

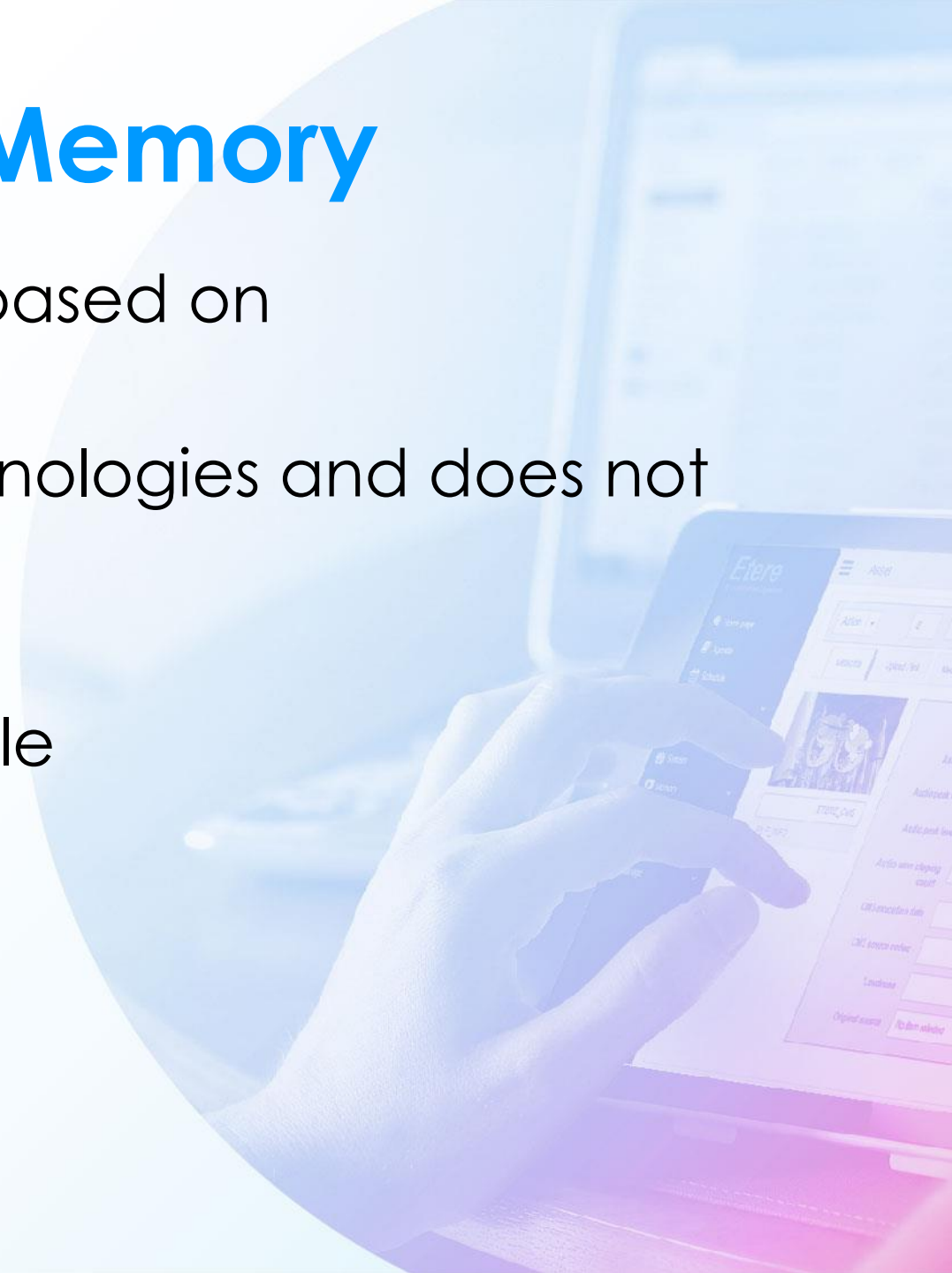
# Etere Memory

## Transmission Logger

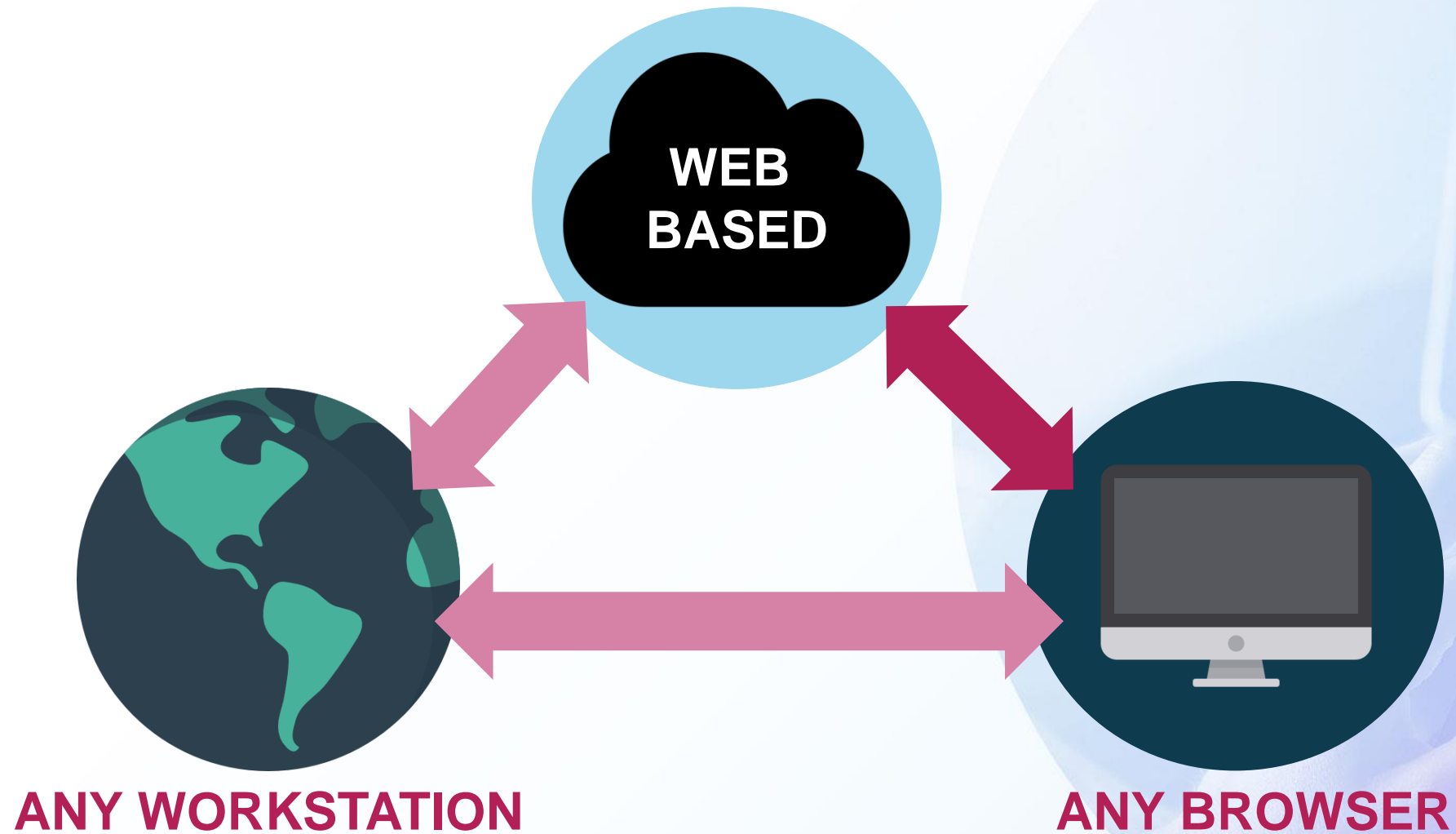


# What is Etere Memory

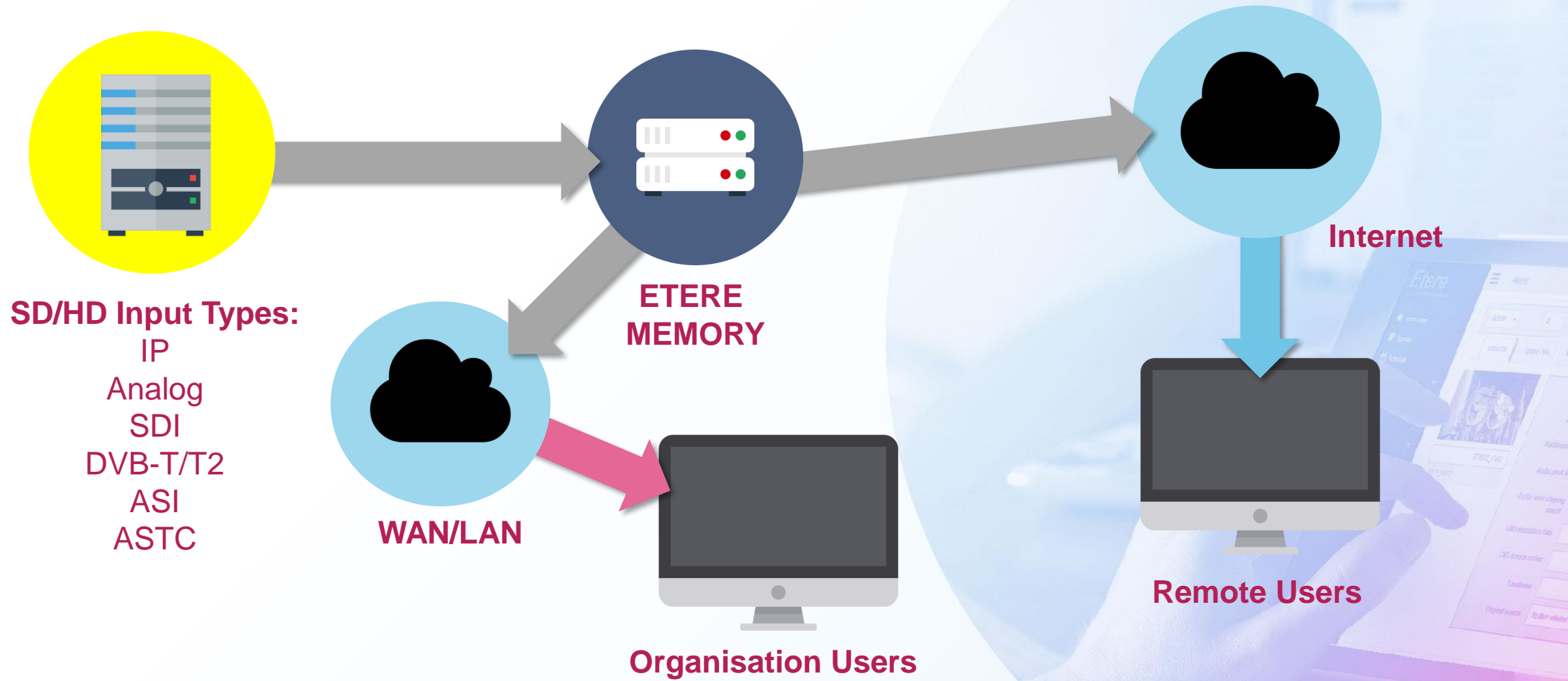
- Etere memory is a logger system based on Mpeg4/H264/Mpeg2
- Etere memory uses standard technologies and does not require dedicated hardware
- Time code burn in
- All bitrates and formats are possible
- Input can be
  - Analog
  - SDI
  - IP
  - NDI



