Etere
a consistent system

HOW TO MOVE INTO THE FUTURE

M.E.R.P.

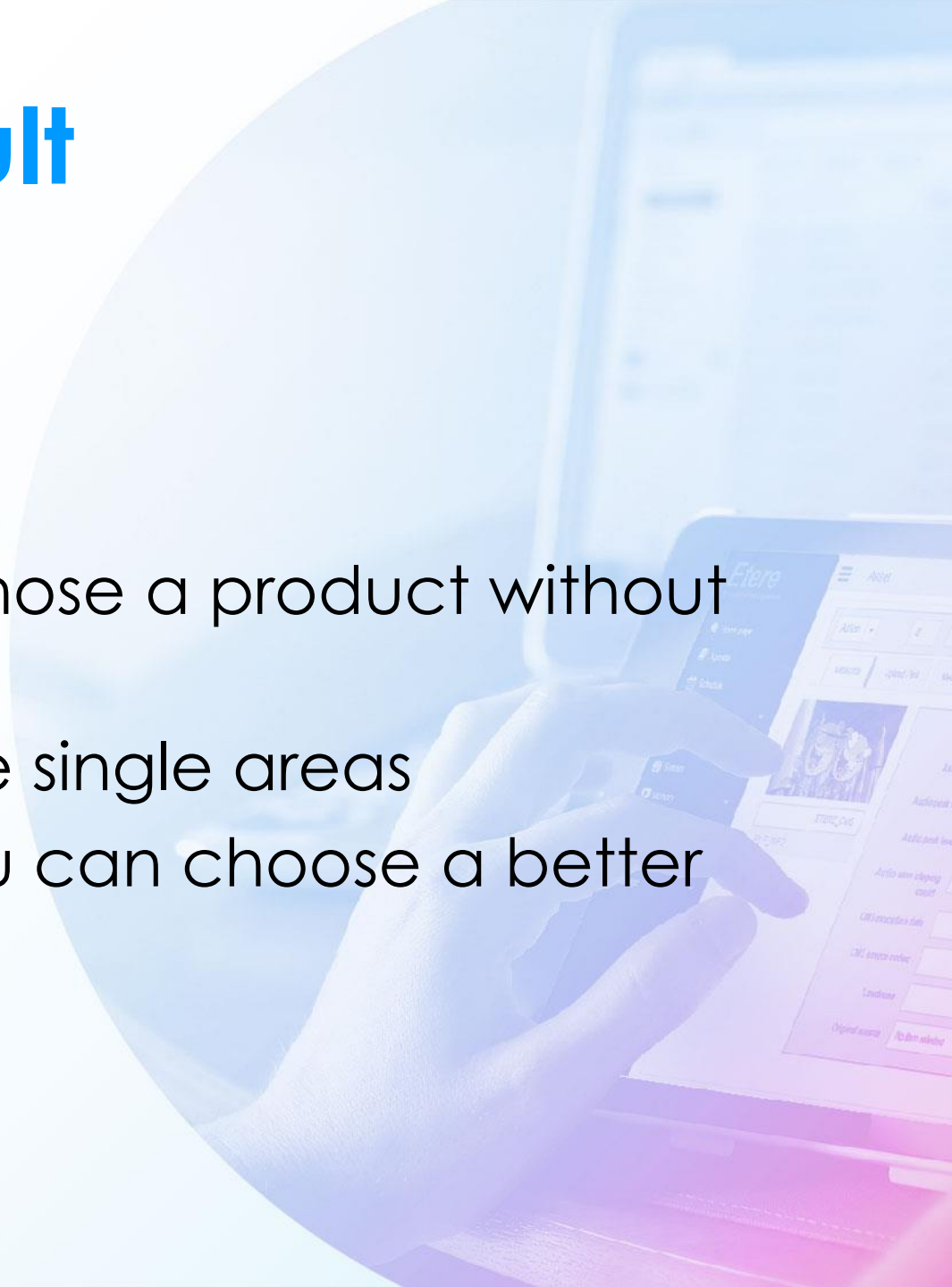
SEE THIS

- I choose the faster runner
- I choose the best shoes
- I will win ??
- Perhaps …. No !!

Power is Nothing without Control

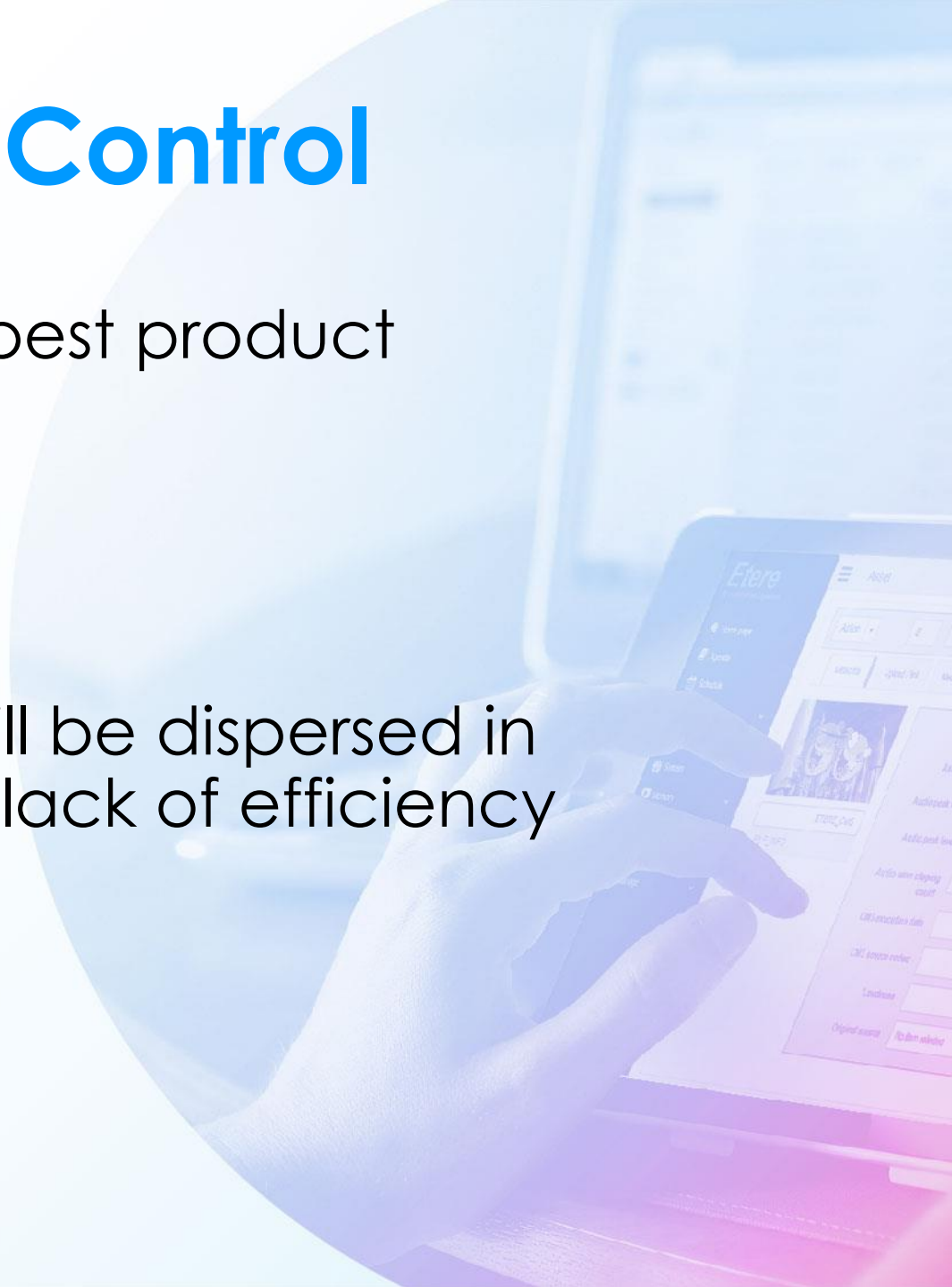
The Result

- You have the fastest men
- And the best fashion shoes
- But He cannot run
- This is what will happen when you chose a product without looking at the final solution
- You must see the Final target not the single areas
- Even if this was the tradition now you can choose a better solution



Power but not Control

- Each department try to choose the best product
- And put integration in:
  - Drop folders
  - Xml files
  - Txt files
  - Drag & drop
  - Reconcile
- You data, your value, your money will be dispersed in different database with a consistent lack of efficiency
- You loose money!



What is MERP

- MERP is an extension of ERP - Enterprise Resources Planning
- Enterprise Resources Planning (ERP) integrates internal and external management information across an entire organization, embracing finance/accounting, manufacturing, sales and service, CRM, etc. (WIKIPEDIA)
- MERP is the same as ERP but applied to Media Companies
- It connects all the activities of a multimedia company
- It is the basic of Knowledge management
- It is the core of operative management

More on ERP

- ERP systems automate their activities with an integrated software application. Its purpose is to facilitate the flow of information between all business functions inside the boundaries of the organization and manage the connections to outside stakeholders
- ERP systems can run on a variety of hardware and network configurations, typically employing a database as a repository for information
- ERP systems typically include the following characteristics:
  - An integrated system that operates in real time or near real time, without relying on periodic updates
  - A common database, which supports all applications
  - A consistent look and feel throughout each module
  - Installation of the system without elaborate application/data integration by the Information Technology (IT) department

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ETERE

MERP Solution

Traditional

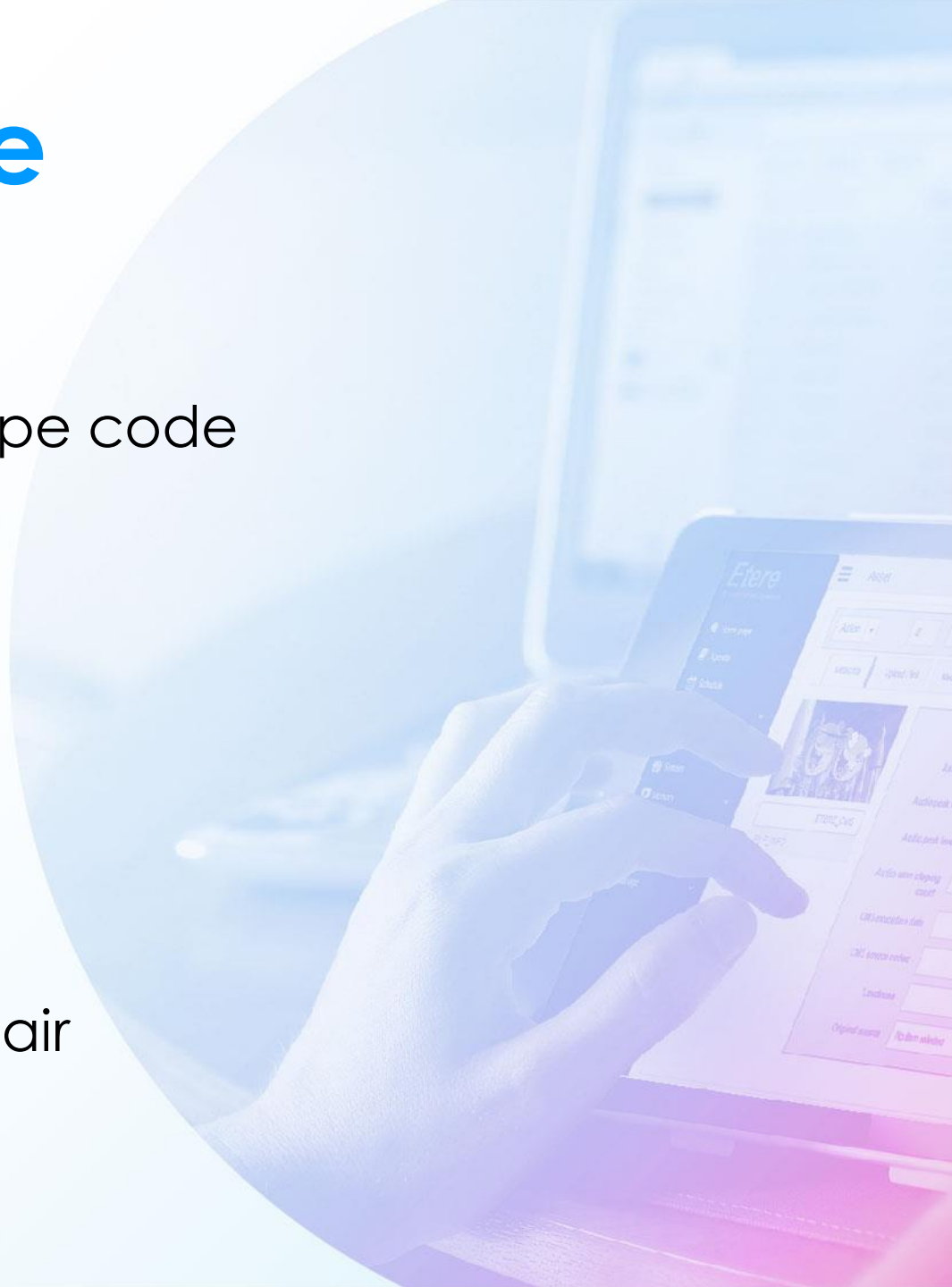
- Media Asset Management
- Archive
- Tape Library
- Scheduling
- Commercial Scheduling
- Automation

Who Has My Info

- Media Asset Management
- Metadata of files
- Archive
- Location of files
- File movement
- Tape Library
- Videotapes information
- Scheduling
- Programs playlist
- Commercial Scheduling
- Advertising playlist
- Automation
- Playout automation list

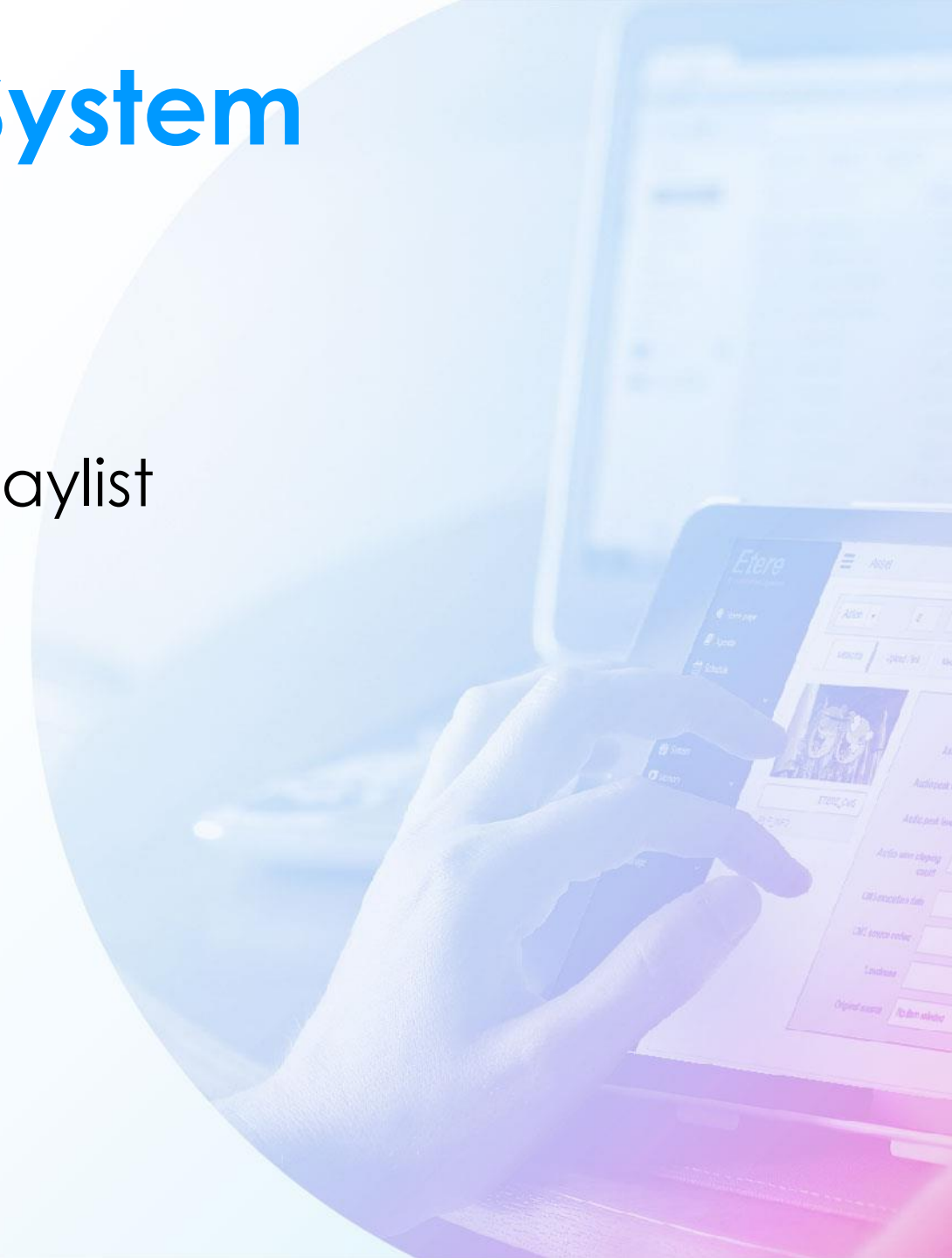
Example

- I need a program in my playlist
- If the program is inside a tape
  - Check the tape library software for tape code
  - Ask a copy to select segments
- If the program is inside the digital library
  - Open DAM software
  - Generate segments
  - Copy segments data in my schedule
- Generate the playlist
- Send playlist to on-air
- Generate ingest list/file transfer list for on-air



Integrated System

- I need a program in my playlist
- I check if I have tape or Digital
- I read or generate segments in playlist
  - On-air is ready
  - Ingest list is ready
  - Transfer list is ready



A Single MERP System

- Media Asset Management
- Automation
- Archiving
- Scheduling
- Airsales
- BMS/ Long Term Planning
- News Automation
- Resource Planning

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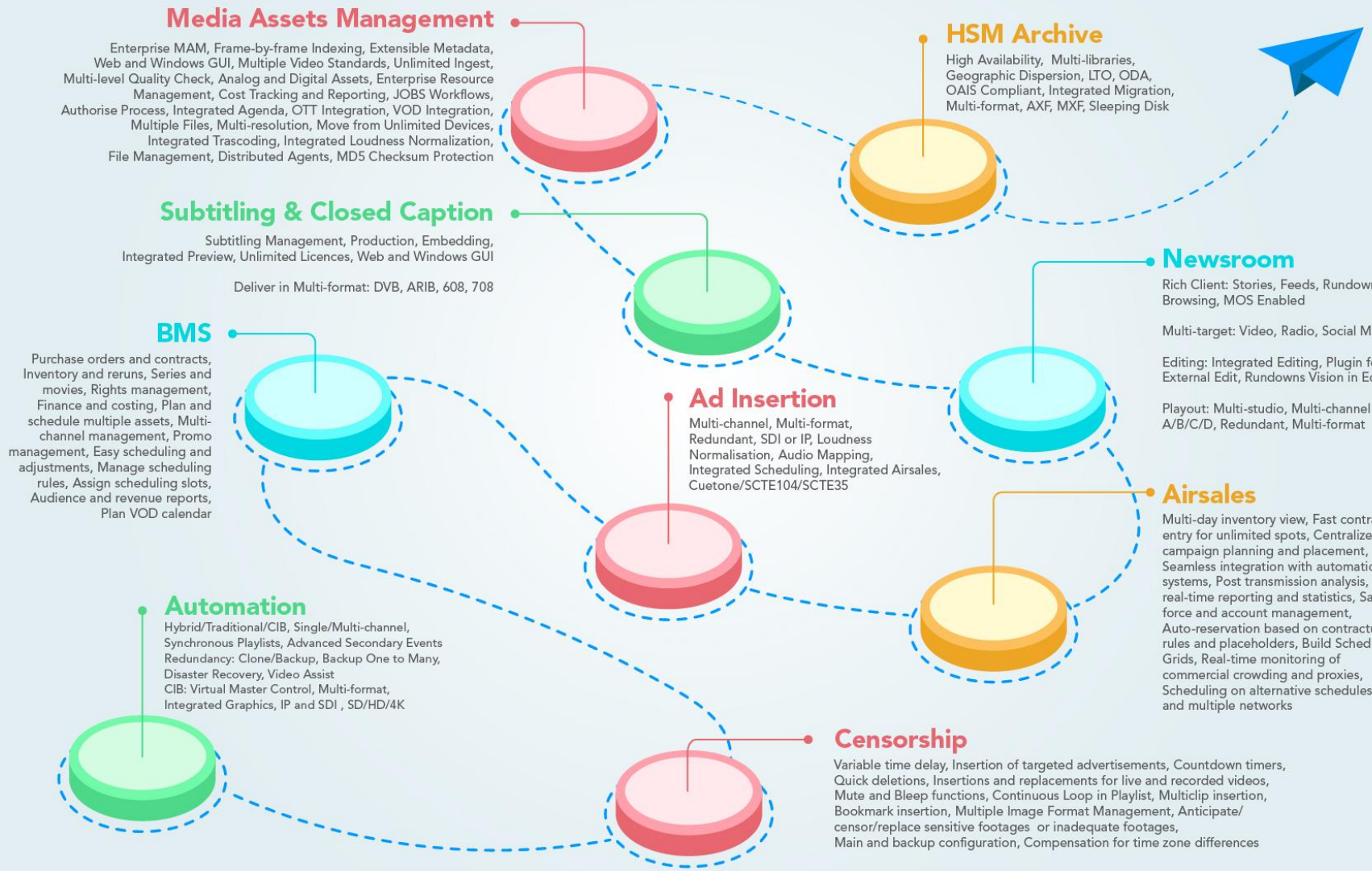
Etere Ecosystem

(Binds all your business)



Media Assets Management

Enterprise MAM, Frame-by-frame Indexing, Extensible Metadata, Web and Windows GUI, Multiple Video Standards, Unlimited Ingest, Multi-level Quality Check, Analog and Digital Assets, Enterprise Resource Management, Cost Tracking and Reporting, JOBS Workflows, Authorise Process, Integrated Agenda, OTT Integration, VOD Integration, Multiple Files, Multi-resolution, Move from Unlimited Devices, Integrated Trascoding, Integrated Loudness Normalization, File Management, Distributed Agents, MD5 Checksum Protection

HSM Archive

High Availability, Multi-libraries, Geographic Dispersion, LTO, ODA, OAIS Compliant, Integrated Migration, Multi-format, AXF, MXF, Sleeping Disk

Subtitling & Closed Caption

Subtitling Management, Production, Embedding, Integrated Preview, Unlimited Licences, Web and Windows GUI

Deliver in Multi-format: DVB, ARIB, 608, 708

Newsroom

Rich Client: Stories, Feeds, Rundown, Browsing, MOS Enabled

Multi-target: Video, Radio, Social Media

Editing: Integrated Editing, Plugin for External Edit, Rundowns Vision in Edit

Playout: Multi-studio, Multi-channel A/B/C/D, Redundant, Multi-format

BMS

Purchase orders and contracts, Inventory and reruns, Series and movies, Rights management, Finance and costing, Plan and schedule multiple assets, Multi-channel management, Promo management, Easy scheduling and adjustments, Manage scheduling rules, Assign scheduling slots, Audience and revenue reports, Plan VOD calendar

Ad Insertion

Multi-channel, Multi-format, Redundant, SDI or IP, Loudness Normalisation, Audio Mapping, Integrated Scheduling, Integrated Airsales, Cuetone/SCTE104/SCTE35

Airsales

Multi-day inventory view, Fast contract entry for unlimited spots, Centralized campaign planning and placement, Seamless integration with automation systems, Post transmission analysis, real-time reporting and statistics, Sales force and account management, Auto-reservation based on contractual rules and placeholders, Build Scheduling Grids, Real-time monitoring of commercial crowding and proxies, Scheduling on alternative schedules and multiple networks

Automation

Hybrid/Traditional/CIB, Single/Multi-channel, Synchronous Playlists, Advanced Secondary Events
Redundancy: Clone/Backup, Backup One to Many, Disaster Recovery, Video Assist
CIB: Virtual Master Control, Multi-format, Integrated Graphics, IP and SDI , SD/HD/4K

Censorship

Variable time delay, Insertion of targeted advertisements, Countdown timers, Quick deletions, Insertions and replacements for live and recorded videos, Mute and Bleep functions, Continuous Loop in Playlist, Multiclip insertion, Bookmark insertion, Multiple Image Format Management, Anticipate/ censor/replace sensitive footages or inadequate footages, Main and backup configuration, Compensation for time zone differences

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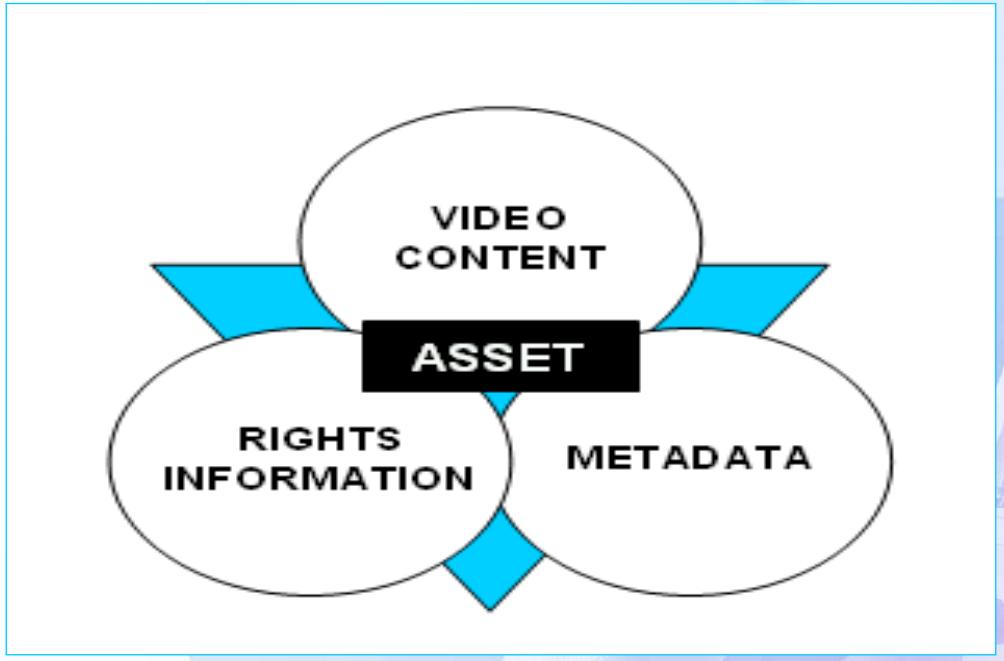
Media Asset Management

A complete MAM is always present in ETERE

What is an Asset?

An asset is made up of 3 key elements:

- Video/Audio/Image content
- Descriptive Metadata
- Rights information



Media Cockpit

Metadata | Upload/link | Media data | Annotations | T-Workflow | Relationship | Operations | Virtual documents | Stations | Task | Stories

Physical end

Physical start

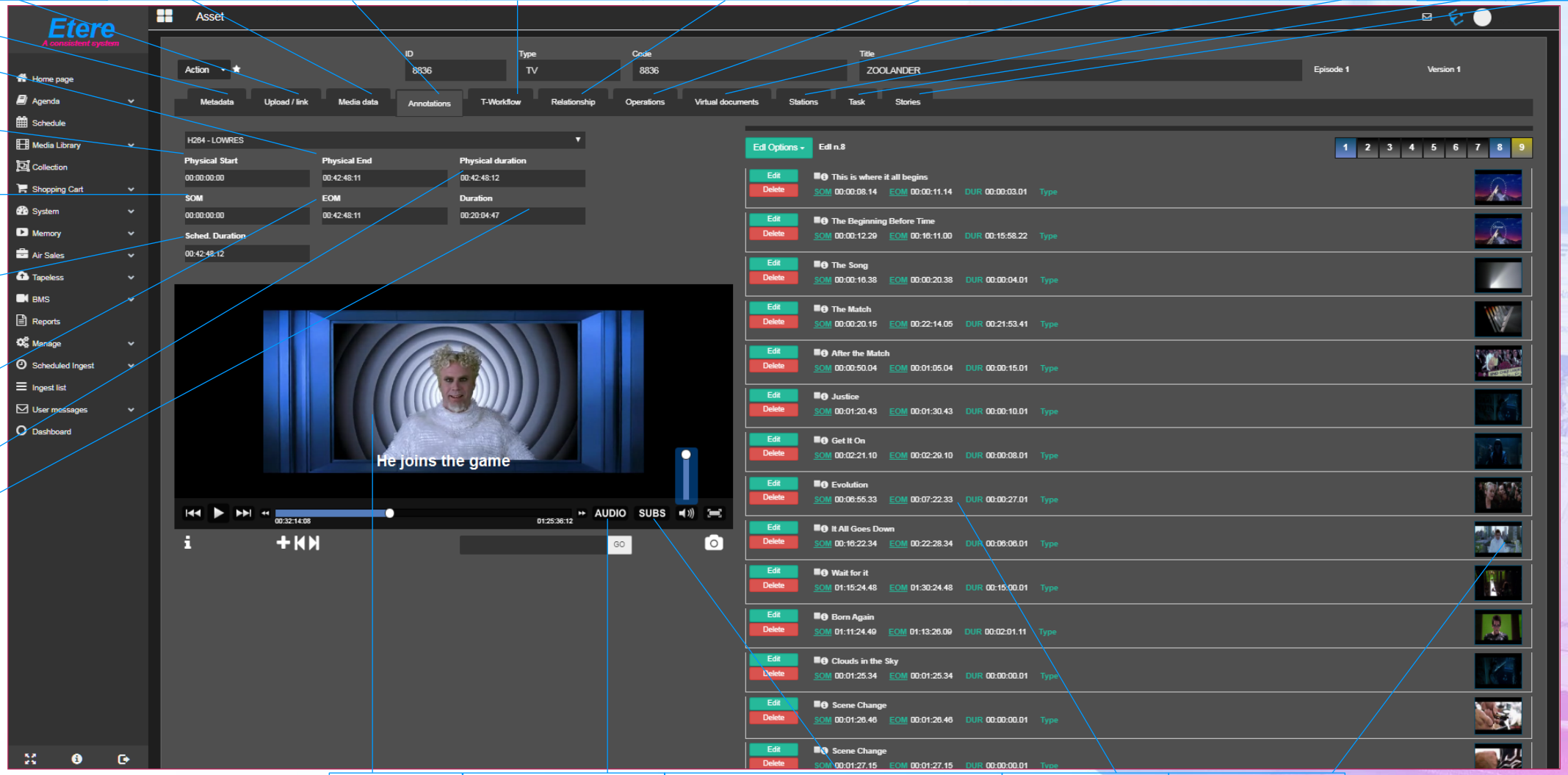
SOM

Scheduled Duration

EOM

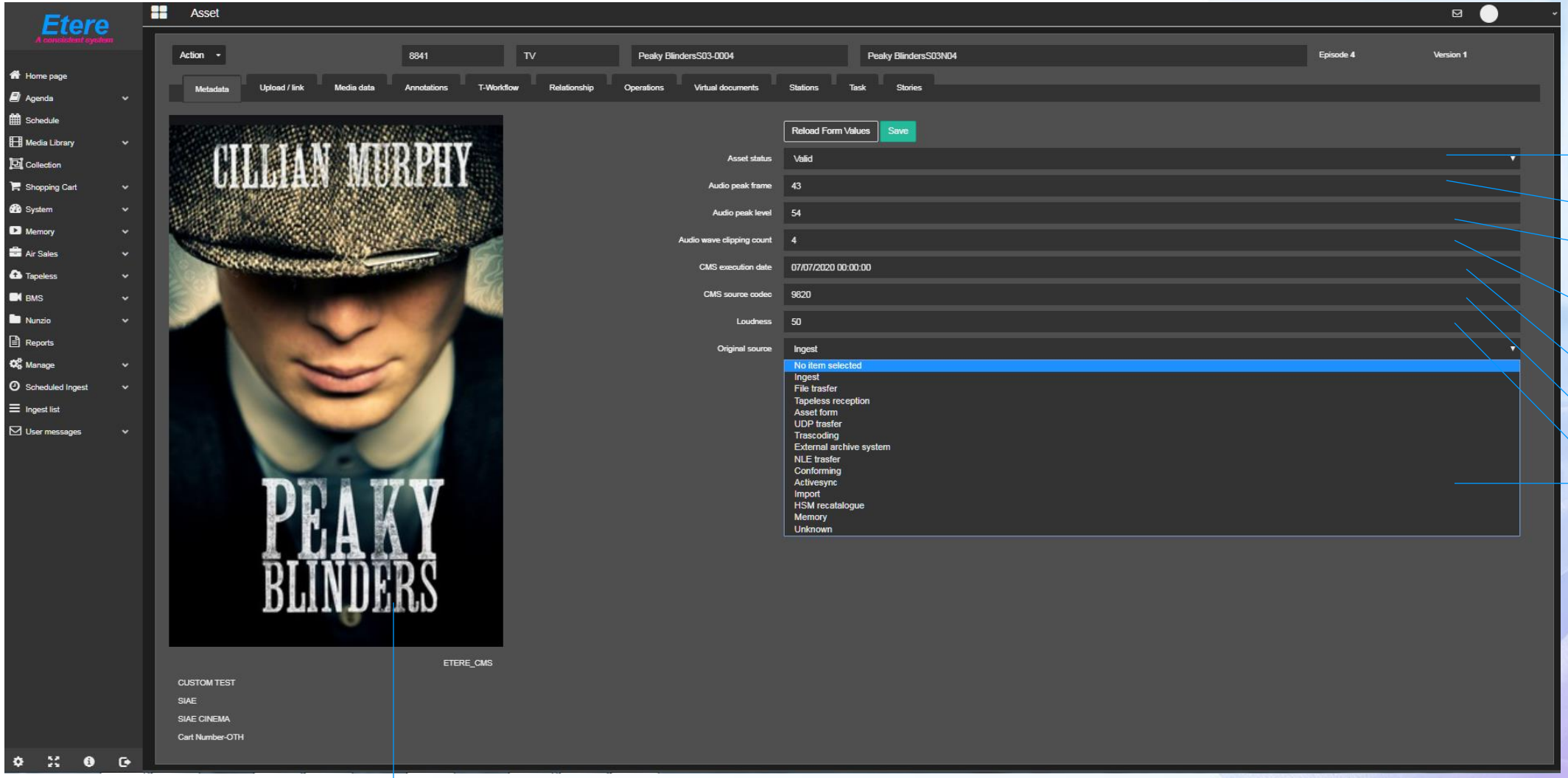
Physical duration

Duration



Preview | Audio Tracks | Multilanguage Subtitles | Segments | Cue sheets

Asset Metadata



Asset status

Audio peak frame

Audio peak level

Audio wave clipping count

CMS execution date

CMS source codec

Loudness

Original source

Asset descriptive image

Multiple Metadata Schemas

MI_GENERAL

MI_VIDEO

MI_AUDIO_T1

MI_AUDIO_T2

MI_AUDIO_T3

MI_AUDIO_T4

MI_AUDIO_T5

MI_AUDIO_T6

MI_AUDIO_T7

MI_AUDIO_T8

Reload Form Values | Save

Audio count	2
Audio format list	PCM / PCM
Codec string	MXF
Comment	
Duration	2829440
Encoded by	Jake
File size	71303168
Format	MXF
Format version	1.2
Overall bit rate	201604
Stream size	-5
Title	
Video count	1
Video format list	MPEG Video

