

Charisma Group Selects Etere MAM for ET Bil Arabi

Charisma Group selects Etere Media Asset Management for its TV program, ET Bil Arabi, the Arabic Version of the World Class Entertainment Show, Entertainment Tonight.



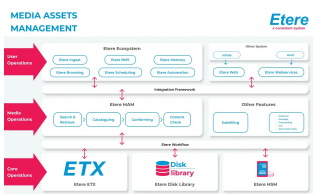
Etere logo



Company logo of Charisma Group



ET BIL ARABI Logo



Media Asset Management

Charisma Group, one of the fastest expanding multi-media production houses in the Middle East and North Africa, selects Etere as a leading choice to manage the material and rundown preparation of their TV program, ET Bil Arabi (Entertainment Tonight Arabic). Etere features an open architecture with full support for Final Cut Pro, the professional editing solution that is used by the station.

Charisma Group leverages the seamless connectivity and scalable benefits of **Etere Media Asset Management (MAM)** for the management of material preparation for ET Bil Arabi. Etere MAM allows the station to fully optimize the value of their assets through a centralized management of digital content and associated metadata. Etere MAM provides superior workflow orchestration and automated processes that simplify complex tasks and allow the producer the freedom to bring media to the market quickly and more accurately. Etere MAM is a completely scalable solution that is able to expand with the company and allow Charisma Group to adapt quickly to market demands and trends. Its seamless inter-connectivity, strategic and automated workflows empower Charisma Group to manage the end-to-end media lifecycle including ingest, transcoding, content retrieval, metadata association and asset distribution.

Charisma Group selects **Etere Nunzio Newsroom** as a leading choice for the rundown preparation of ET Bil Arabi. Nunzio Newsroom is a complete software solution that empowers Charisma Group with an effective tool-set to develop a story from the initial idea to the final broadcast, all from a single interface. With Etere's integrated workflows, Charisma Group is able to deliver uncompromising speed and precision at every stage of the media lifecycle. Etere Nunzio Newsroom taps on the Media Asset Management (MAM) database and uses the Etere Media Management engine for the transfers and federate integration of multisite systems.

Etere Nunzio Newsroom is a highly-flexible and cost-effective solution with fully empowered NRCS capabilities to manage the entire tapeless workflow of a Newsroom environment, starting from the planning of news stories (digital assets) to the control of on-air playback. It is also equipped with instant chat features that enable quick set-up of group chatrooms; logs favourites list, contact list as well as a history of conversations. Etere Nunzio Newsroom supports E-paper, website upload as well as full integration with Facebook, LinkedIn, Twitter and Youtube directly from Nunzio interface.

About ET Bil Arabi (Entertainment Tonight Arabic)

Presented by Badr Al-Zaydan, Mariam Said and Nardine Faraj, ET Bil Arabi is the Arabic version of the World Class Entertainment show, Entertainment Tonight. Its viewership includes nearly 300 million across 21 countries in the MENA region. ET Bil Arabi covers the local news in the Arab entertainment industry, including news stories on celebrities, film, television, music, fashion, award shows and special events. ET Bil Arabi runs on MBC4, from Sundays to Thursdays, with a 90 minutes compile on Saturdays.

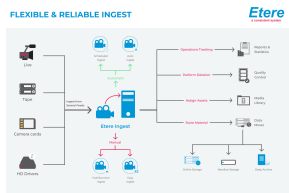
Charisma Group also uses the following **Etere Media Enterprise Resource Planning (MERP)** solutions for an effective management of the ET Bil Arabi program:

Etere Ingest

Etere Ingest is a complete and flexible solution that is capable of capturing media



NRCS Newsroom



Etere Ingest

from all common feeds into a cloud storage and to adapt it to any required workflow. It is able to capture in real-time, media in SD/HD formats from virtually any video source, broadcast stream, FTP or IP stream. Its advanced capabilities include fully customizable ingest and single-click ingest based on pre-defined profiles. Designed to improve the ingest process of any broadcasting workflow, it ensures increased operational efficiency and a reliable performance.

Etere Proxy Browsing, Basic Transcoding and Broadcast Quality Player

Etere Proxy Browsing is a modular solution that allows operators to perform ingest, edits, preview, playout and archive with a digital newsroom. It can be integrated into existing Etere modules and allows users to search, browse, select and edit clips.

Basic Transcoder is an automated and reliable transcoder that is able to provide all major formats conversions needed in production, post-production, broadcast and media distribution.

Etere Broadcast Quality Player provides a powerful browsing solution with all the features needed for media playback and browsing capabilities for a truly seamless experience.

Etere Resource Management

Etere Resource Management is an all-in-one framework that manages all resource planning for media production and all its related activities. It enables real-time data monitoring of resources, thus empowering Charisma Group with business intelligence information such as real-time monitoring, tracking and reporting of financial information, schedule and investment of resources. With Etere Resource Management, producers are able to plan and manage resources more effectively.

Etere Media Management

Etere Media Management is a highly effective digital content management solution, specifically designed to streamline the process of ingest, indexing, storage and retrieval of digital assets. It is equipped with Proactive Cache Management with multi-device connection, system fault tolerance, libraries management, low-res video transcoding, proactive cache management, scheduling/MAM prefetch and newsroom Integration.

Etere Workflow

Etere Workflow empowers Charisma Group with full control to customize their systems, operations sequence and insertion of new operations easily from a single interface. Etere offers an integrated solution that respects and complements the underlying broadcasting system, optimizes systems management, reduces operating costs and facilitates overall process management.

Etere MAM - NLE integration for Final Cut Pro

Etere MAM - NLE integration for Final Cut Pro allows Charisma Group to access the MAM module from NLE stations to store and retrieve files and projects from NLE. It empowers the Producer with high accessibility via etereweb and allows uploads with tracking and workflow triggering via all major browsers.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

About Charisma Group

Charisma Group is one of the fastest growing format developers and multi-media production houses in the Middle-East and North Africa. It is headquartered in Beirut, Lebanon and manages operations with affiliates and studios in the United Arab Emirates, KSA, Egypt and Jordan. Charisma Group's portfolio includes TV programs, drama series, movies, video clips, TVCs and digital media services through mobile and internet content platforms. Charisma Group strives to understand the audience's needs and to broadcast content that appeals to the audiences in the MENA region.

<http://charisma-group.tv/>



About Baba Broadcast Services

Baba Broadcast Services has more than 20 years of experience in digital video, broadcast television and system design and integrations. It offers advisory, design and system integrations for upgrades/installations of new TV , radio channels and production, post production facilities. The company is based in Dubai, United Arab Emirates.

<http://www.bababroadcast.com/>