# Web Based Architecture



# Web Based Architecture



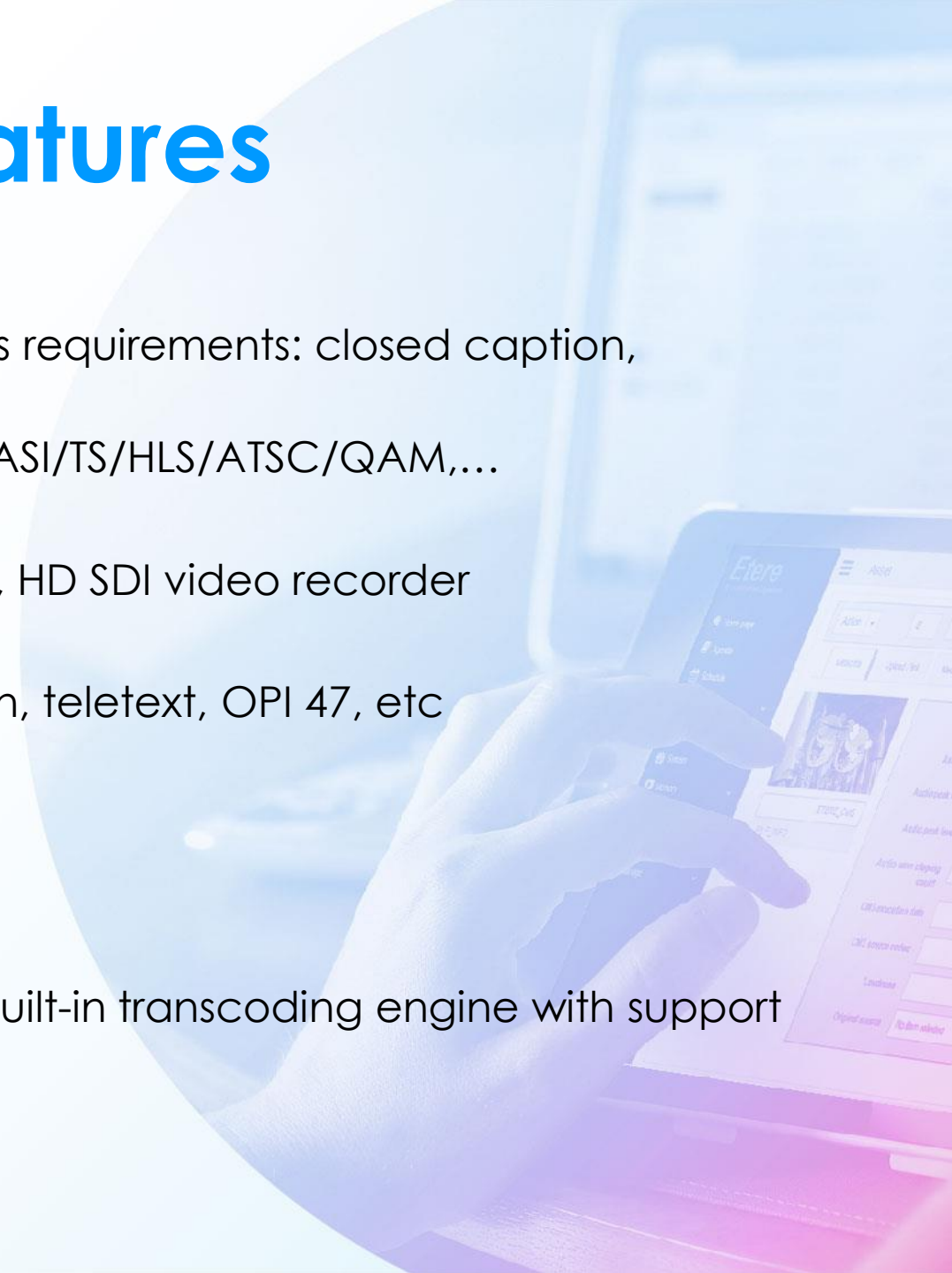
# Key Features





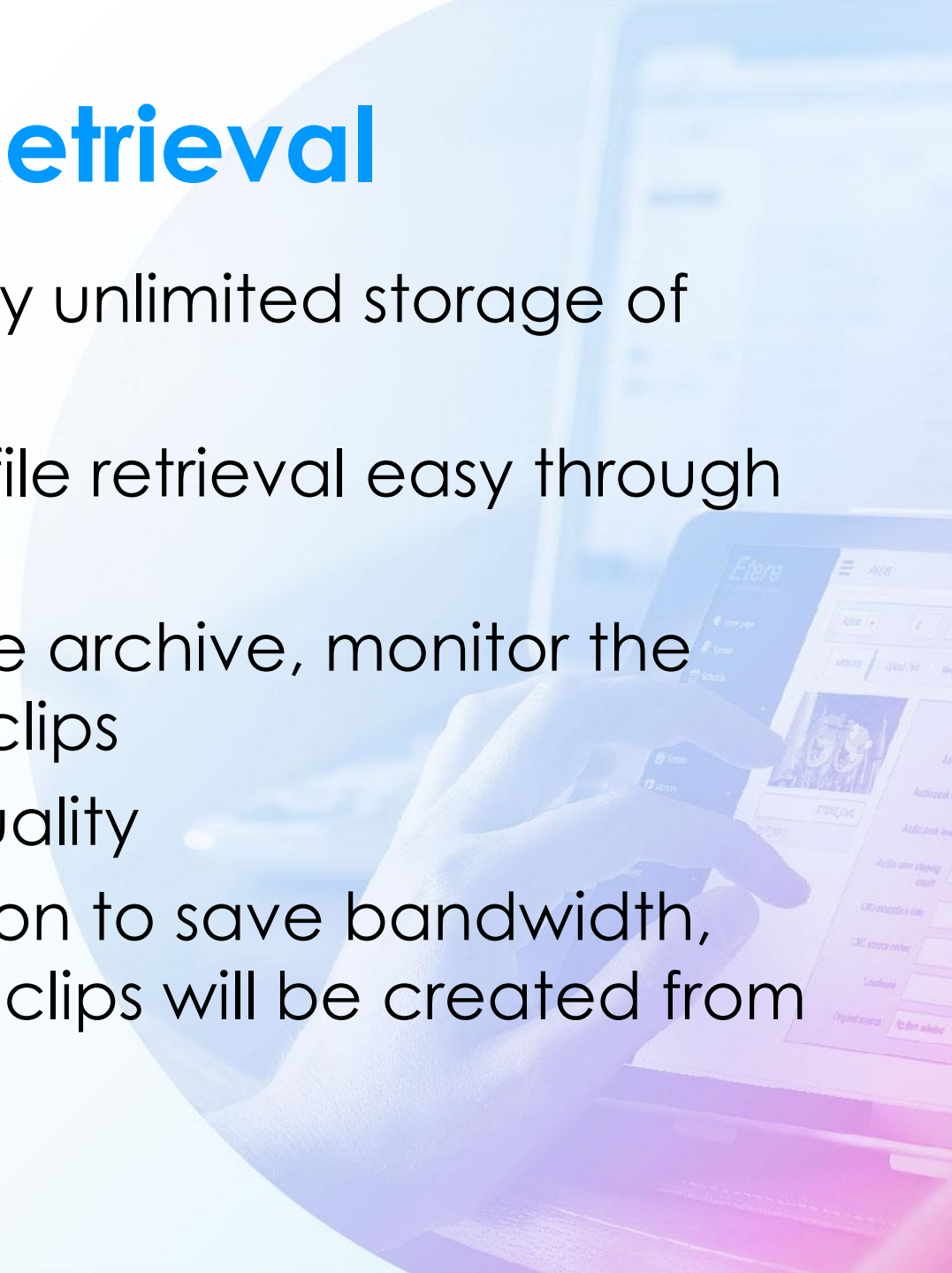
# Memory Features

- High-quality broadcast off-air recording system
- Compliance logger – complies with media regulators requirements: closed caption, Loudness, SCTE, etc
- Ingest any type of feed: analog/digital/SDI/DVB /IP/ASI/TS/HLS/ATSC/QAM,...
- Recording both TV and radio channels
- Full HD broadcasts support – IP/TS HD video recorder, HD SDI video recorder
- Multiple audio tracks support
- Multiple-language subtitles recording, closed caption, teletext, OPI 47, etc
- Supporting SCTE-35, SCTE-104
- Quick access and retrieval of recorded content
- Monitor content in Live mode or archived content
