



SEP 2019

# TECHNICOLOR AUSTRALIA: A BUSINESS-CLASS SOLUTION FOR MEDIA ASSET MANAGEMENT

An ETERE Solution | CASE STUDY

technicolor



**Etere**  
a consistent system

The long and firmly established prestige of **Etere** as the only company able to provide full, reliable and specially tailored solutions at the lowest costs has made **Etere, Technicolor Australia**'s first choice in instilling a business-class **Media Asset Management** system.

## CHALLENGE

To improve its overall workflow and ready the company for challenges ahead, Technicolor Australia has enlisted Etere to provide a MAM, Production system, and client access to upgrade its systems and ensure a seamless storage and retrieval of assets kept in their digital media archive.

The implementation of the full Media Asset Management solution is a grand project due to its sheer size of necessities designed to include, ingest, archiving, retrieval, client portal, and client access.

*“Etere helps Technicolor Australia to save time, money and resources by streamlining workflow processes with Etere MAM.”*

Technicolor SA, is a French multinational corporation that provides services and products for the communication, media and entertainment industries. It creates, develops and delivers digital life experiences for the digital video platform. In 2015, over 6,000 films and advertising visual effects and 260,000 digital cinema deliveries were shot using Technicolor technologies.

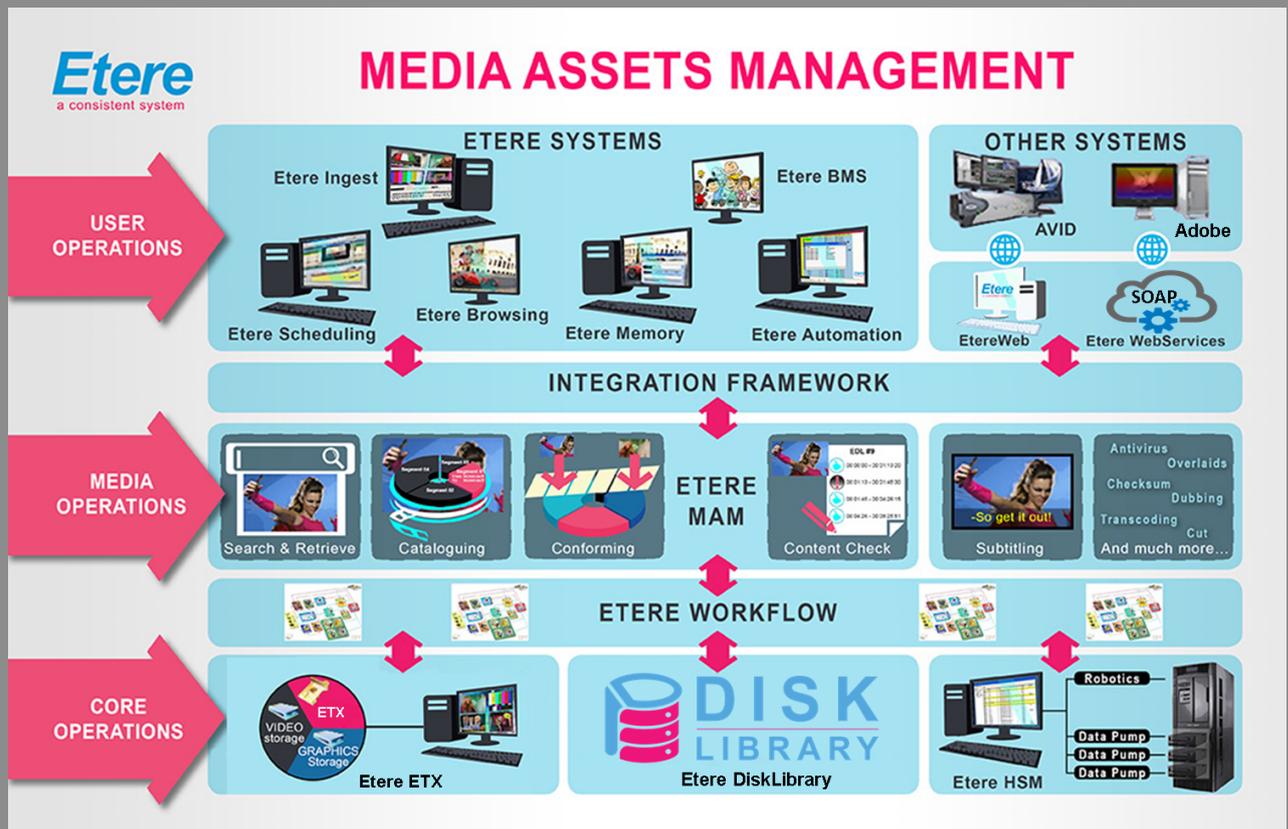
This document will describe the fully integrated MAM solution provided by Etere to streamline Technicolor Australia's data management and productivity. A special focus will be made on the comprehensive workflow framework that allows automating the acquisition, conforming, transcoding and transfer of all required material, a key feature that eliminates possible errors during the delivery chain.