- Audio Count
- Audio format list
- Codec string
- Comment
- Duration
- Encoded by
- File size
- Format
- Format version
- Overall bit rate
- Stream size
- Title
- Video count
- Video format list

Flexi-metadata

MI_GENERAL

MI_VIDEO

MI_AUDIO_T1

MI_AUDIO_T2

MI_AUDIO_T3

MI_AUDIO_T4

MI_AUDIO_T5

MI_AUDIO_T6

MI_AUDIO_T7

MI_AUDIO_T8

;

Reload Form Values | Save

Bit rate (Track 03)	1
Bit rate mode (Track 03)	
BitDepth (Track 03)	16
Channel positions (Track 03)	
Channel positions string2 (Track 03)	
Channels (Track 03)	3
Duration (Track 03)	
Format (Track 03)	
Frame count (Track 03)	
Sampling rate (Track 03)	
Stream size (Track 03)	
Title (Track 03)	Theme Track

- Bit rate
- Bit rate mode
- Bit depth
- Channel positions
- Channels
- Duration
- Format
- Frame count
- Sampling rate
- Stream size
- Title

Media Data

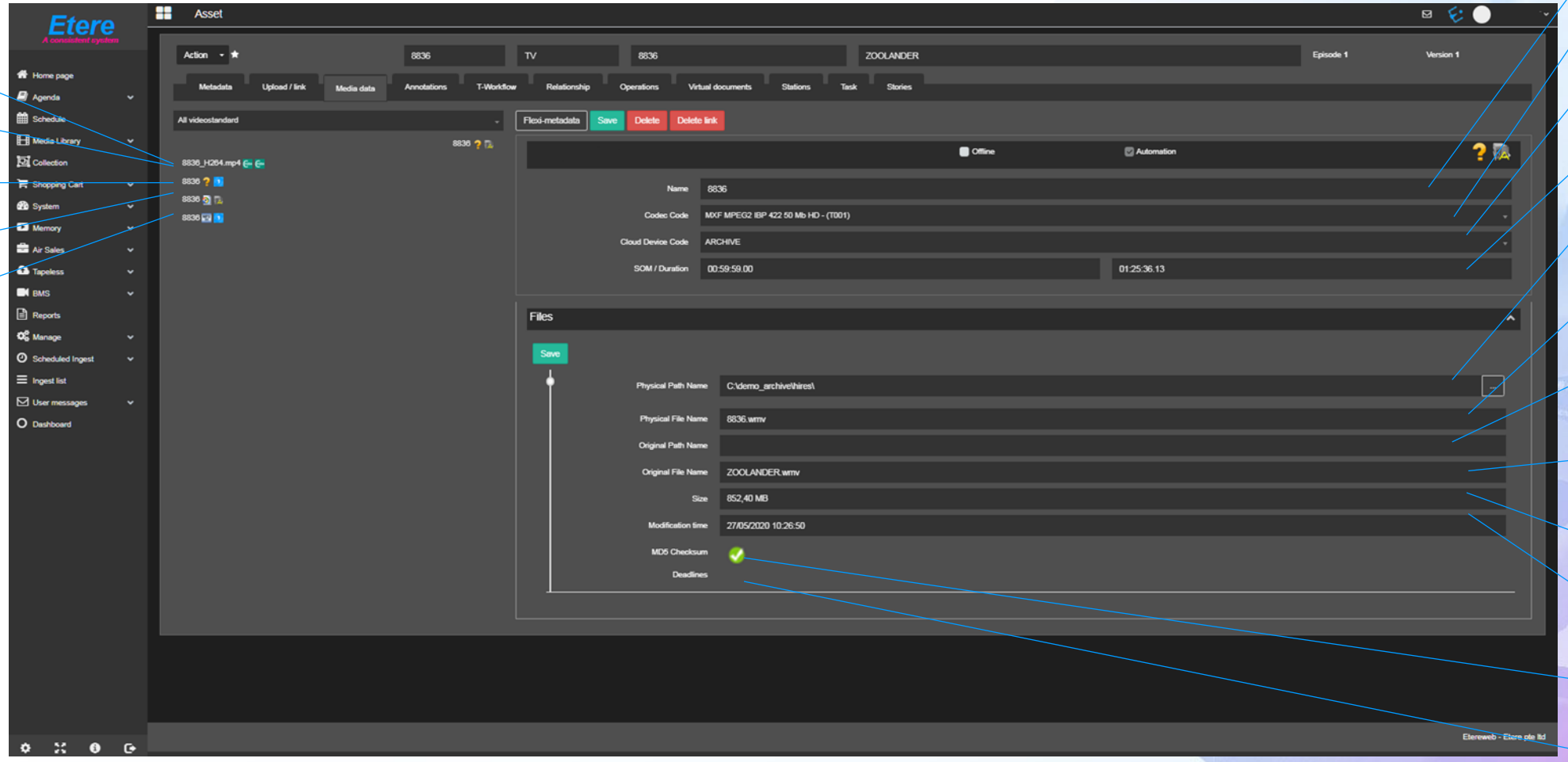
WMV

H264

HiRes

MP4

XDCam35



Name

Codec code

Cloud device code

SOM / Duration

Physical path name

Physical file name

Original path name

Original file name

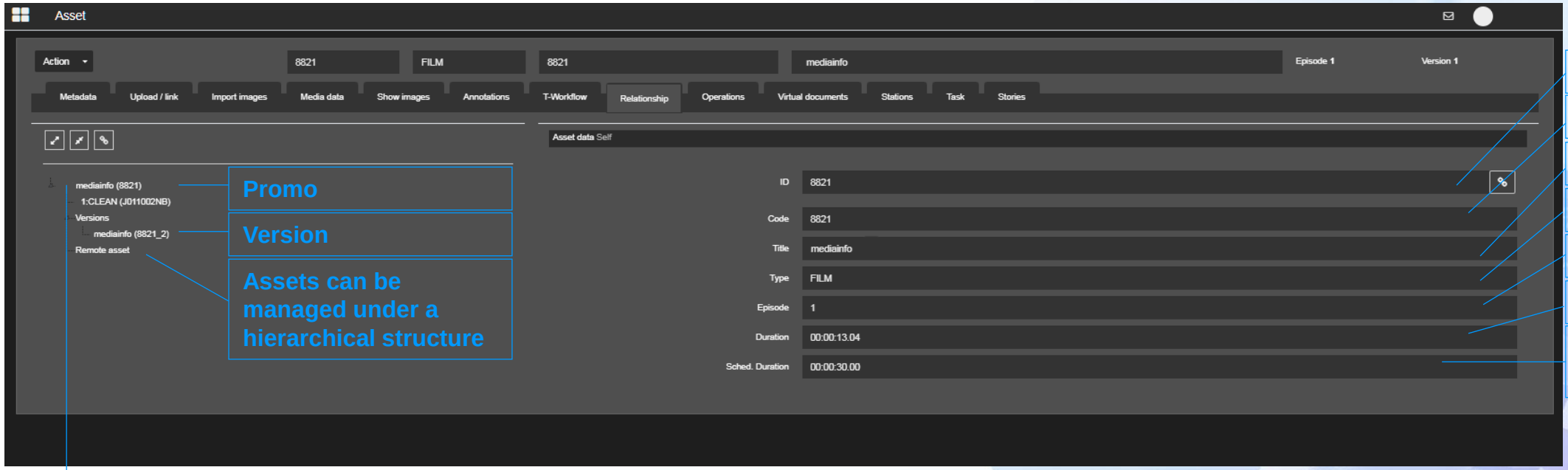
Size

Modification time

MD5 Checksum

Deadlines

Relationships



Promo

Version

Assets can be managed under a hierarchical structure

ID

Code

Title

Type

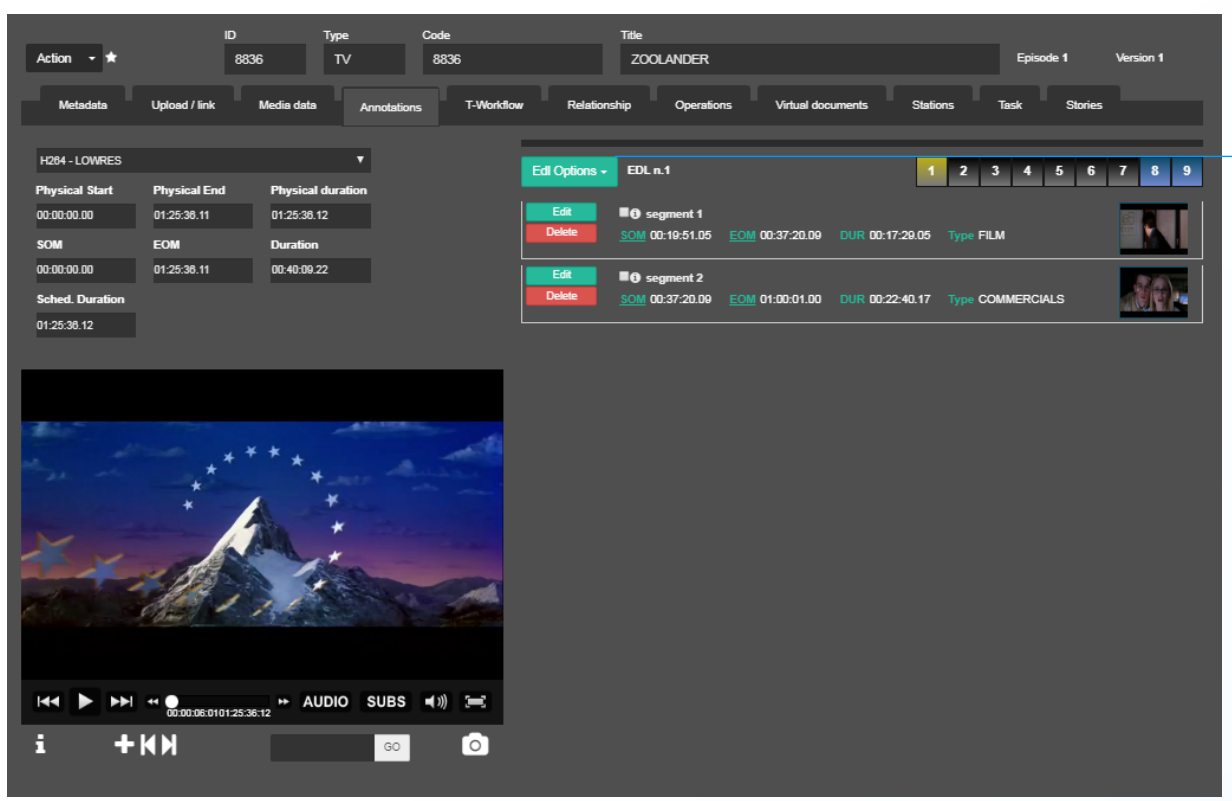
Episode

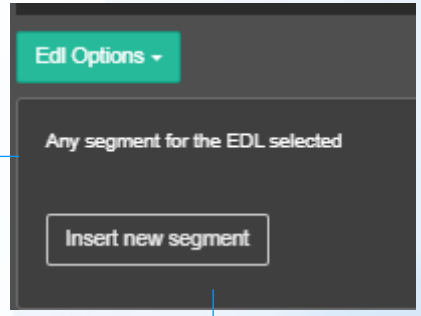
Duration

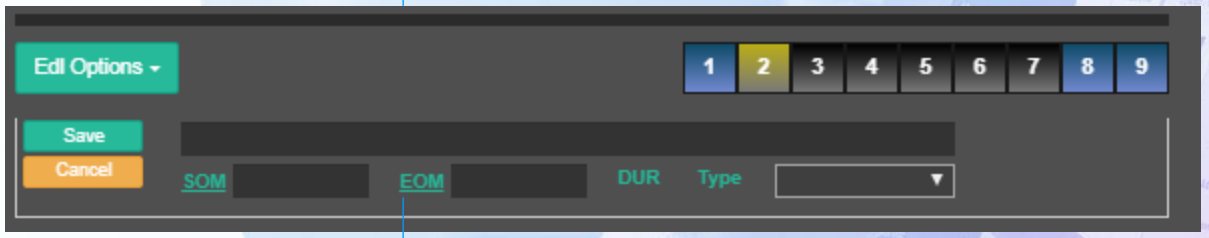
Scheduled duration

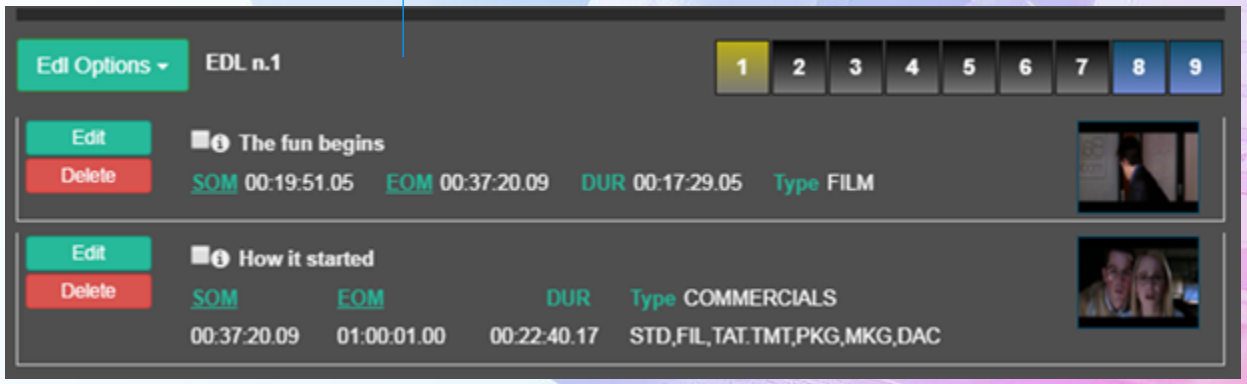
- Create a single project
- A project contains various items
- Each item can have different versions

Create Multiple Segments

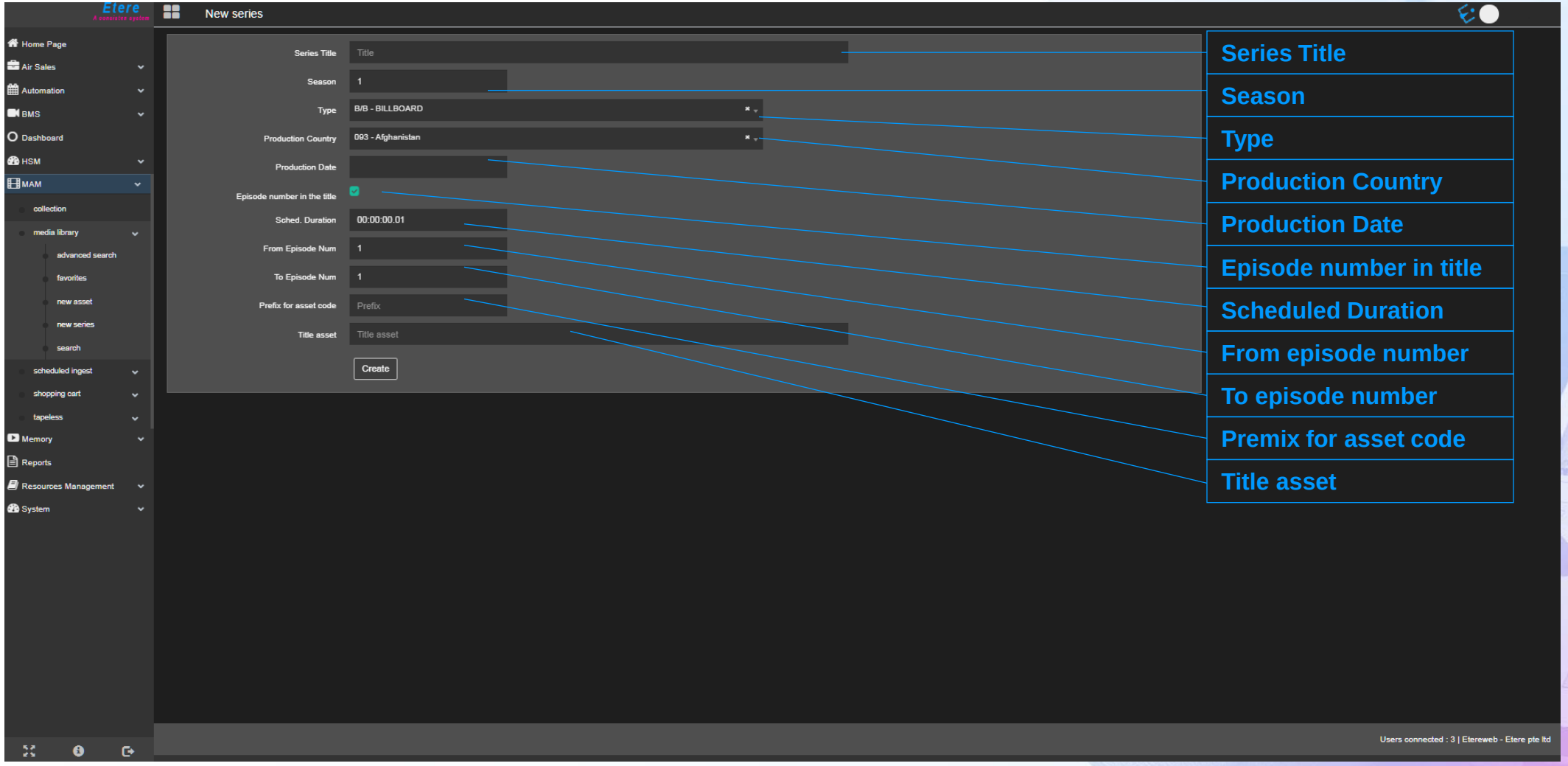








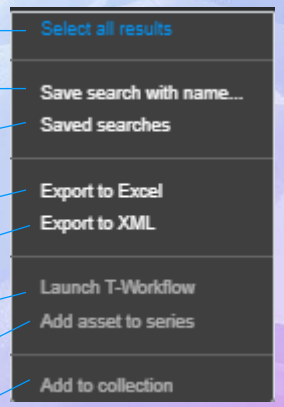
New Series


Etere
New series
Home Page
Air Sales
Automation
BMS
Dashboard
HSM
MAM
collection
media library
advanced search
favorites
new asset
new series
search
scheduled ingest
shopping cart
tapeless
Memory
Reports
Resources Management
System
Series Title
Title
Season
1
Type
B/B - BILLBOARD
Production Country
093 - Afghanistan
Production Date
Episode number in the title
Sched. Duration
00:00:00.01
From Episode Num
1
To Episode Num
1
Prefix for asset code
Prefix
Title asset
Title asset
Create
Users connected : 3 | Etereweb - Etere pte ltd
Series Title
Season
Type
Production Country
Production Date
Episode number in title
Scheduled Duration
From episode number
To episode number
Premix for asset code
Title asset

Series with episodes

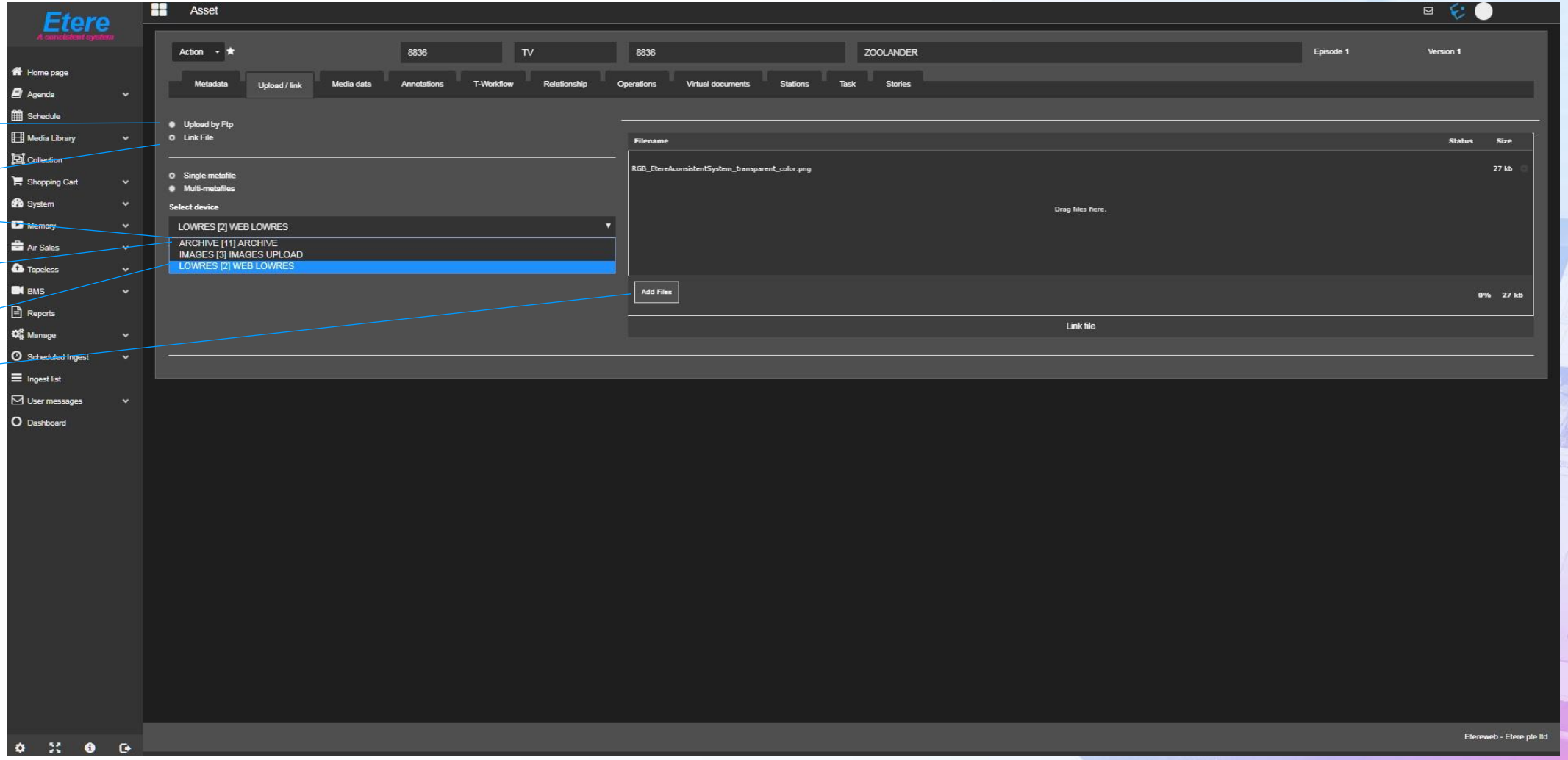
Thumbnail | Aspect | Code | Title | Type | Versions

- Select all results
- Save search with name
- Saved searches
- Export to excel
- Export to XML
- Launch T-Workflow
- Add asset to series
- Add to collection



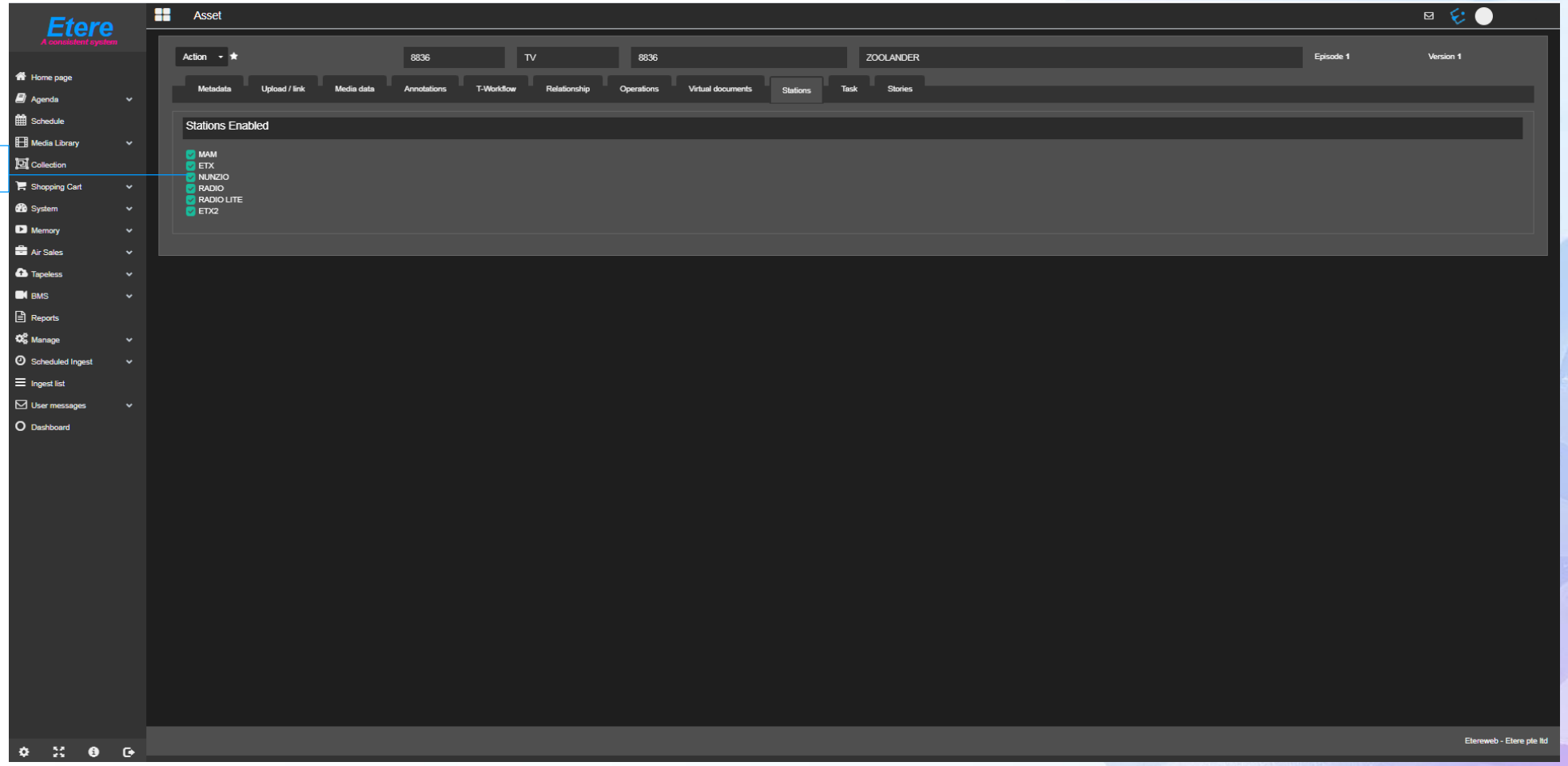
Control Multiple Files in Multiple Places

- Upload by FTP
- Link files
- Images
- Archive
- Low-res
- Add files



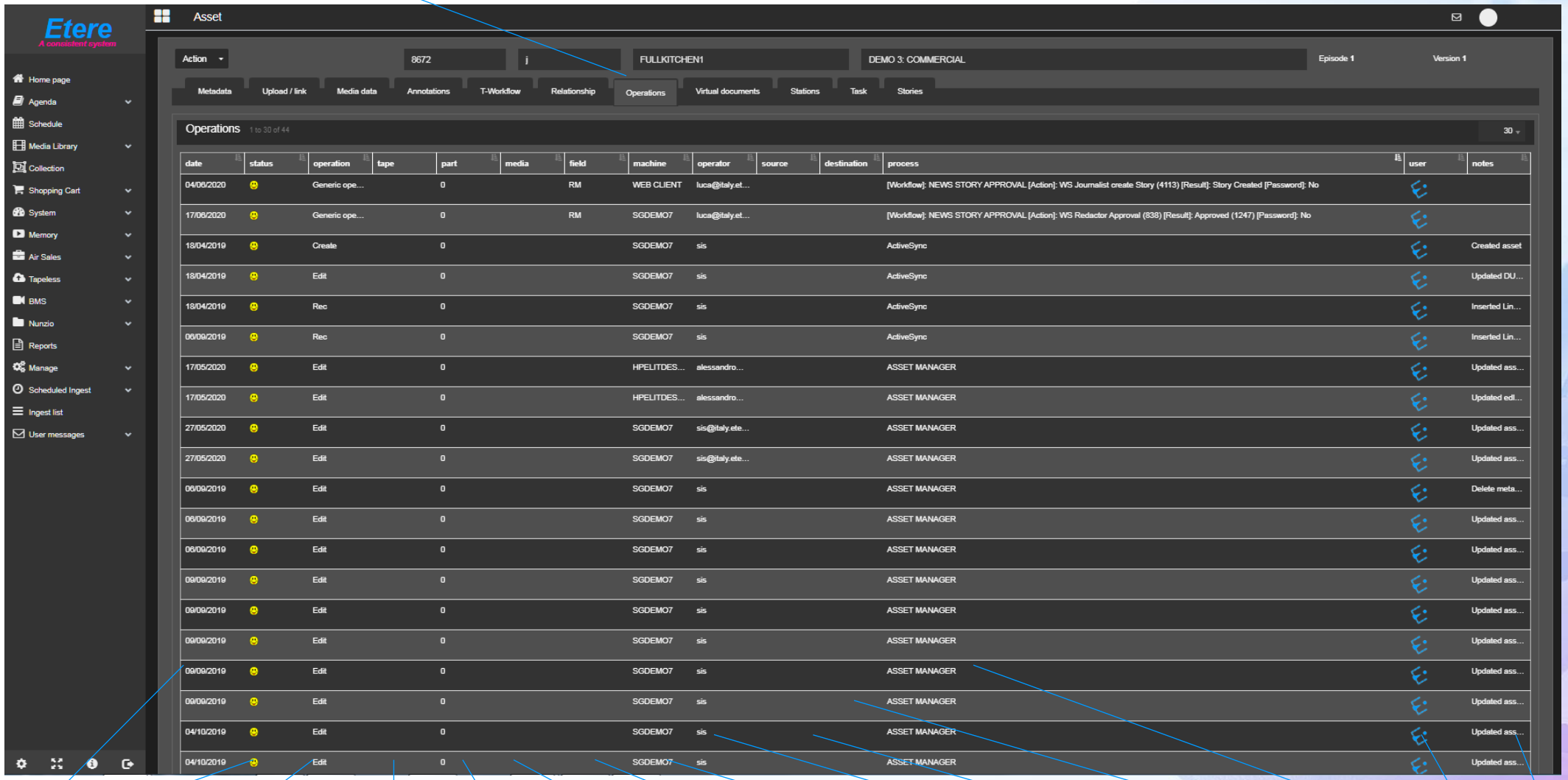
Active Stations

Stations enabled



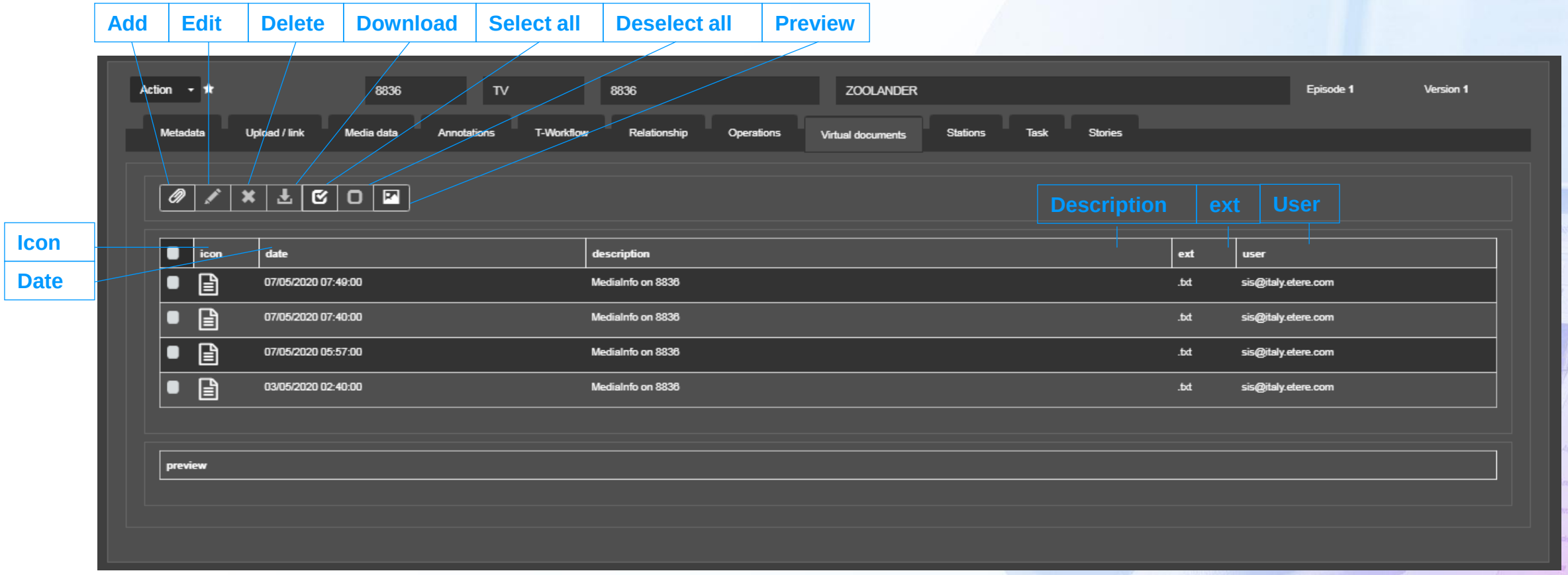
Operations

Operations log



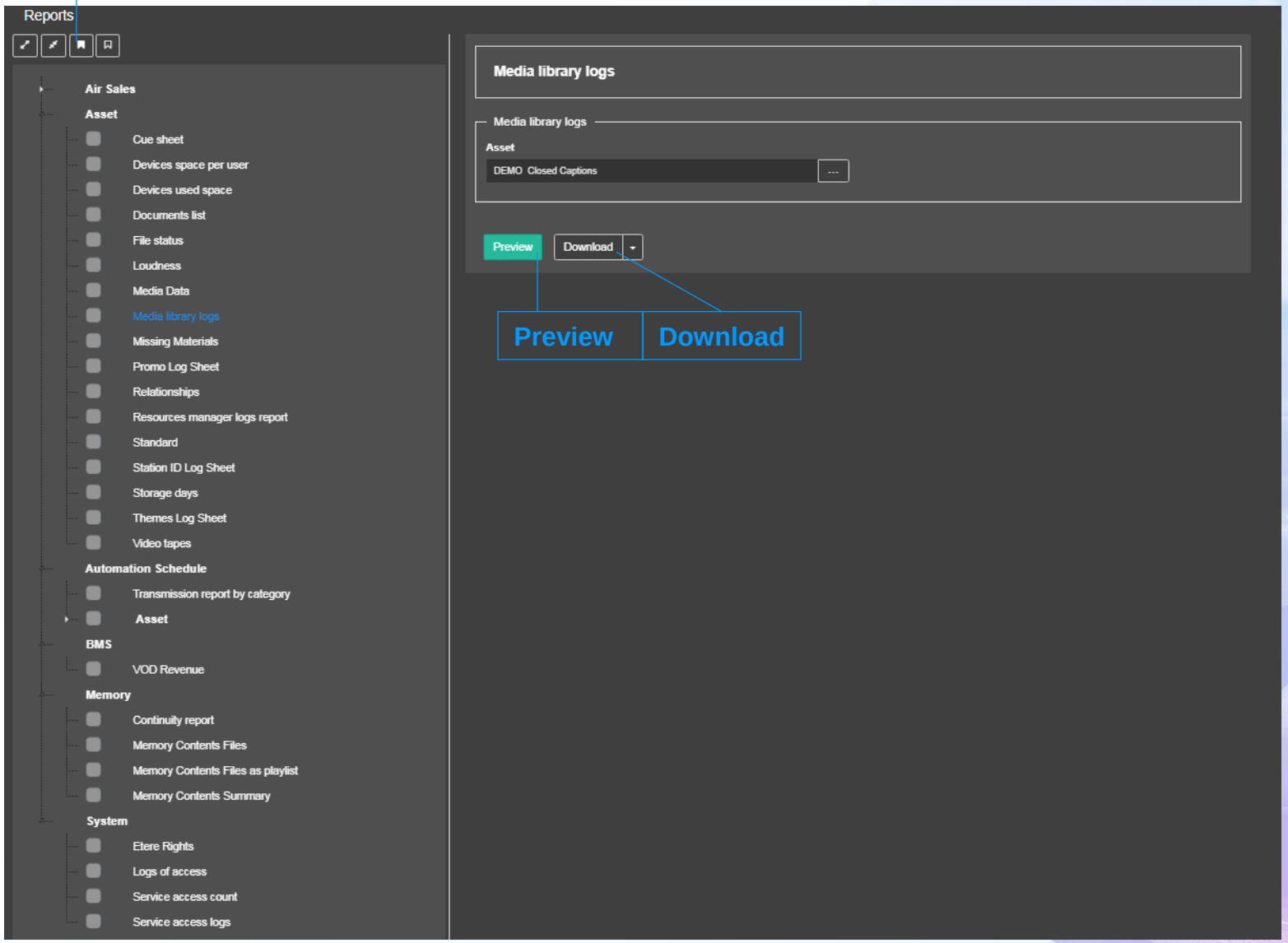
Date | Status | Operation | Tape | Part | Media | Field | Machine | Operator | Source | Destination | Process | User | Notes