- Assign dynamic metadata to your content
- Quickly export clips to multiple destinations using a built-in transcoding engine with support for all industry standard file formats
- Supports VM (Virtual Machines) or Cloud



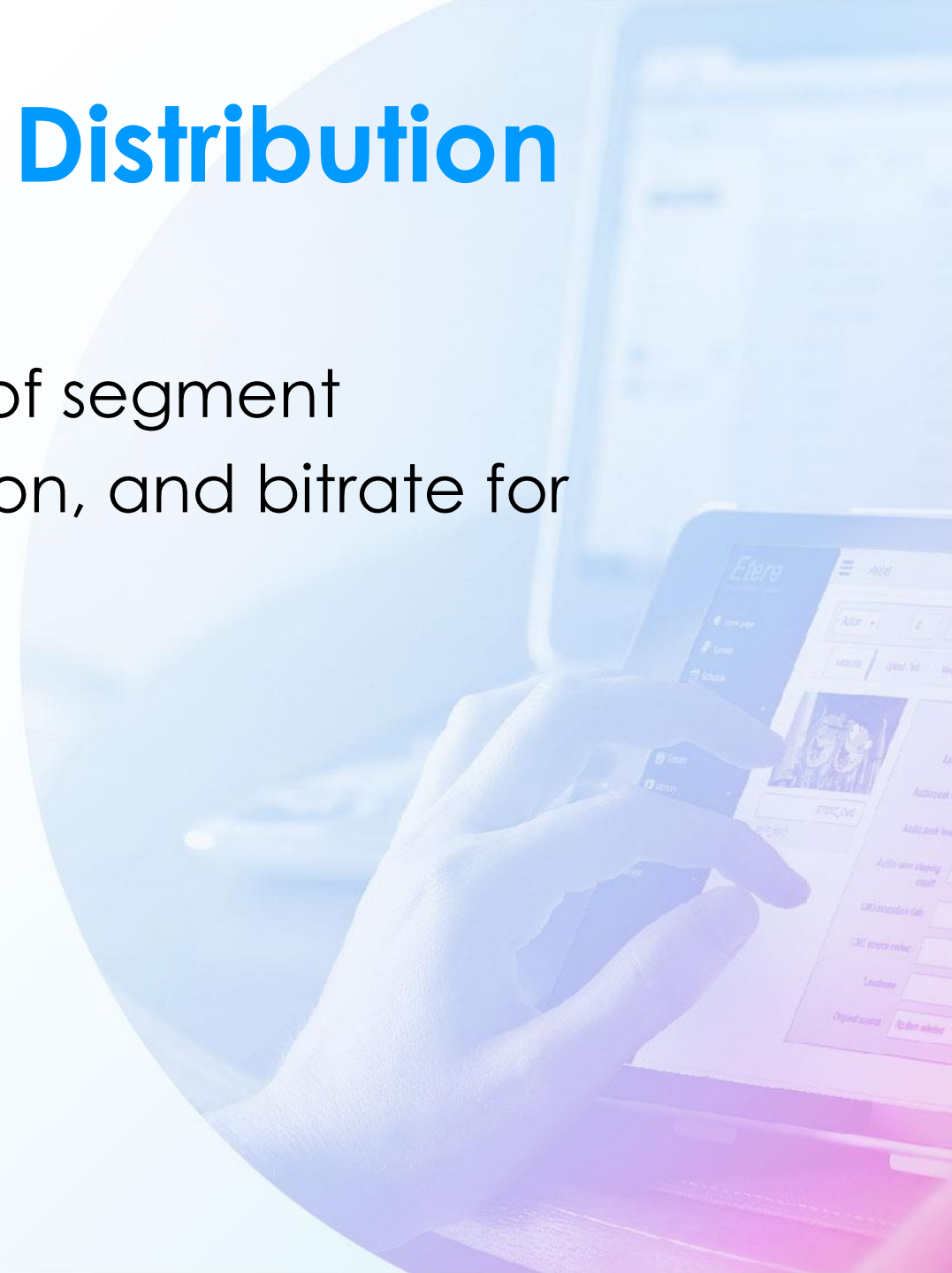
# Archive and Retrieval

- Scalable archive allows for virtually unlimited storage of data
- The user friendly interface makes file retrieval easy through the web based interface
- Simultaneous users can access the archive, monitor the content, create, edit and export clips
- Media is saved in low and high quality
- Users can work on the low resolution to save bandwidth, and work from remote sites, while clips will be created from the high resolution copy



