

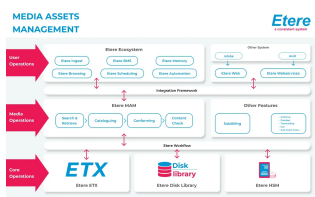
MTV Lebanon Upgrades to Etere MAM and Automation with Disaster Recovery

Established TV channel MTV Lebanon selects Etere Media Asset Management (MAM) and Automation with Disaster Recovery to bring transformative efficiency to its operations.



MTV Lebanon

MTV Lebanon seeks to add a transformative value to its operations with **Etere Ecosystem** to manage its media operations. The Lebanese broadcaster screens a mix of local, Arab, and western media content tailored to its audiences. To meet the requirements of MTV Lebanon, Etere proposes the implementation of **Etere Media Asset Management (MAM)** and **Etere Automation with Disaster Recovery**, which are a part of the Etere Ecosystem. The modular solutions are fully scalable and flexible, allowing the system to grow with the station's future needs. Etere Ecosystem connects internal and external processes with a centralized database for an operationally efficient and inherently resilient operation.



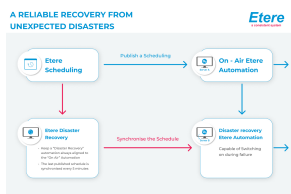
Media Asset Management

Etere Media Asset Management (MAM) manages the complete media cycle covering ingest, transcoding, content retrievals, metadata association, and asset distribution. It is a complete software solution running on Commercial-Off-The-Shelf (COTS) hardware. Besides a Windows-compatible application, it is also available as a web platform accessible on any internet browser. Etere MAM features automatic ingest and quality control workflows. It can generate multiformat, multipurpose files for delivery to multiple platforms. In addition, the integrated MD5 checksum feature ensures data integrity even after file movements and asset versioning.



Etere Web Multiplatform

The implementation also includes Etere Automation with Disaster Recovery to leverage its efficient and database-independent capabilities. Etere Automation is fully configurable to fulfill the broadcaster's requirements, enabling it to run on different levels of fault tolerance such as backup mode, master/clone mode, and disaster recovery mode. Designed for automatic monitoring and to ensure minimal downtime, Etere Disaster Recovery will be automatically activated whenever there is a failure on the main server. In addition to physical redundancy, Etere Disaster Recovery also ensures logical redundancy. The cost-effective solution allows users to maintain a Disaster Recovery automation server in a different location from the main servers to effectively manage complete recovery capabilities in case of a failure on the main servers.



disaster recovery

Furthermore, Etere Automation connects seamlessly with the Etere MAM database to integrate all data and processes for a tighter workflow. With the easy connectivity across different modules and departments, Etere Ecosystem ensures an agile workflow to manage dynamic requirements, such as last-minute changes.

Furthermore, Etere Ecosystem is fully customizable, allowing MTV Lebanon to define and adjust workflow procedures without external intervention to achieve an agile workflow.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its portfolio of digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

About MTV Lebanon

MTV was established in 1991 as a TV channel that sought to cater to the complexity and richness of its Lebanese viewers' identity by creating a balanced mix of local, Arab, and western media content, with a special emphasis on producing local programming that is tailored to its audience and reflects their aspirations and values. MTV's mission is to enhance the media's role in Lebanon and the Arab world, to participate in the advancement of independent thought, and to serve the interests and the well-being of society while assuring its commitment to shareholders. **www.mtv.com.lb**