Document Management

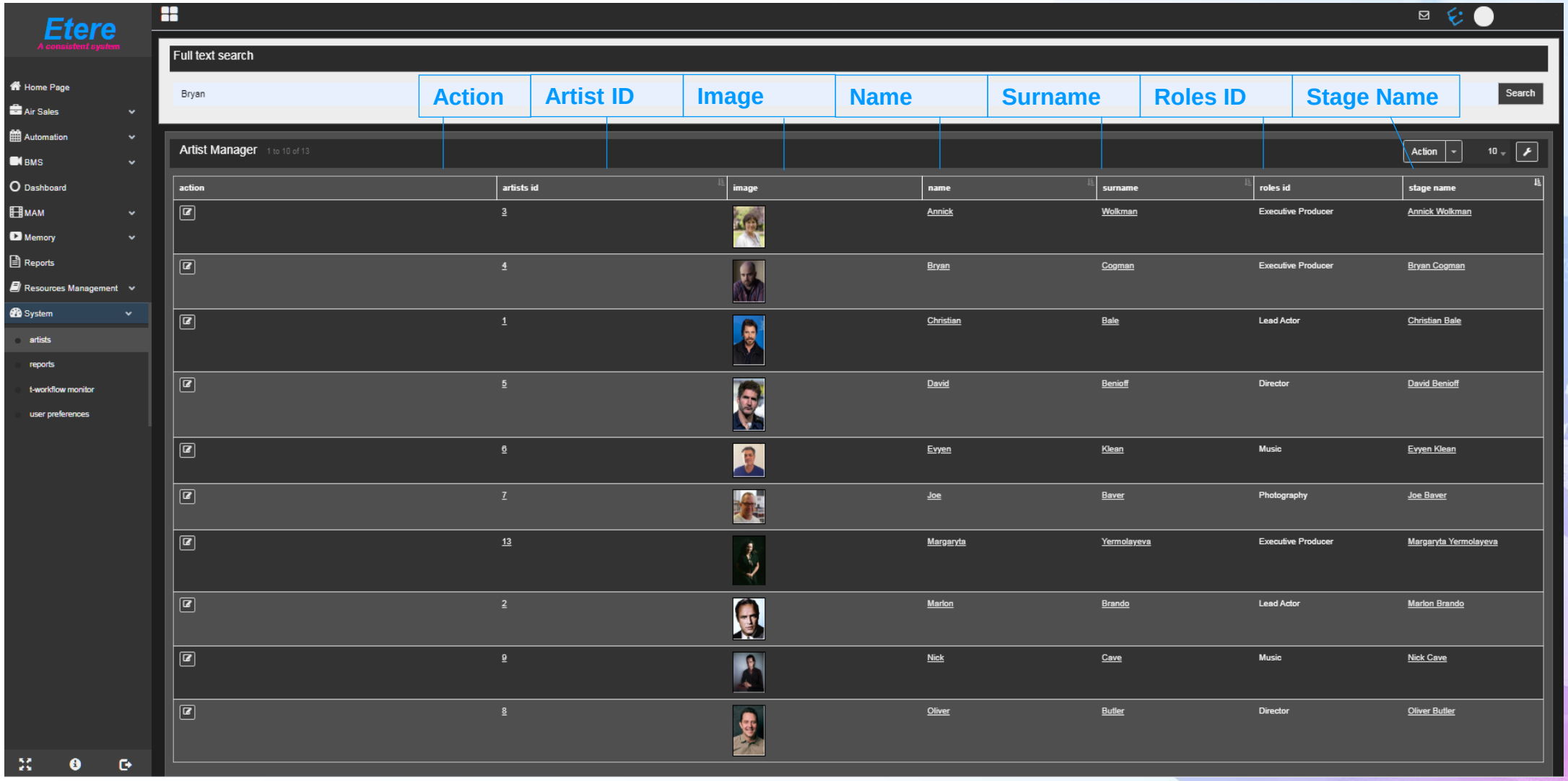


Reports

- Cue sheet
- Devices space per user
- Devices used space
- Document list
- File status
- Loudness
- Media data
- Media library logs
- Missing materials
- Promo Log sheet
- Relationships
- Resource manager logs report
- Standard
- Station ID log sheet
- Storage days
- Themes log sheet
- Video tapes