# Quick Export and Distribution

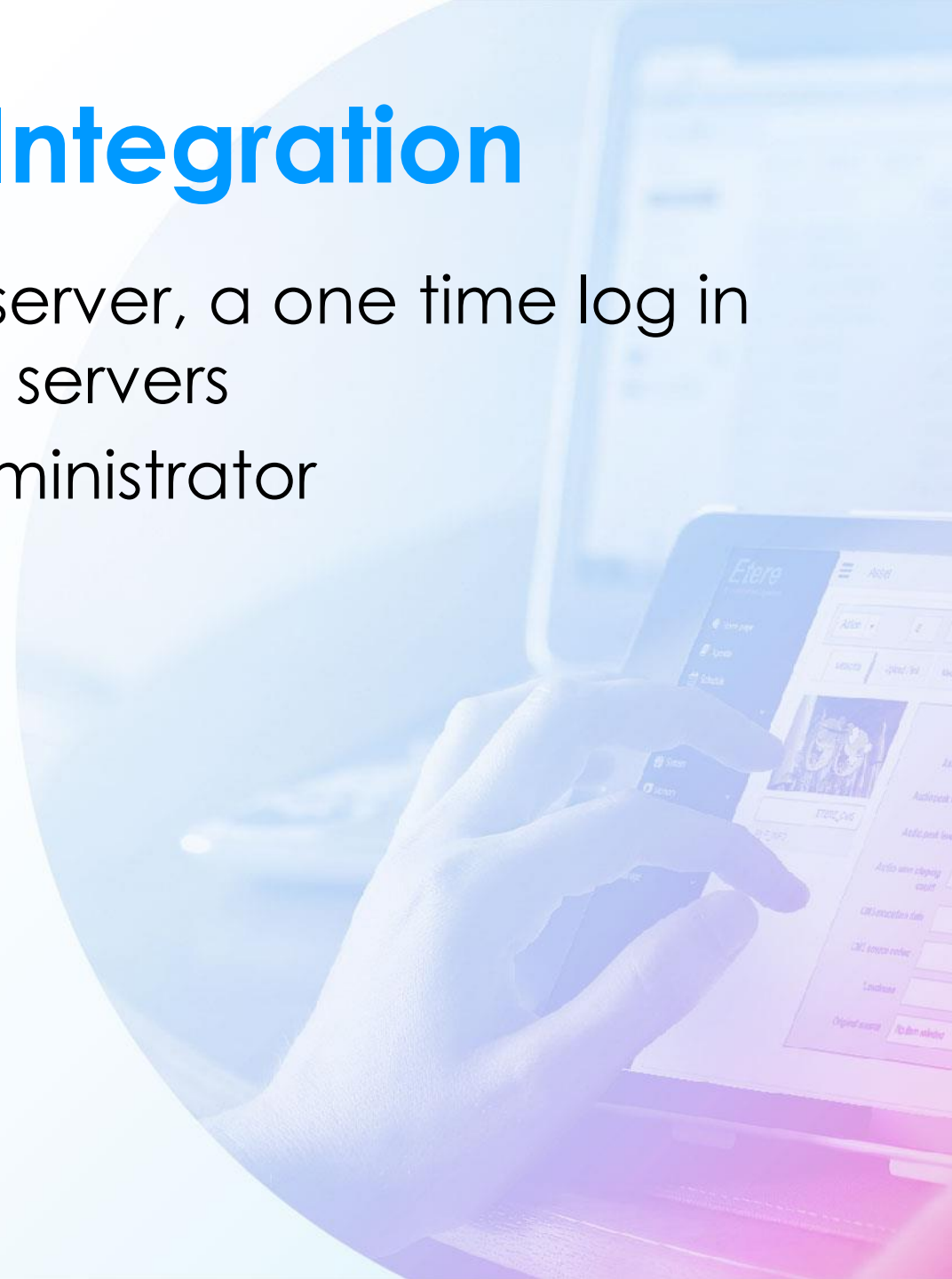
- Allows for fast clip creation
  - Includes mark in and mark out of segment
- Able to select file formats, resolution, and bitrate for distribution





# Active Directory Integration

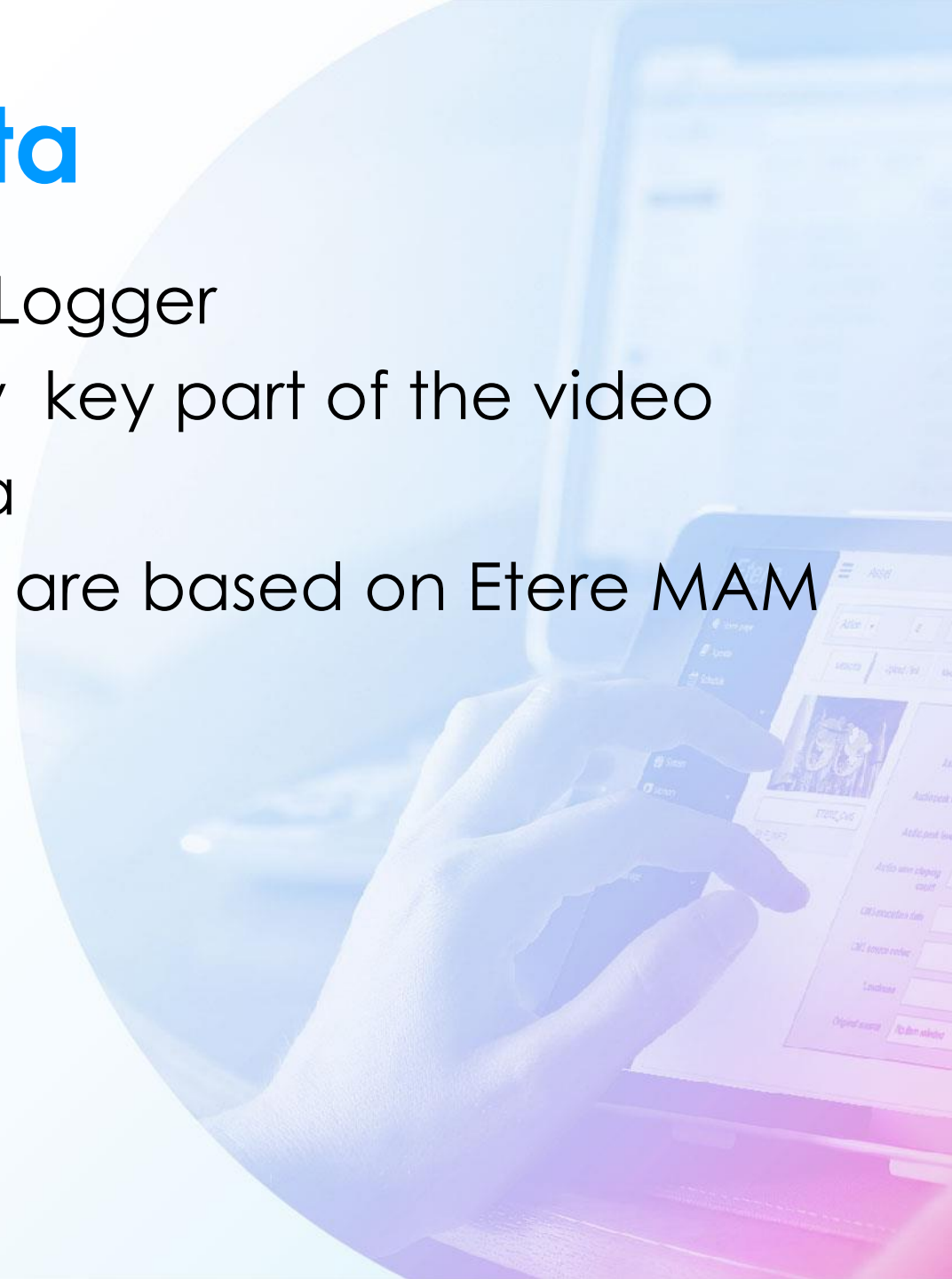
- Users are able to log in to the AD server, a one time log in process for access across multiple servers
- User credentials are set by the administrator





# Metadata

- You can add metadata on Etere Logger
- Metadata can be used to identify key part of the video
- Also you can search for metadata
- Metadata capabilities of Memory are based on Etere MAM indexing engine
- You can capture metadata from
  - Closed/open caption
  - CEA601-CEA701
  - VBI-VANC



# Loudness Monitoring

- Identifies program loudness and loudness range
- Allows users to quickly review the status and provide continuous, exportable measurements as proof of compliance and to defend against loudness complaints.



