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# VIMN Tokyo Upgrades to Etere MAM with a Japanese GUI

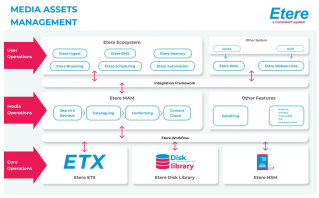
## Viacom International Media Networks (VIMN), a customer of Etere since 2015, expands its Etere System to Viacom Tokyo. Etere MAM for Viacom Tokyo is customised to support a Japanese GUI.

Viacom International Media Networks Logo

Etere logo

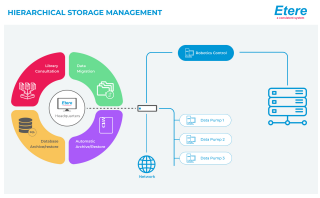
**Viacom International Media Networks (VIMN)** is the International division of Viacom, the network that oversees the production, broadcast and promotion of key Viacom brands including MTV, BET, Comedy Central, Paramount, VIVA and Nickelodeon. Following VIMN's successful implementation of Etere Media Asset Management (MAM) to manage its Over-The-Top (OTT) content delivery in 2015, the Multinational company has once again chosen Etere MAM to manage its system in **Viacom Tokyo International**.

At the heart of the system for Viacom Tokyo International is **Etere Media Asset Management (MAM)**. One of the requirements of Viacom Tokyo International is to incorporate a customizable GUI that supports the Japanese language to cater to local users. Designed with the user experience in mind, Etere is able to provide a highly intuitive Japanese GUI for the system. Etere MAM optimizes, simplifies and automates complex tasks across the end-to-end workflow. It orchestrates all tasks across the enterprise network, supported by a centralized database. It is also capable of managing several playouts, OTT and NLE deliveries simultaneously even in instances when each require a different delivery method. Etere MAM simplifies complex tasks and orchestrates the complete workflow, including the management of metadata. It is also able to provide real-time status updates from a centralized location, allowing a streamlined monitoring and management from a simple PC setup.




Media Asset Management diagram

**Etere HSM Tape Library**
Etere Hierarchical Storage Management (HSM) is a software solution that manages all archives located in an integrated environment through a centralized control. With Etere HSM, Viacom Tokyo International is able to effectively manage a combination of proprietary and industry file systems with a unified cockpit. Etere HSM uses Windows drivers to interface with hardware and any windows-compatible library, alternatively, a tape drive can be used. It also enables a disaster recovery copy to be stored offsite.




HSM Diagram

Etere MAM and Etere HSM Tape Library are part of the **Etere Media Enterprise Resource Management (MERP)** framework of software solutions. Etere MERP is a modular and complete solution that is able to manage the end-to-end workflow of any media or IT company. It is able to integrate and manage the complete flow of information across all departments, including both internal and external. Designed for the best flexibility and reliability, Etere MERP offers full scalability to adapt to the dynamic requirements of any company. Etere MERP is an effective and cost-efficient approach to manage all processes and workflows to fulfill even the most complex content delivery needs.

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## About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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 Viacom International Media Networks (VIMN)

Viacom International Media Networks (VIMN) is the international division of Viacom, the network that oversees the production, broadcasting and promotion of key Viacom brands including MTV, BET, Comedy Central, Paramount, VIVA and Nickelodeon, which are viewed by over 700 million households across the world. VIMN has headquarters in New York, London and Warsaw; other international offices are located in Amsterdam, Berlin, Paris, Singapore, Stockholm, and Sydney; whilst regional offices are found in Athens, Budapest, Buenos Aires, Dublin, Madrid, Miami, Milan, Sao Paolo, Seoul, Tel-Aviv, Tokyo and Zagreb. **Viacom International Media Networks (VIMN)**

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