Artist Manager

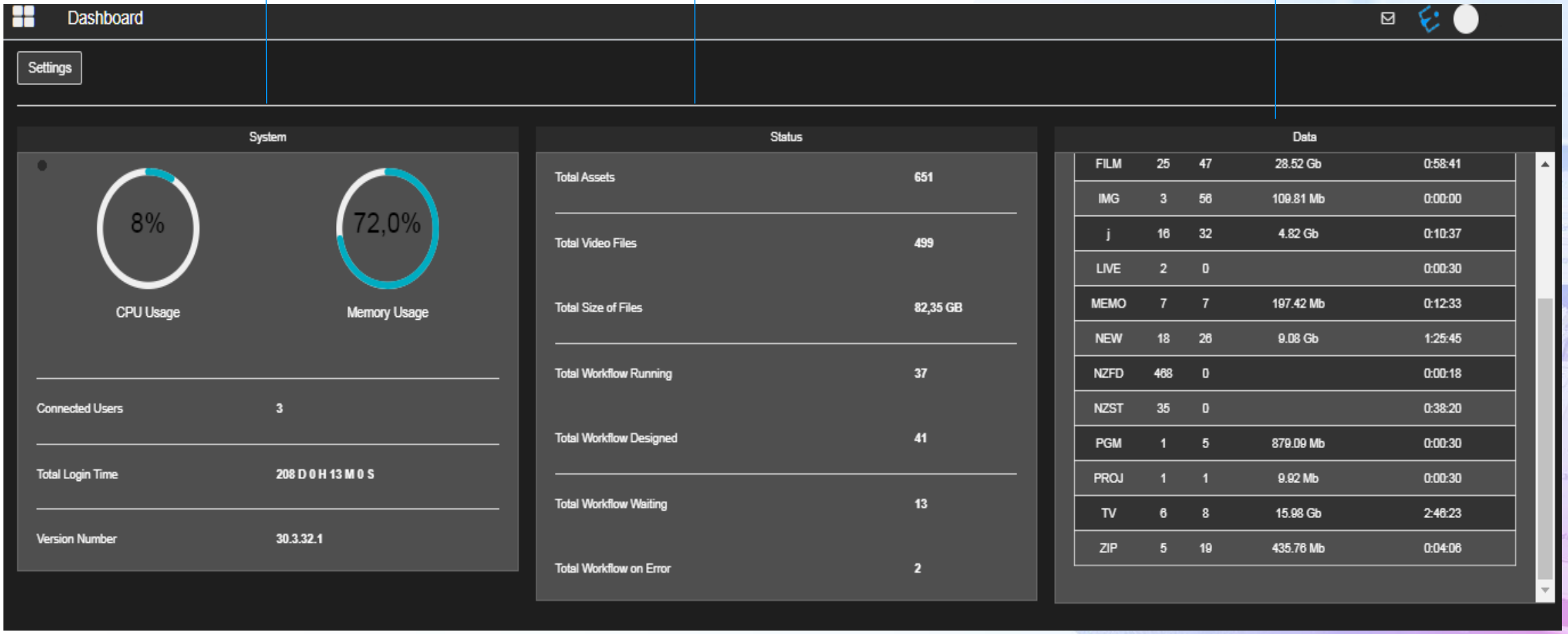


Dash Board

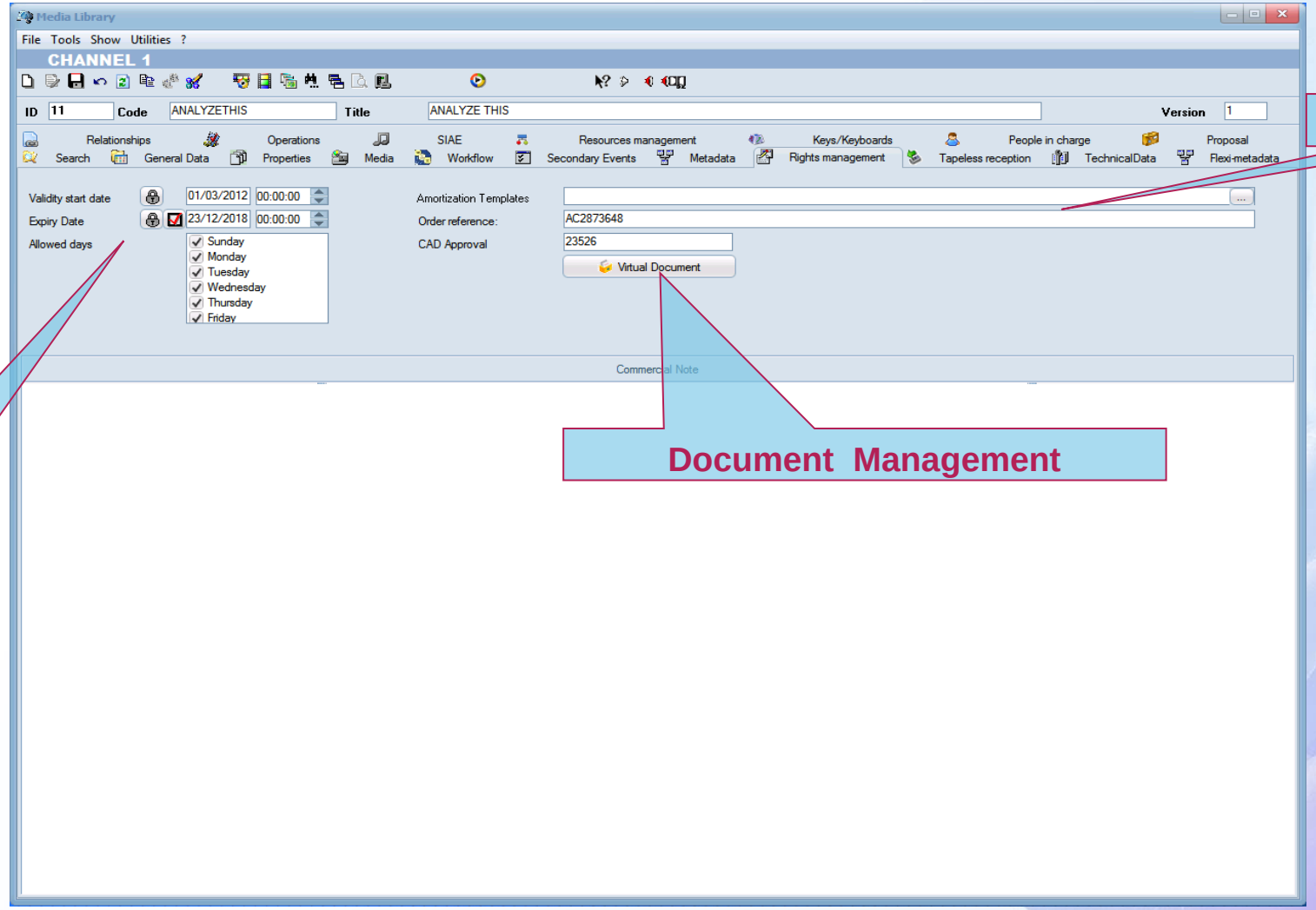
System

Status

Date



Rights Information

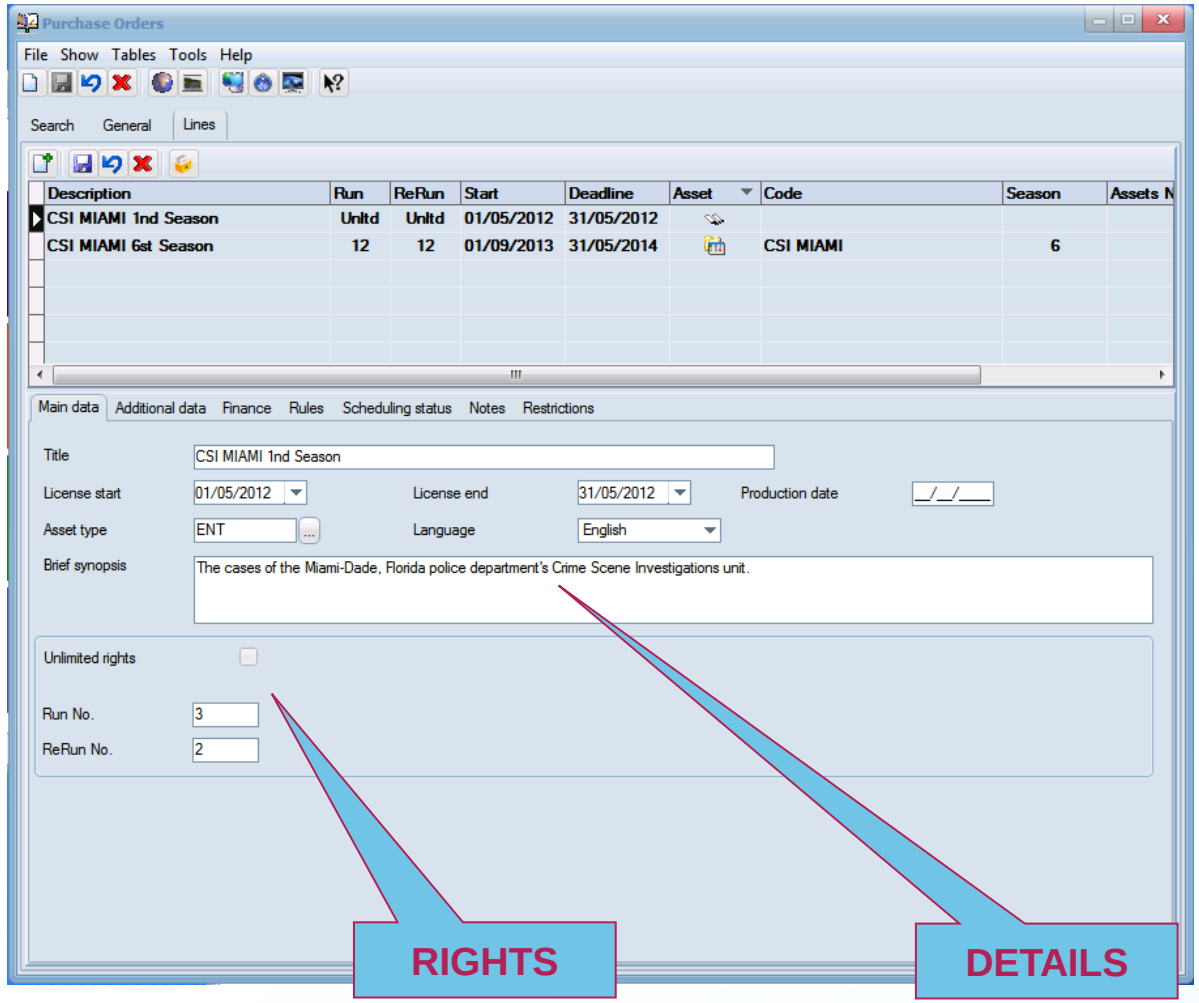


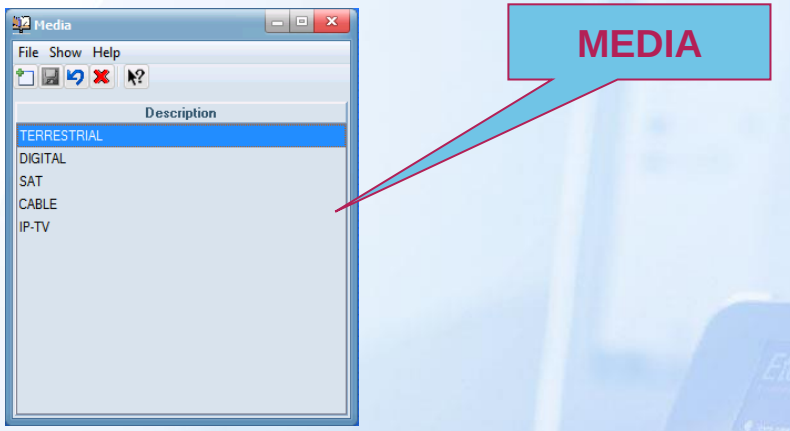
Value

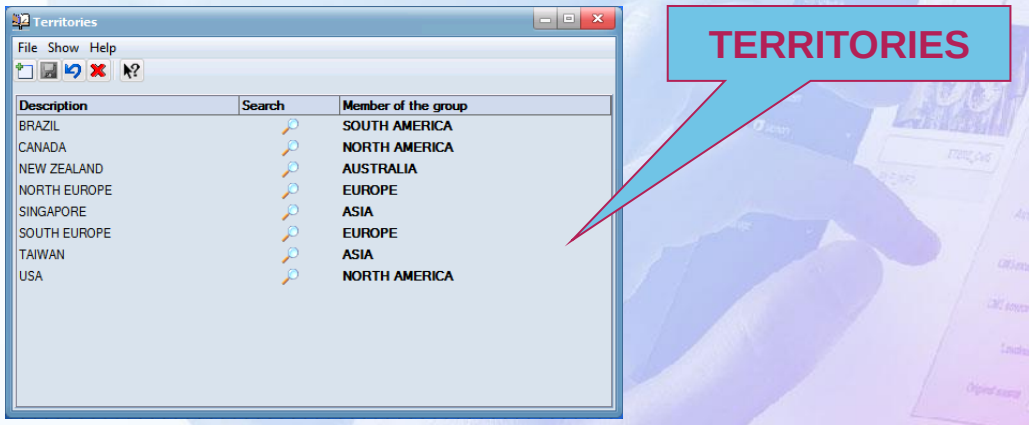
Validity

Document Management

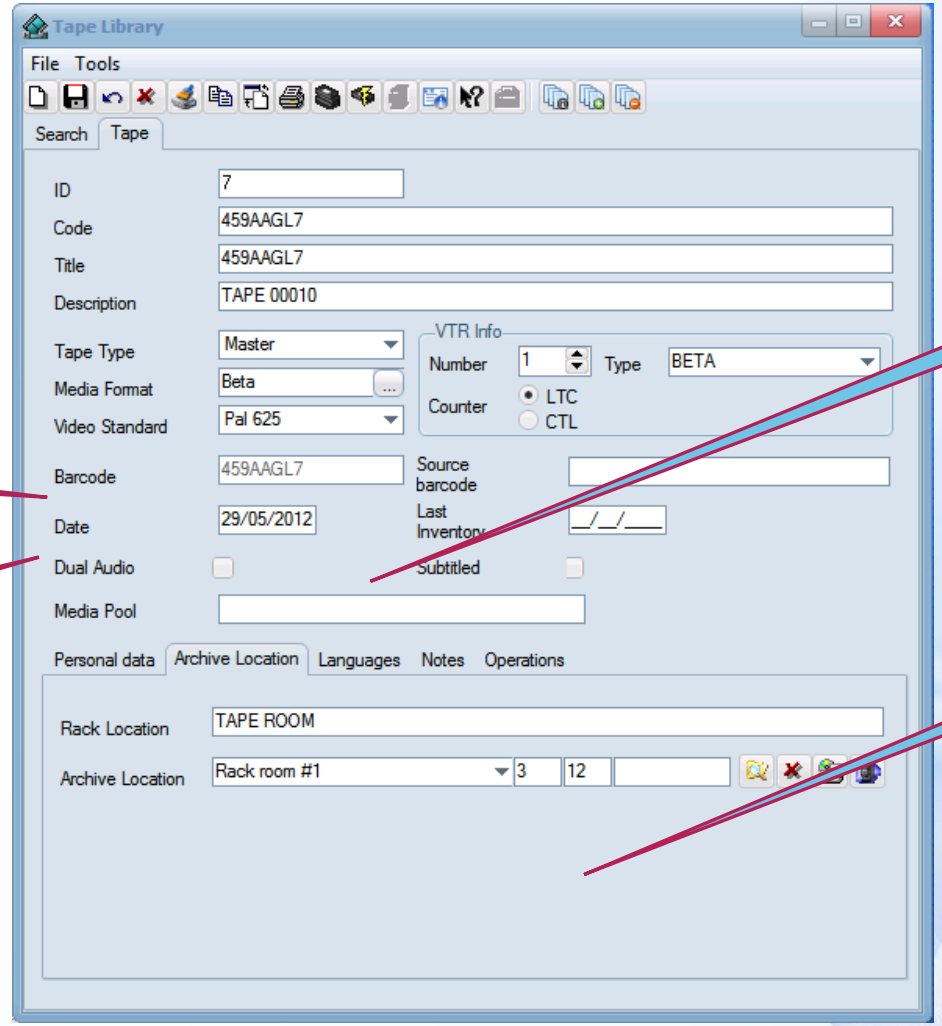
Rights Detail







Tape Information



Tape Generation

Tape Format

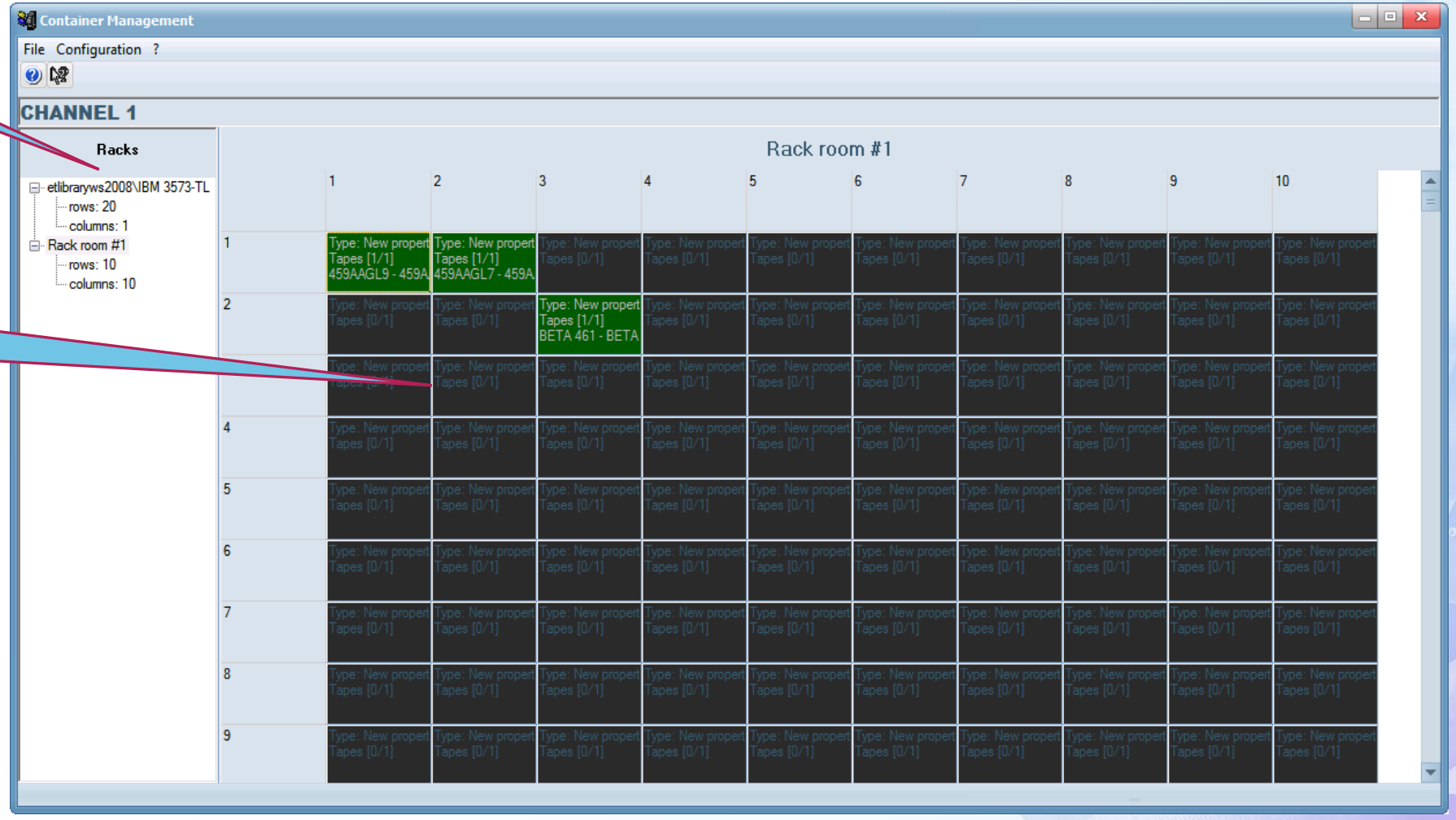
Tape Barcode

Archive Location

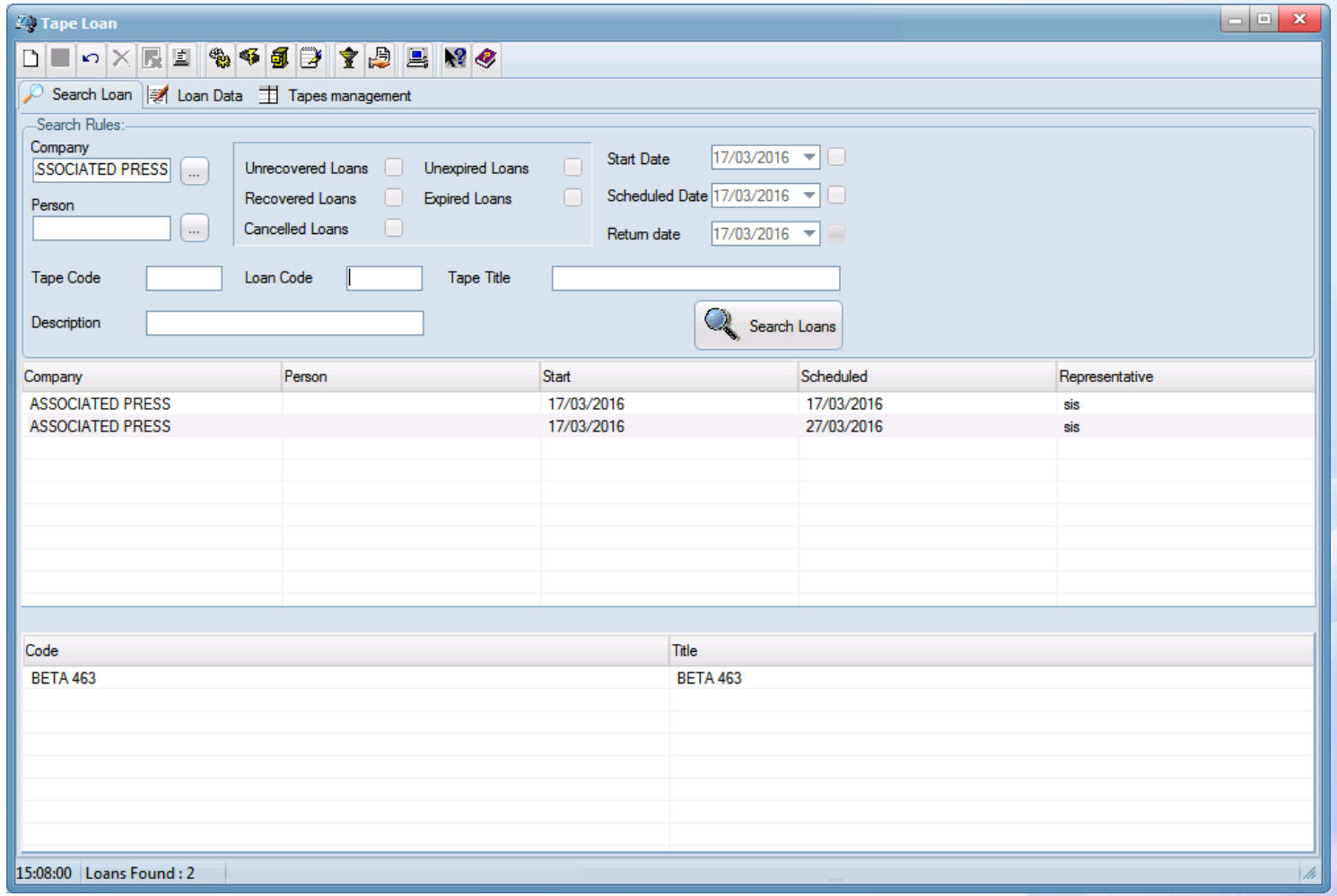
Racks Management

Racks List

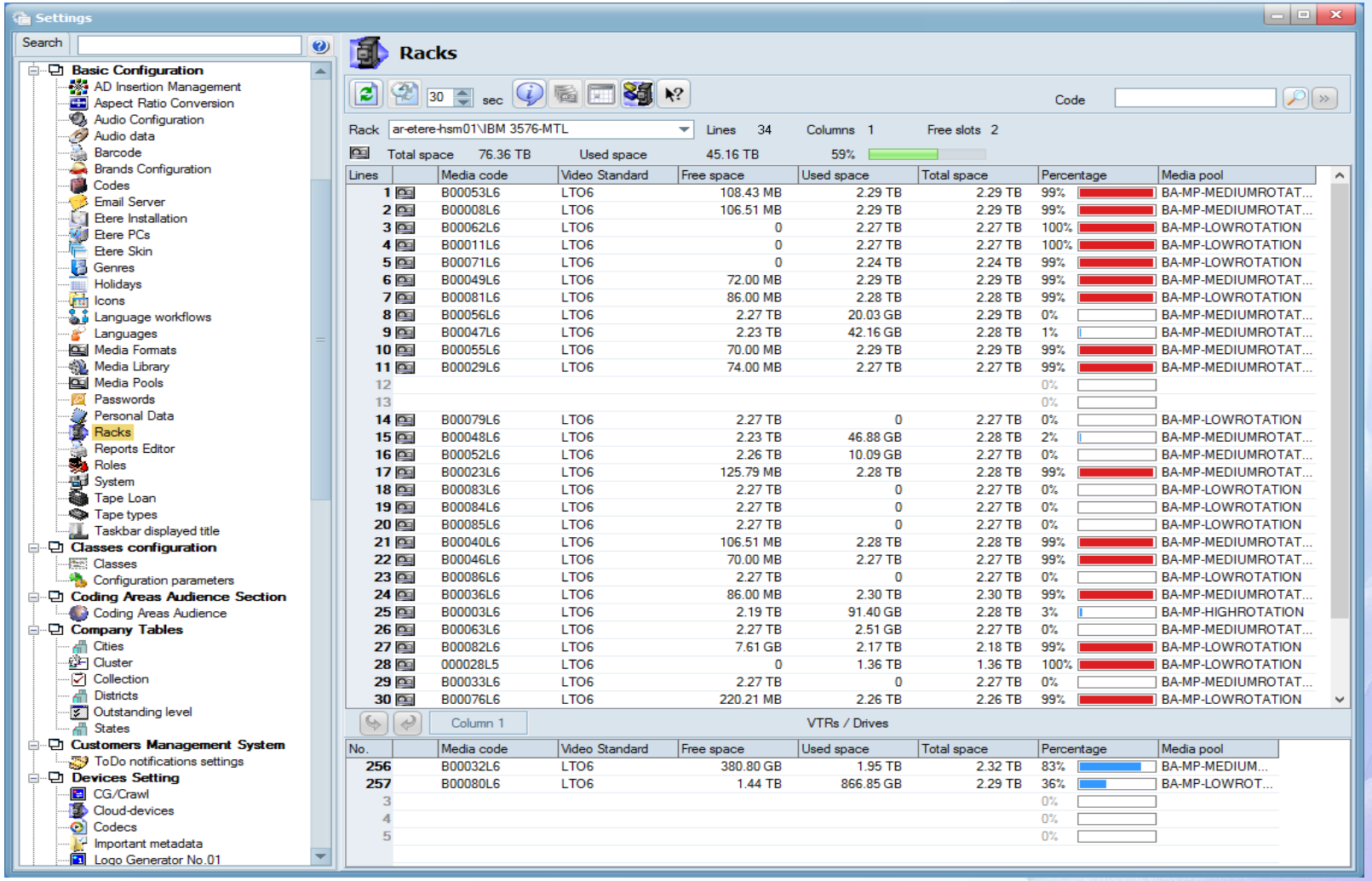
Position Inside Racks



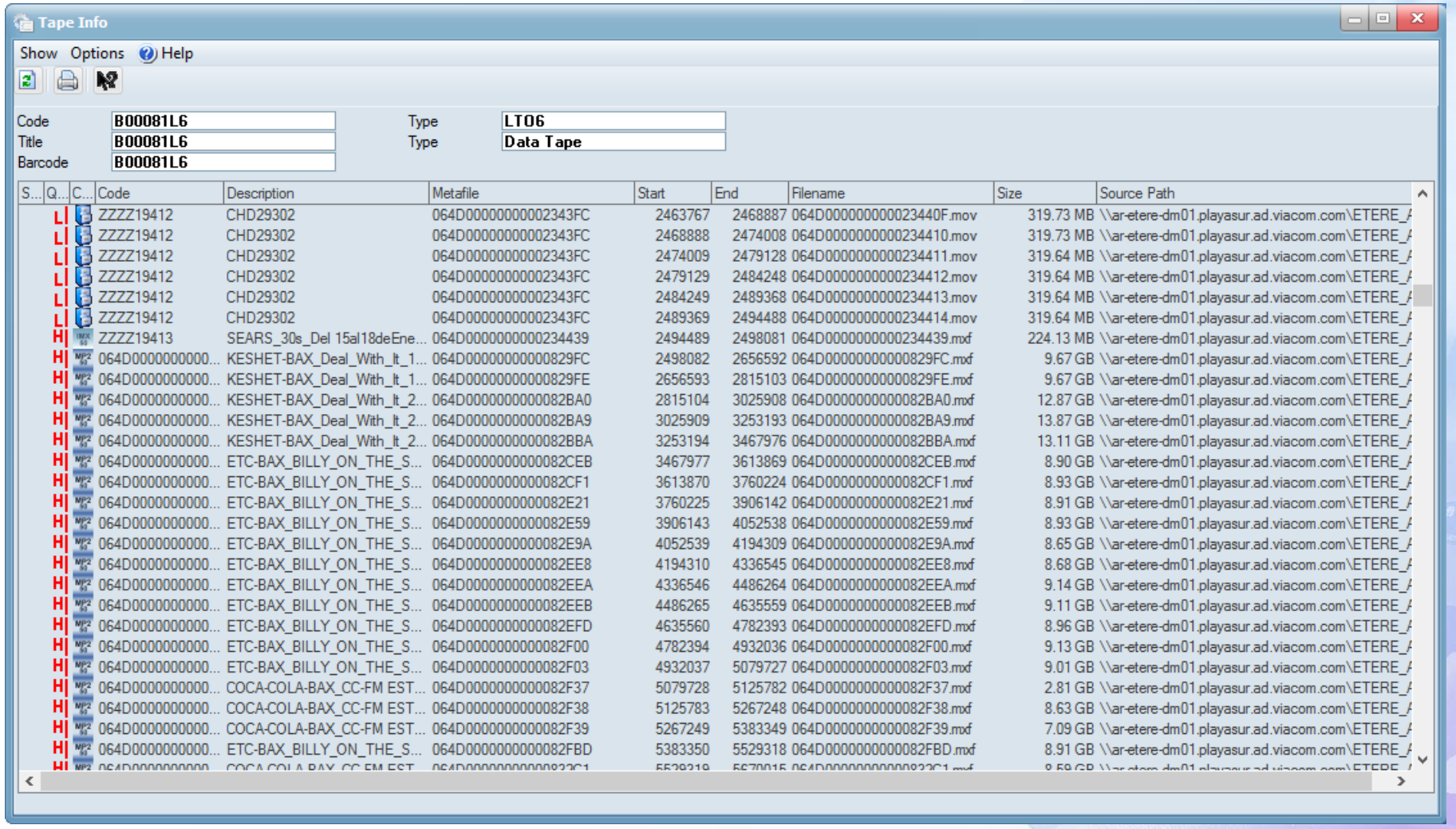
Tape Loan Management



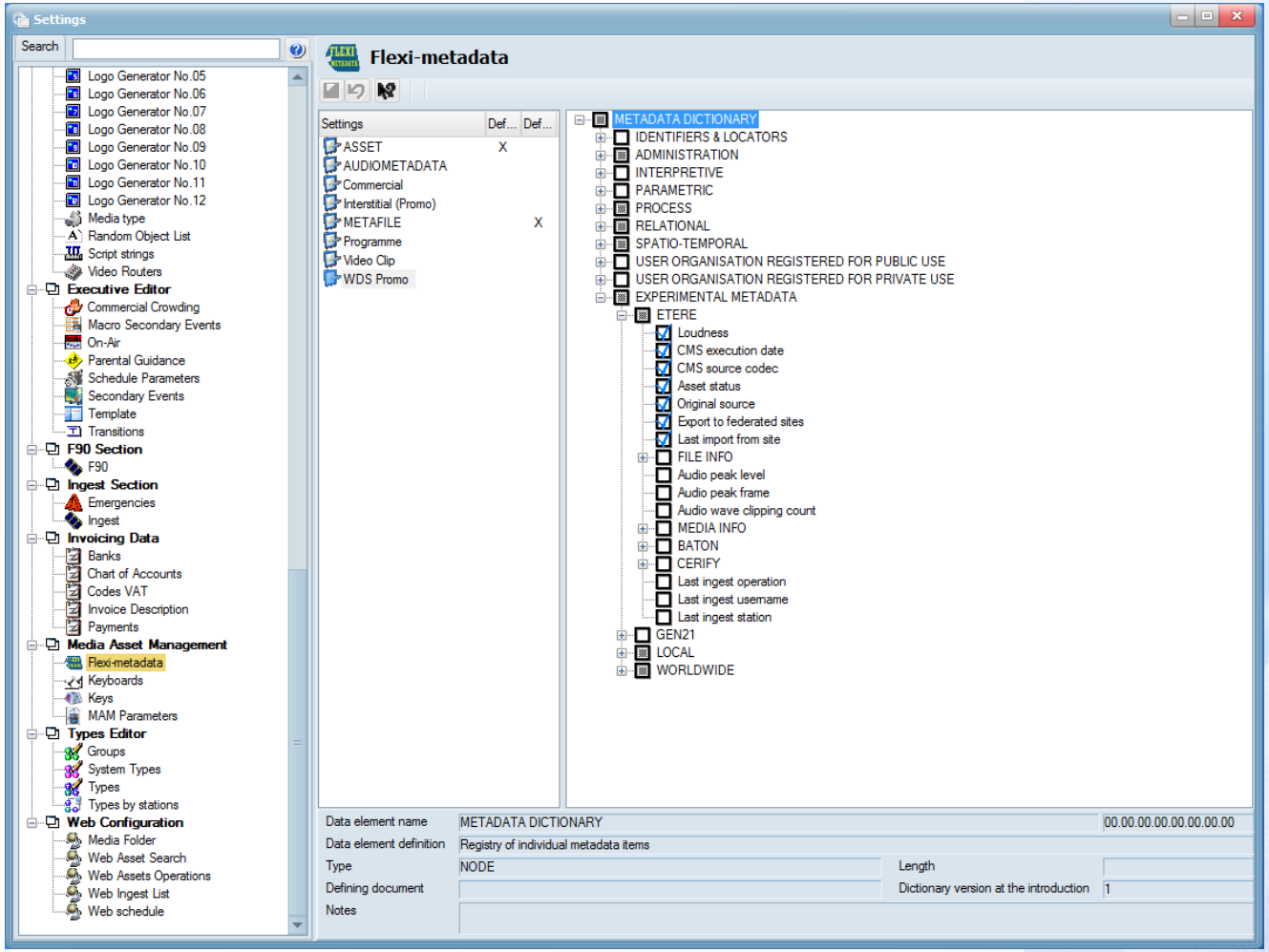
HSM Library Status



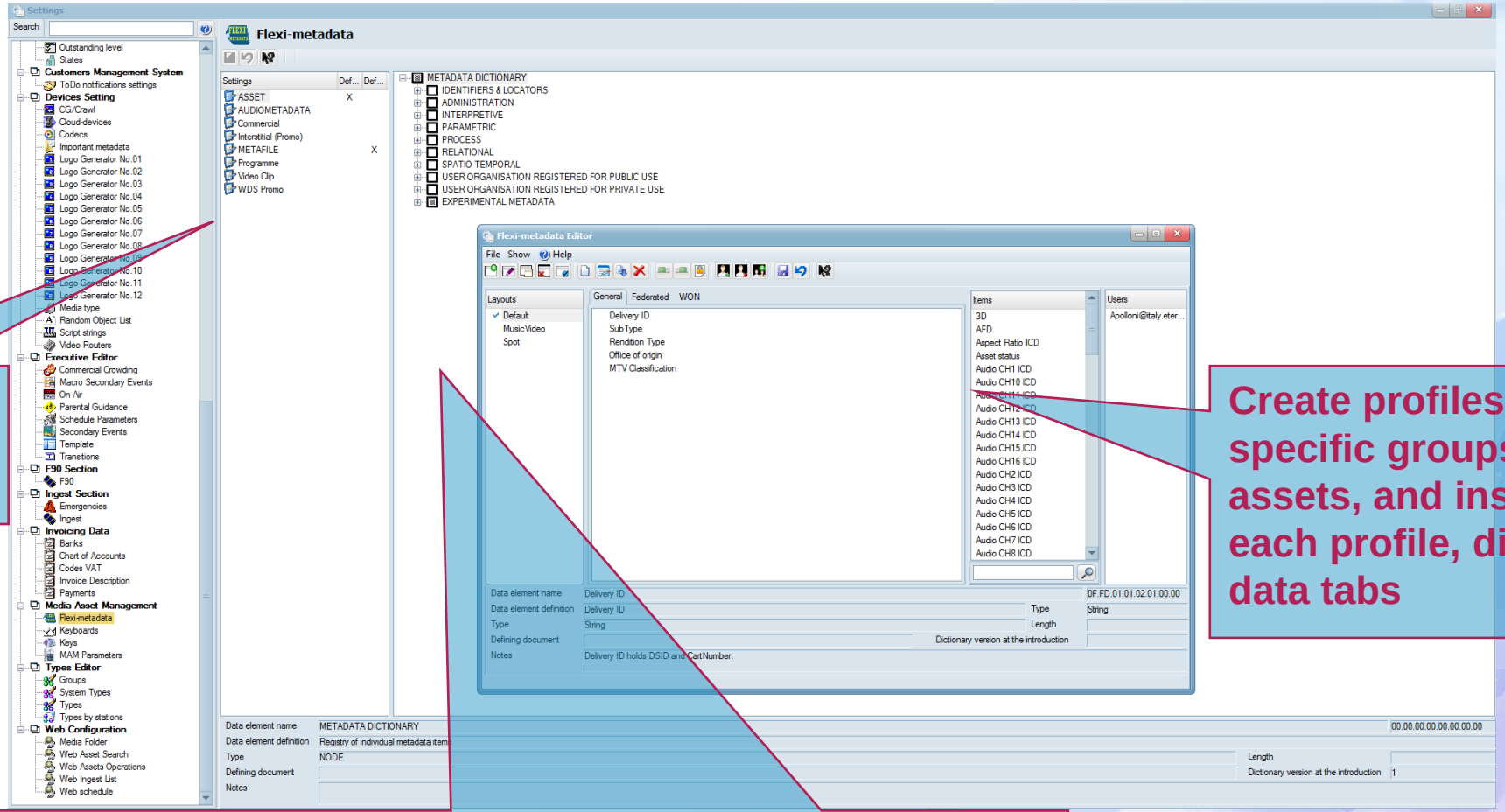
Digital Tape Content



Flexible Dictionary



Multiple Metadata Schemes

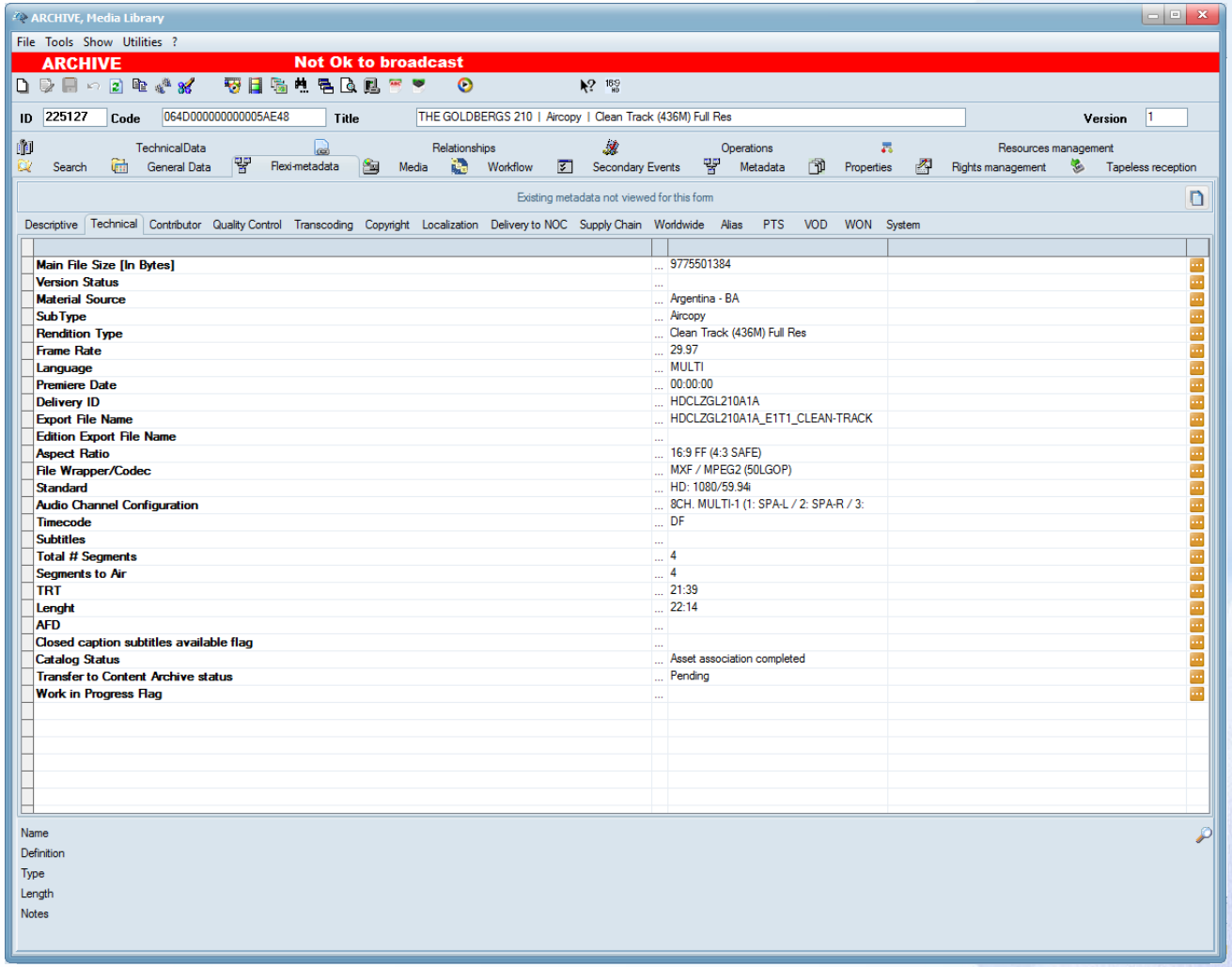


It ensures managing custom metadata for different asset types

Create profiles for specific groups of assets, and inside each profile, different data tabs

A proper SMPTE Metadata section allows to define eventually useful metadata (e.g.: 'comments', 'descriptions', ‘ancillary rights', etc

Video Asset Sample



Audio Asset Sample

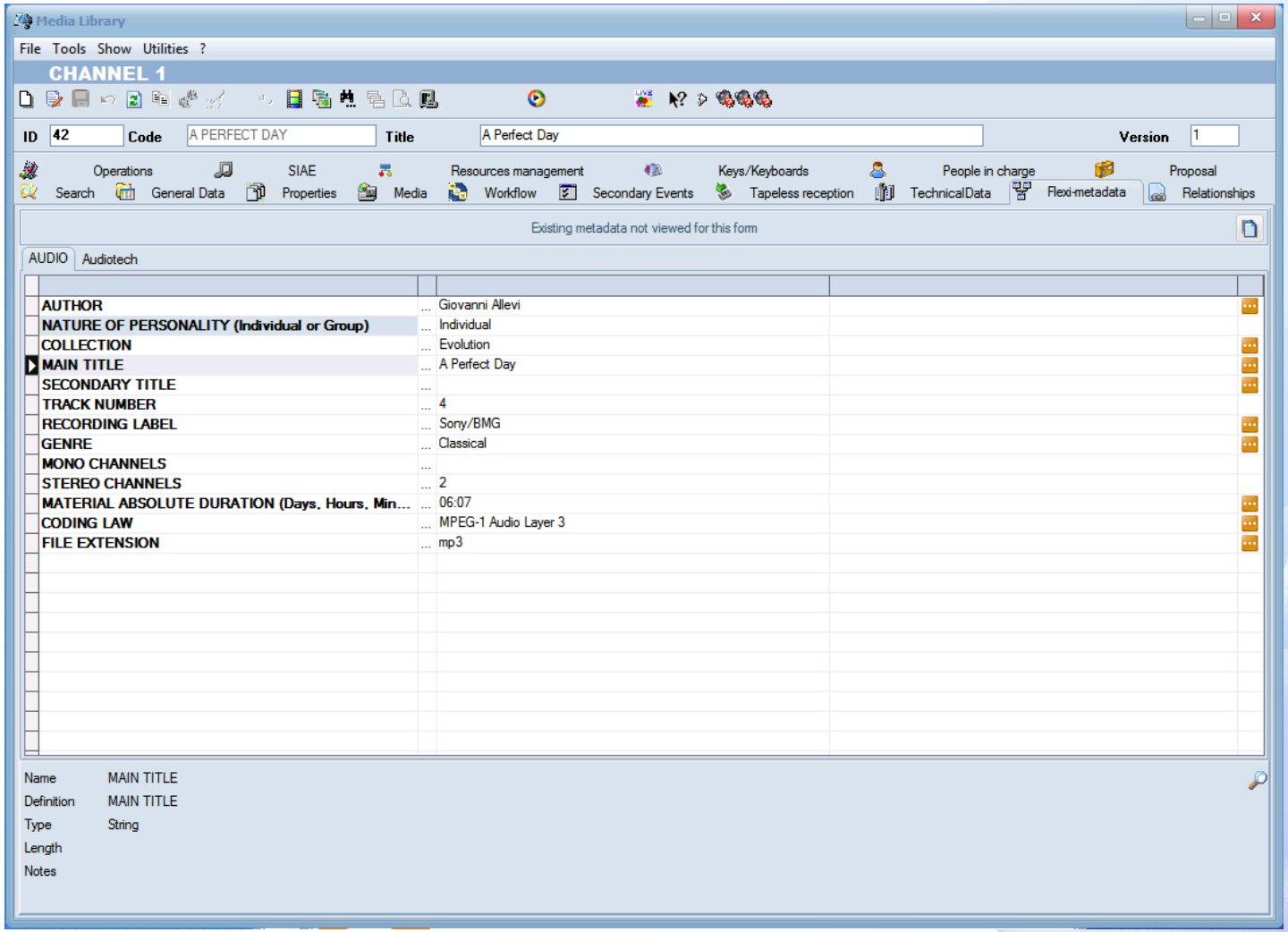
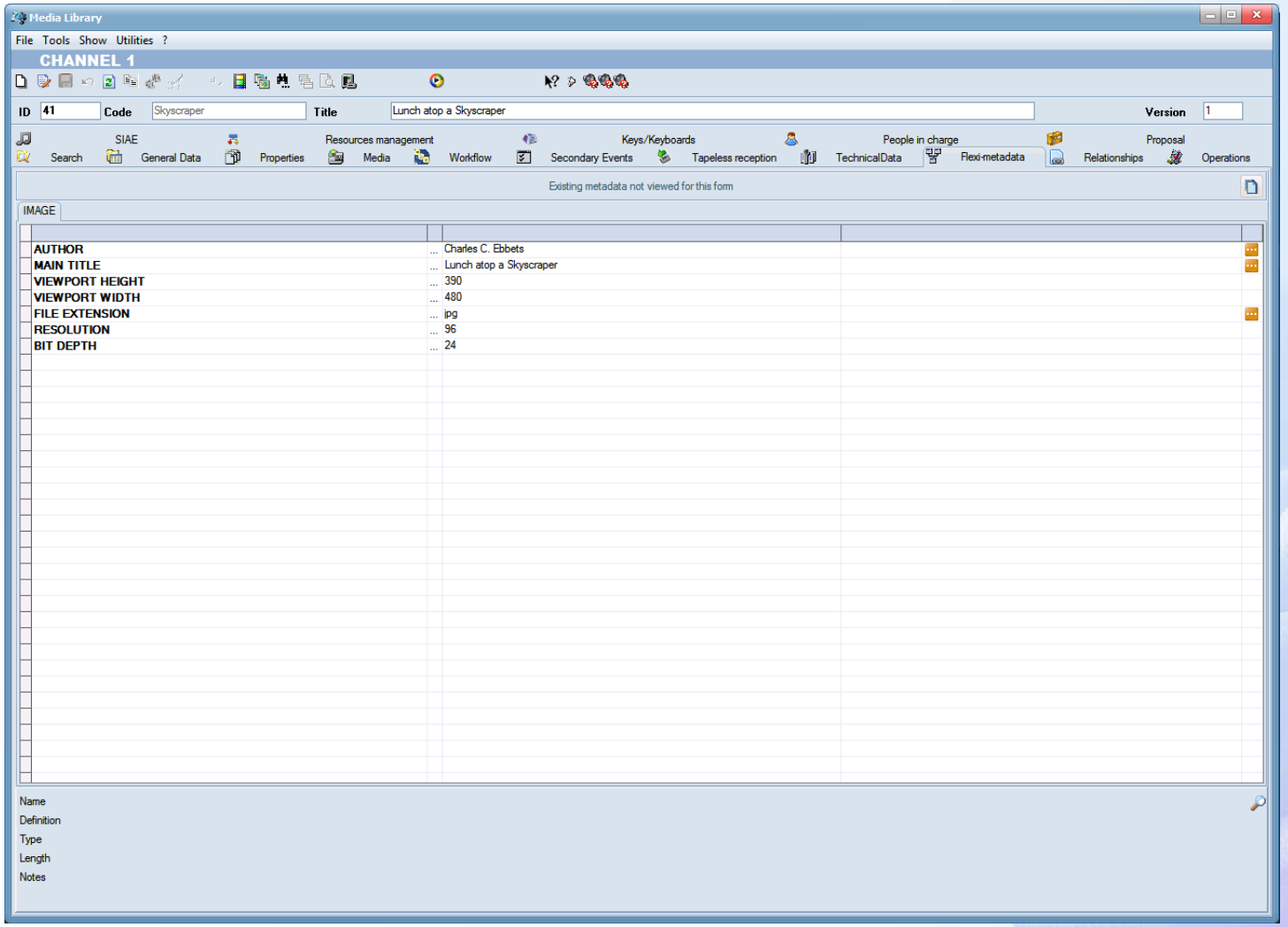
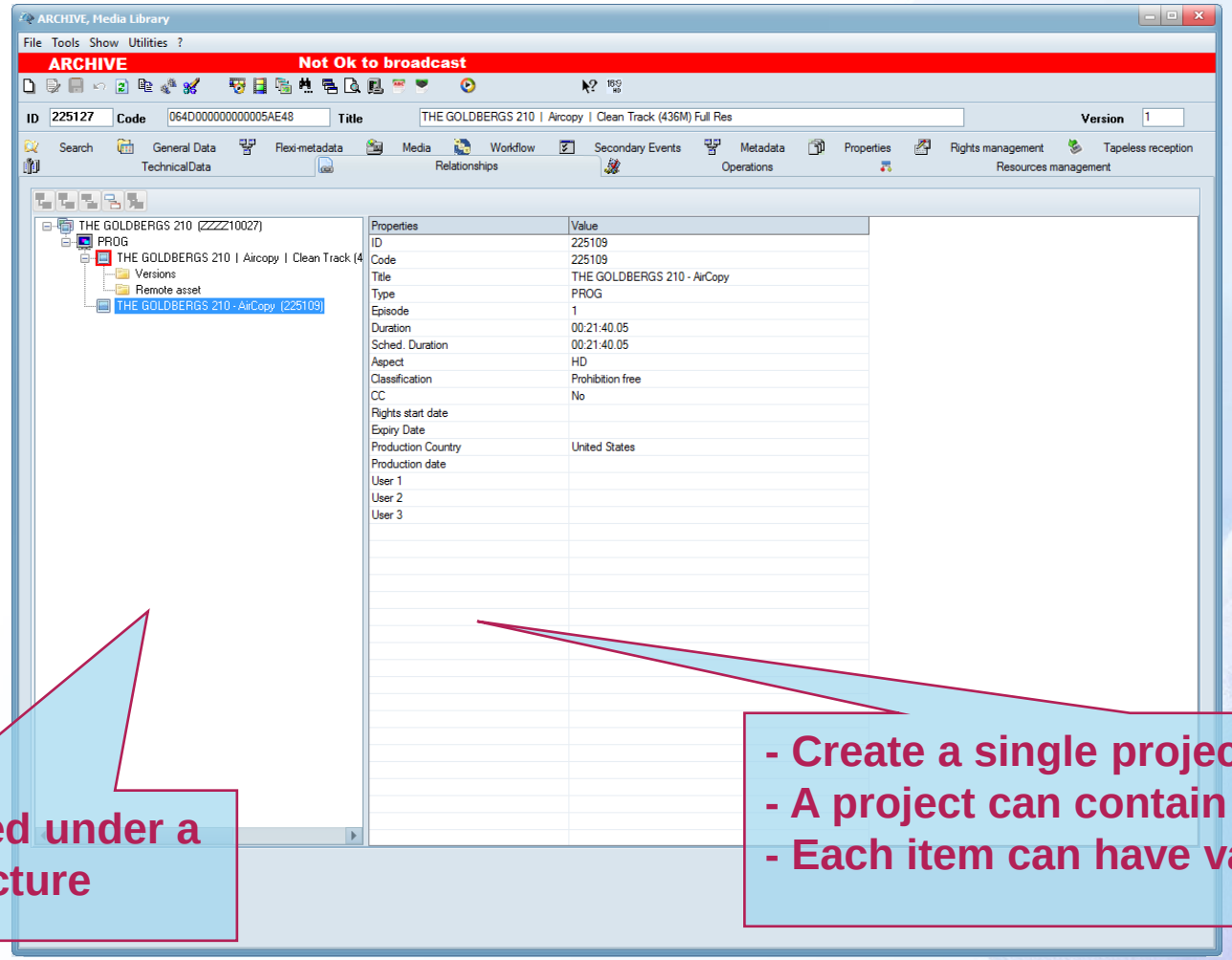


Image Asset Sample



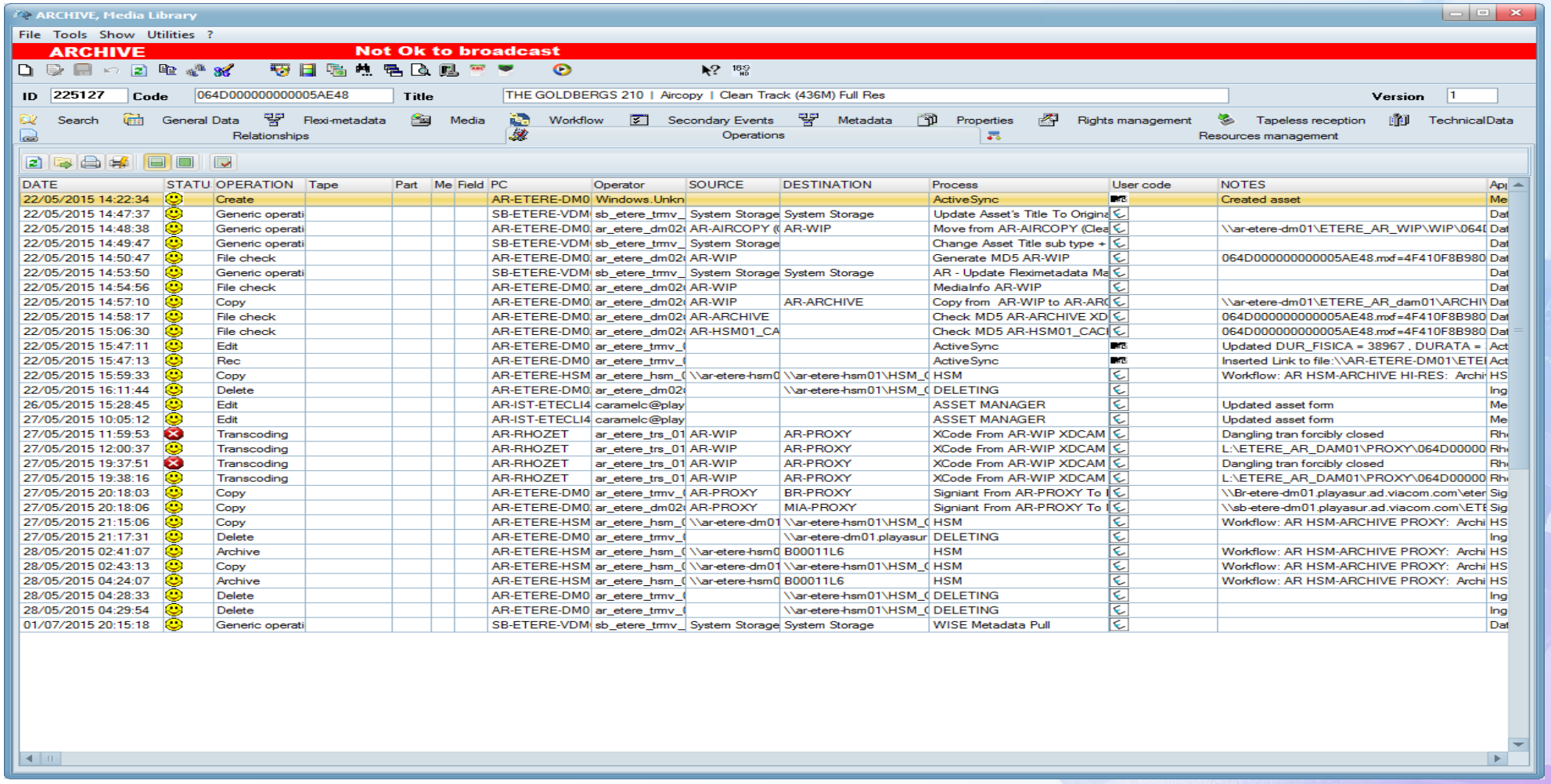
Hierarchical Metadata



Assets can be managed under a hierarchical structure

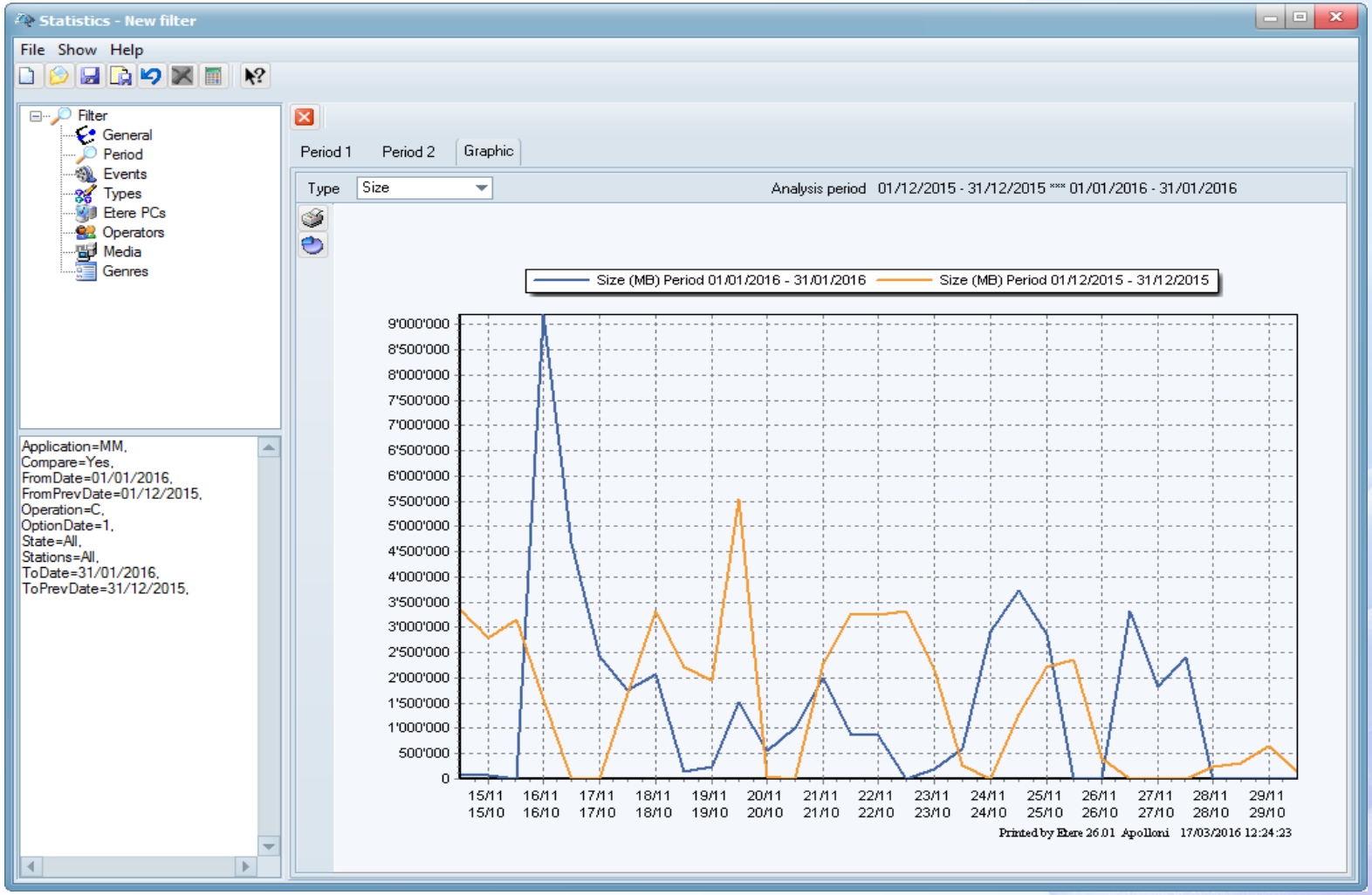
- Create a single project
- A project can contain various items
- Each item can have various versions

