

## Media: Etere MAM Prepares for Et Bil Arabi

ProAudio-Central.com, a portal for professionals in the audio world published a feature on Etere MAM for Et Bil Arabi. For the full article, please view attachment.



Etere logo



Pro Audio Central



The company logo of  
Charisma Group

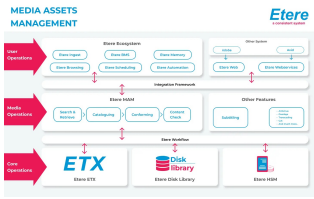


ET BIL ARABI

**For the full article as published on ProAudio-Central.com, please view the attachment.**

**Abstract:** Et Bil Arabi is an Arabic version of the American television show, Entertainment Tonight. It is produced by Charisma Group, which recently opted to invest in an Etere Media Asset Management (MAM) system to handle the show's material and rundown preparation.

The MAM solution features an open architecture and provides full support for Final Cut Pro, which the television network uses for editing. Etere's system also facilitates centralised management of all digital content and any associated metadata, streamlining the workflow. It is also built as a future-proof option, as its scalability allows it to be expanded upon as and when Charisma Group requires.



Media Asset Management