

## Nova TV Selects Etere MAM

NovaTV selects Etere MAM to manage its archives. Etere MAM's integration with IBM TSM storage management makes it the most powerful and versatile choice for NovaTV to manage their valuable media assets with.



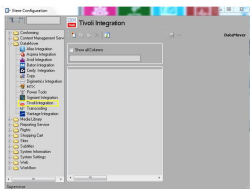
Nova TV



Etere logo



IBM TSM Logo



Tivoli Integration

NovaTV has been a customer of Etere since 2001 and the Croatian TV station continues to reaffirm its confidence in Etere. Etere solutions are valued for its simplicity, interoperability and reliability. NovaTV uses Etere Media Asset Management (MAM) to manage its media assets and IBM Tivoli Storage Manager (TSM) for the archive.

#### **IBM Tivoli Storage Manager (TSM)**

IBM TSM is a software storage solution that provides its users with a single point of control and administration for the backup and recovery of files. It enables reliable and cost-effective backups as well as fast recoveries. With the integration with IBM TSM, users are able to trigger jobs and track updates. Etere enables the capability to create custom Tivoli integration actions and to request via workflow the execution of file transfers based on Tivoli jobs for media files stored on Etere metadevices. The settings can be configured easily via Etere configuration.

#### **Etere Media Asset Management (MAM)**

Etere MAM is a highly-effective digital content management solution that is designed specifically to streamline the process of ingest, index, archive and retrieval of digital assets.

Etere digital archive combines reliability and high availability with increased bandwidth and storage, thus allowing operators to easily search, retrieve and browse any media files in the digital archive. Etere's file-based workflow framework features an open technology, automated content processing as well as real-time connectivity between different systems for a seamless workflow orchestration. Using the workflow designer, users are also able to include the action in a workflow, including the transfer of files to external destinations through a Tivoli system. Etere workflow designer is a graphical design environment for the creation of workflow actions without any workflow expertise, via a simple and intuitive interface.

The workflow is completely scalable to fit the workload of all companies from entry to large enterprises. Etere digital archive system is able to interface existing sub-systems and encompass future expansions while maintaining the highest standard of reliability across multiple formats of delivery. Benefits include:

- Enterprise management and transport of media between storage devices
- Flexibility on digitizing media content from multiple sources
- Customized workflow management
- Seamless integration with existing and co-existing systems
- Media management including high resolution files, browse copies and metadata

#### **Greater Flexibility: Etere MAM 's Integration with IBM TSM**

Etere enables NovaTV to adopt more efficient workflows with its integration of IBM TSM support with Etere MAM to manage all archival needs from a single source. The integration empowers users with the capability to control TSM as well as manage all other archive policies directly from Etere MAM, thus increasing productivity and cost-efficiency.

Etere equips NovaTV with an integrative system that is capable of managing a large archive database. Etere MAM connects with TSM using TSM API for a seamless integration without the use of additional resources. With Etere MAM's compatibility with IBM TSM storage, NovaTV is equipped with the flexibility to choose from both HSM storage and TSM storage to manage their LTO tapes.

### **About Nova TV**

Nova TV was launched in November 2000 in Croatia. It is owned by the Central European Media Enterprises since 2004. As the first Croatian commercial television network, Nova TV was known for its broadcast of reality shows including American shows such as Survivor and Temptation Island. Later, it started to produce its own talent show story Supernova, which was followed by the Croatian version of Pop Idol called Hrvatski idol. Nova TV is also notable for its live broadcasts of various sporting events such as alpine skiing and Mirko Filipović's fights.

<https://novatv.dnevnik.hr/>



### **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.