History



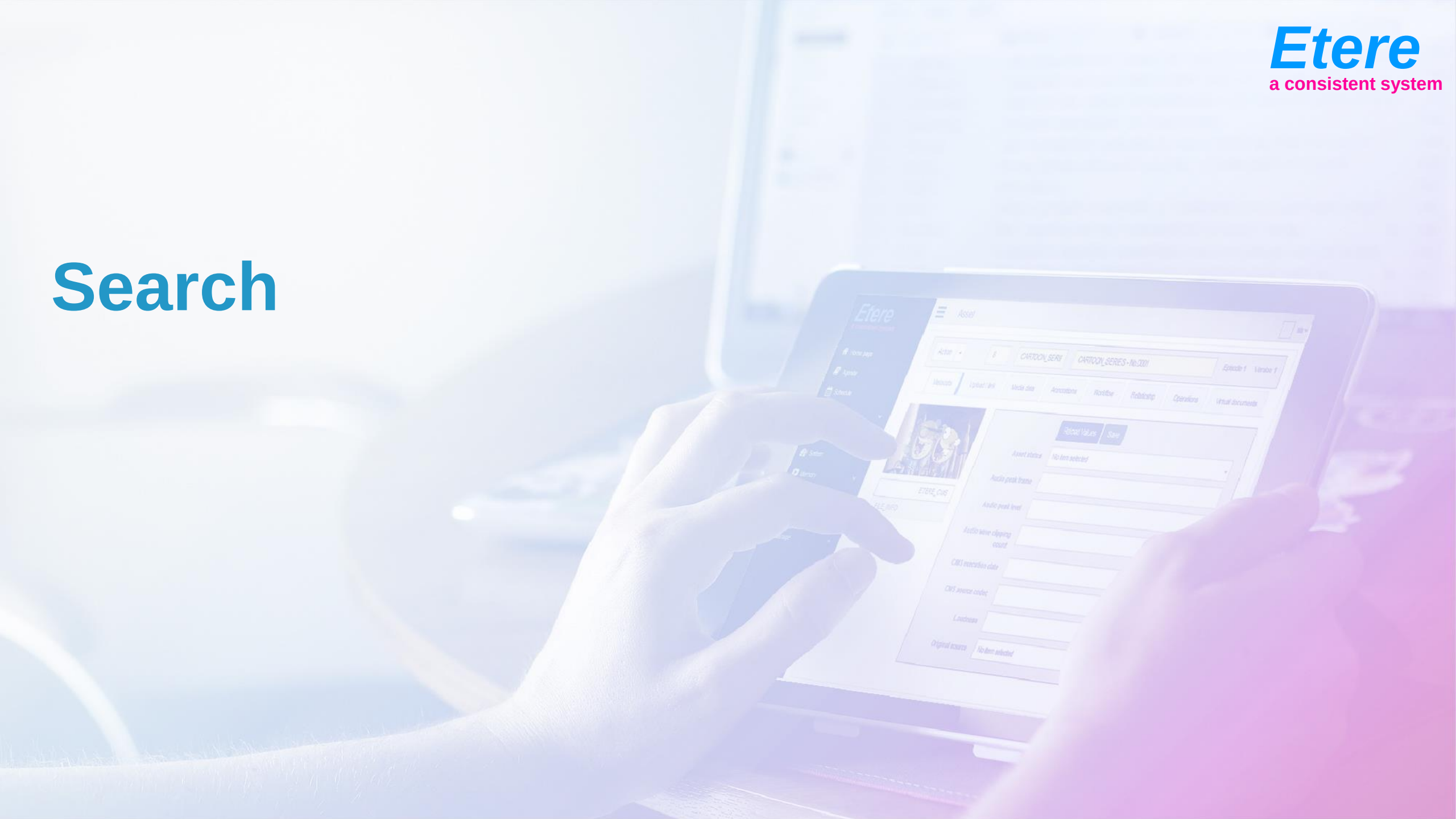
DATE	STATU	OPERATION	Tape	Part	Me	Field	PC	Operator	SOURCE	DESTINATION	Process	User code	NOTES	Ap
22/05/2015 14:22:34		Create					AR-ETERE-DM0	Windows.Unkn			ActiveSync		Created asset	Me
22/05/2015 14:47:37		Generic operati					SB-ETERE-VDM	sb_etere_tmv_	System Storage	System Storage	Update Asset's Title To Origina			Dat
22/05/2015 14:48:38		Generic operati					AR-ETERE-DM0	ar_etere_dm02	AR-AIRCOPY (	AR-WIP	Move from AR-AIRCOPY (Clea		\\ar-etere-dm01\ETERE_AR_WIP\WIP\064	Dat
22/05/2015 14:49:47		Generic operati					SB-ETERE-VDM	sb_etere_tmv_	System Storage		Change Asset Title sub type +			Dat
22/05/2015 14:50:47		File check					AR-ETERE-DM0	ar_etere_dm02	AR-WIP		Generate MD5 AR-WIP		064D000000000005AE48.mxf=4F410F8B980	Dat
22/05/2015 14:53:50		Generic operati					SB-ETERE-VDM	sb_etere_tmv_	System Storage	System Storage	AR - Update Fleximetadata Ma			Dat
22/05/2015 14:54:56		File check					AR-ETERE-DM0	ar_etere_dm02	AR-WIP		MediaInfo AR-WIP			Dat
22/05/2015 14:57:10		Copy					AR-ETERE-DM0	ar_etere_dm02	AR-WIP	AR-ARCHIVE	Copy from AR-WIP to AR-ARC		\\ar-etere-dm01\ETERE_AR_dam01\ARCHI	Dat
22/05/2015 14:58:17		File check					AR-ETERE-DM0	ar_etere_dm02	AR-ARCHIVE		Check MD5 AR-ARCHIVE XD		064D000000000005AE48.mxf=4F410F8B980	Dat
22/05/2015 15:06:30		File check					AR-ETERE-DM0	ar_etere_dm02	AR-HSM01_CA		Check MD5 AR-HSM01_CAC		064D000000000005AE48.mxf=4F410F8B980	Dat
22/05/2015 15:47:11		Edit					AR-ETERE-DM0	ar_etere_tmv_			ActiveSync		Updated DUR_FISICA = 38967 , DURATA =	Act
22/05/2015 15:47:13		Rec					AR-ETERE-DM0	ar_etere_tmv_			ActiveSync		Inserted Link to file:\\AR-ETERE-DM01\ETE	Act
22/05/2015 15:59:33		Copy					AR-ETERE-HSM	ar_etere_hsm_	\\ar-etere-hsm0	\\ar-etere-hsm01\HSM_	HSM		Workflow: AR HSM-ARCHIVE HI-RES: Archi	HS
22/05/2015 16:11:44		Delete					AR-ETERE-DM0	ar_etere_dm02		\\ar-etere-hsm01\HSM_	DELETING			Ing
26/05/2015 15:28:45		Edit					AR-IST-ETECLI4	caramelc@play			ASSET MANAGER		Updated asset form	Me
27/05/2015 10:05:12		Edit					AR-IST-ETECLI4	caramelc@play			ASSET MANAGER		Updated asset form	Me
27/05/2015 11:59:53		Transcoding					AR-RHOZET	ar_etere_trs_01	AR-WIP	AR-PROXY	XCode From AR-WIP XDCAM		Dangling tran forcibly closed	Rh
27/05/2015 12:00:37		Transcoding					AR-RHOZET	ar_etere_trs_01	AR-WIP	AR-PROXY	XCode From AR-WIP XDCAM		L:\ETERE_AR_DAM01\PROXY\064D00000	Rh
27/05/2015 19:37:51		Transcoding					AR-RHOZET	ar_etere_trs_01	AR-WIP	AR-PROXY	XCode From AR-WIP XDCAM		Dangling tran forcibly closed	Rh
27/05/2015 19:38:16		Transcoding					AR-RHOZET	ar_etere_trs_01	AR-WIP	AR-PROXY	XCode From AR-WIP XDCAM		L:\ETERE_AR_DAM01\PROXY\064D00000	Rh
27/05/2015 20:18:03		Copy					AR-ETERE-DM0	ar_etere_tmv_	AR-PROXY	BR-PROXY	Signiant From AR-PROXY To		\\Br-etere-dm01.playasur.ad.viacom.com\ete	Sig
27/05/2015 20:18:06		Copy					AR-ETERE-DM0	ar_etere_dm02	AR-PROXY	MIA-PROXY	Signiant From AR-PROXY To		\\sb-etere-dm01.playasur.ad.viacom.com\ET	Sig
27/05/2015 21:15:06		Copy					AR-ETERE-HSM	ar_etere_hsm_	\\ar-etere-dm01	\\ar-etere-hsm01\HSM_	HSM		Workflow: AR HSM-ARCHIVE PROXY: Archi	HS
27/05/2015 21:17:31		Delete					AR-ETERE-DM0	ar_etere_tmv_		\\ar-etere-dm01.playasur	DELETING			Ing
28/05/2015 02:41:07		Archive					AR-ETERE-HSM	ar_etere_hsm_	\\ar-etere-hsm0	B00011L6	HSM		Workflow: AR HSM-ARCHIVE PROXY: Archi	HS
28/05/2015 02:43:13		Copy					AR-ETERE-HSM	ar_etere_hsm_	\\ar-etere-dm01	\\ar-etere-hsm01\HSM_	HSM		Workflow: AR HSM-ARCHIVE PROXY: Archi	HS
28/05/2015 04:24:07		Archive					AR-ETERE-HSM	ar_etere_hsm_	\\ar-etere-hsm0	B00011L6	HSM		Workflow: AR HSM-ARCHIVE PROXY: Archi	HS
28/05/2015 04:28:33		Delete					AR-ETERE-DM0	ar_etere_tmv_		\\ar-etere-hsm01\HSM_	DELETING			Ing
28/05/2015 04:29:54		Delete					AR-ETERE-DM0	ar_etere_tmv_		\\ar-etere-hsm01\HSM_	DELETING			Ing
01/07/2015 20:15:18		Generic operati					SB-ETERE-VDM	sb_etere_tmv_	System Storage	System Storage	WISE Metadata Pull			Dat

From Log to Statistics

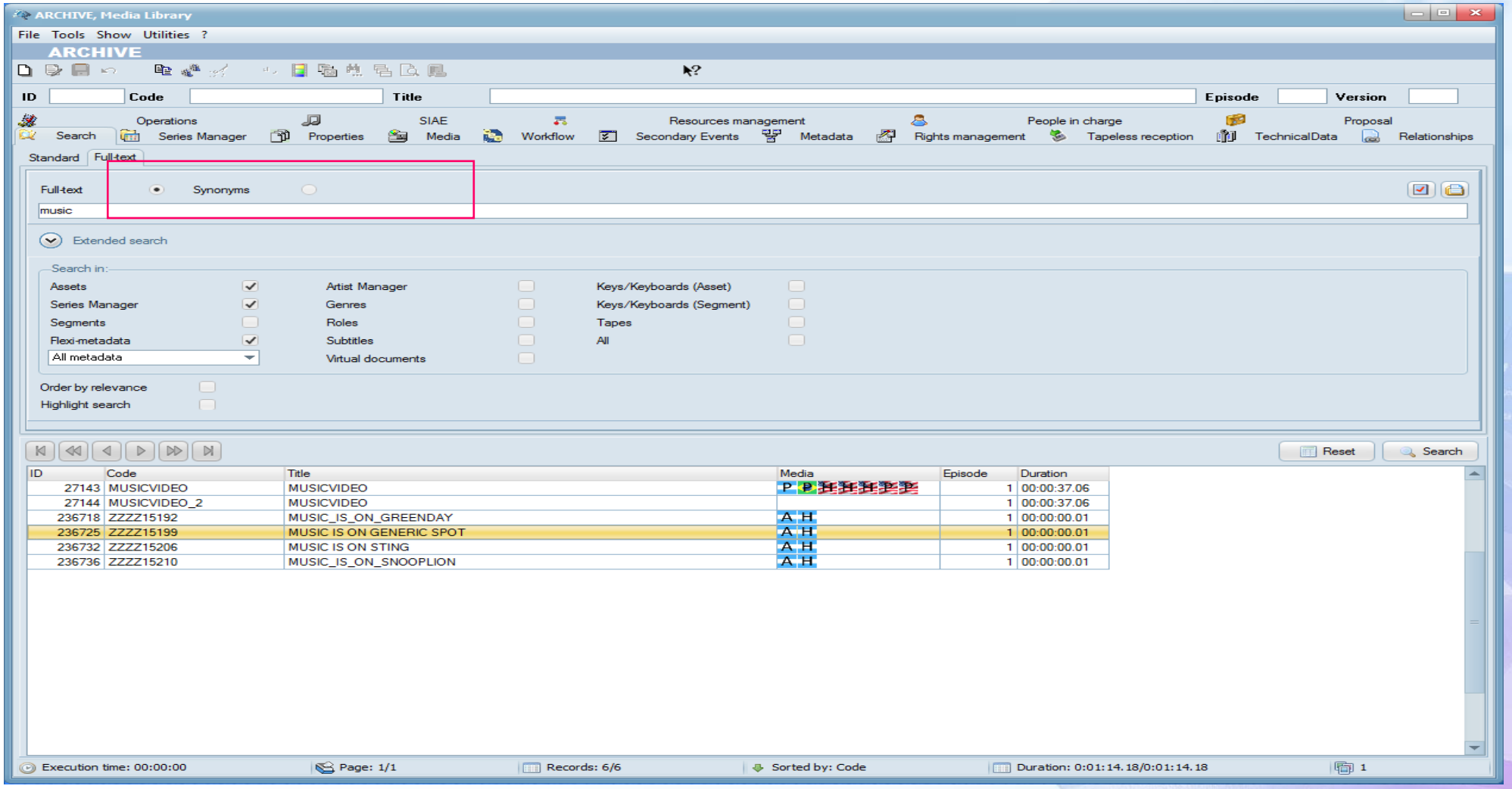


Etere
a consistent system

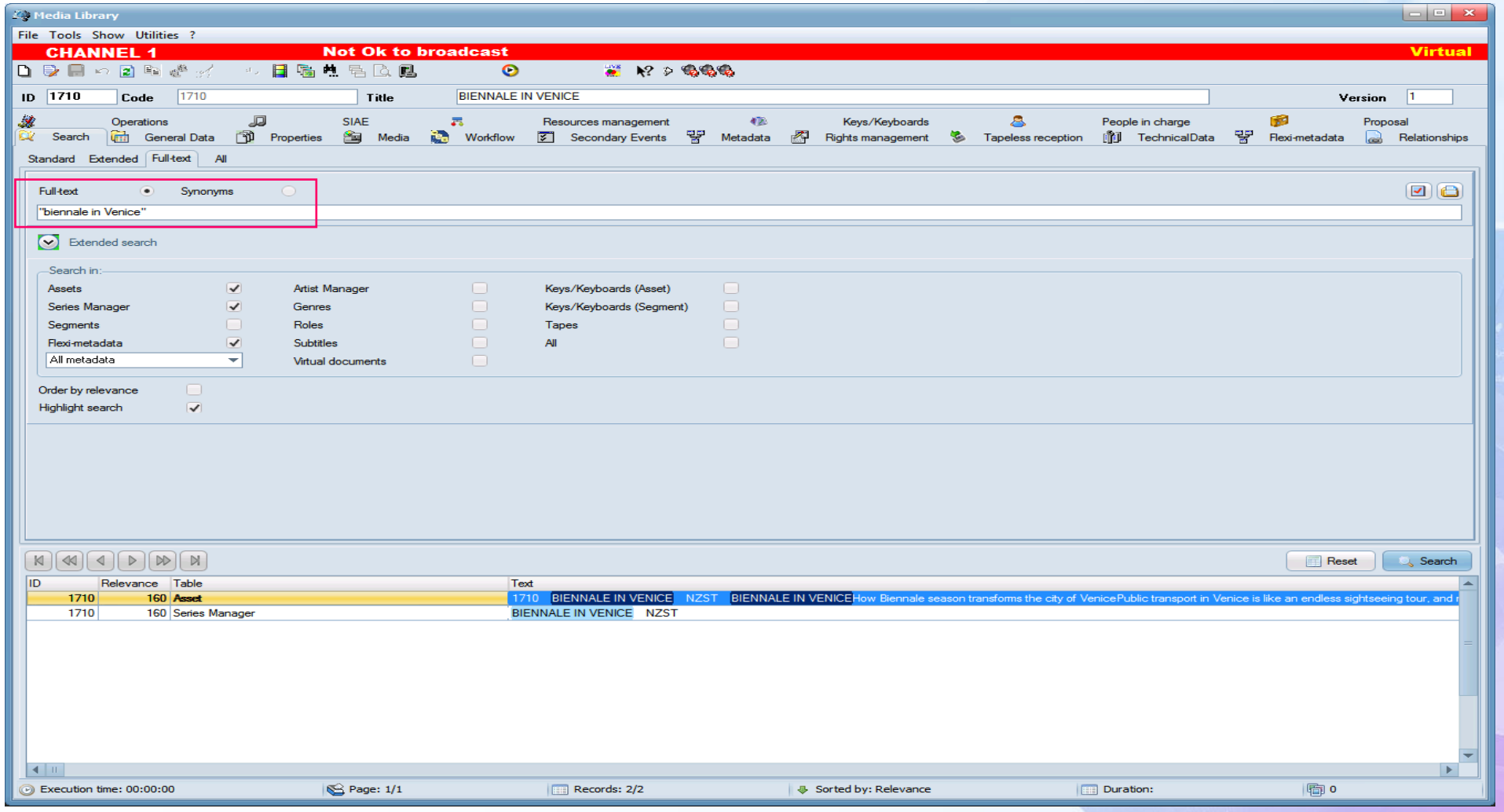
Search



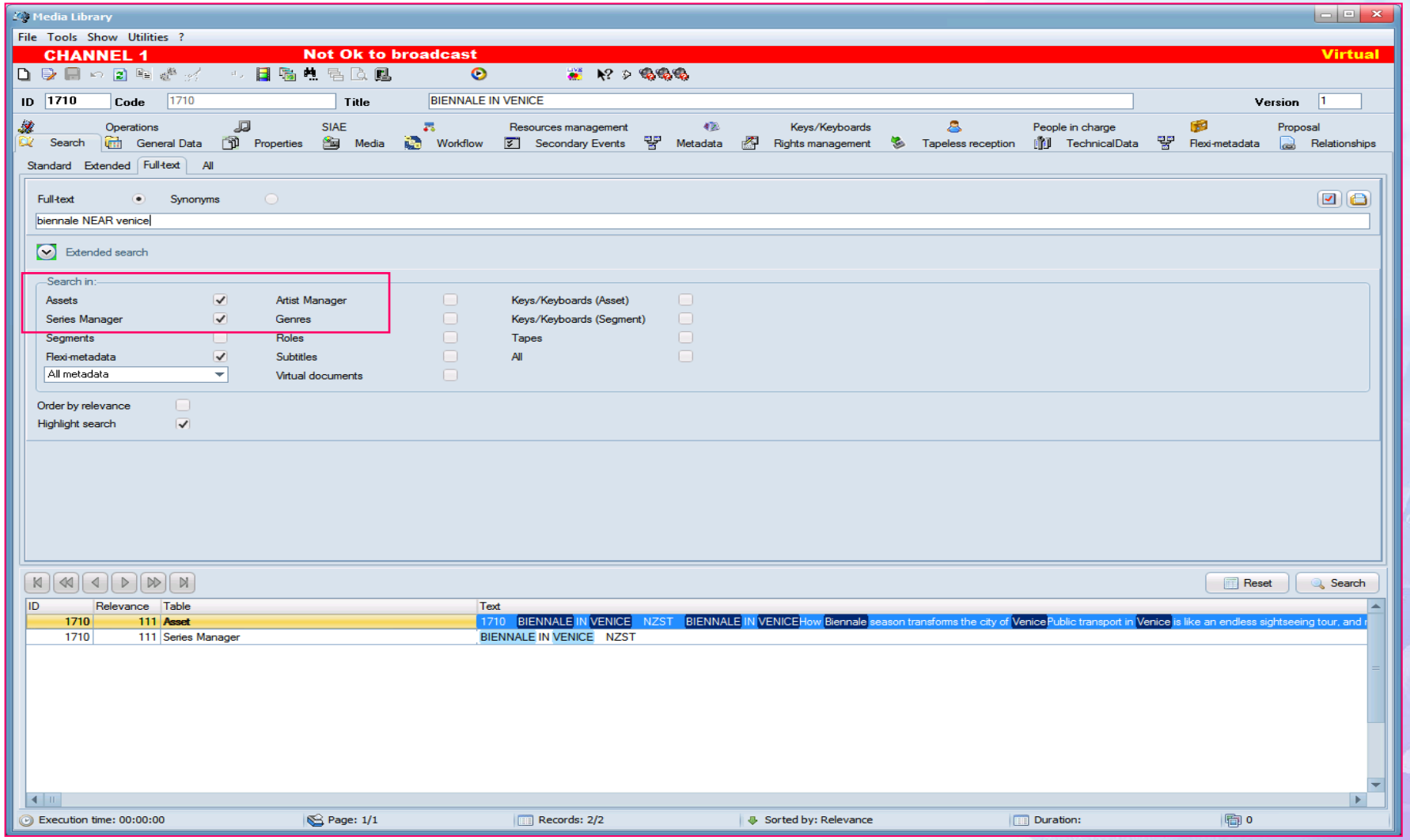
Simple


ARCHIVE, Media Library
File Tools Show Utilities ?
ARCHIVE
ID Code Title Episode Version
Operations
Search Series Manager
SIAE
Properties Media
Resources management
Workflow Secondary Events Metadata
People in charge
Rights management Tapeless reception
Proposal
TechnicalData Relationships
Standard Full-text
Full-text Synonyms
music
Extended search
Search in:
Assets
Series Manager
Segments
Flexi-metadata
All metadata
Artist Manager
Genres
Roles
Subtitles
Virtual documents
Keys/Keyboards (Asset)
Keys/Keyboards (Segment)
Tapes
All
Order by relevance
Highlight search
Reset
Search
ID Code Title Media Episode Duration
27143 MUSICVIDEO MUSICVIDEO 1 00:00:37.06
27144 MUSICVIDEO_2 MUSICVIDEO 1 00:00:37.06
236718 ZZZZ15192 MUSIC_IS_ON_GREENDAY 1 00:00:00.01
236725 ZZZZ15199 MUSIC IS ON GENERIC SPOT 1 00:00:00.01
236732 ZZZZ15206 MUSIC IS ON STING 1 00:00:00.01
236736 ZZZZ15210 MUSIC_IS_ON_SNOOPLION 1 00:00:00.01
Execution time: 00:00:00
Page: 1/1
Records: 6/6
Sorted by: Code
Duration: 0:01:14.18/0:01:14.18
1

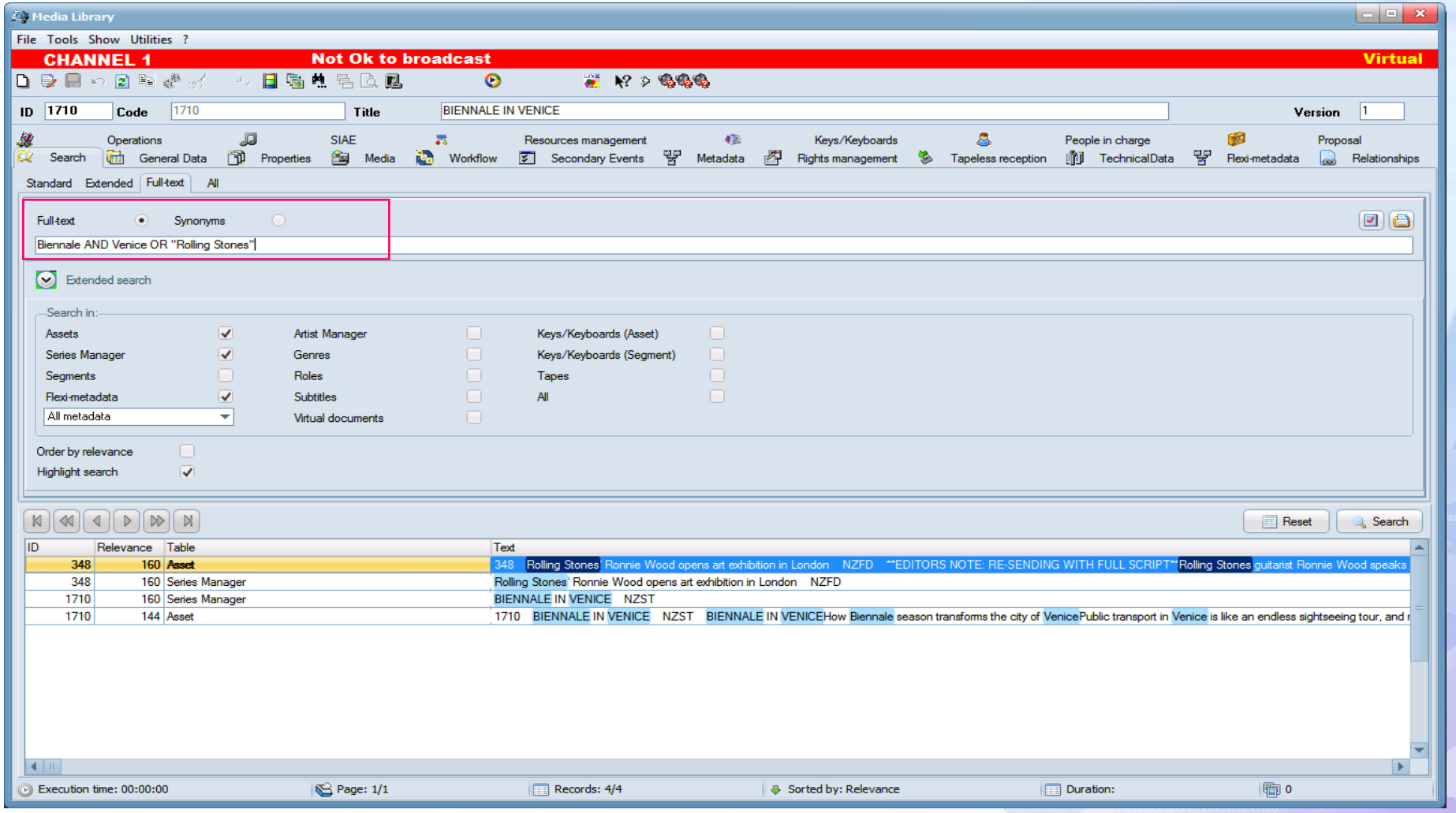
Exact Phrase



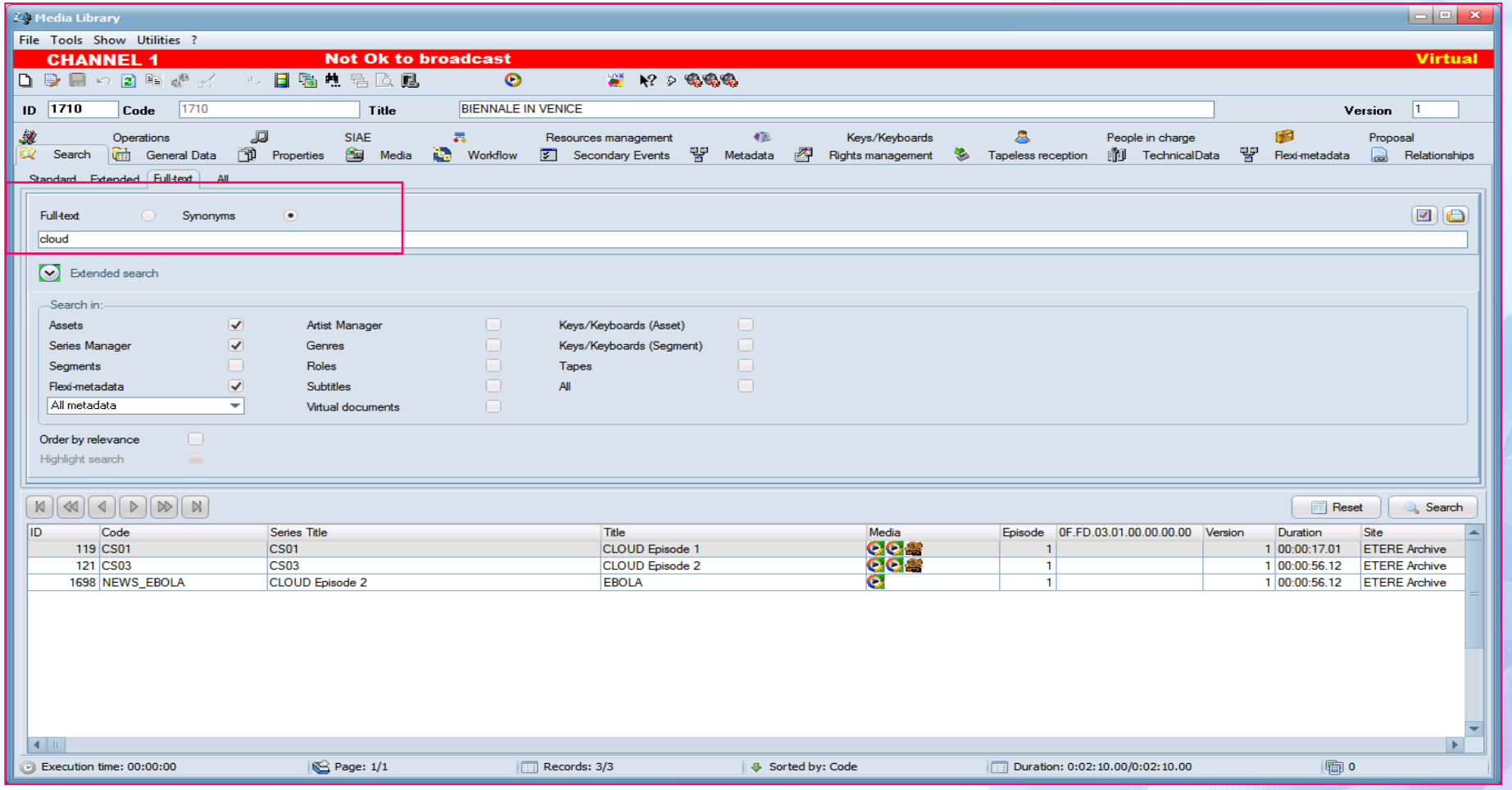
Proximity with ‘NEAR’