**Technicolor Australia: a business-class solution for Media Asset Management**

# SOLUTION

**Etere Media Asset Management (MAM)** is based on a strong grasp of the broadcasting and media industry, specially designed to be in tune to the intricate needs of companies that need to accommodate a high influx of importing, exporting and storing digital media assets.



In broadcast production, various departments play crucial roles in supporting mission-critical operations. Etere remains the only company to offer an end-to-end workflow solution for any broadcast and media company, bringing you the benefits of a collaborative workflow with no information islands. Etere gives companies a winning edge with its fully integrative suite of MAM solutions that ensures optimal quality and efficient processes in every step of the workflow. Built to be flexible and modular, the Etere MAM solution is tailored according to Technicolor's own unique needs.

**Etere**  
a consistent system

**Technicolor Australia: a business-class solution for media asset management**

### Noteworthy features:

- Automated ingest followed by effective and integrated QC workflows
- Facilitated content retrieval with automatic metadata association
- Search engine empowered with full-text, asset filters and queries
- Key frame based basic and advanced storyboard view
- Generation of multiformat, multipurpose files for delivery to multiple platforms
- Fully integrated with Etere Browsing to support the streaming of VC-1 codecs
- Rights structure to protect intellectual property including digital watermarking
- HSM integration to transfer files between nearline, libraries and playout servers

### QUALITY CHECK

Technicolor can enjoy significant time saving with the integrated **Baton QC** that automatically conducts video quality checks and analysis that can be configured according to demands.

### WORKFLOW OPTIMISATION

The entire Technicolor workflow has been optimised with the **Etere Workflow** and **Datamover** modules. Streamlining the workflow process, Technicolor's servers are deployed in both Australia and UK, linked together by Workflow to ensure constantly fast browsing of content. Datamover allows for both automatic and manual movement of content to ready for broadcast and archiving as needed.

### FULL INTEGRATION

The MAM system for Technicolor is integrated with **Etere Transcoder** and the **Harmonic Carbon Coder** to produce multiple versions of a source video, hereby saving time by preparing the videos for use across multiple platforms. The system is further integrated with Scheduall, to increase the overall productivity of the company by managing operations using a central system.



