 'workflow A' calls 'workflow B' and the 'workflow B' calls 'workflow C', the 'workflow C' will not be able to call the 'Workflow A'.

4.4 Video Files Quality check Workflow
An Etere quality check workflow is able to automatically ask operators to assign a quality value to a certain asset(s) after browsing its video content:

4.5 Video Files Content Check via Workflow
Etere counts with a workflow action called content check, that once inserted into a workflow and attached to an asset, searches on its related proxy video file for defective video issues to subsequently mark (into their EDL list) all encountered defective segments including black scenes, scene changes and freeze video:

4.6 Video Files Archiving Workflow
Etere allows you to design a workflow for archiving your assets on LTO tapes, including a quality and content check, a proxy copy generation and a final email

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indicating the result of the process:

4.7 Video Files Restore Workflow
Create a workflow to automatically restore any scheduled asset for its playout by searching for them amongst a group of devices arranged on basis of their priority:

4.8 Video Files Transcoding
Etere's integration with Rhozet's Carbon Coder software handles a wide array of critical operations including format conversions, workflow operations that can be launched for example, immediately after a content capture:

4.9 Video Files Checksum MD5 Verification
Etere offers an enterprise control of video files integrity; it keeps a log of the hash md5 of video files such in a way that it is possible to verify at any time if they have been modified after their approval. All video files registered on the Etere's database can be verified through an md5 checksum, this control is performed via workflow, each time that a video file is moved from one device to another, its initial hash md5 is calculated to allow a future checking:

The workflow editor allows creating custom Checksum workflows to either generate or check the MD5 hash of a video file.

4.10 Video Files Cut Actions
Etere offers 'Cut actions' that permits to take only a portion of a certain video file, using a given timecode SOM and EOM. Defining and using a Memory Cut operation is as easy as shown below:

5. Etere Solution: Components
ETERE is an integrated broadcasting solution that implements a modular system formed by a set of modules specifically oriented to cover each complex phase of a broadcasting system, focusing to efficiently carry out specific operations such as media ingest, archiving, transferring, browsing, etc. All these operations are synchronously performed within the same database environment and managed by suitable user-defined workflows that ensure an efficient overall system control; these are some of the main features that make of ETERE a solution that can easily fit any media management workflow. All modules that make part of the Etere's proposed solution will be treated throughout this chapter, explaining how its distributed architecture and integrated complementation are key parts of the success of the global system where a top-level performance and reliability is reached.

5.1 Etere Ingest: Enterprise Capturing System
Etere ingest is a versatile set of modular applications that significantly improves the digitization process inside a broadcasting system, this software covers any particular requirement of the entire process such as automatic and scheduled ingest:

Etere Ingest supports multiple parallel ingest streams, managed automatically either on a single workstation or across various workstations, allowing also to schedule the video files to be ingested:

Planning View
Once ingested, video files are transcoded into the specific format of the destination device on which they will be stored, in the same way, video files are transcoded each time they are moved from one device to another (e.g.: archiving, playout, etc):

The image below illustrates how Etere allows setting the workflow to be launched at the start and end of an ingest process to for example, create a low resolution version or normalize the audio of captured contents:

5.2 Etere MAM: Browsing and Editing
Etere MAM will allow operators to store information, search media EDL, and transfer EDL-based media to the playout server and the editing systems, all of this,

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across six different stations featuring either an either English or Russian user interface.

Etere enables comprehensive search and browse and cataloguing of rich media, its very intuitive interface establishes a bridge between the ingest department and the production department, allowing contents to be browsed simultaneously from various workstations thus enabling low-res proxy browsing over the network.

Etere also allows restoring only a part of video files by creating either high or low resolution video files including specific segments described on the source video EDL, it is important to note that as usual on Etere's operations, the conforming of video files is fully performed via workflow:

Etere MAM permits to join cut segments from different sources, to create a single final video file containing all scenes selected by the operator, use this function to for example perform the dubbing of video contents by overlaying an audio track over a video(s):

The image above illustrates the user-friendly interface on which operators creates new video sequences of MAM captions which includes all relevant metadata associated to the inserted scenes.