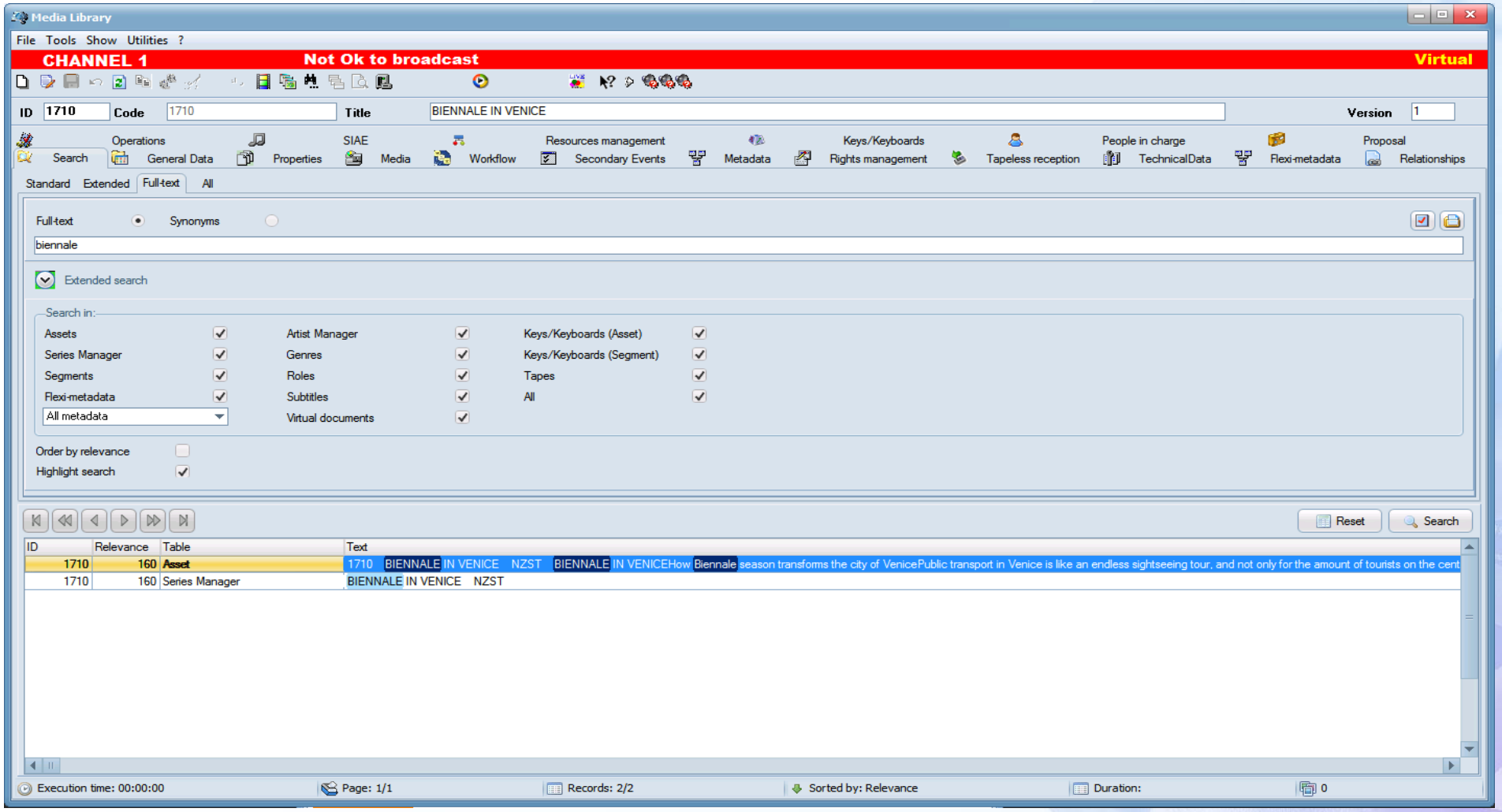
Logical Operators



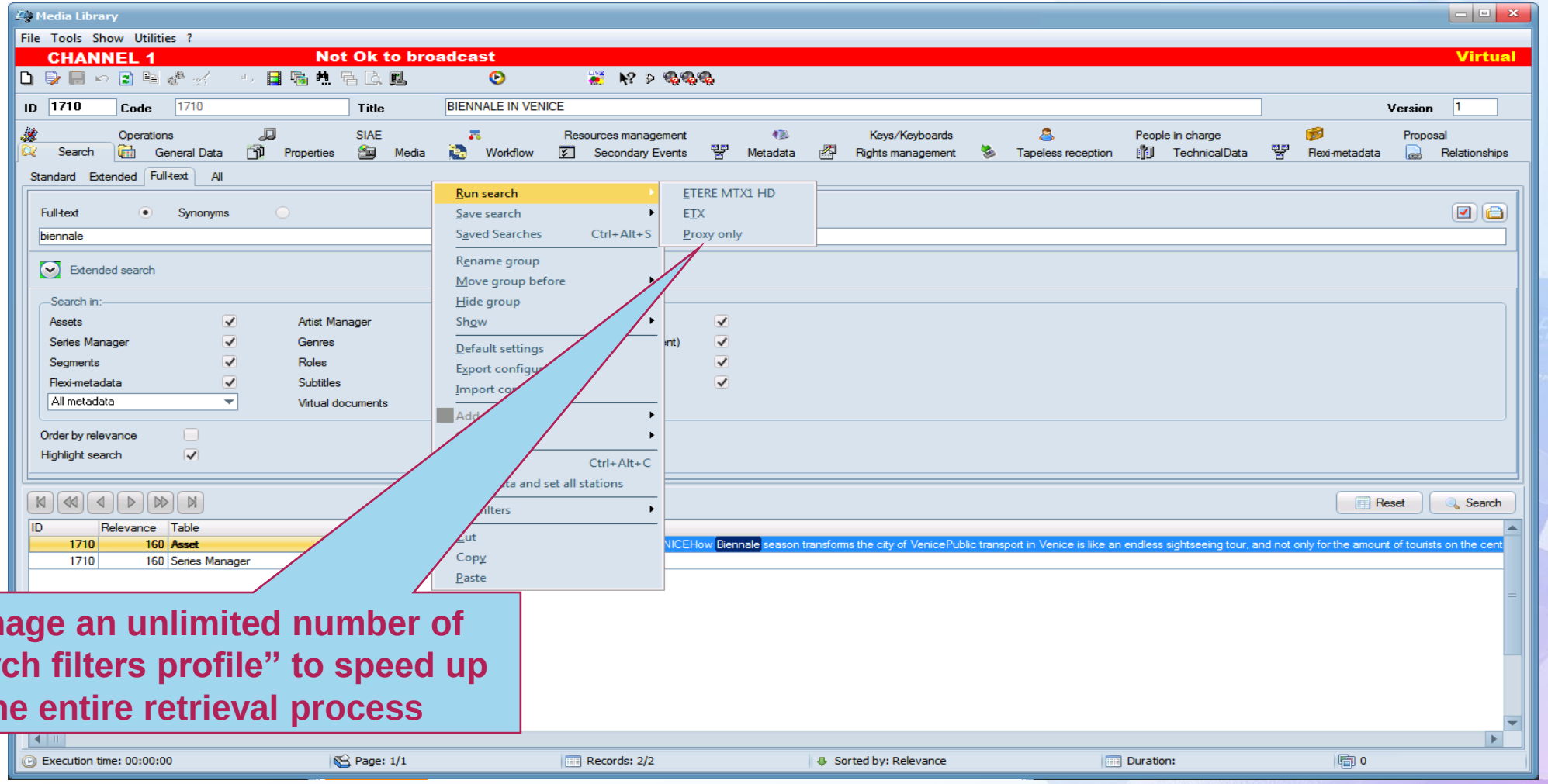
Synonyms


Media Library
File Tools Show Utilities ?
CHANNEL 1
Not Ok to broadcast
Virtual
ID 1710 Code 1710 Title BIENNALE IN VENICE Version 1
Operations Search General Data Properties SIAE Media Workflow Resources management Secondary Events Metadata Keys/Keyboards Rights management Tapeless reception People in charge TechnicalData Flexi-metadata Proposal Relationships
Standard Extended Full-text All
Full-text Synonyms
cloud
Extended search
Search in:
Assets Series Manager Segments Flexi-metadata All metadata
Artist Manager Genres Roles Subtitles Virtual documents
Keys/Keyboards (Asset) Keys/Keyboards (Segment) Tapes All
Order by relevance
Highlight search
Reset Search
ID Code Series Title Title Media Episode 0F.FD.03.01.00.00.00.00 Version Duration Site
119 CS01 CS01 CLOUD Episode 1 1 1 00:00:17.01 ETERE Archive
121 CS03 CS03 CLOUD Episode 2 1 1 00:00:56.12 ETERE Archive
1698 NEWS_EBOLA CLOUD Episode 2 EBOLA 1 1 00:00:56.12 ETERE Archive
Execution time: 00:00:00
Page: 1/1
Records: 3/3
Sorted by: Code
Duration: 0:02:10.00/0:02:10.00
0

All Tables Search

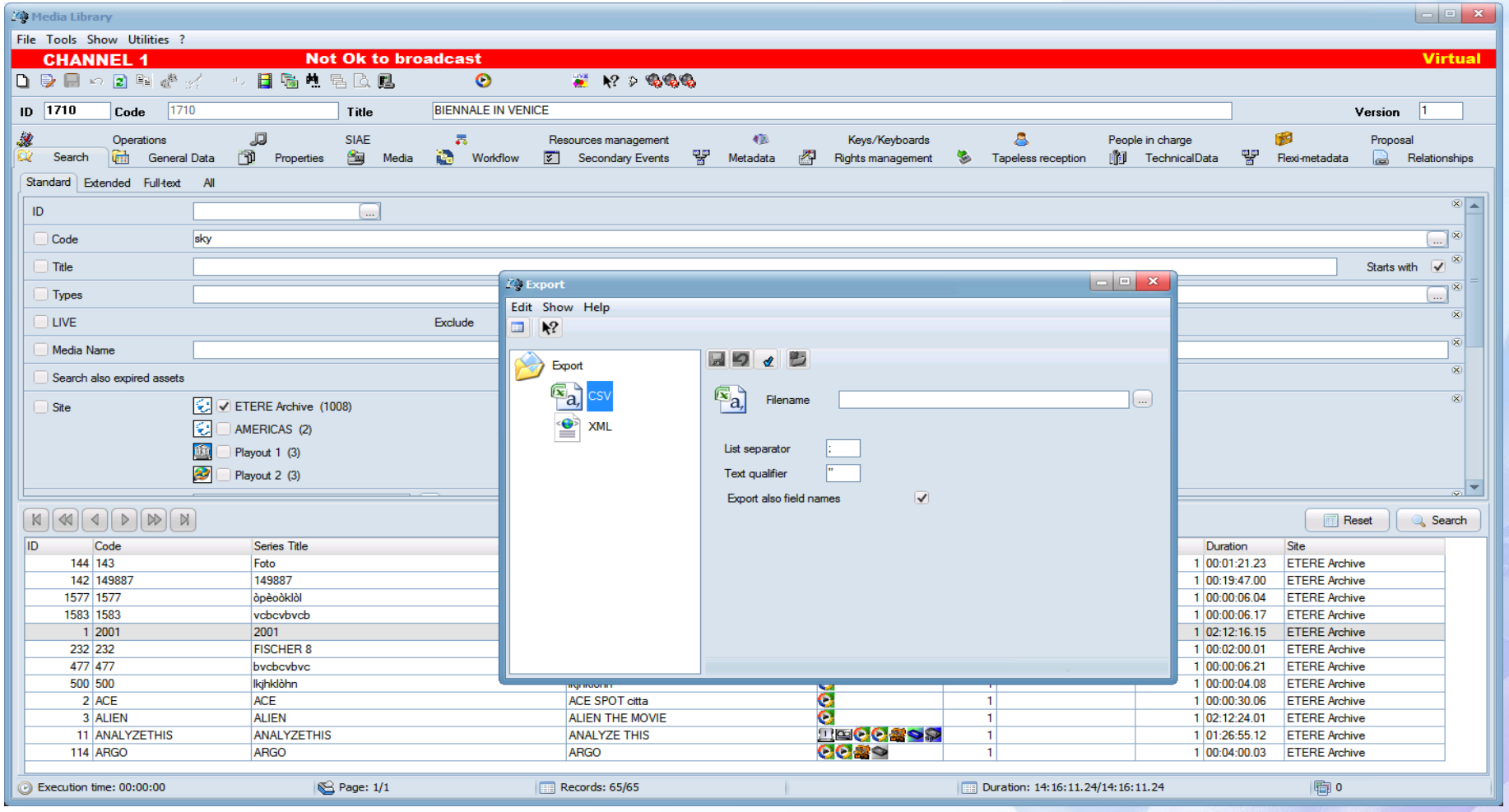


Search Profiles

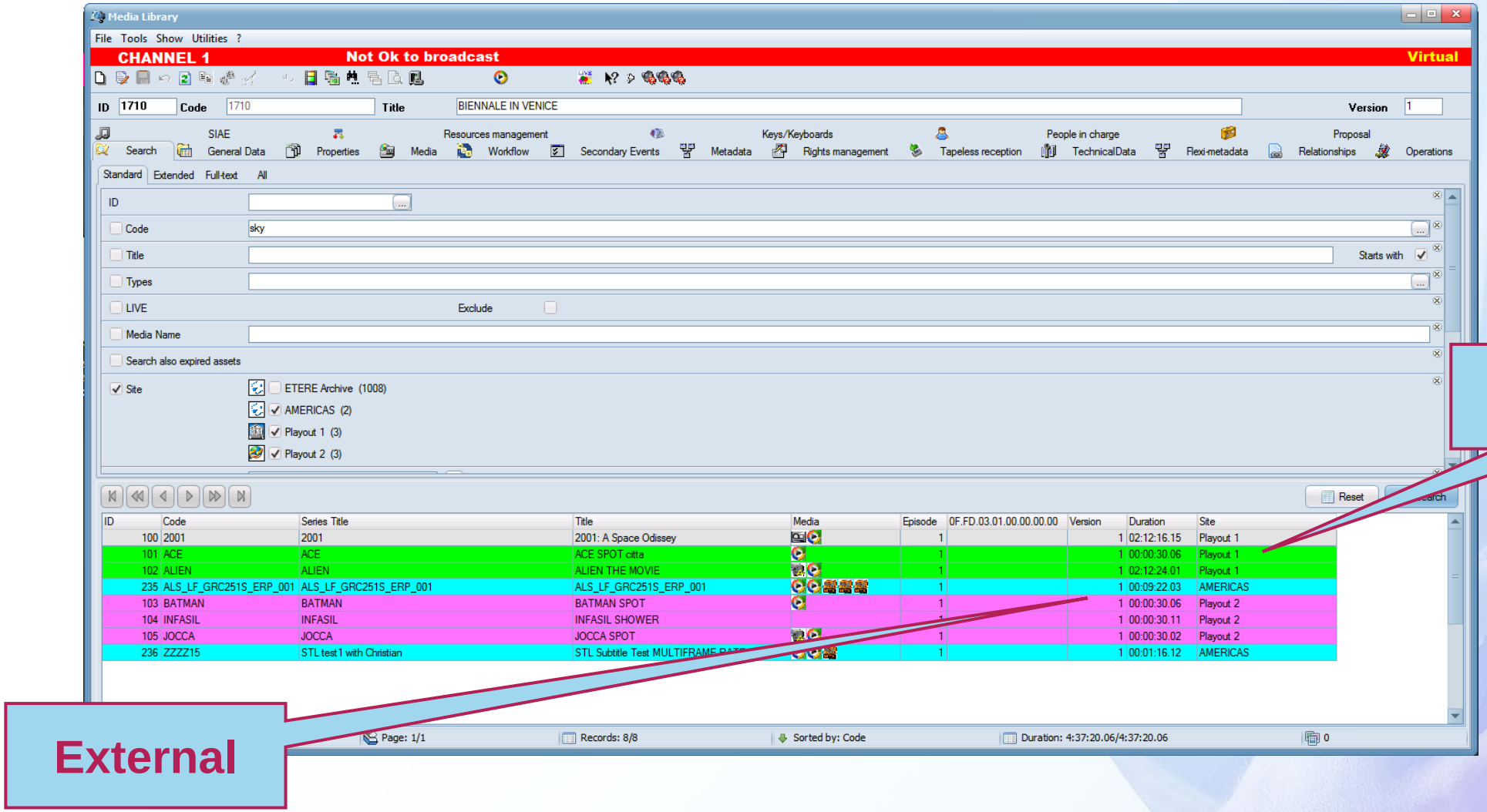


Manage an unlimited number of "search filters profile" to speed up the entire retrieval process

Export Saved Searches



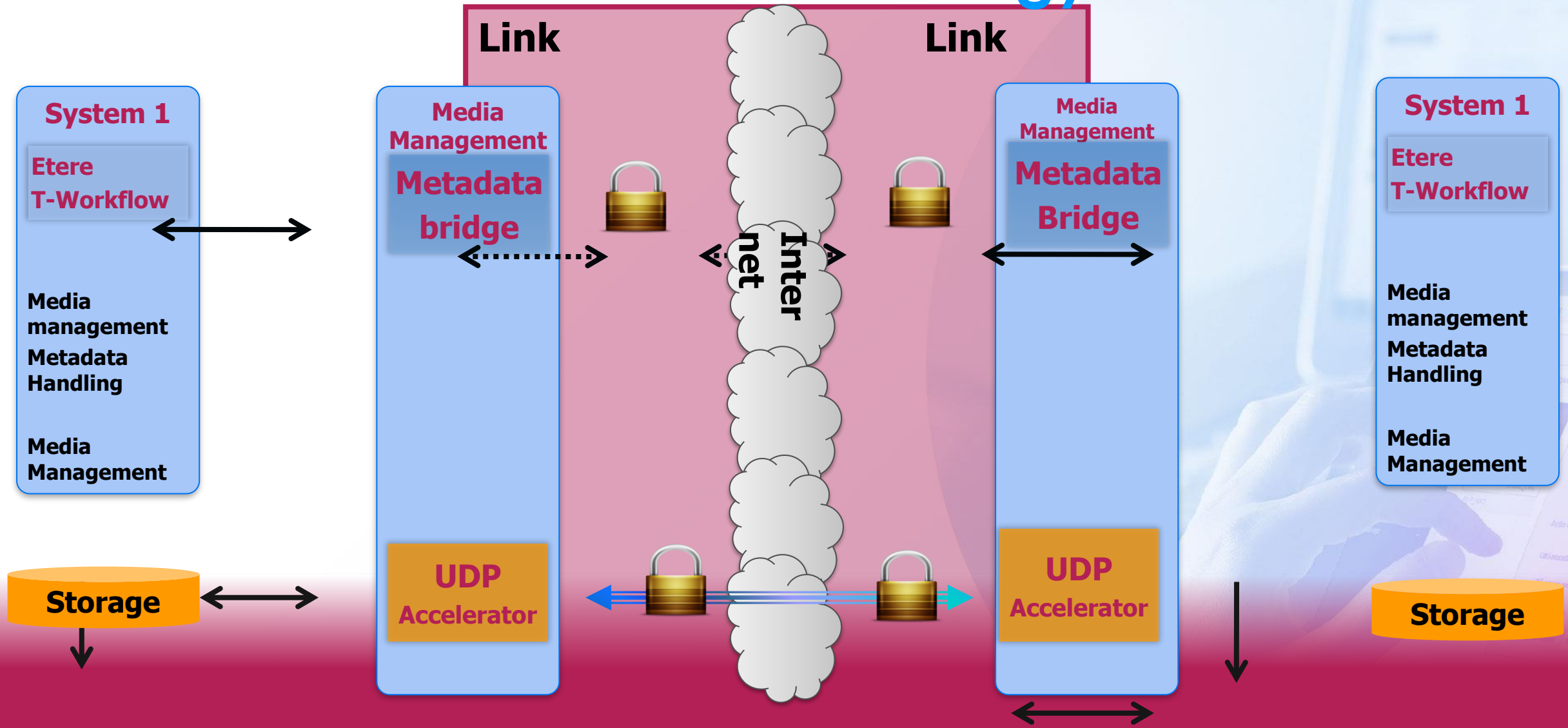
Federated Search



Local

External

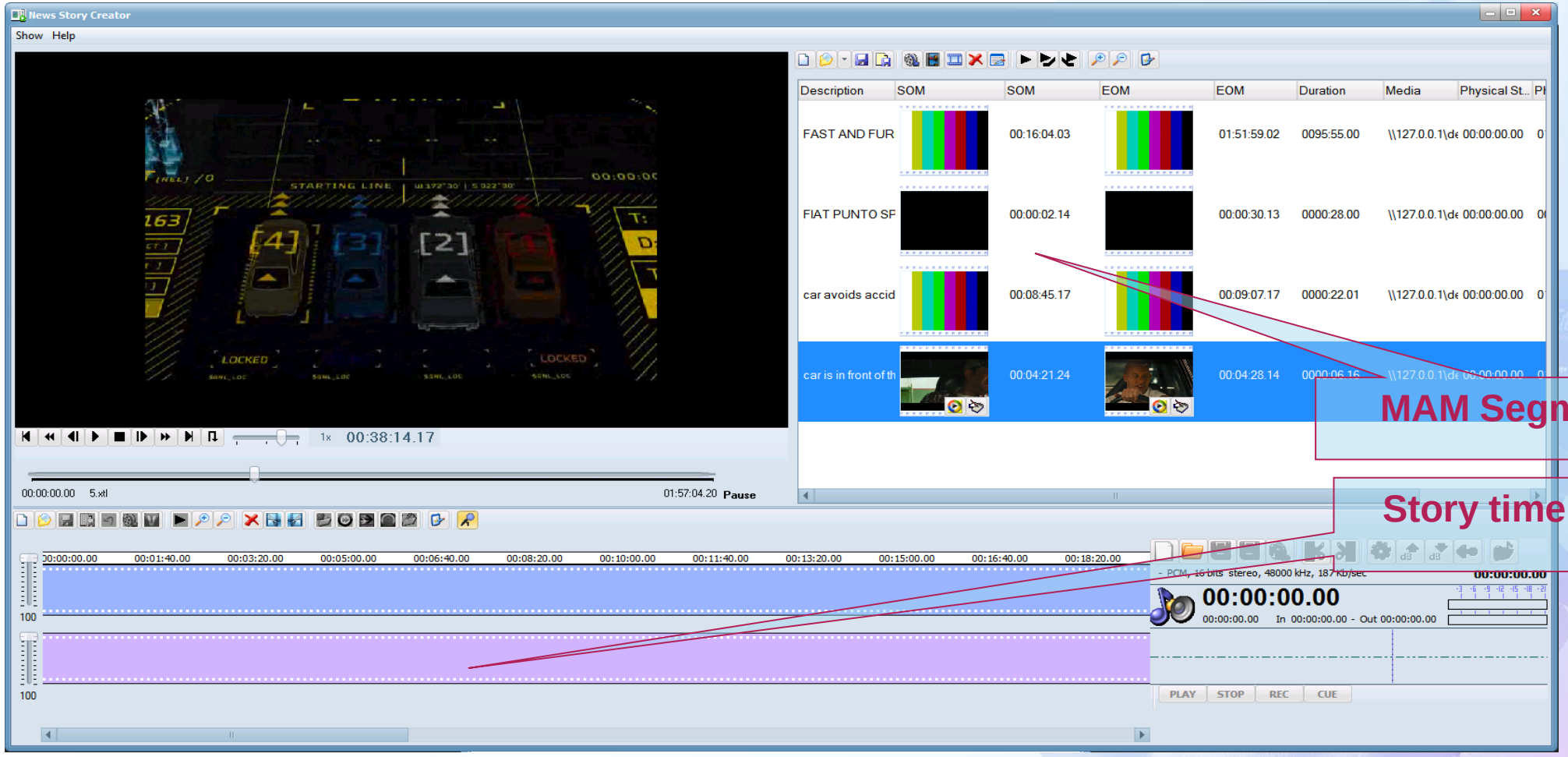
Linked Sites Technology



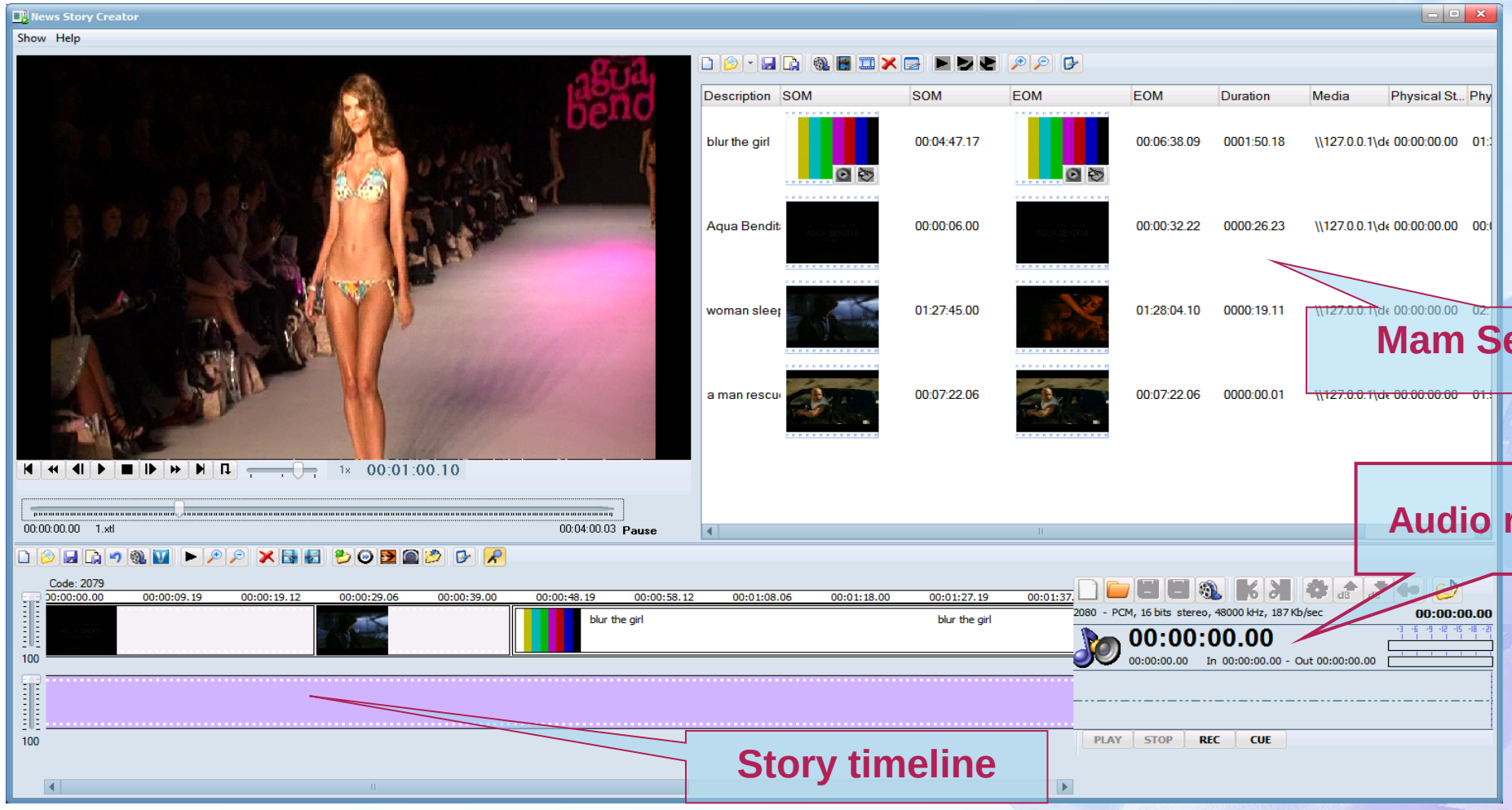
Etere
a consistent system

Story Creator

Story Creator



Story Creator



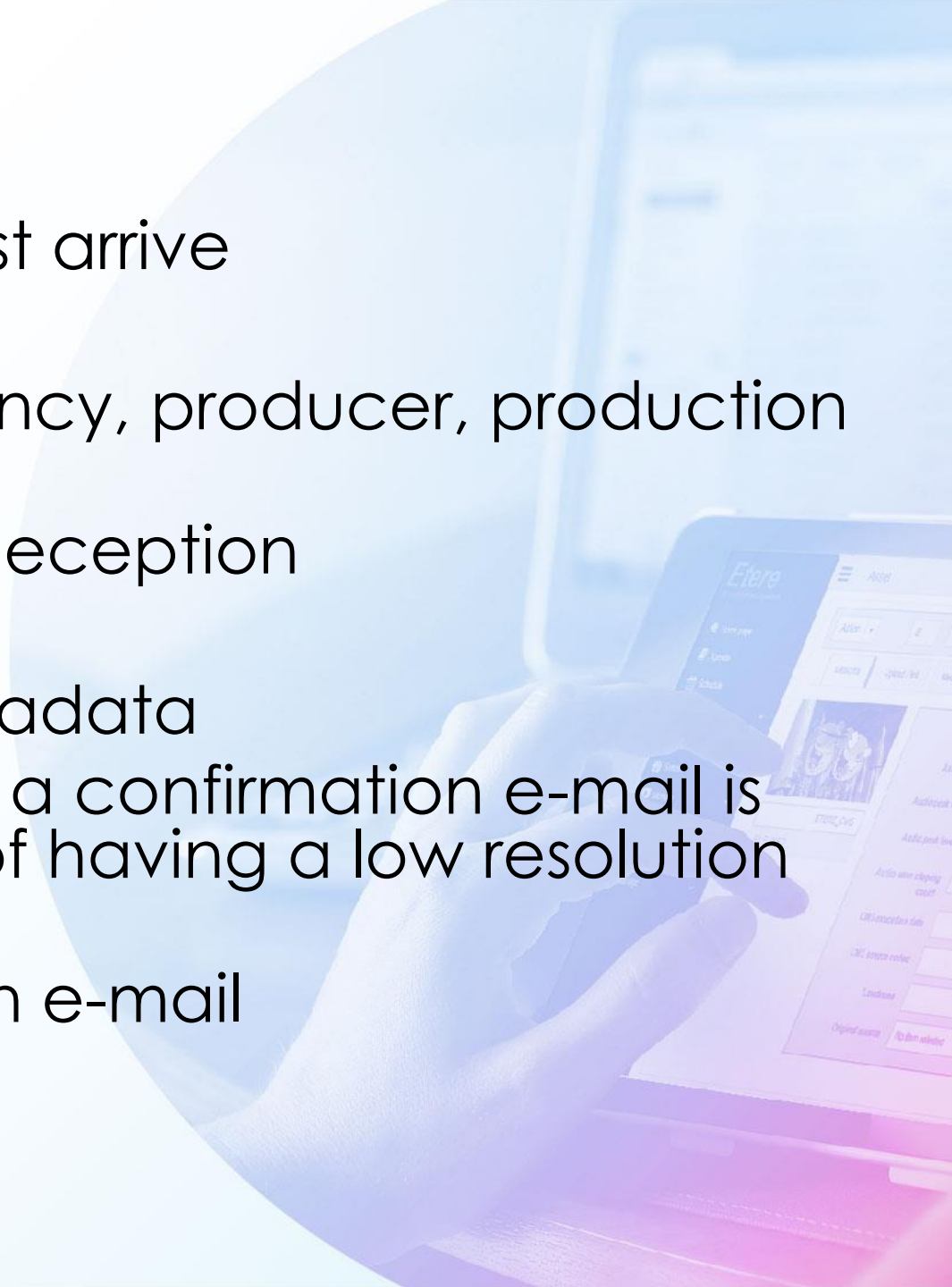
Etere
a consistent system

Tapeless Reception

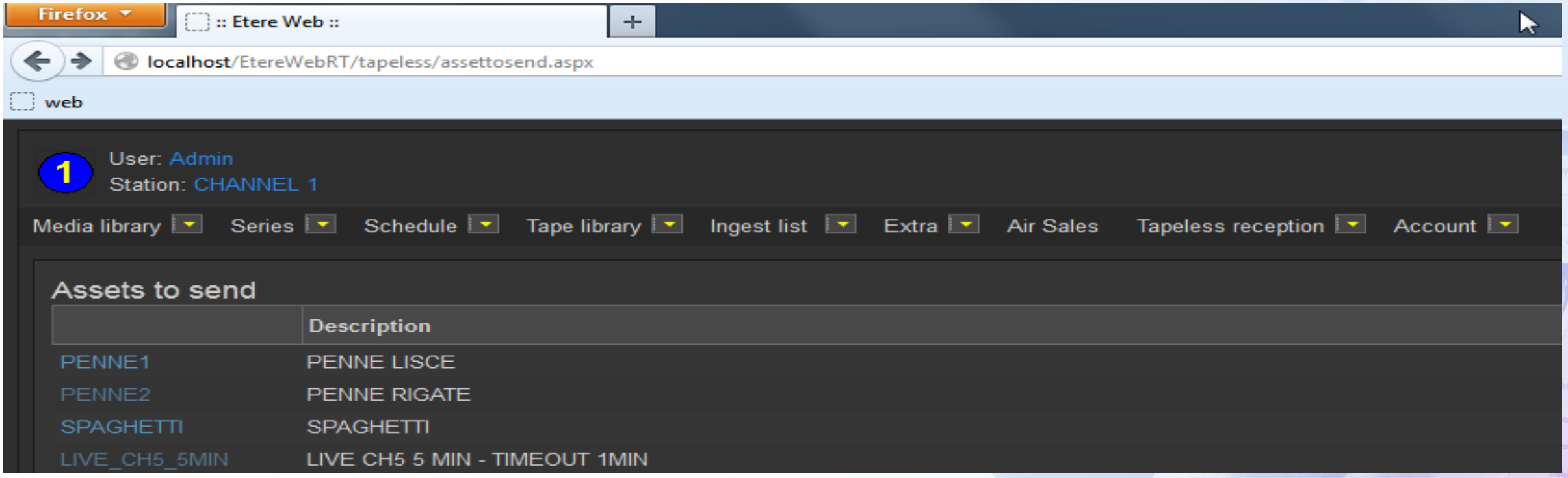
Receiving Files Easy and Secure as Tape

Workflow

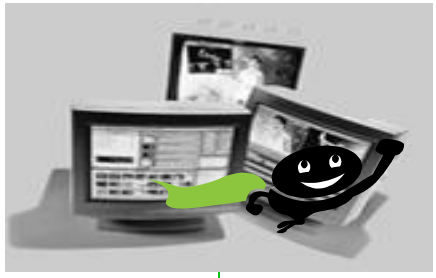
- The Librarian knows a new asset must arrive
- He creates the basic metadata
- Assigns this asset to the sender (Agency, producer, production company)
- The sender logs into Etere Tapeless Reception
- Sees the assets you are expecting
- Uploads the files and complete metadata
- As soon as the upload is completed a confirmation e-mail is sent to the sender (with the option of having a low resolution copy of the file attached)
- The Librarian receives a confirmation e-mail