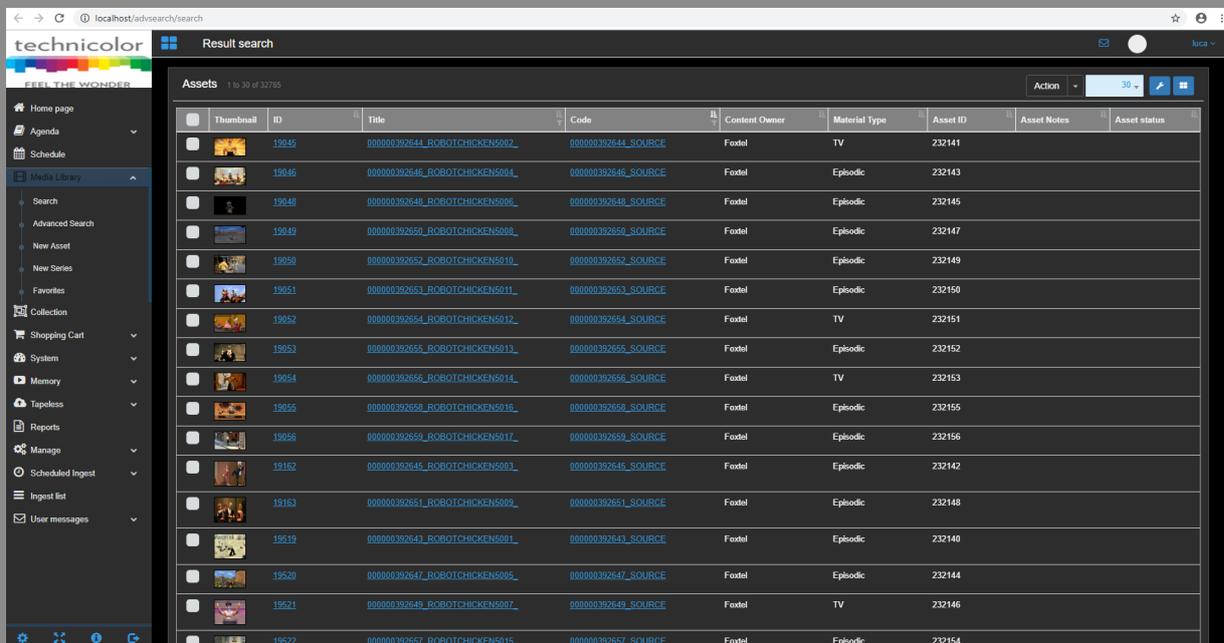
**Technicolor Australia: a business-class solution for media asset management**

## TECHNICOLOR PORTAL

The nature of the fast paced business of Technicolor required a user friendly interface that allowed users to find information without delay. The portal was implemented as the perfect solution that was able to regulate client access, and provide a straightforward and streamlined process of asset retrieval.

## CUSTOMISED CLIENT LIBRARY RIGHTS

Technicolor is able to customise the client's access rights as per necessary to protect any potential sensitive material or the like. Etere is able to provide Technicolor CSR access to multiple clients' library.



The screenshot shows a web browser window displaying the Technicolor portal search results. The page title is "Result search" and the URL is "localhost/advsearch/search". The main content area shows a table of assets with columns: Thumbnail, ID, Title, Code, Content Owner, Material Type, Asset ID, Asset Notes, and Asset status. The table contains 18 rows of data, all with "Foxtel" as the Content Owner. The assets are listed with their respective IDs and titles, such as "000000392644\_ROBOTCHICKEN5002\_" and "000000392646\_SOURCE".