5.3 Etere MOS Gateway: Newsroom Integration

Etere offers an integrated solution for a complete news management, it will permit Newsroom systems to be integrated with the existing functions of Etere (i.e.: ingest, media asset management, browsing, automation, as run log, etc), allowing contents to be easily managed features include:

■ Uses MOS protocol communications between the newsroom system and the other systems,
■ Provides integration for MOS-Compliant newsroom systems such as ENPS, Annova OpenMedia and Transtel RunDesk,
■ Passes lists of rundowns, and script text in rundowns between the newsroom computer system and Etere,
■ Allows searching for media stored on the media servers from the newsroom computer system,
■ Restore required media automatically using user-defined workflows,
■ Enables clip preview and editing via an user-friendly ActiveX browser,
■ Communicates with the newsroom computer system via heartbeat commands.

The diagram above illustrates how Etere provides an integrated two-way interface to newsrooms systems using the following modules:

■ Etere MOS Gateway, based on MOS protocol, it receives running orders information from Newsroom and request the playback of linked media objects, allowing also Newsroom systems to create placeholders for content that will be created later.

■ Etere MOS OCX, based on ActiveX controls, it allows searching, browsing and editing Etere asset's media, as well as automatically storing objects of Newsroom systems into the Etere SQL database.

Moreover, it also offers a 'Rundown Reception' function to receive the Run-Down from ENPS, transforms it in a language comprehensible to the Etere system, and then sends it to Etere Automation, responsible for the on-air.

5.3.1 ENPS compatibility

Etere MOS Gateway allows using ENPS client for creating objects in the Etere database, these objects are used for creating Running-Orders that will become part of Etere/ENPS databases, Etere MOS Gateway receives information from ENPS, and transforms this information into a format comprehensible to Etere Automation such in a way that the latter one will be able to send this information on-air:

Etere MOS Gateway counts with the following ENPS specific integration functions:

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■ Etere allows ENPS to dynamically build and control a playlist within the media server, changes to the Running Order in ENPS result in immediate changes to the sequence of media objects queued for playout by the media server,
■ Etere sends real-time status information during playback and other functions which are displayed through ENPS writers and producers in real-time, including a minimum set of standard status messages which enable color coding and the automated movement of the ENPS timing bar,
■ Etere provides thumbnail images and proxy video which are closely integrated within the ENPS Story display and editing windows,
■ ENPS users can create and name placeholders within the Etere server into which media can later be ingested or recorded. Etere then updates ENPS with duration and other information as the placeholder is replaced with the actual media,
■ ENPS users can create and name placeholders within this Etere's media server into which edited content from an NLE can be saved,
■ Etere enables ENPS users to directly assign media play-out channels from the ENPS Running Order,
■ Etere uses the full body of text within ENPS documents, including all media pointers and custom metadata. Etere also dynamically tracks the sequence of Stories and Assignments within active ENPS Running Orders and Assignment grids,
■ Etere works with ENPS to transfer media between machines and locations using instruction and metadata from ENPS. When stories containing media are moved from one ENPS location in ENPS to another Etere offers the option to automatically transfer the media contained in the stories without further user interaction,
■ Etere builds on MOS Redirection and can work with ENPS to exchange media files in a variety of formats, working with a variety of other media servers.

5.3.2 Segments management
Etere Most Gateway provides operators with a module that permits to search all assets with a hi-res media with at least one visible segment, and insert them in the playlist with just one click, being also possible to preview segments before inserting them:

5.3.3 Automation Integration
Etere Automation permits to send on-air events managed by a MOS-based system, in this case Etere Automation will run in “MOS-mode”, loading the playlist corresponding to the Running Orders received, showing information about contained objects and their story name. By using Etere Automation, the operator will only have to initialize the events' cueing process and then start the transmission:

5.4 Etere Automation: Playout System
Etere Automation is the powerful, reliable and modular playout system able to enhance the station potential in terms of functions and workflow design, it is based on a unique approach which combines in a single product real-time device control and media asset management, offering a powerful mix of solutions and capabilities under a graphical user-friendly interface displaying for each event its source, type, description, properties, live status, secondary events, time code, GPI status, scheduled and real times, etc:

5.4.1 Secondary Events Management
Etere Automation manages all the secondary events intended to be transmitted by dedicated devices (e.g.: Logo Generators, Crawl Generators, Subtitlers, etc) with a simple graphical tool, allowing previewing secondary events in low res before their playout through a browsing application:

5.4.2 Live Events Management
Etere Automation offers complete support for live events present on the daily schedule, being possible to manage various different live inputs that can be switched at any time, few minutes before the event broadcasting or even during its transmission:

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Additionally, Etere allows managing one video router per automation, being possible to create links between routers so when a channel is switched in the Main Router; the equivalent channel is also switched in the Backup Router:

5.4.3 As-Run Logging
Moreover, the ability to export As-Run logs containing the schedule “actually” transmitted allows an easy reconciliation between planned and real playout.

5.5 Etere Memory: Automatic Video Logger
Etere Memory is the module that automatically captures an audio/video copy of all specified broadcasted events. The interface is user friendly and provides information about the current recorded file size and the remaining free hard disk space. It is a video logging system, automatic and easy to use, effective in reducing expensive tape:

The recording interface can be either manually or automatically started and it will display a preview of the currently recording event, detailing some important recording information such as status duration, storage path, occupied memory, cache status, etc:

Etere Memory counts with a browsing interface with powerful capabilities to turn a selected video into a sub-clip, inserting the Time-code and sending the video or part of it to standard Microsoft OS users:

Etere Memory allows recording and viewing clips at the same time with just a few frames of delay while offering the following key features:
■ Audience integration: if Etere Memory is used to record competitors' transmissions, you can have a chart audience wizard related to the recorded video in order to understand better your competitors' audience composition,
■ Data Mover integration: is meant for both local or network video clip storage in order to prevent system faults and to avoid data loss. The integration provides full file maintenance with storage and periodical deletion,
■ SNMP alarms, Etere Memory detects loss of video, black video, or frozen video and alerts using SNMP messages. These alarms can be converted by Etere SNMP console in acoustic, email or Sms,
■ Streaming capabilities. Using Etere Memory you can view the video on the network. This feature is very important if you wish to distribute the video and you don't have a video cabling infrastructure.

5.6 Etere HSM: A Tape Based Archiving
LTO tape libraries present in the station will be managed by Etere HSM, the cost-effective solution to radically streamline the management of expensive tape libraries; allowing stations to optimize the migration of contents including high and low versions as well as associated metadata.

Etere HSM improves the management of libraries by controlling their mechanical movements through the HSM Robotics Control and HSM Data Pump applications, which are able to run several data pumps on different machines to boost their throughput, while offering access to real-time logs, reports and statistics.

Etere HSM distinguish four different archiving levels into a broadcasting workflow, these levels required distinct access times which vary from 0 minutes (video server) to 15 minutes (standard video tapes).

All these levels are managed “virtually”, that is, you can use logical devices (metadevices) based on physical devices to free design your storage layout, enriching in this way the entire system with the benefits derived from the use of metadevices:

■ Carry out loan-balanced movements on an intelligent multi-volume scenario,
■ Extend your storage space by joining physical devices into one metadevice, without altering the archiving workflow,
■ Categorize your storage devices by dividing them into metadevices with no partitioning required,

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■ Space limits and storage distribution are defined by the user and not by devices itself,
■ Classify metadevices in media pools in order to automate their management,
■ Background defragmentation and online/offline tape management,
■ Scheduled archiving of devices, media contents and entire databases.

Etere HSM forms a tandem with **Etere Data Mover** to be the only solution in the market with an embedded multi-level and multi-rule cache that offers an intelligent management which ensures the best performances with low investments. Owing to Etere's comprehensive character, these applications are perfectly integrated with other modules (e.g.: Ingest, EtereWeb, etc) to allow all these modules to use shared resources and have unlimited communication.

5.7 Etere Data Mover: A Digital Archiving and Delivery
The Media Management solution proposed to encompass station's content transfer and archiving goes beyond of a simple copy concept by moving video files based on custom policies, transcoding video files when required and offering a full track of all operations.

Video contents will be transferred between the various departments (e.g.: near-line storage, archive, post-production, playout, browsing, and even non-Etere systems) by Etere Data Mover; this migration process also includes rewrapping and transcoding capabilities.