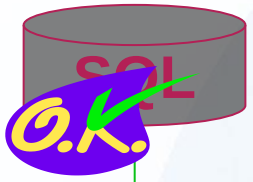
Tapeless Reception Web



Tapeless Reception

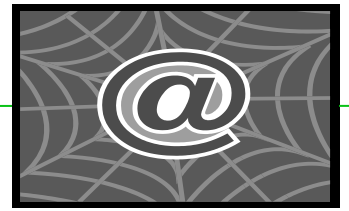


Content provider

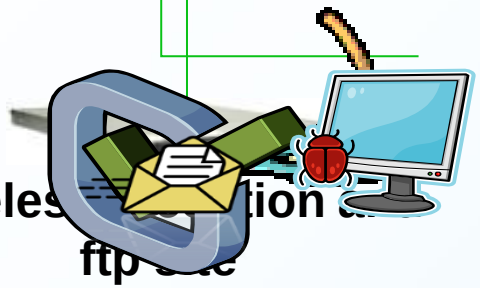


Firewall

DMZ



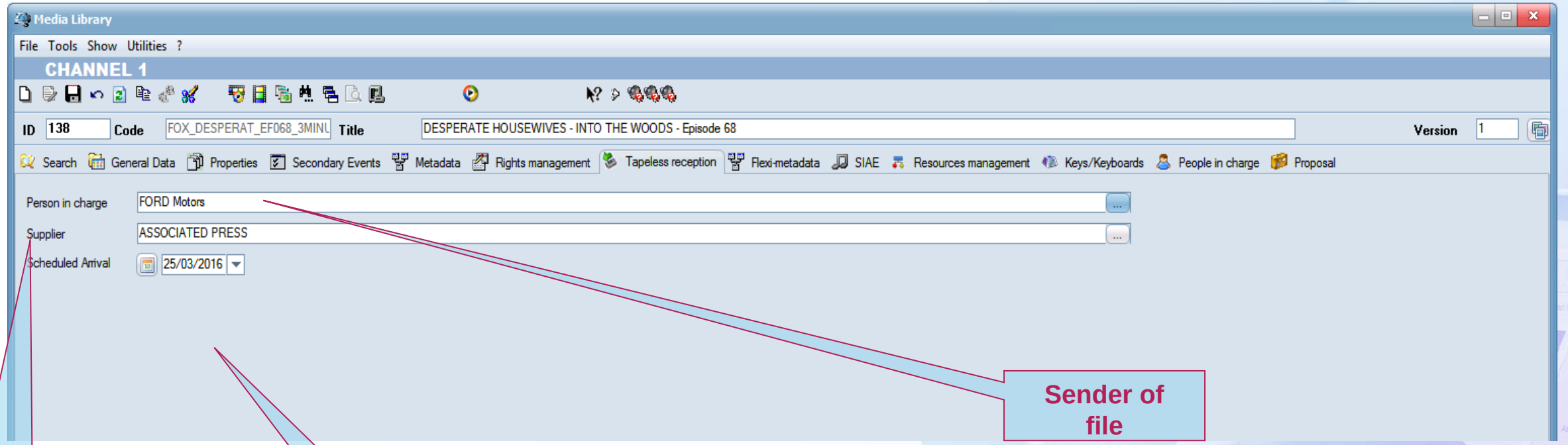
Internal Storage



Tapeles ion

ftp

Tapeless Reception



Sender of file

Office in charge

Arrive time limit

Etere
a consistent system

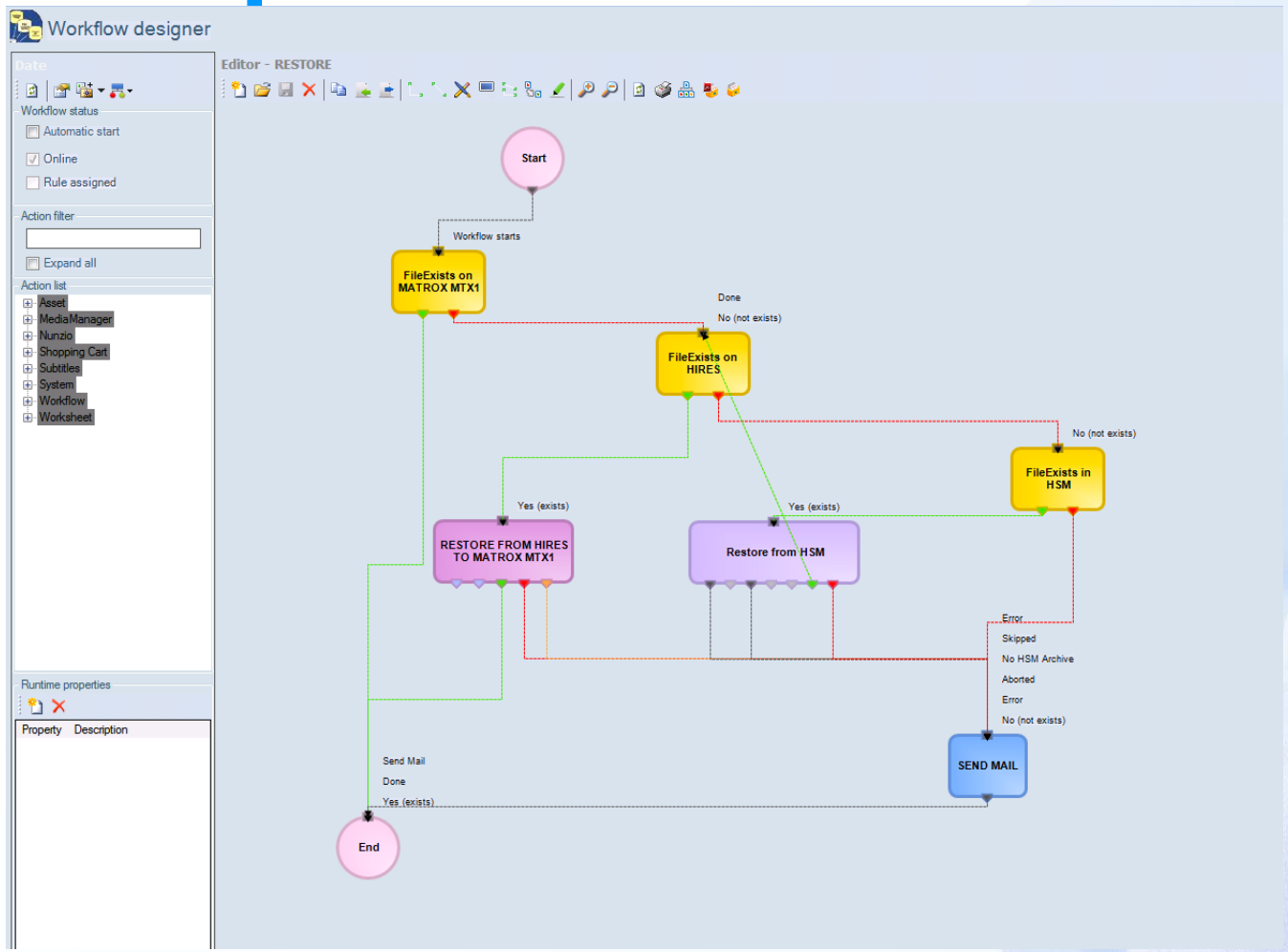
Workflow

You can design Etere as you wish

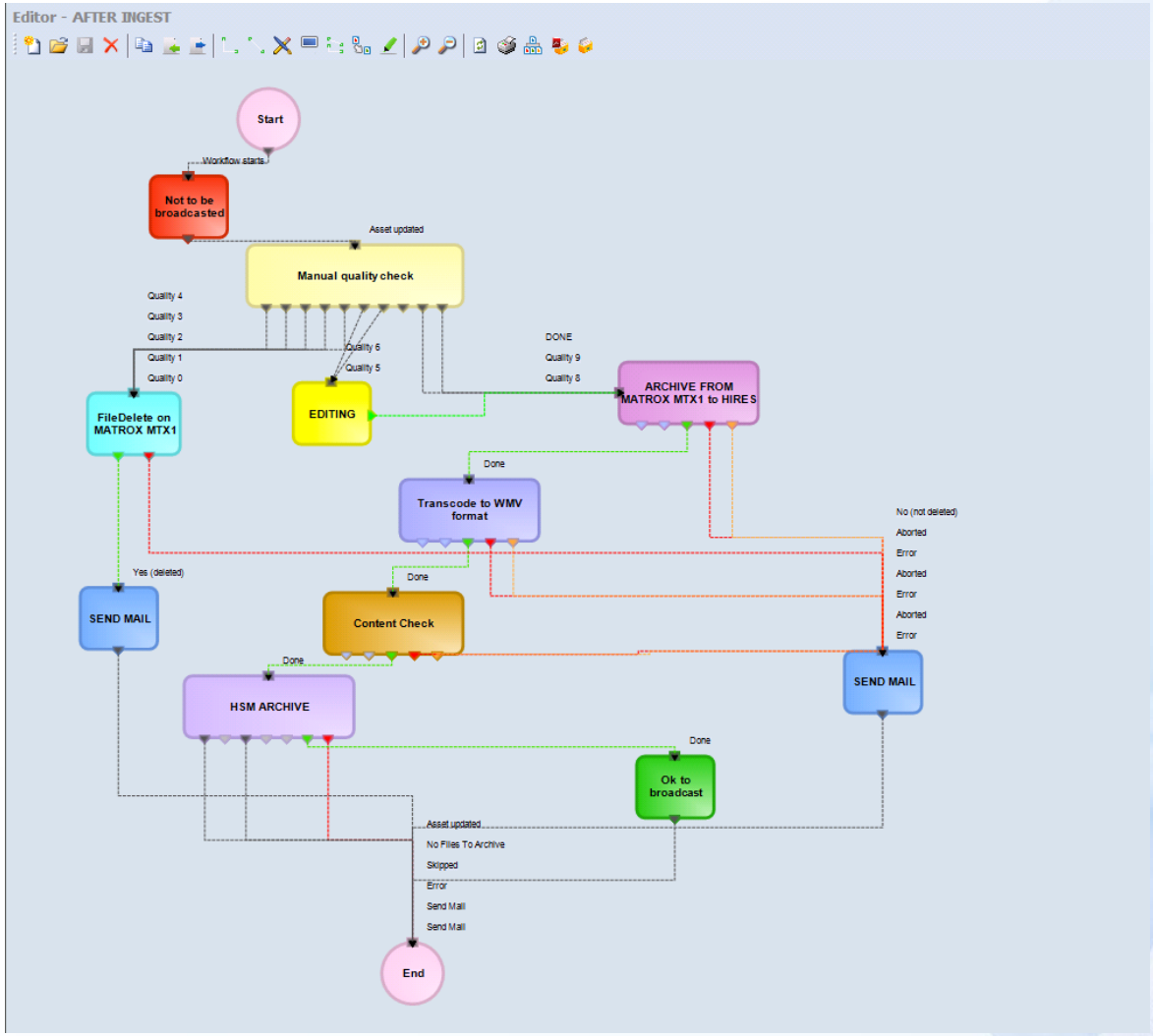
The Etere Workflow

- Etere approach is unique
- It combines the IT based workflow technologies with the management of video content
- Etere workflow can be fully customer designed
- It uses all the Etere technologies for redundancy and load balancing
- Easy to use easy to control

Example Restore to On-Air

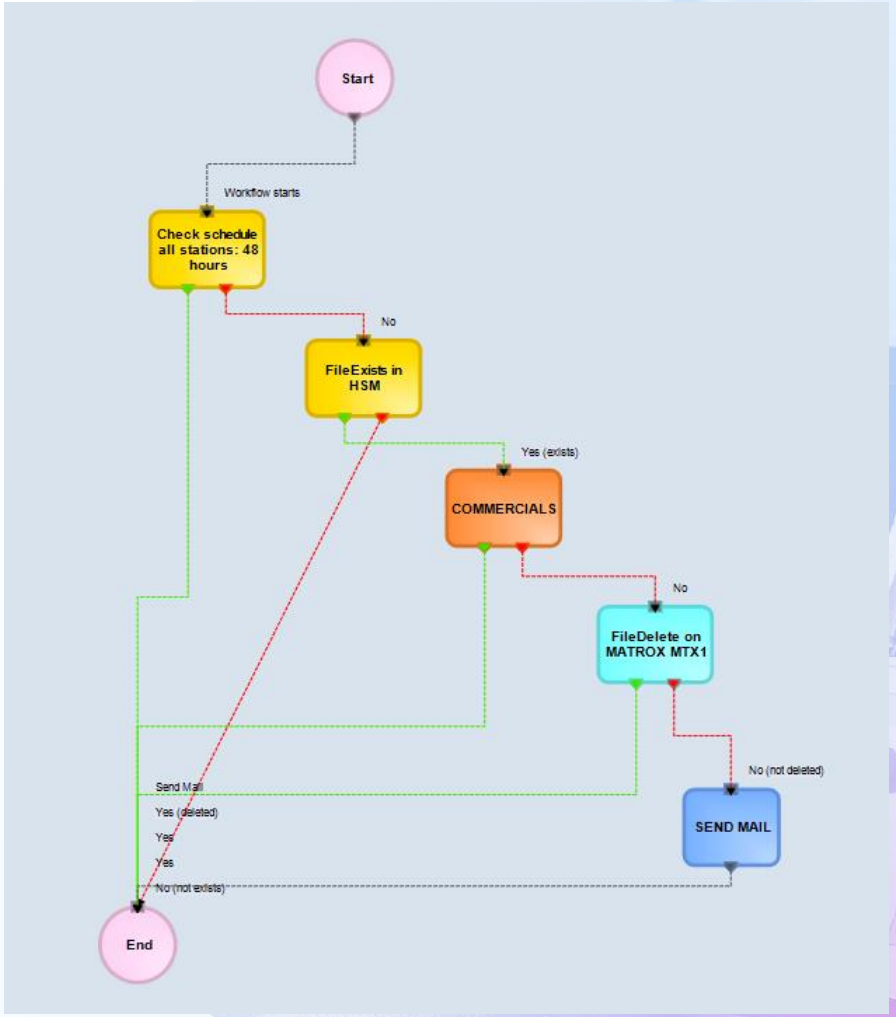


TV Workflow


Editor - AFTER INGEST
Start
Workflow starts
Not to be broadcasted
Asset updated
Manual quality check
Quality 4
Quality 3
Quality 2
Quality 1
Quality 0
Quality 6
Quality 5
DONE
Quality 9
Quality 8
FileDelete on MATROX MTX1
EDITING
ARCHIVE FROM MATROX MTX1 to HIRES
Done
Transcode to WMV format
No (not deleted)
Aborted
Error
Aborted
Error
Aborted
Error
Yes (deleted)
SEND MAIL
Done
Content Check
SEND MAIL
Done
HSM ARCHIVE
Done
Ok to broadcast
Asset updated
No Files To Archive
Skipped
Error
Send Mail
Send Mail
End

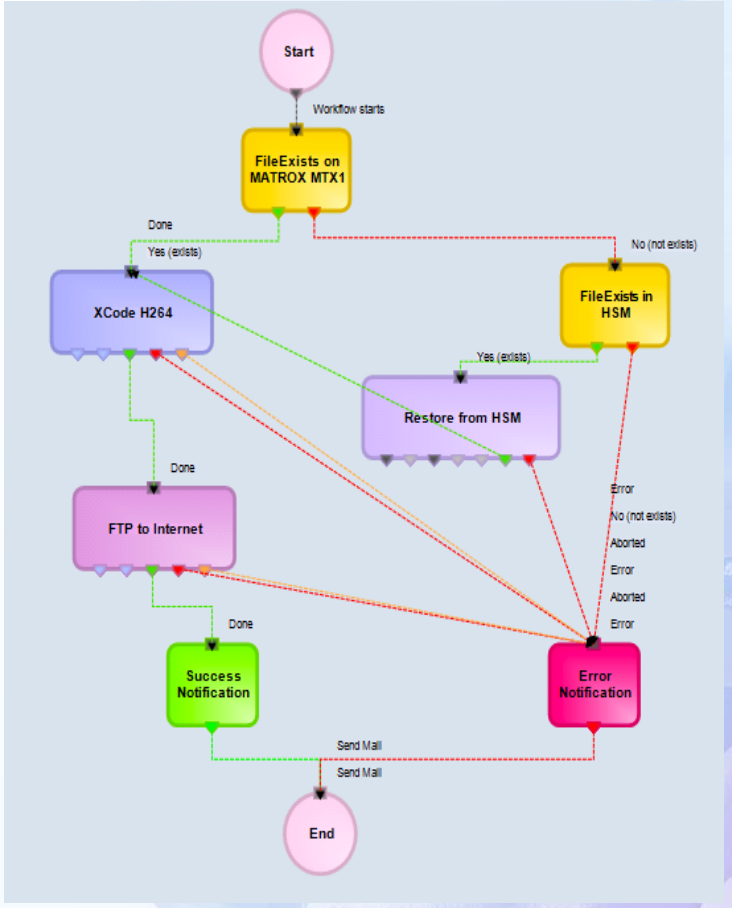
Free On-Air Server

- You wish to delete from on-air server everything not scheduled on next 24 hours
- But not commercials



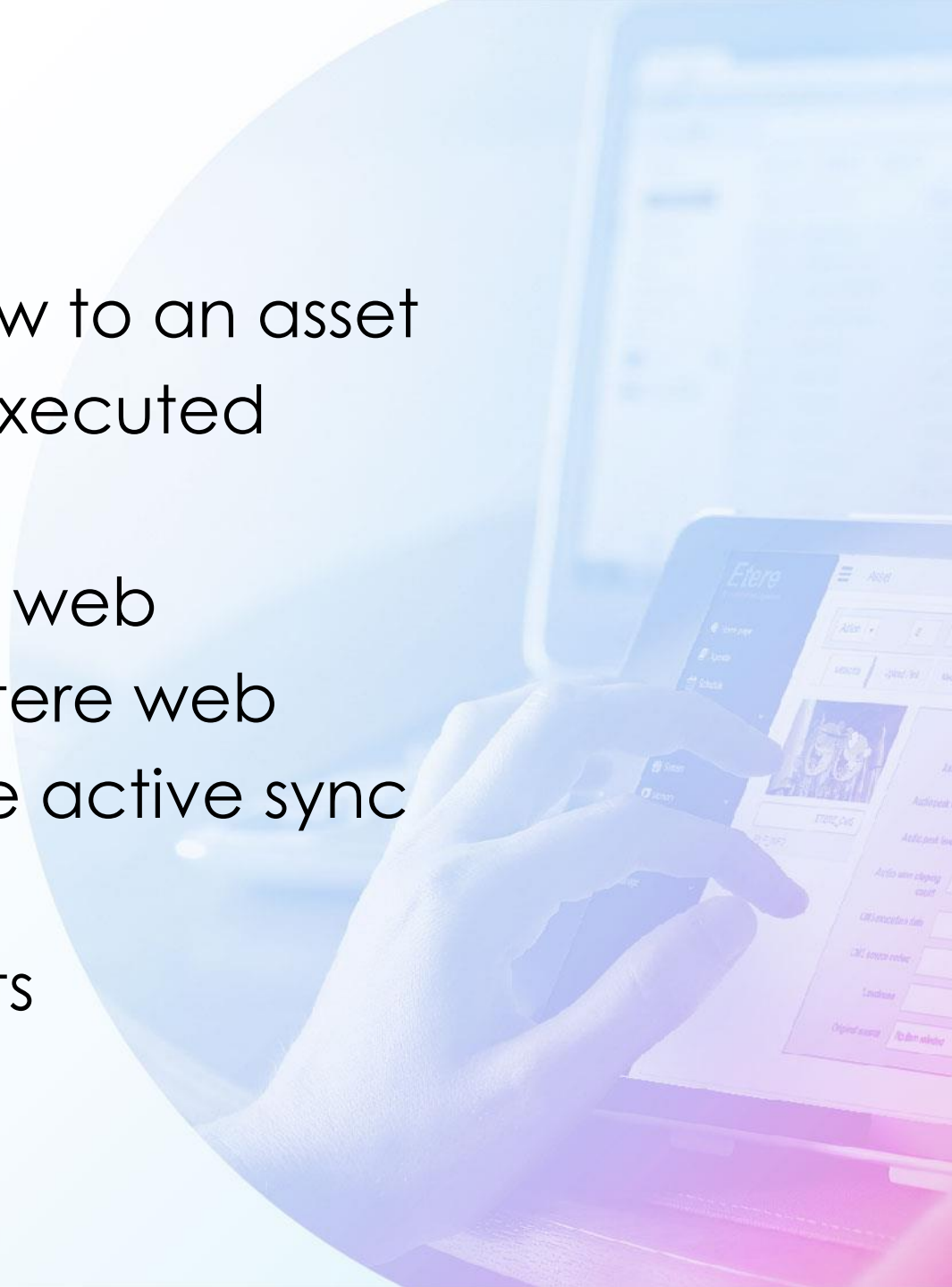
Send File to OTT

- Simply select the list of the asset
- And attach a workflow
- Workflow can export asset and metadata

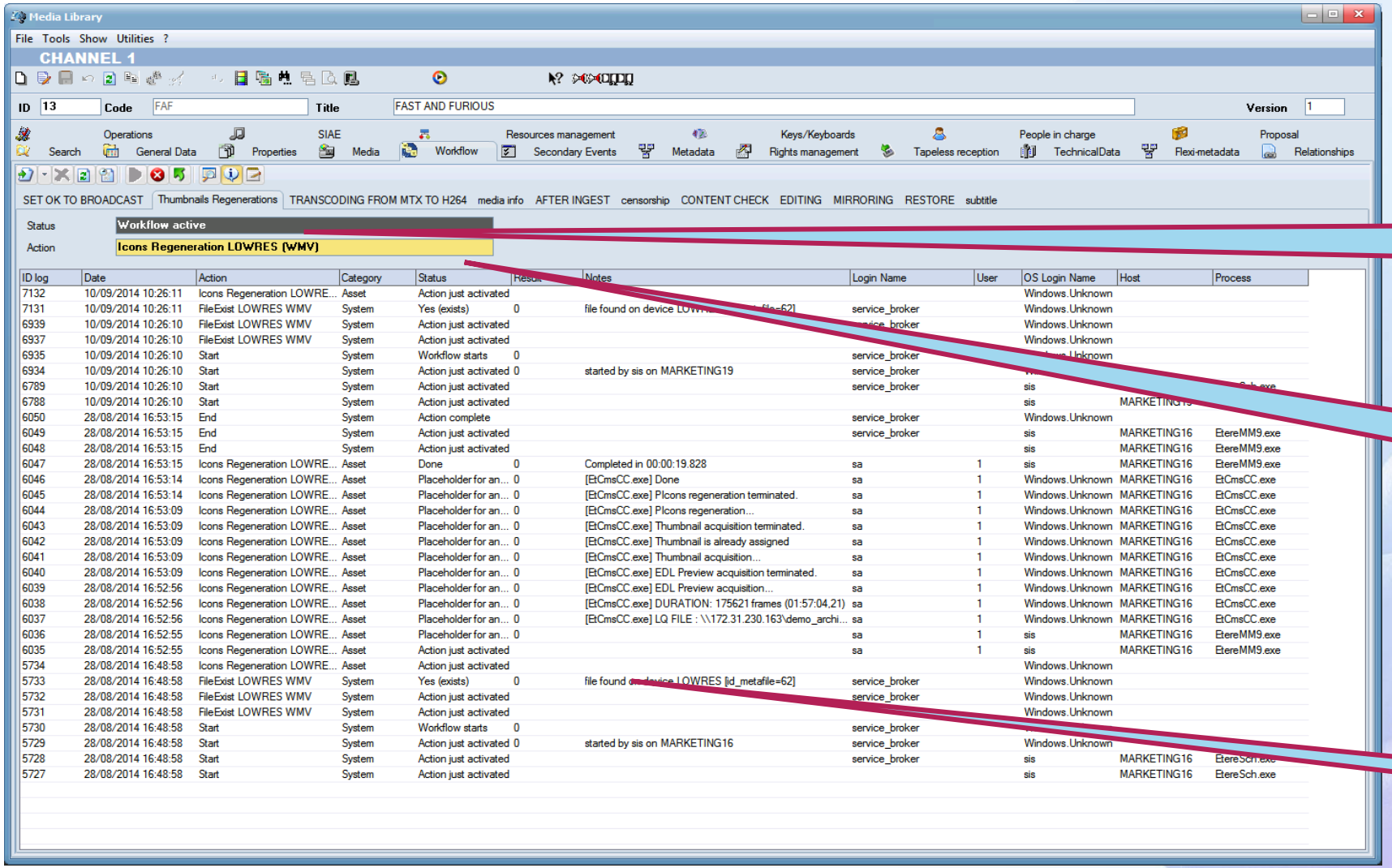


How To Use

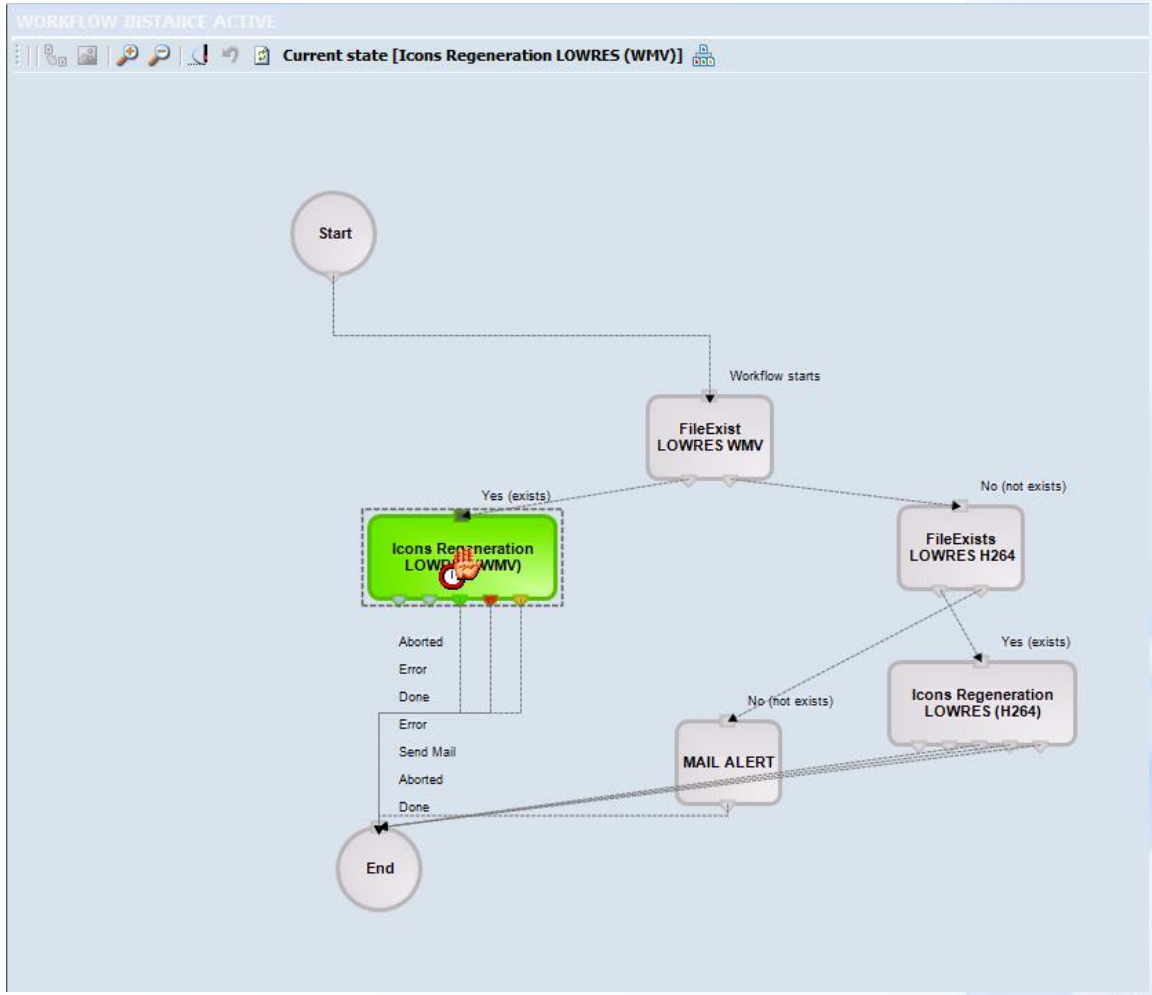
- Simple attach and start the workflow to an asset
- A set of workflow is automatically executed
  - When you ingest
  - When you transfer a file via Etere web
  - When you wish to retrieve from Etere web
  - When a file is discovered by Etere active sync
  - When you publish a schedule
  - Or selecting one or multiple assets



Check Status on Asset Form

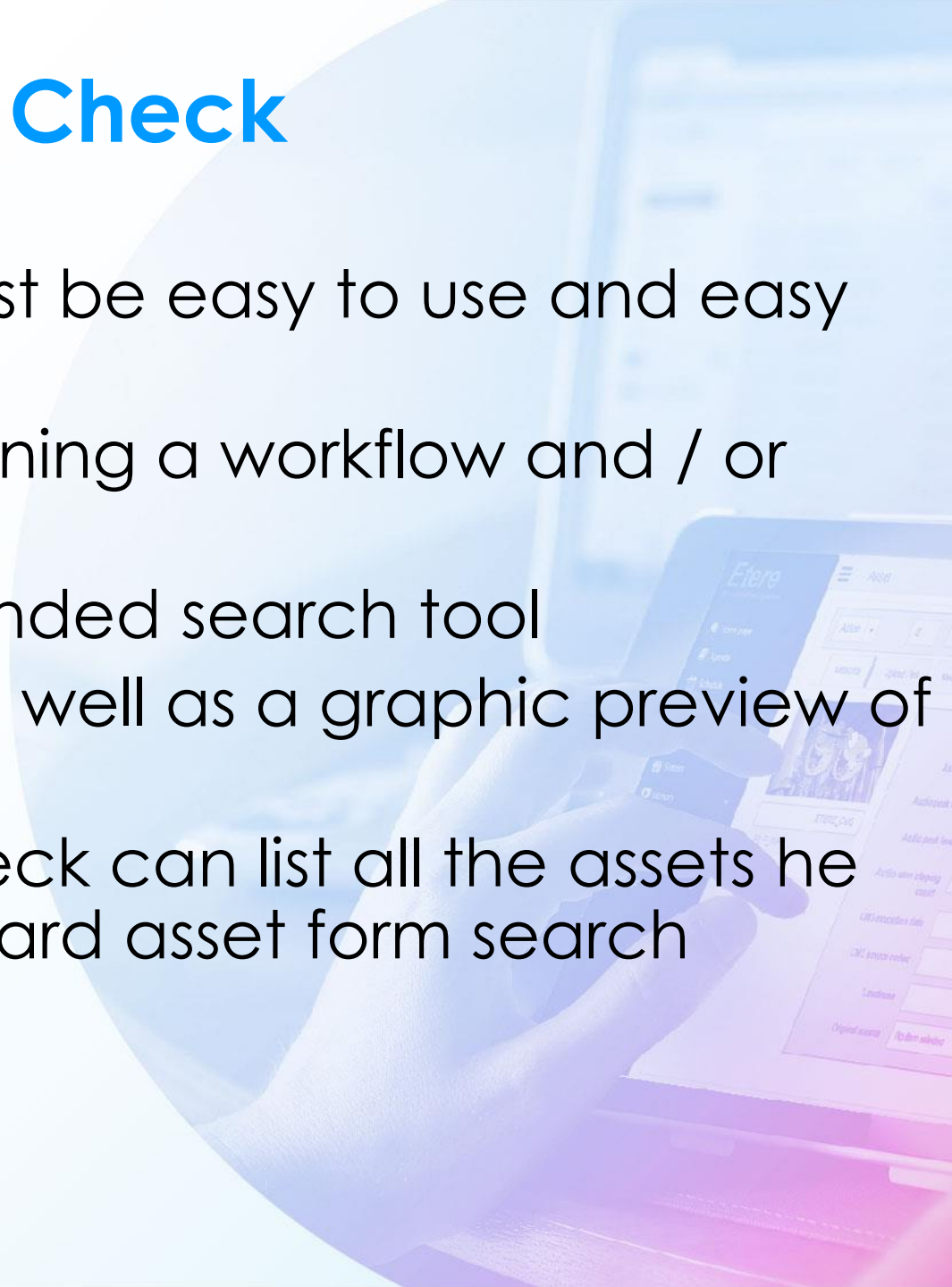


Visual Status Check

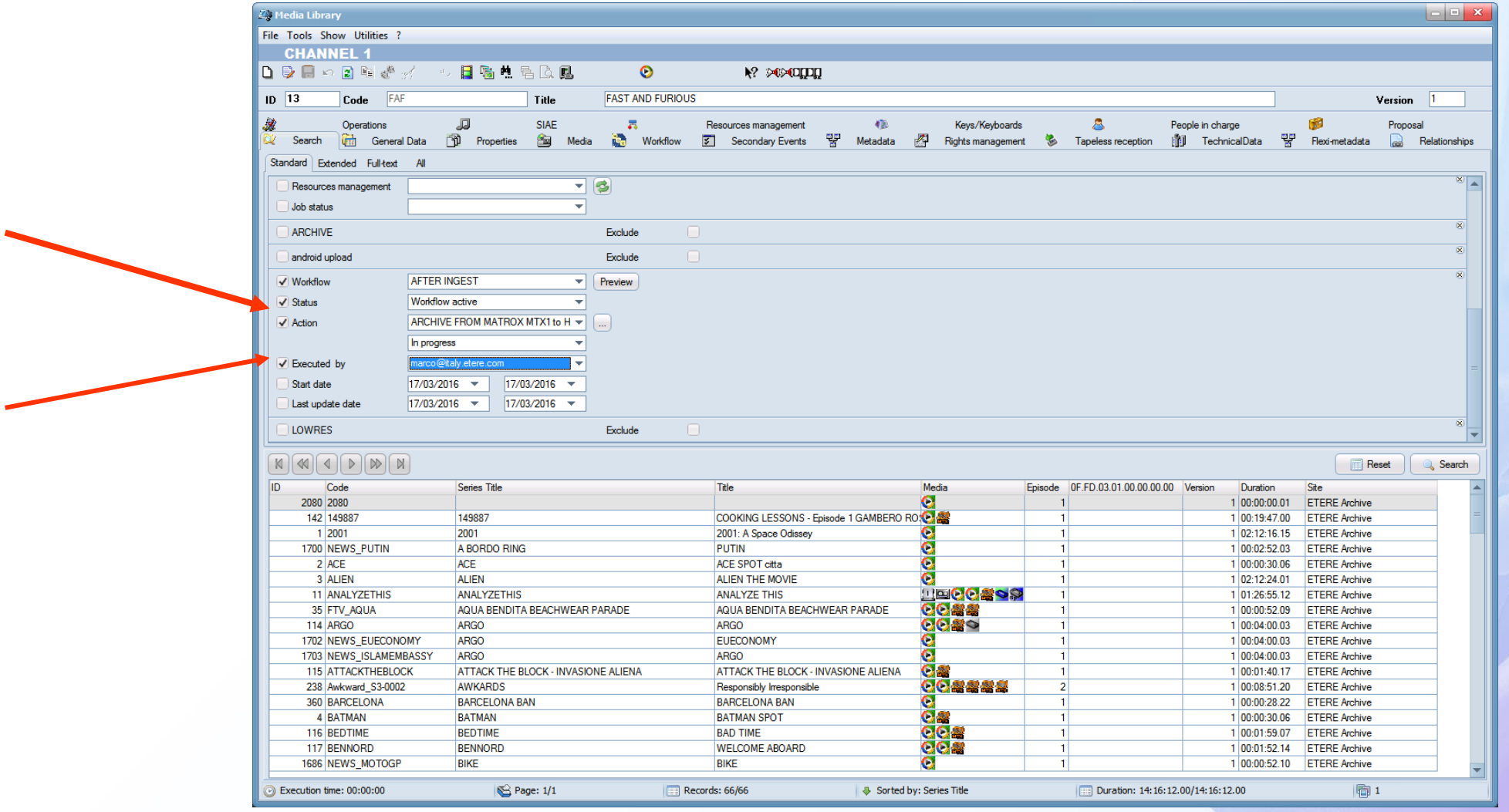


Easy to Use Easy to Check

- A powerful tool as Workflow must be easy to use and easy to check
- If you wish to know all assets running a workflow and / or their status?
- Simply perform a search in extended search tool
- Any combination is available as well as a graphic preview of the workflow itself
- Who is in charge of content check can list all the assets he needs to control from the standard asset form search