# Memory Browser

The screenshot displays the Etere Memory Browser interface. On the left is a dark sidebar with the Etere logo and a menu including Home Page, Air Sales, Automation, BMS, Dashboard, MAM, Memory (selected), audience, browser, delete redundant files, reports, Reports, Resources Management, and System. The main area is titled 'Memory browser' and features a dropdown menu set to 'MAM', a date filter for '19/10/2020', and a search bar. Below these is a list of memory segments with timestamps: '19/10/2020 10:06:07 - 00:00:07.52', '19/10/2020 10:12:09 - 00:00:42.00', '19/10/2020 10:24:32 - 01:00:00.12' (highlighted), '19/10/2020 11:24:32 - 01:00:00.12', and '19/10/2020 12:24:32 - 00:55:56.88'. The right side contains a video player showing a scene with a woman holding a book titled 'STARK ISSUES THREAT'. The player has a timestamp of '2020-10-19 10:24:32:76' and a progress bar at '00:00:00:20'. Below the video are controls for 'GO', 'SOM', and 'EOM', along with a scissors icon. The bottom right corner shows 'Etereweb - Etere pte ltd'.



# Memory Reports

**Etere**  
*A consistent system*

- Home Page
- Air Sales
- Automation
- BMS
- Dashboard
- MAM
- Memory**
  - audience
  - browser
  - delete redundant files
  - reports
- Reports
- Resources Management
- System

Reports

Memory

- Continuity report
- Memory Contents Files
- Memory Contents Files as playlist
- Memory Contents Summary**

**Memory Contents Summary**

General

Station

All

From

19/10/2020

To

26/10/2020

Codec

All

Preview

Download

R100189\_C0000

MAM

Memory Contents Summary

Memory Contents Summary

From

19/10/2020

To

26/10/2020

Station

All stations

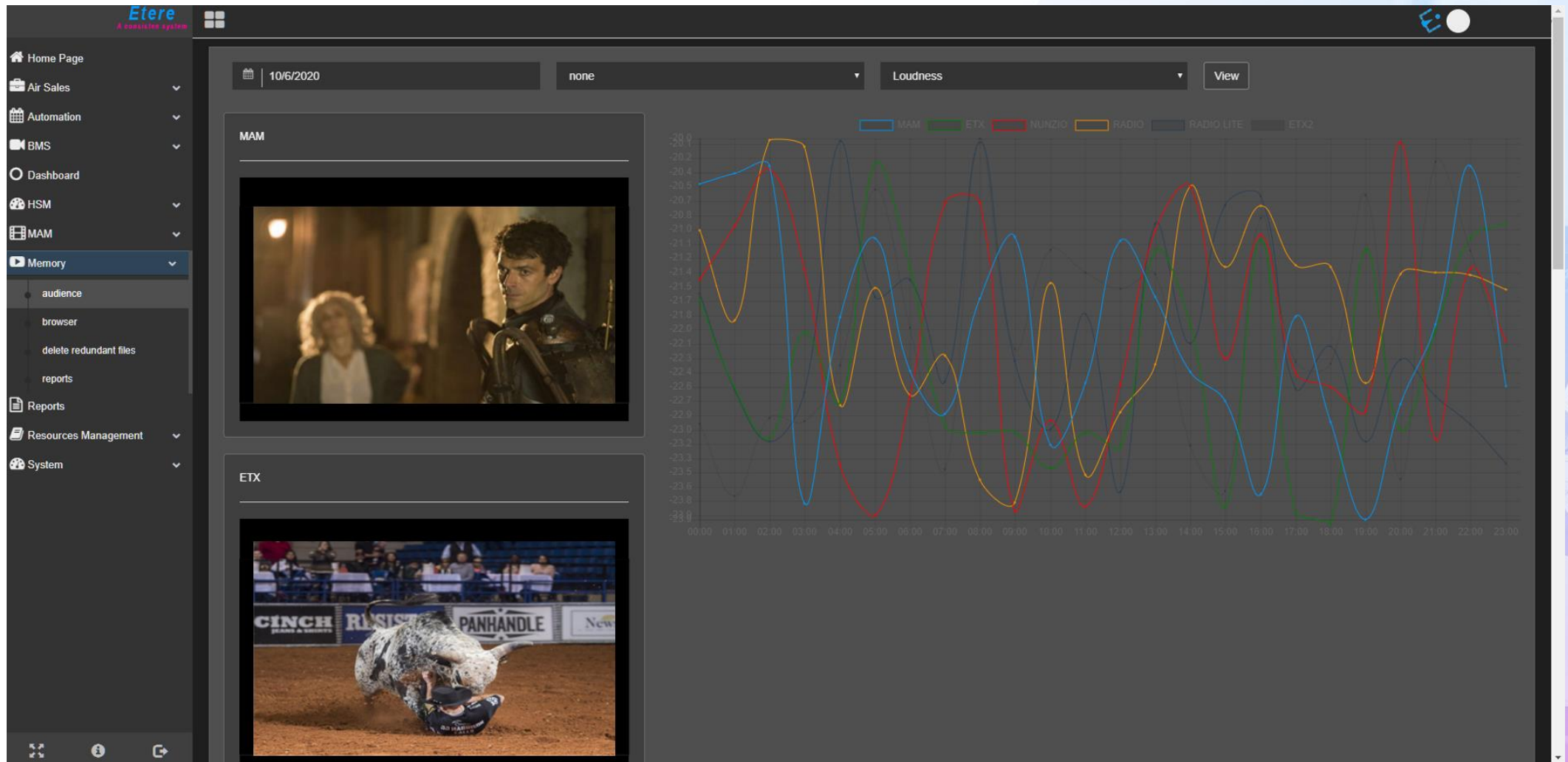
Codec

All

Date	User Code	Station	License #	Codec	Cloud-device	Total Files
19/10/2020	001	MAM	MAIN#1	H264	Memory	5
19/10/2020	001	MAM	MAIN#1	JPG	ARCHIVE	1
19/10/2020	001	MAM	MAIN#1	UNK	ARCHIVE	1