Etere's approach is oriented to "virtualize" the entire media management process, improving it with flexibility, customization and most important cost-effectiveness.

Etere manages (logical) metadevices instead of (physical) devices, this approach results in a wide range of possibilities for the media management, for example, it is possible to control with one click the available space of all metadevices:

Etere Data Mover is the application used to perform the physical storage and retrieval of video files, a typical Data Mover operation would be to move a video clip from a video server to an archive based on custom actions which are defined and executed via workflow.

Additionally, the crucial logging function is available for all Etere applications, log files are written by the software each time it performs a task so it will be possible to trace their execution status, interaction level, and final result.

5.8 ETEREWEB: Post-Production Integration
Etere Web is the web service seamlessly integrated with the playout and media management system to permit arriving contents to be managed digitally, resulting into a faster and more efficient delivery process which also includes digital signing features for any delivered content.

EtereWeb integrates the latest streaming technologies for video distribution and a comprehensive rights management system that gives to authorized users the possibility to access via web to a user-friendly interface:

Etere Web works perfectly behind routers so remote access and ftp transfers are drastically improved. NLE systems can deliver contents via Etere Web as a digital equivalent of physical reception, where selected people can deliver video and metadata to the station, but owing to its digital nature, operations are perfectly organized, performed and logged, avoiding loss of any content information.

5.9 Etere Air Sales: Commercial Traffic Management
Etere Air Sales is a complete, modular and scalable traffic system for the management of the planning and commercial processes of a broadcaster. From planning to playout, it provides specialist application modules to manage sales, planning, presentation, scheduling and invoicing of commercial contents. Etere Air Sales optimized commercial broadcasting thanks to its flexibility to fit any-broadcaster needs, all in the most cost effective and modular manner:

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Etere Air Sales takes care of one of the most delicate process of the broadcast chain, it offers a fully integrated management of daily schedules, and this application is greatly composed by various simple applications that those who draw up the daily schedule will appreciate:

Etere Air Sales also provides operators with a simple graphical module to view, analyze and approve changes (i.e.: traffic, imported, and corrected programs) between the current schedules and any imported schedule. When the current schedule has incoming changes, the operator is advised through a prompt-message which announces that new changes to be approved are available:

This simple interface allows the operator to easily identify the source from which changes have arrived and then decide to either approve or reject them though a simple selection process

6. Conclusions

This paper has described the implementation of an Etere-based “Media Asset Management and Newsroom integrated system”, a reliable solution for streamlining the news operations of any broadcast station, providing a large number of operational benefits and advantages derived from the efficient use of ultimate media management technology; digital contents of the station will be managed, from news acquisition to news delivery, with a tight integration with other existing sub-systems.

■ Workflow reliability, workflow-based operations from ingest to delivery that permits to monitor the individual system functioning while increasing productivity,
■ News integration, enhanced compliance with ENPS, one of the industry standards, to ensure a flexible yet powerful integration of the newsroom and the automation systems,
■ Scalability support, for increasing the number of capturing channels (cameras, video servers, etc) without altering the system workflow complexity, thus minimizing operational overheads and reducing overall costs,
■ Editing features, the newsroom department of the station will be able to easily browse and edit video files, editing functions allows to easily cut segments, merge segments, overlay audio, restore composed media, etc, and all of this, under a user-friendly interface,
■ Centralized media, media assets stored on a centralized server will be available for producers, reporters and editors, with the maximum of efficiency to reduce the risk of mistakes when retrieving data which is periodically and accurately checked,
■ Automatic logging, transmitted contents are automatically captured, catalogued and archived, thus meeting the broadcast compliance logging required by the station,
■ Long-term archiving , Integration of tape libraries to store and transparently manage the long-term media archiving,
■ Traffic management, the commercial broadcast schedule is managed by a dedicated system to made up the traffic schedule and monitor the transmission of all scheduled commercials,
■ Capturing flexibility, on implementing the capturing channels from which media content will be acquired.
■ NLE integration, Non-linear editing systems will be able to access the digital archive directly and efficiently through a proper production environment, making use of the highest security standards.

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