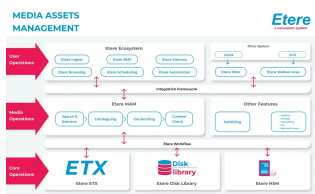# Kanal 2 Moves to Etere Media Asset Management

Etere's professional journey with Kanal 2 started in 2006. Since then, the Estonian TV station has seen progressive benefits and better efficiency with Etere Ecosystem solutions. Now, it has selected Etere once again for an enhanced media management strategy.
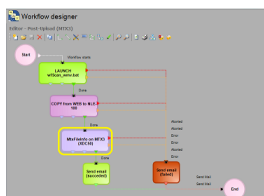

kanal 2

Etere Web Multiplatform

Media Asset Management diagram

Workflow Designer

Kanal 2, a privately owned Estonian television channel has selected **Etere Media Asset Management** as their preferred choice. The station has been using Etere for its playout automation, scheduling and archive. Now, Kanal 2 has selected Etere MAM as a vote of confidence, allowing the station to tap into the possibilities of an advanced media asset management, protection and utilization solution.

Together with Etere distributor, ProMedia, Etere's collaboration with kanal 2 started in 2006 when the station searched for an effective broadcast and scheduling management system to meet its needs. Etere was selected based on qualities including its flexibility, cost-efficiency and quality. Three years later Etere was selected once again to expand the system. This time, Etere ETX was implemented to fulfil the station's playout requirements.

Fast forward to 2021, together with ProMedia, Etere is ready to work with kanal 2 to achieve their business goals with a new implementation of Etere MAM. Etere MAM features advanced capabilities and technologies that equips professionals with the tools to be as efficient as possible.

Etere Media Asset Management
Media assets plays an important role in any content distribution workflow. With multiple platforms and new media, an effective media management helps you to meet complex requirements as content is being created, re-purposed, edited and delivered at an increasing faster pace in today's media landscape. At Etere, we design solutions that integrate the best of technology to allow you to work faster and better.

Sometimes, there is no one-size-fits all. To help you find the best solution for your environment, Etere Media Asset Management features a flexible, modular and scalable system with an open architecture that enables seamless integrations with other systems. Etere MAM is completely scalable to fit systems of any sizes from enterprise-level to single systems. Not only that, with the **Etere T-workflow** design tool, you can design your workflows to fit perfectly in your environment and to achieve the operations outcomes that you need. As technology evolves, Etere MAM remains a system that continues to move with your needs. Besides having a 24/7 worldwide support, Etere invests in its R&D to produce regular software updates and upgrades for all users on a support contract. Etere prepares its users for the future, today.

Real-time Management of End-to-End Workflows on a Single System
From ingest to delivery, Etere integrates all the features needed for an easy, fast and effective asset management. A centralized database provides real-time management of media workflows including ingest, index, storage and retrieval of media assets.

Web Interface - Create, Collaborate and Deliver From Any Location
Besides a software application, Etere MAM also provides real-time content search, retrieval, browsing and content editing on web interface that allows you to drive your workflows from wherever you are. With a secured login on any internet browser, you can access your Etere Database and Etere Cloud system remotely, even from your smart devices.
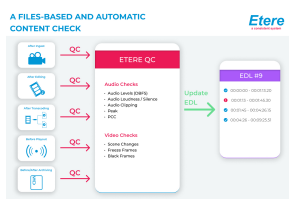
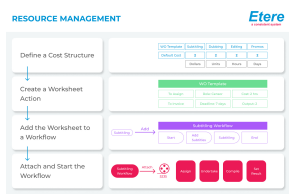**Metadata Management and Search Capabilities**
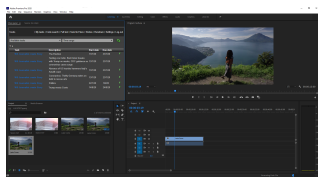
Etere Adobe Agenda and Tasks
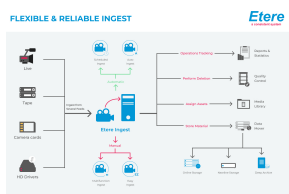
Etere Ingest diagram

Etere Fast QC

Resource Management

Featuring powerful search capabilities, Etere MAM makes it easy to search, preview, edit and add high resolution media files to publishing workflows. Etere MAM features flexible metadata structures that allow the creation of custom categories and organization to meet the dynamic needs of any media production. With flexi-metadata fields, you can customize and populate the metadata according to your business needs. Additionally, the inheritable properties of assets are automatically categorized to allow an easy and versatile retrieval of assets in the system.