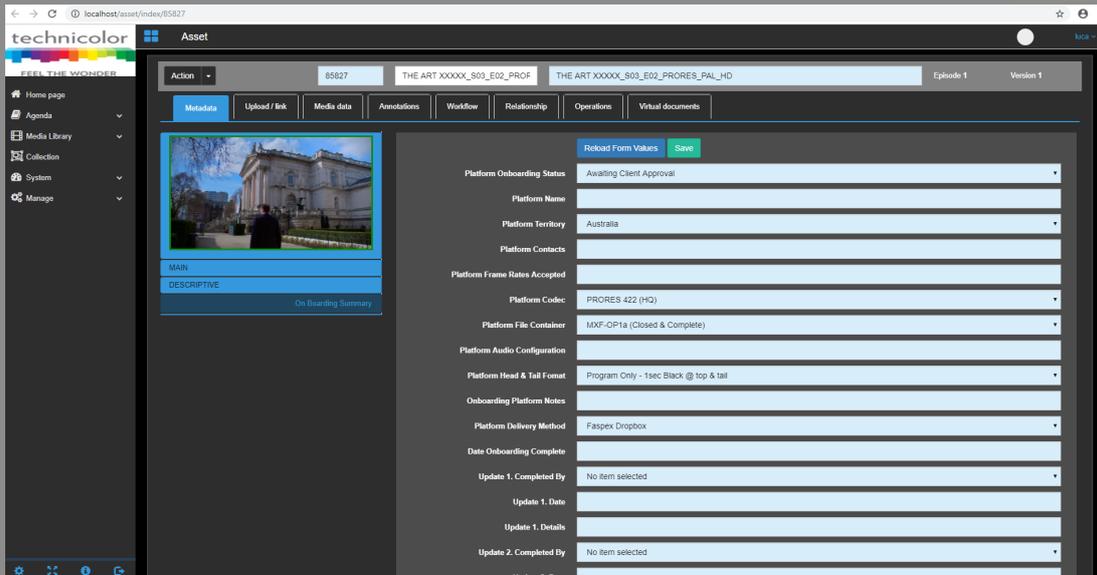
Thumbnail	ID	Title	Code	Content Owner	Material Type	Asset ID	Asset Notes	Asset status
	19045	000000392644_ROBOTCHICKEN5002_	000000392644_SOURCE	Foxtel	TV	232141		
	19046	000000392646_ROBOTCHICKEN5004_	000000392646_SOURCE	Foxtel	Episodic	232143		
	19048	000000392648_ROBOTCHICKEN5006_	000000392648_SOURCE	Foxtel	Episodic	232145		
	19049	000000392650_ROBOTCHICKEN5008_	000000392650_SOURCE	Foxtel	Episodic	232147		
	19050	000000392652_ROBOTCHICKEN5010_	000000392652_SOURCE	Foxtel	Episodic	232149		
	19051	000000392653_ROBOTCHICKEN5011_	000000392653_SOURCE	Foxtel	Episodic	232150		
	19052	000000392654_ROBOTCHICKEN5012_	000000392654_SOURCE	Foxtel	TV	232151		
	19053	000000392655_ROBOTCHICKEN5013_	000000392655_SOURCE	Foxtel	Episodic	232152		
	19054	000000392658_ROBOTCHICKEN5016_	000000392658_SOURCE	Foxtel	TV	232153		
	19055	000000392659_ROBOTCHICKEN5016_	000000392659_SOURCE	Foxtel	Episodic	232155		
	19056	000000392659_ROBOTCHICKEN5017_	000000392659_SOURCE	Foxtel	Episodic	232156		
	19162	000000392645_ROBOTCHICKEN5003_	000000392645_SOURCE	Foxtel	Episodic	232142		
	19163	000000392651_ROBOTCHICKEN5009_	000000392651_SOURCE	Foxtel	Episodic	232148		
	19019	000000392643_ROBOTCHICKEN5001_	000000392643_SOURCE	Foxtel	Episodic	232140		
	19520	000000392647_ROBOTCHICKEN5005_	000000392647_SOURCE	Foxtel	Episodic	232144		
	19521	000000392649_ROBOTCHICKEN5007_	000000392649_SOURCE	Foxtel	TV	232146		
	19522	000000392657_ROBOTCHICKEN5015_	000000392657_SOURCE	Foxtel	Episodic	232154		

## LIBRARY INTEGRATION

Client libraries are all fully integrated and accessible through the client portal page, that is linked through internet connection, making the library accessible even off-site. All of Technicolor's assets are automatically ingested and archived safely from multiple sources.

