

MTV EXTENDS TO CREATIVE AREA





Preface

MTV Italia is the Italian branch of MTV, the world-famous Music Television network, MTV Italia offers to the Italian public various premier entertainment channels accessible via Free-To-Air Terrestrial and Satellite TV, the channels currently transmitted by MTV Italia are MTV, MTV Hits, MTV Brand New, MTV Pulse, MTV Gold, VH1, LA7, Comedy Central and QOOB.

All the aforementioned channels are fully controlled by an Etere system since 2002, which takes care of the contents management as a part of a global renew of the entire broadcasting system. In this first step, Etere was able to increase the productivity and flexibility of the station, making it ready to expand its network into new channels.

After the success of the first project, MTV Italia decided to rely again on Etere to improve other key aspects of its broadcasting process such as production and traffic, since then the cooperation between Etere and MTV Italia went through up to nowadays.

The last project implemented by Etere for MTV Italia was Creative Area, a tailored web service designed to increase the capability of MTV's media management through the use of a web interface to allow both local and remote management of assets, including insertion of metadata, access to previews, upload of a wide range of files, programming of promos, etc.

Overall Description

With the passage of time, the exigencies of MTV have been gradually extended, and this growth has been completely supported by Etere that have provided MTV with various solutions according to latest broadcasting technology. Nowadays, in the era of digital television, the implementation of a tapeless solution is a needed requisite to achieve a robust and reliable system, Etere has answered to this problematic with a cutting-edge application: Creative Area, a web application that allows MTV to speed-up and improves the local and remote management of their media contents.

Creative Area is more than just a web service that expands the transfer (download and upload) capabilities of the station, it is a truly web media manager which allows amongst several things to carry out the following tasks:

- Creation of asset forms,
- Hierarchical structure and multiple forms management,
- Various searching tools,
- Video preview and thumbnail display,
- Upload and download of graphics and video files,
- A Light Box to save favourite forms,
- Easily creation of promos.

Besides its several features, Creative Area has been perfectly integrated with the existing Etere installation, implementing in this way a modular environment composed by a set of applications specifically oriented to cover each complex phase of the MTV's broadcasting process, focusing each module to efficiently perform an assigned operation such as ingestion, scheduling, media management, automation, and now, Web Media Management.



Detailed Solution

Creative Area, a web media management system, is based on a main Etere media management system that along years has provided MTV Italia with a suitable and more productive workflow which perfectly integrates all its broadcasting modules. Creative Area is a web service developed to enhance information exchange between the various MTV Italia departments (i.e. production managers, commercial managers, live studios etc), enabling operators to easily access stored contents to consult data, view and download low resolution versions of contents, create and upload new contents.

Creative Area has been custom-tailored developed to improve MTV's Media Asset Management, it is able to index, transform and distribute a huge amount of a wide range of multimedia files managed by the production department such as graphics, video, audio, documents, compressed files, etc; all these materials are transferred using a highly secure FTP protocol based on permissions defined either by user and by locations.

Creative Area has been installed in a secure intranet network and it can be reached only by authorized users and locations. Once accessed, it offers a wide range of features such in a way that a comprehensive web-management of assets is delivered to the final user; the main characteristics of this solution are listed below:

- Creation of asset forms, including insertion of metadata, upload of files and linking to existing assets,
- Multiple forms management under a hierarchical structure,
- Easy searching, browse and management of assets thanks to a user-friendly interface,
- Video preview and streaming,
- Automatic creation and display of thumbnails,
- Upload and download of a wide range of multimedia files,
- Presence of a Light-Box which allows users to save their favourite (most commonly used) forms, so they can be immediately accessed in future,
- Easily creation of promoting videos intended to be broadcasted,
- Full multi-network support enhanced with a on real-time monitoring,
- Creation of Projects, which are a group of assets with a similar characteristics or purposes,
- Assets can be saved as different versions, allowing in this way versioning of contents,
- SMPTE metadata management with a further multilingual support,
- SIAE support, so it will be possible to specify important SIAE data for all contents.



The implementation of Creative Area has significantly improved the management of MTV's multimedia contents repository, allowing remote interaction between the station and both, its departments and providers, creating in this way a more efficient and versatile MAM system. Furthermore, assets, in order to be correctly managed via web have been classified in six categories according to both its nature and function:

- 1) Channel Identity: MTV brand related elements,
- 2) Show Package: Images or videos such as logos, openings, closings, etc,
- 3) Promos: Elements that promotes shows or events,
- 4) Promo element: Additional graphics elements used to manufacture promos,
- 5) Generic UP3RD: Graphic elements usually positioned in the upper left or right corner of the screen,
- 6) MAM: The default type, it indicates that an asset is a generic content.

As mentioned before, a wide range of multimedia formats is allowed by Creative Area for upload, files intended to be uploaded on the system must meet the standards defined by the station, that is:

- o Preview (WMV): Low resolution video files (384x288),
- o Thumbnail (JPEG): Images generated automatically during a preview,
- o Main archive (BMC, MXF, etc): High resolution video (720 x 576), as well as MP3, PDF, RAR, ZIP, etc.
- o Promo (Any format): Special video files which properties are determined by the station, that is, Alignment reference=ZRP 1, Signal Timing=625/50 PAL, Aspect Ratio=4:3, etc.

The Creative Area application is perfectly integrated to the general system, and works in conjunction to all other Etere modules such as Etere Scheduling, Etere Ingest, Etere MAM, etc. This web service offers the possibility to control via workflow and remotely crucial process as ingestion, assets upload, quality control and metadata insertion, all with a frame accurate precision using browse for promotions and to deliver completed packages for playout.

And a final but very important point, Creative Area guarantees data communication between the various MTV offices because as Etere, it is fully based on the Microsoft SQL technology, which brings a simple remote access to the same system at any time.

Achieved Benefits

MTV Italy, with the installation of Creative Area and its further integration to a comprehensive Etere system, has reached an optimal level of organization of media contents, which permits the station to carry out the various process involved in the overall broadcasting workflow, under a modular environment that facilitates the distribution of operations across its various either local and remote departments.

The features achieved by MTV Italia with the precedent implementation of an Etere system are innumerable, amongst them the most remarkable ones are:

- ✓ *Automated process due to the use of a cutting-edge workflow technology,*
- ✓ *Increased archiving capacity and streamlined access velocity,*
- ✓ *Frame-accuracy transcoding of video contents,*
- ✓ *Full Multilanguage metadata support,*
- ✓ *Automatic transferring of scheduled contents,*
- ✓ *Boosted control over invoicing of commercial assets.*
- ✓ *Centralized maintenance of the overall system,*

Specific goals achieved by MTV Italia with the expansion of its main system (Etere) to a tapeless web environment (Creative Area) under a tight-integrated approach are listed below:

- ✓ *Remote capabilities to access contents and monitor their status,*
- ✓ *Improved communication between the station and its local and remote departments,*
- ✓ *Secure access to media contents not only from internal departments, but also from external agencies,*
- ✓ *Ability to distribute contents over the internet as both streaming and download on demand,*
- ✓ *The download feature allows an efficient distribution of contents,*
- ✓ *Uploaded contents are immediately indexed with sufficient metadata to allow a comprehensive management,*
- ✓ *Created contents are automatically managed within the system via workflow,*



✓ *An unlimited number of additional contents can be created*

✓ *Time for receiving contents has been drastically reduced, and the capacity to receive them has been increased.*

As a conclusion, we can state MTV now counts with an enterprise content management system able to interact over internet with external entities, streamlining a wide array of tasks in a unified production environment and achieving a much more accessible management of contents.

About Etere

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 20 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

Etere: a consistent system

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