File Versioning
Etere MAM gives you the freedom to create multiple versions of an asset that are uniquely tagged and associated with the correct metadata and inherent properties.

Access your NLE Environments From The Same Interface
Etere MAM features a seamless integration with third-party NLE editing systems including Adobe Premiere.

From Ingest to Data Moving and Transcoding
Etere MAM organizes and manages ingest tasks automatically or manually. Based on the requirements of the production, editing, delivery and broadcast workflows, the integrated Etere Transcoder allows users to change their file formats to match their file delivery requirements, all from the same software interface. Furthermore, Etere Data Mover automatically manages the transfer, copy and movement of digital content from one level to another based on customizable workflows. It includes the generation of multiformat, multipurpose files for delivery to multiple platforms.

A Reliable Performance
Etere MAM features a distributed architecture with high fault-tolerance. The system is able to support multiple data mover actions at every stage of the workflow. Designed for all your content production needs, Etere is perfectly adapted to new challenges no matter how complex your workflow might be.

Etere QC
As part of the Etere MAM solution, Etere QC is a fast-performing and automatic file-based QC software that performs automatic verification of media file compliance in the areas of audio, video and metadata. It automatically scans media files to detect audio/video issues including freeze frames, black frames, scene changes and audio loss on assets' EDL. Etere QC is able to check all the main video file codecs and wrapper of any resolution including 4K.

Etere Agenda and Resource Planning
Etere Agenda in MAM allows you to manage previews, approvals, asset data management, subtitling, ingest and dubbing with a single click from a centralized job repository. From the MAM interface, you can generate work orders, track expenses, manage files and rights, manage resources and generate agendas. Not only that, updates and tracking are available in real-time.

Active Directory
Etere Media Asset Management is integrated with Active Directory for a seamless management of user permissions. Each user can be profiled accordingly and have different rights according to stations and functions. Not only that, users can also be grouped by common functions.

Integrated Etere Studio Player
Etere Studio Player is an integrated part of Etere Media Asset Management that enables users to prepare and broadcast multiple playlists. It is designed to manage both live and pre-recorded studio broadcasts. The application is optimized to work on touchscreens for an easy control. It connects to all devices in the control room such as video and audio switcher, light mixer, VTRs, playout, title machines, generic GPI devices, and multiviewer. All functions of linked devices can be viewed on the dashboard and be activated both automatically and manually. The user-friendly interface allows users to switch feeds instantly whenever necessary.

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Other Key Features include
■ Cloud-ready – Able to use a combination of public and private services
■ Complete modular solutions that are able to manage the end-to-end media lifecycle including ingest, transcoding, content retrieval, metadata association and asset distribution
■ Automated content processing that is able to detect new content assets
■ Automated Ingest followed by effective and integrated QC workflows
■ Connect to Wowza for live and VOD content
■ Generation of multiformat, multipurpose files for delivery to multiple platforms
■ Automated transfers, copy and movements of digital content via workflow
■ Decode, encode, transcode, mux, demux and filter any media file
■ Generate and verify the security file hash of media files associated to assets
■ Rights structure to protect intellectual property including digital watermarking

Etere Ecosystem connects your end-to-end workflow. For more information, please contact **info@etere.com** for a media management strategy that works for your business.

About Kanal 2

Kanal 2 is a privately owned television channel in Estonia. Its literal name in English is "Channel 2". It was founded on 1st October 1993 by the film producer Ilmar Taska. The channel focused on programs produced in Estonia and has been recognized for its choice of feature films from all around the world. In 1995, the Scandinavian media giant, Schibsted ASA became a shareholder of the company. By 2001, it has acquired 100% of AS Kanal 2. In September 2013, Schibsted Media Group agreed on selling all the Baltic operations in Eesti Meedia (including also Kanal 2) to a group formed by management of Eesti Meedia and local investor Margus Linnamäe. In the course of time, both the competitive situation in the Estonian television market and the legislation have underwent changes. In addition, TV audiences' preferences have evolved. Kanal 2 successfully adjusted to the changes, updated and expanded itself. On 27 March 2008, Kanal 2 expanded and incorporated the channels, Kanal 11, which broadcasts mainly women-oriented programs and Kanal 12 which is more oriented towards men.