Etereweb - Etere pte ltd

# Preview of Loudness on Web



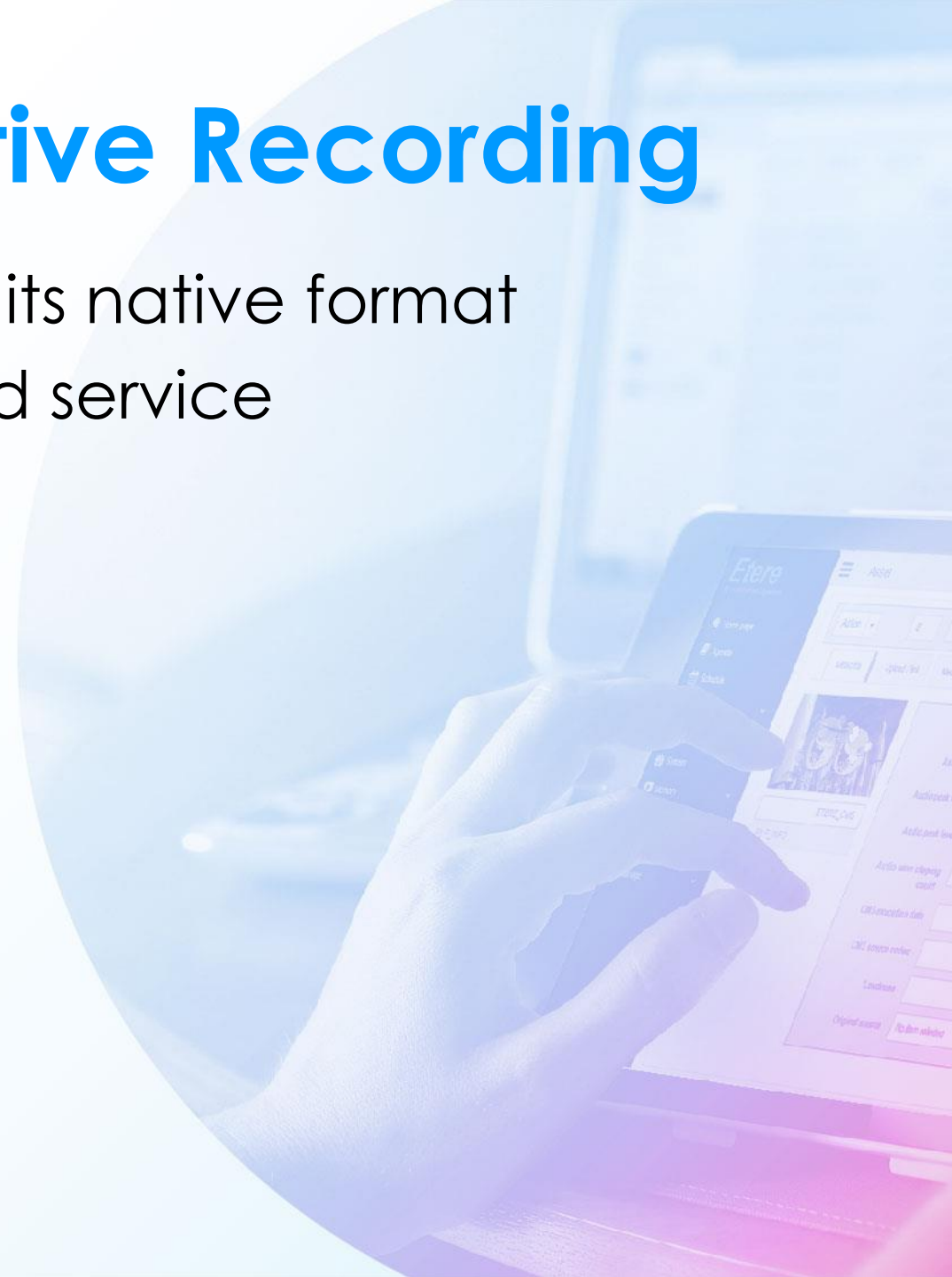


# EPG/As Run Log Integration

- Integration with any EPG or As run Log from any automation system provides alternative tools for searching and finding specific content
- Files can be automatically loaded into the system, manually loaded or taken from the internet
- It allows playing or clipping of the relevant content directly from the EPG or As Run Log
- Automatic import of common as-run logs simplifies finding content for ad verification and compliance purposes

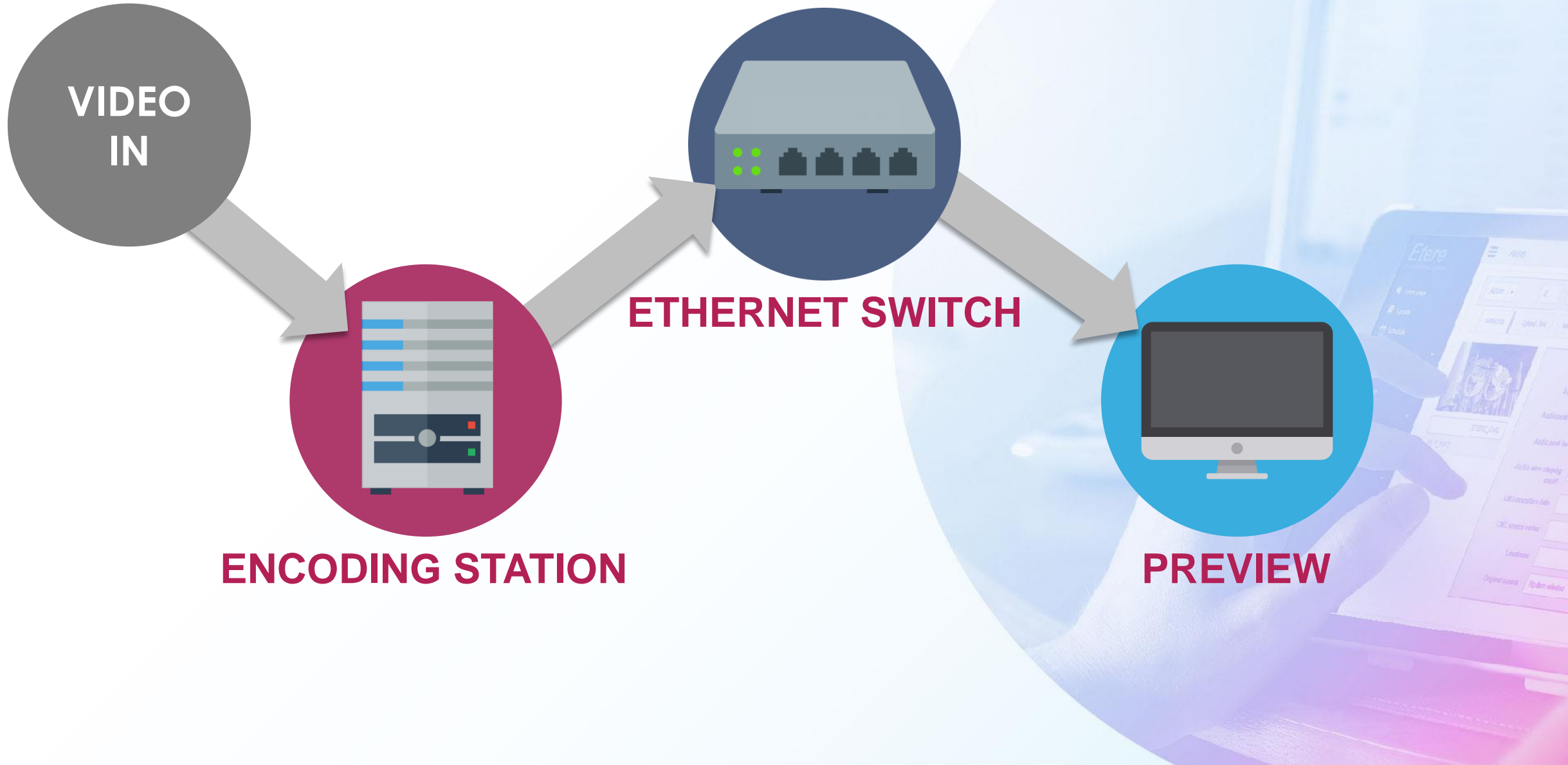
# Transport Stream Native Recording

- TS can be recorded and saved in its native format
- Good for monitoring TS quality and service
- Helps save CPU resources