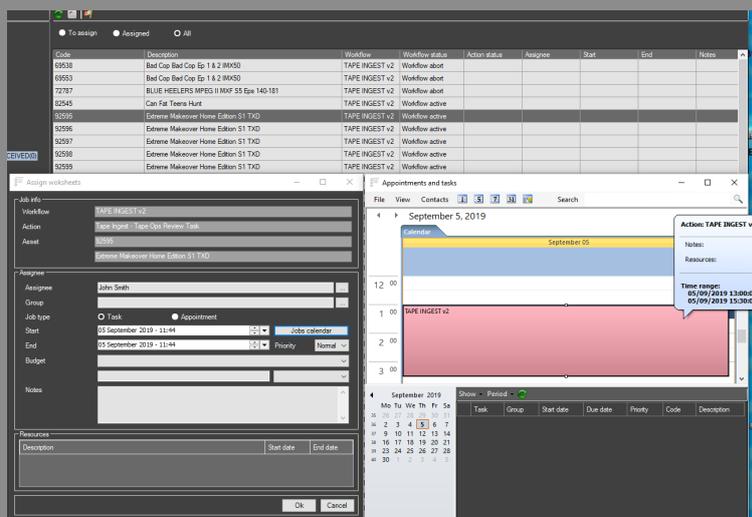
**Etere**  
a consistent system

**Technicolor Australia: a business-class solution for media asset management**



## CLIENT VISIBILITY OF CONTENT LIBRARY

The **content library** allows users to view the grouped content through the Technicolor portal. The library is built to be customisable to its user, with the ability to hide unused functionalities. The library features a frame accurate, seamless proxy viewing, with video play control functions (e.g pause, stop, scroll forward, or scroll back), full screen playback and a search, filter and sort functionality based on metadata fields. Technicolor will have access to unique asset IDs and asset grouping ID, extensive configurable metadata fields, record of locations and status of all digital assets, QC status and access to associated QC report (view and download), record of association between digital assets and the ability to support different association categories (e.g. Film vs TV) and ability to navigate through the asset hierarchy.



## BROADCAST MANAGEMENT

With the fast paced nature of Technicolor's workflow, the resource management helps to streamline their workflow by managing all resources including human and material resources, thereby maximizing profits.