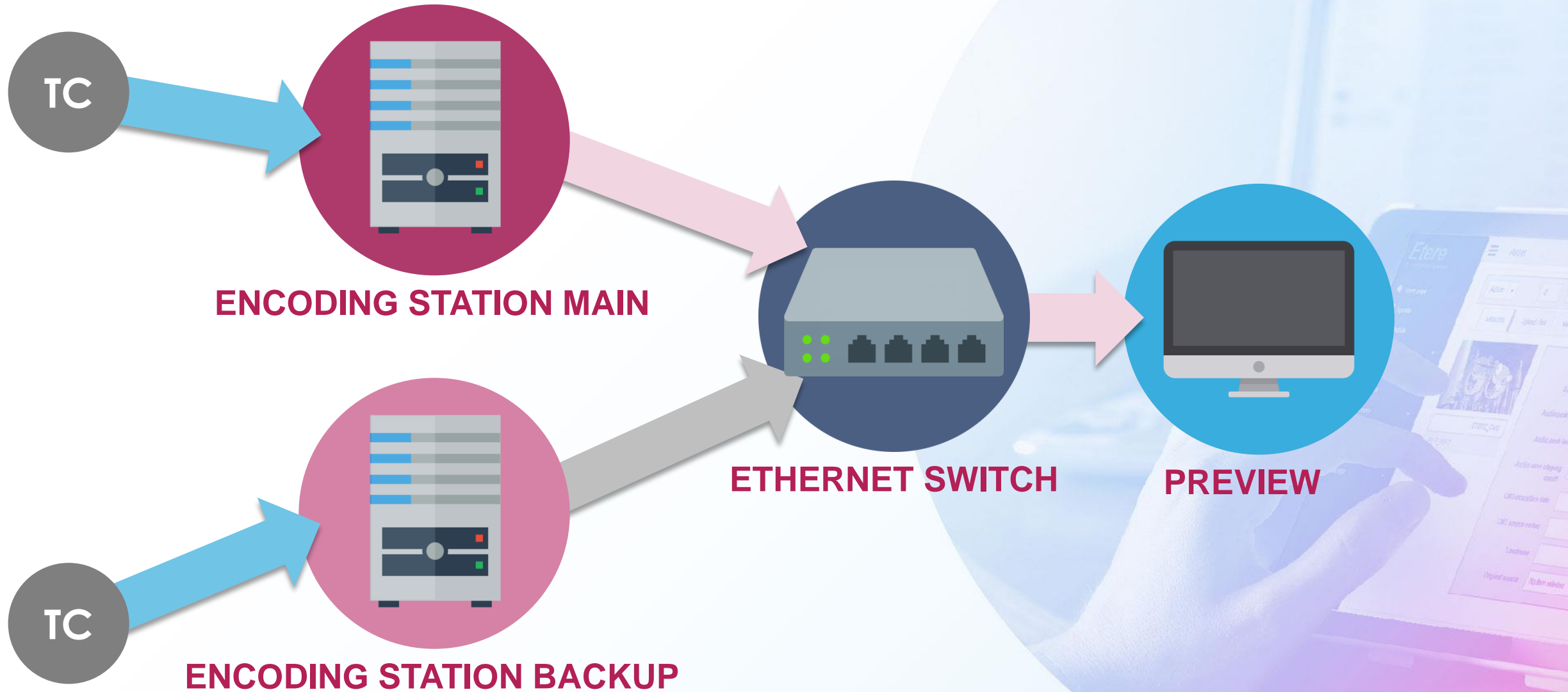




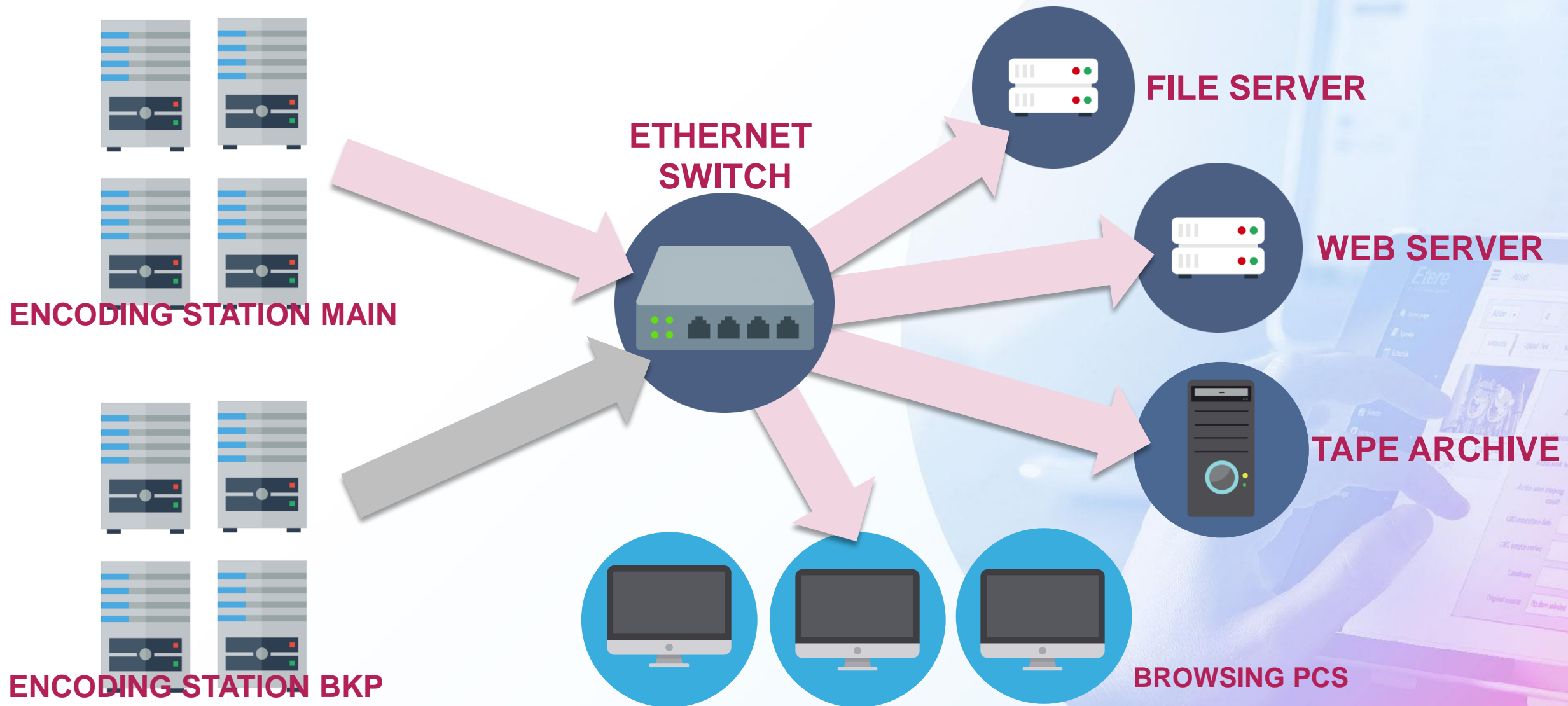
# Basic Solution



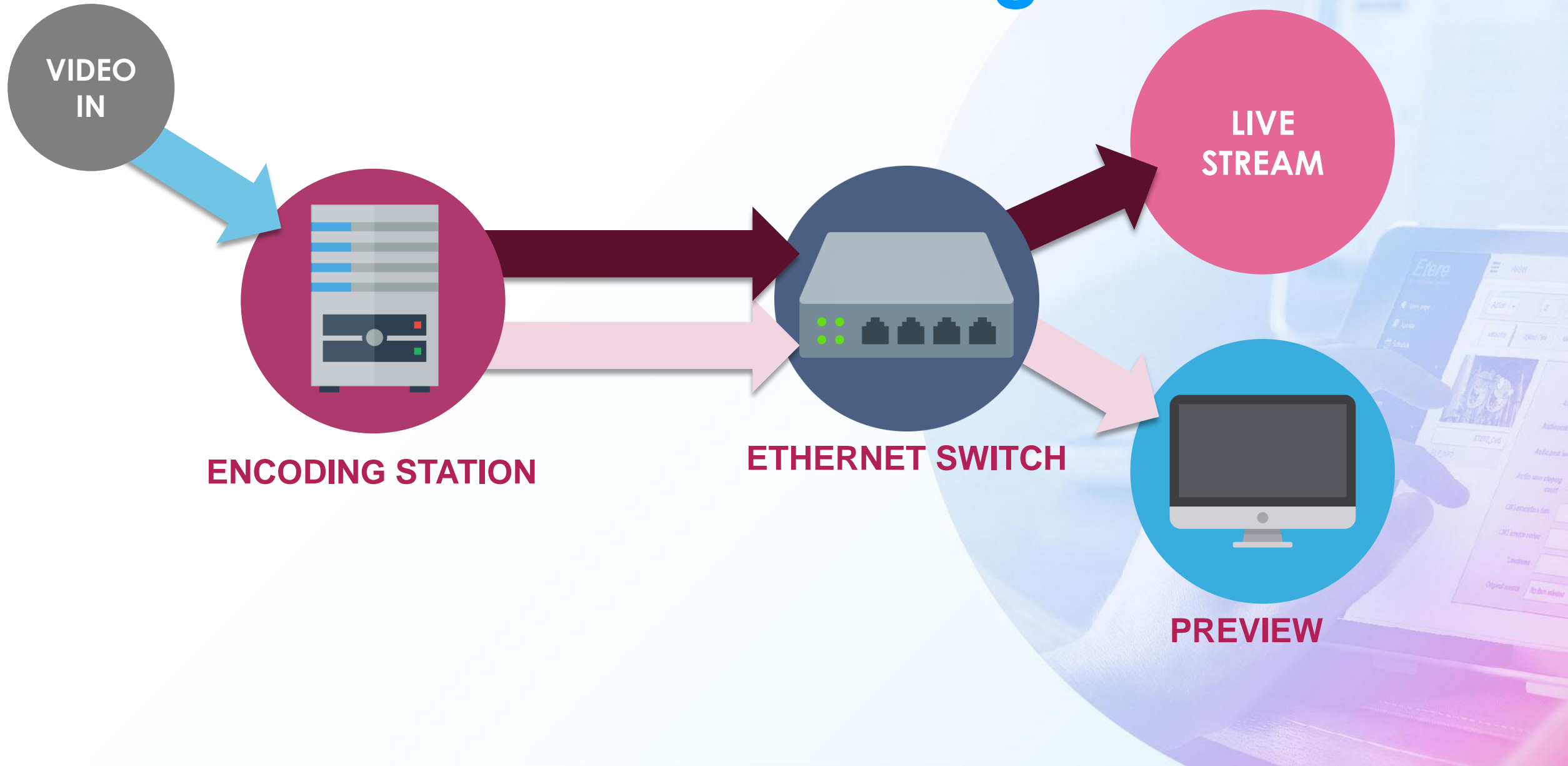
# Redundant Solution



# Full Solution



# Live Streaming



# Integration

- **Scheduling**

- You can point a transmitted line to see the logged video

- **Airsales**

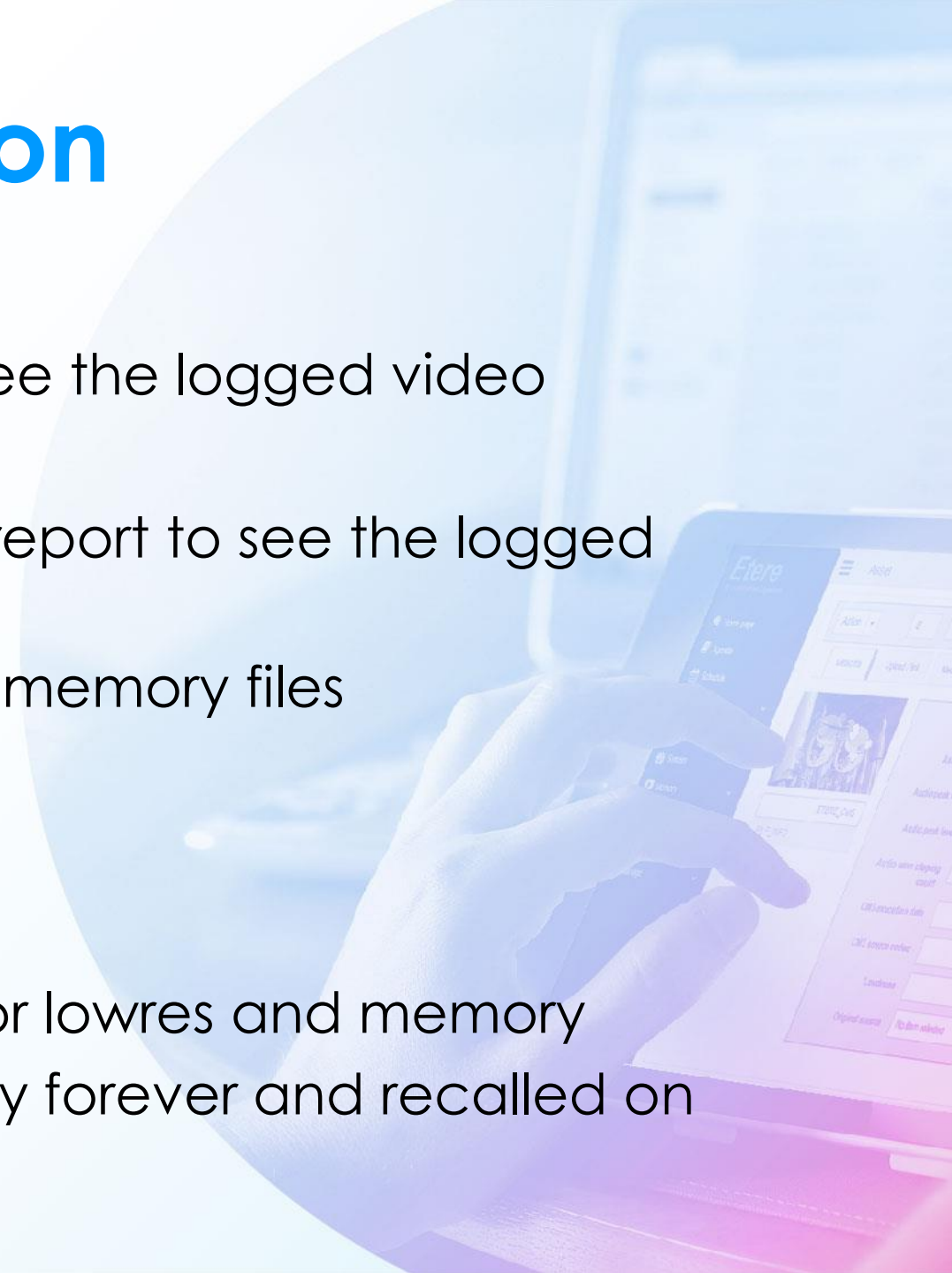
- You can point on a customer traffic report to see the logged video
  - You can insert audience data inside memory files

- **MAM**

- You can search inside the metadata

- **HSM**