**Etere**  
a consistent system

**Technicolor Australia: a business-class solution for media asset management**

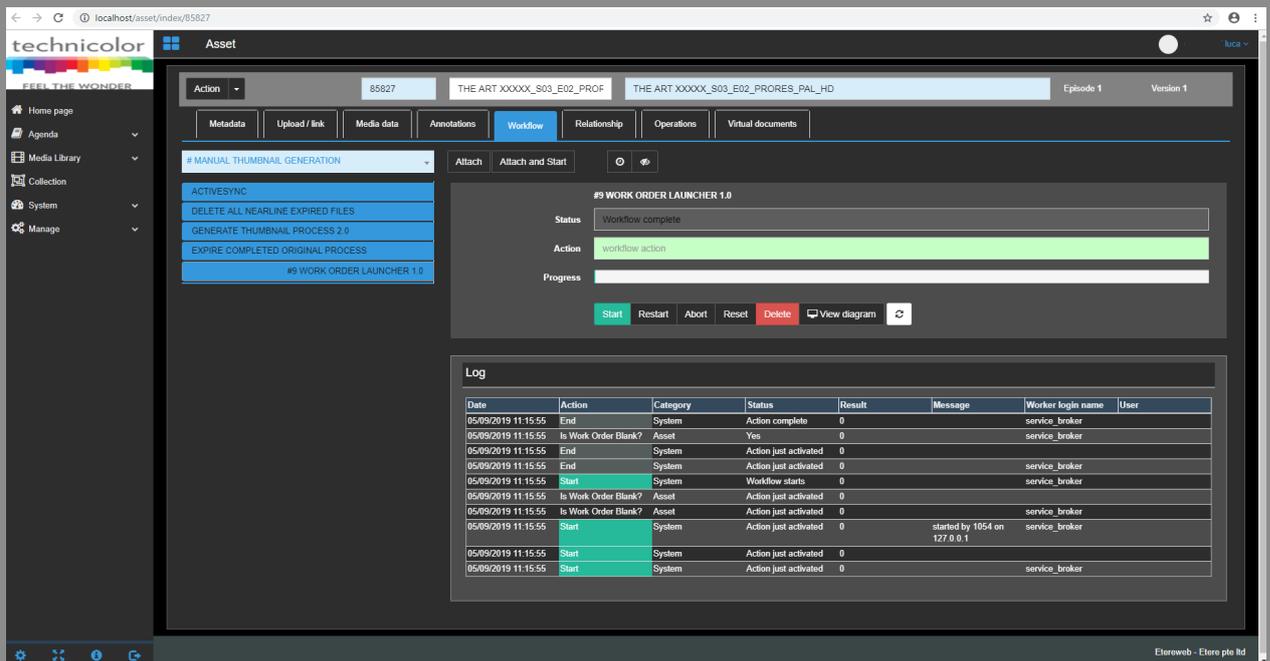
## AUTOMATED INGEST

Technicolor is able to capture in real-time SD/HD media from virtually any video source, broadcast stream, FTP and IP stream. Time saving, Technicolor is able to present captured media from all their broadcasts into a cloud storage and apply to it their workflow.

## HSM INTEGRATION

All of Technicolor’s digital assets are stored safely through the HSM Archive, which manages all the archives in a single integrated environment, supporting a mix of proprietary and/or industry file systems, such as Linear Tape-Open (LTO) storage, with a single interface that provides all information on archives located on-site as well as across multiple geographic locations.

Videos are secured with **advanced data storage** and retrieval system establishes automatic root-path relations between devices and video content. At the correct time, clips are correctly sent to the dedicated device to be either broadcasted or displayed, saving time and resources.



Technicolor Australia: a business-class solution for media asset management

# BENEFITS

Technicolor has been provided with a scalable, reliable and useful MAM by Etere's groundbreaking approach that streamlines workflow, and provides a plethora of advantages:

## **SPECIALLY TAILORED**

The MAM solution had been specially formulated for the specific problems, needs and necessities Technicolor requested.

## **RELIABLE**

With full quality management, timely automated alerts and backup data storage, all files and broadcasts are kept secure.

## **SECURE**

Files are kept secure with various levels of client access rights, keeping sensitive material secure and releasing data only to allocated areas.

## **USABILITY**

With a user friendly interface, that provides layers of metadata search capabilities, users can navigate the archives to locate information easily.

## **SCALABLE**

Any fluctuating changes in the company can be fully accommodated, without disruptions to the archive.

## **FLEXIBLE**

Management of multiple channels, outputs, and inputs is made possible across devices and various platforms.

## **INTEGRATED**

Etere provides a full end-to-end solution that is also fully compatible with most third party software, and offers full integration capabilities.

## **MAINTAINABLE**

Fully supported by a 24 hour call centre support service, any and all problems that may arise over the years can be resolved quickly, no matter the hour.



**Technicolor Australia: a business-class solution for media asset management**

# Etere

a consistent system



Founded in 1987 in Italy, Etere is amongst the worldwide leaders in Media Asset Management and Channel in a Box software solutions for broadcasters and media enterprises. Etere is a trusted provider of enterprise solutions backed by its mark of excellence in system design, flexibility and reliability.

Etere's unique Etere Ecosystem end-to-end software solutions are used by many of the world's leading Media Enterprises to power their media asset planning and enterprise resources management. With customers all over the globe, Etere is headquartered in Singapore, with a specialized 24/7 support centre in Italy.

**ETERE PTE LTD | [www.etere.com](http://www.etere.com)**

**ADDRESS:** 140 Paya Lebar Road, #06-16, Singapore 409015

**PHONE:** (+65) 69504190

**EMAIL:** [info@etere.com](mailto:info@etere.com)