- The Mam HSM server can be used for lowres and memory
  - Old files can be stored on tape library forever and recalled on demand





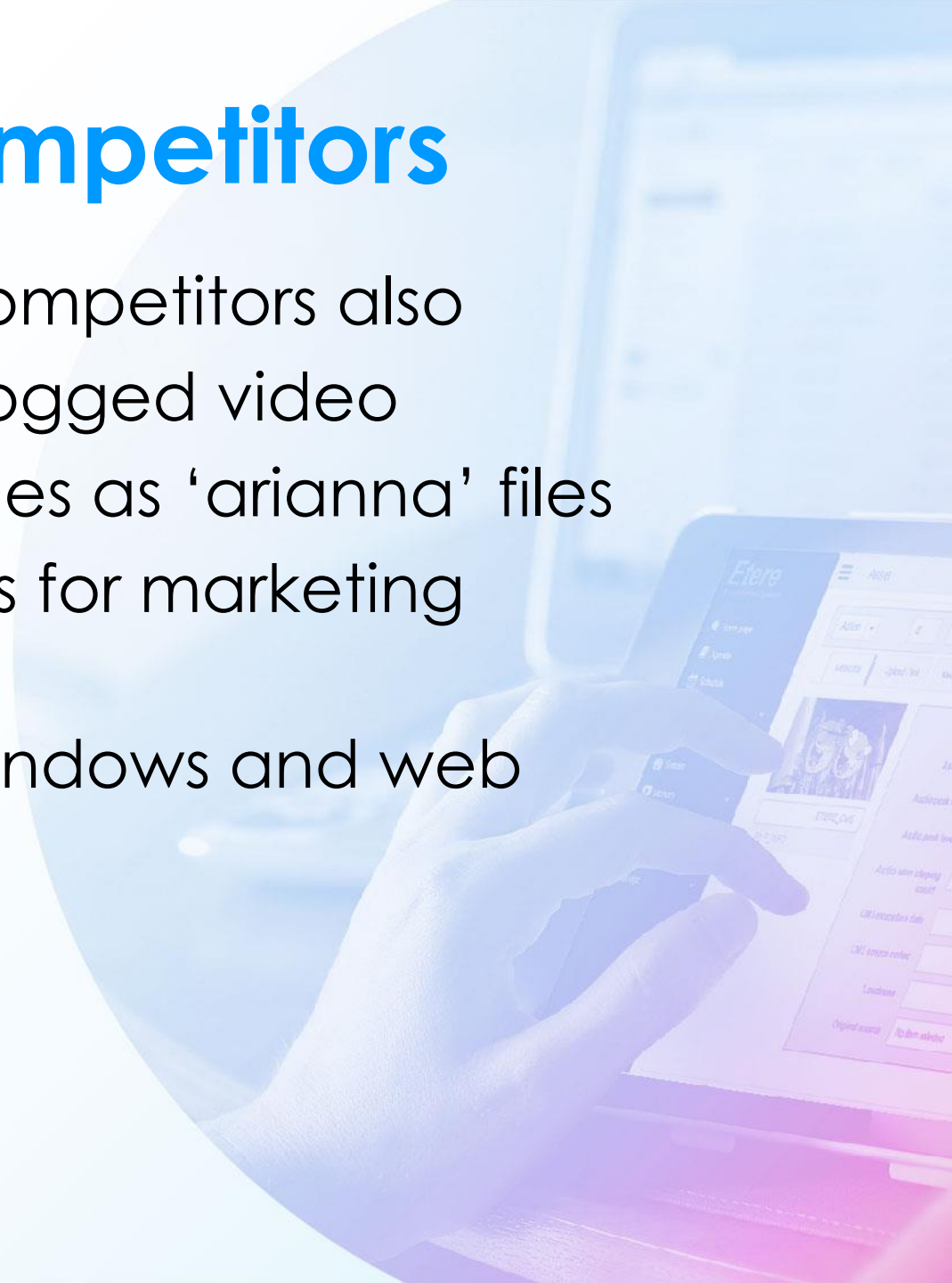
# Unique Feature

## Audience Integration



# Check Your Competitors

- Etere memory can record your competitors also
- You can add audience data to Logged video
- Etere is able to import audience files as 'arianna' files
- You can display multiple programs for marketing evaluation
- The display is available on both windows and web interfaces



# Preview with Audience