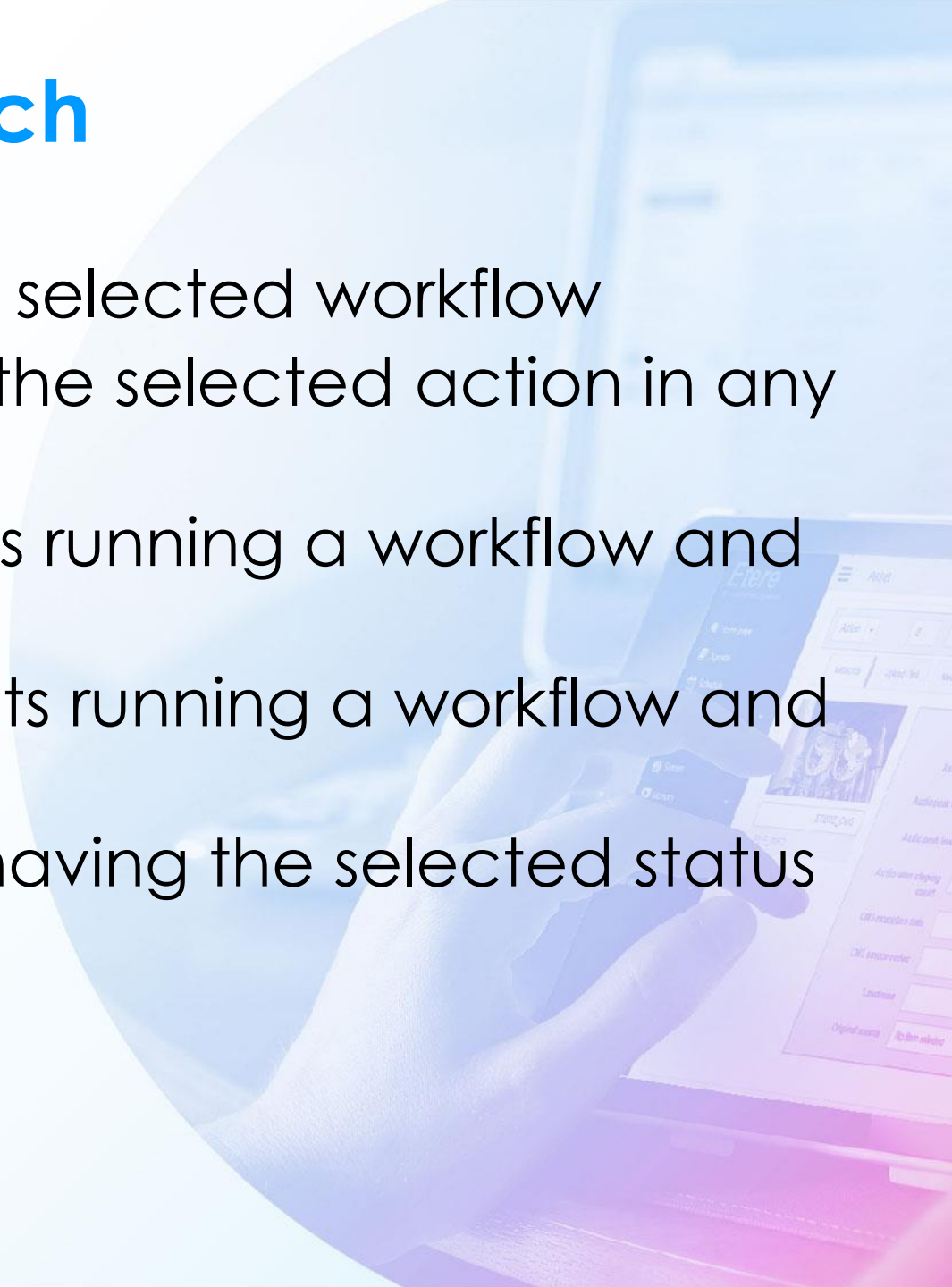


Search by Workflow

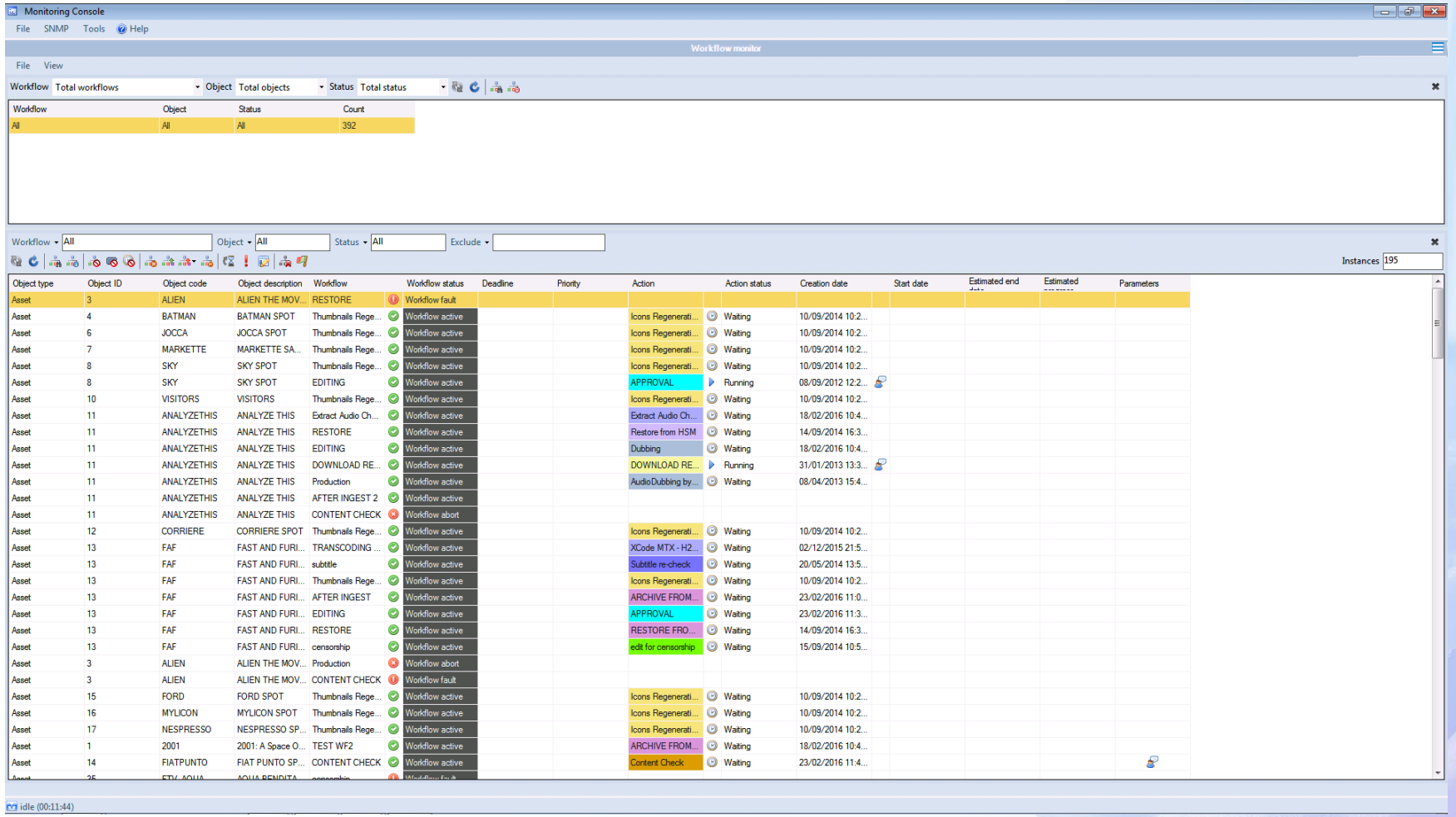


Workflow Search

- By workflow: All assets running a selected workflow
- By action: All assets performing the selected action in any workflow
- By workflow and status: All assets running a workflow and having the selected status
- By workflow and action: All assets running a workflow and performing the selected action
- By status and action: All assets having the selected status performing a particular action.



Global Workflow Status



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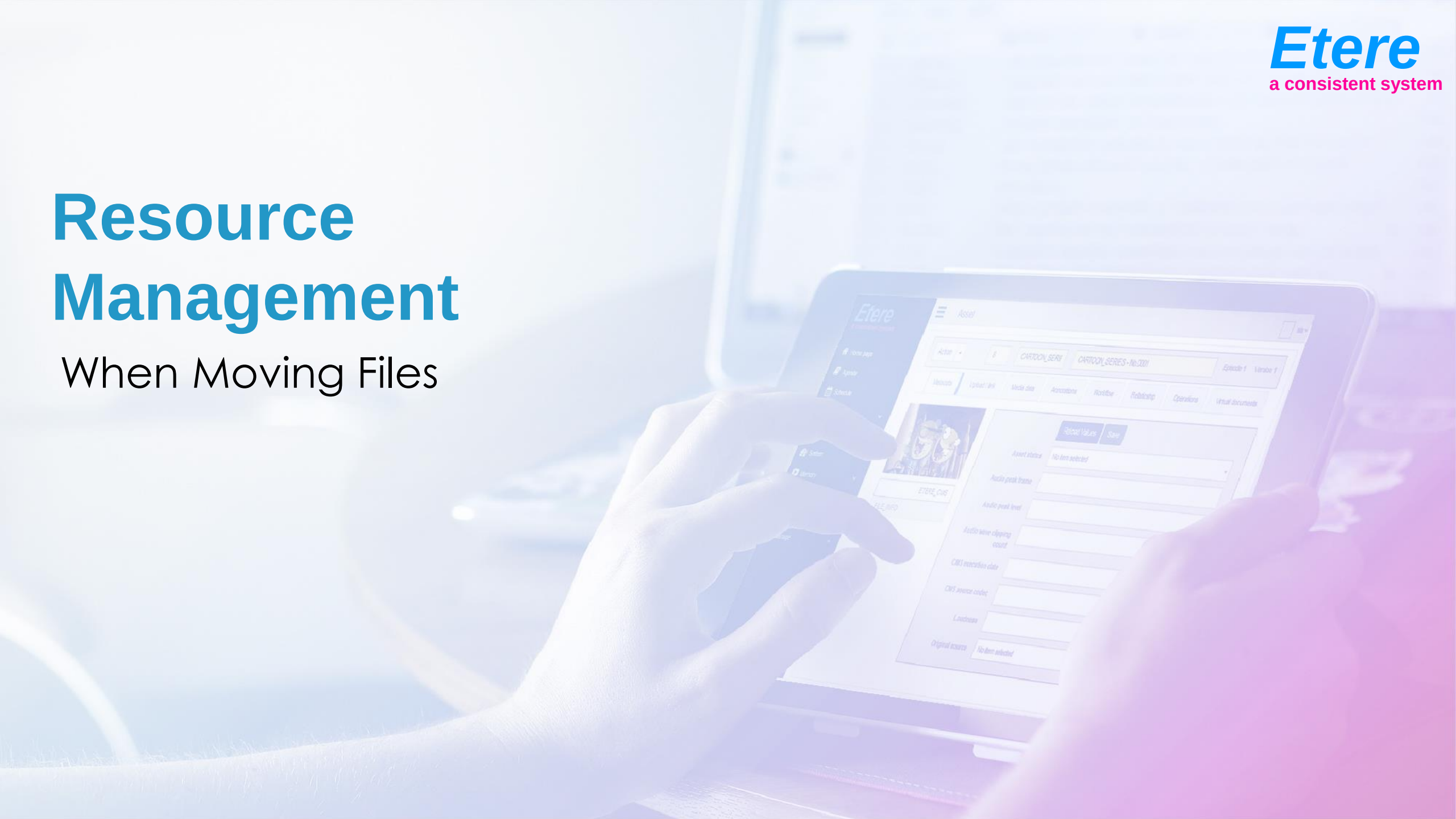
Resource Management

When Moving Files

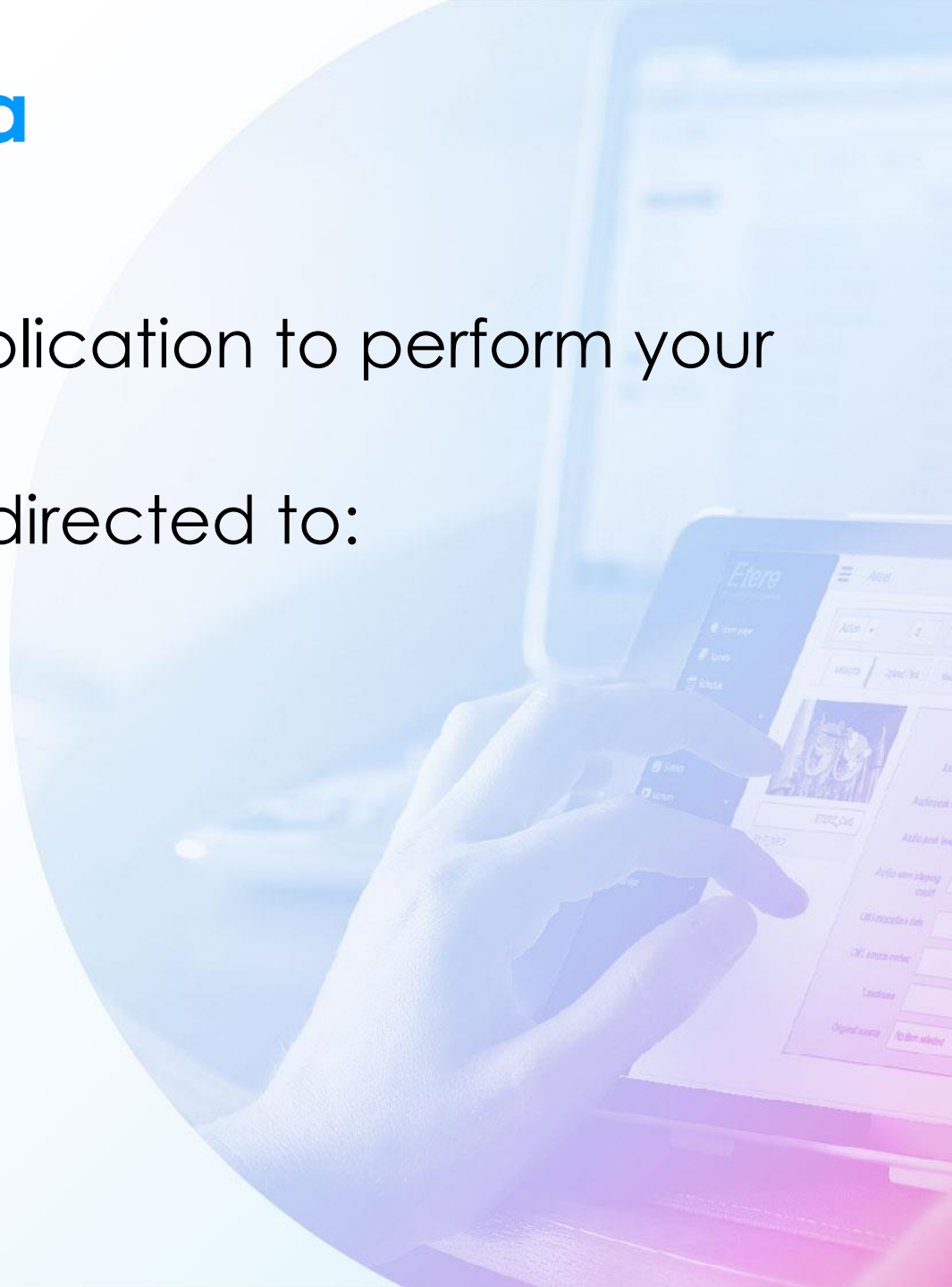


A More Efficient Workflow

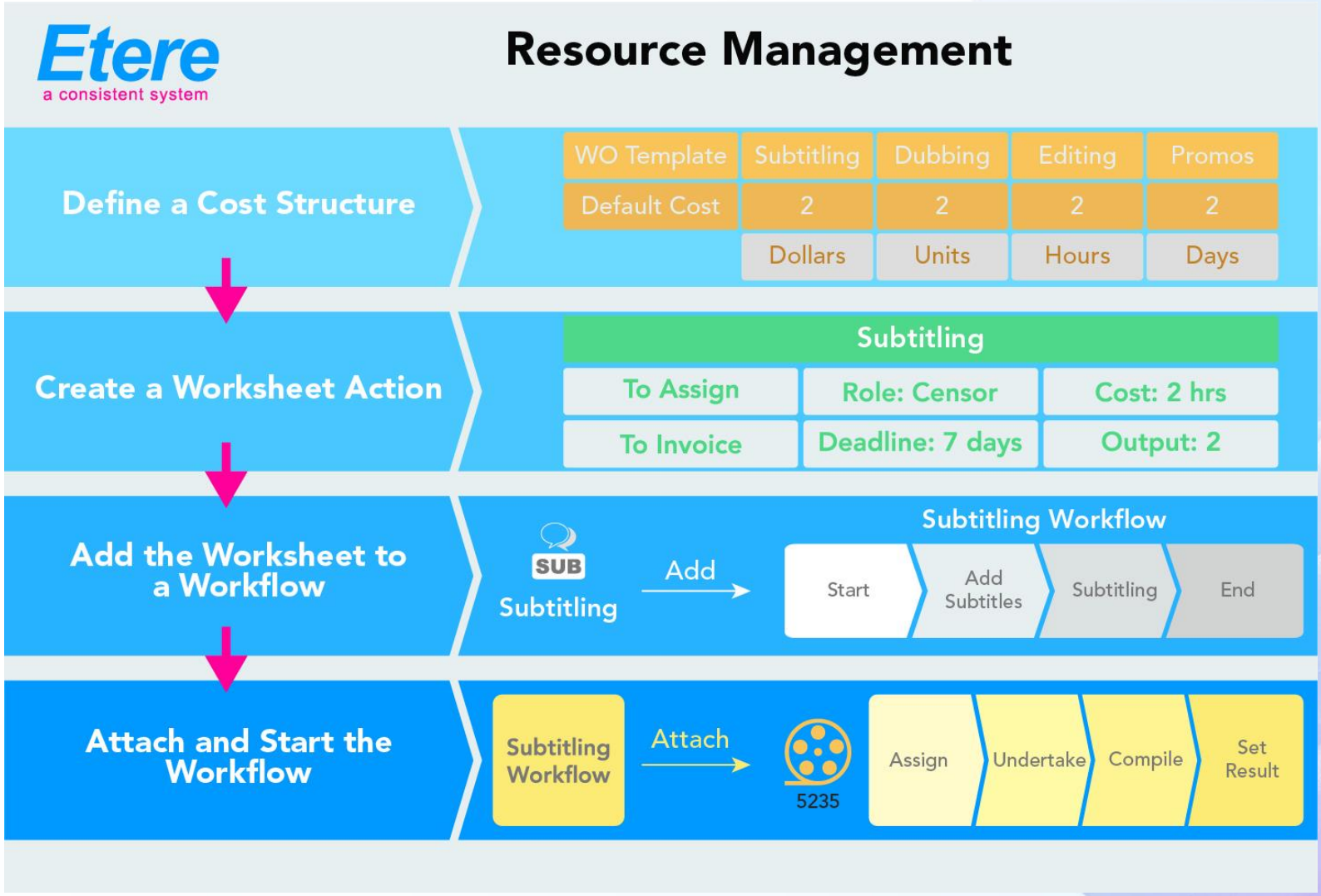
- Etere Enterprise Resources Management improve your workflow
- We do not change your tasks but make them more efficient
- Etere ERM is the base of your job organization
  - Generate Work Order
  - Track Work Order
  - Track expenses
  - Manage files and rights
  - Manage resources
  - Generate agendas

Etere Agenda

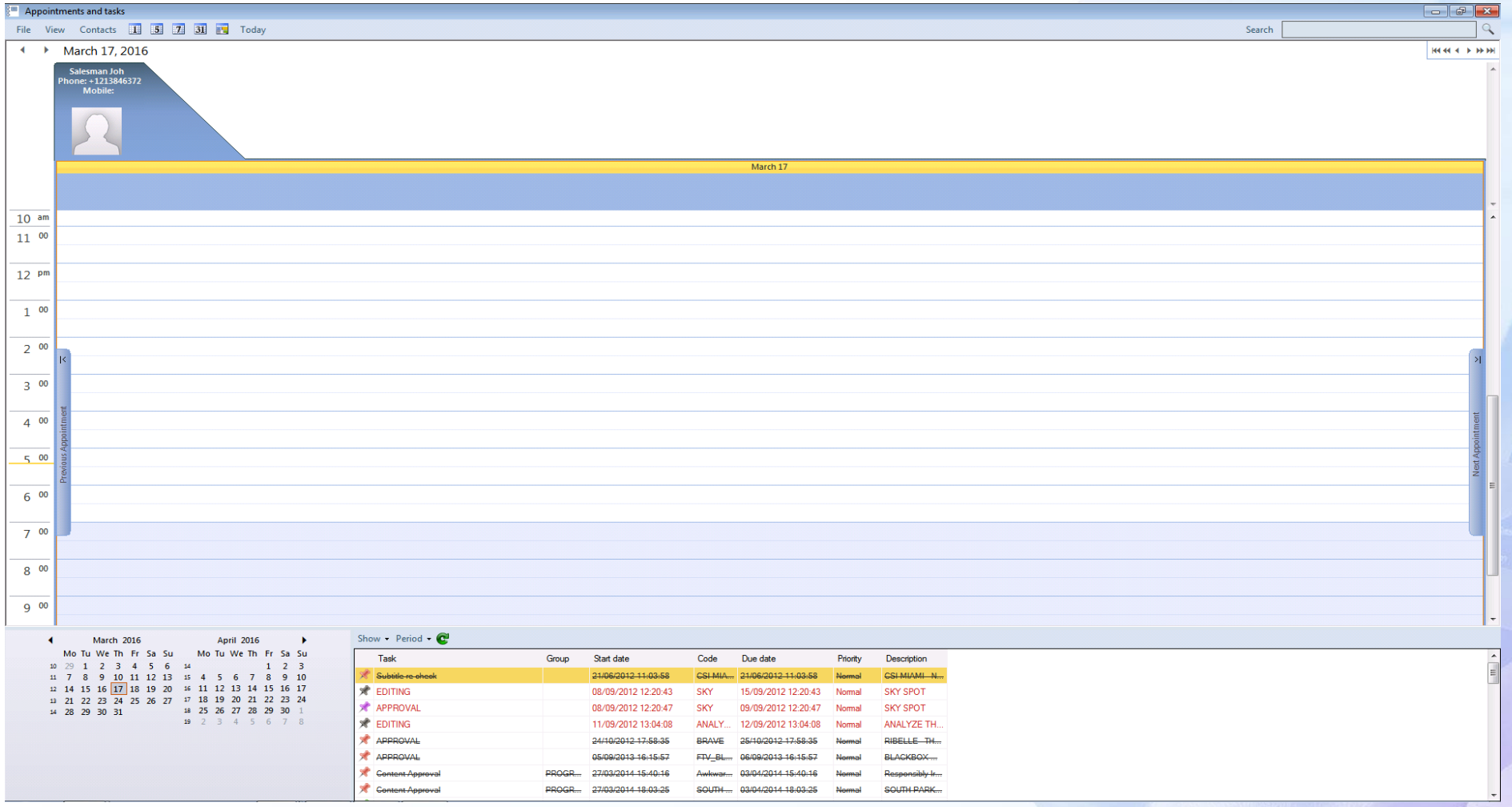
- It’s the central job repository
- No more crawling between application to perform your tasks
- One single click and you are redirected to:
  - Preview approve
  - Asset data management
  - Subtitling
  - Ingest
  - Dubbing



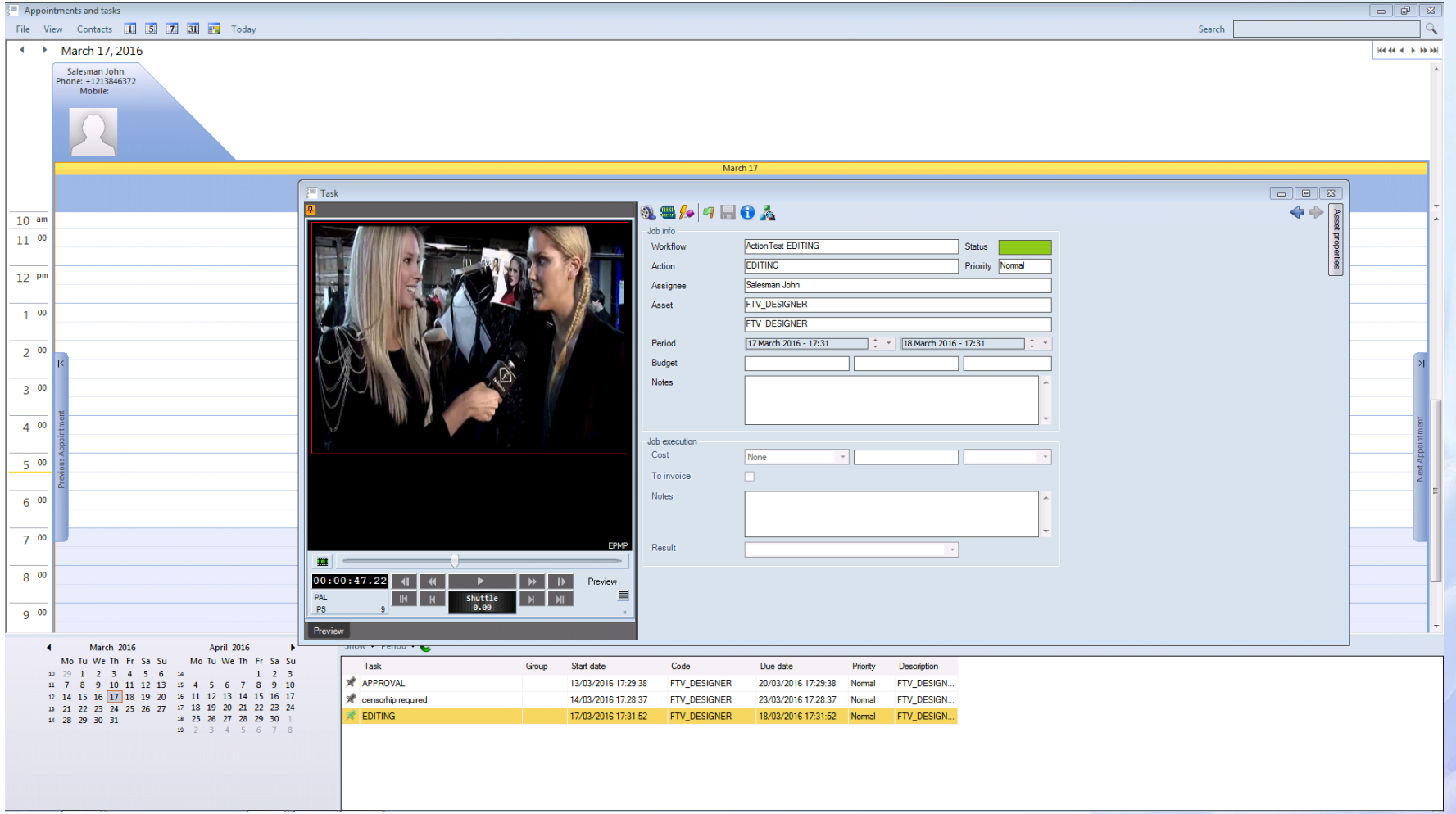
Resources Planning



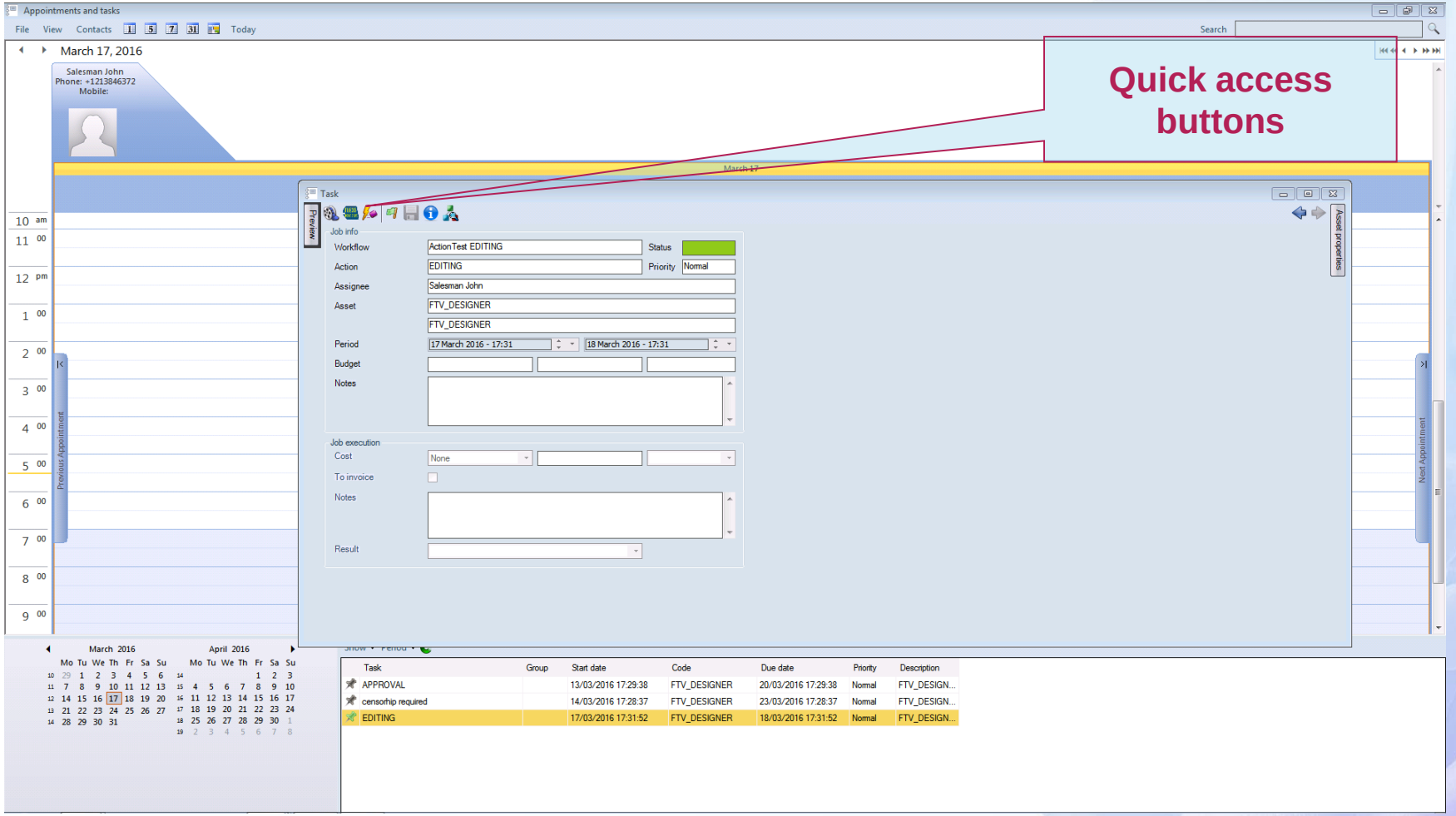
User Agenda


Appointments and tasks
File View Contacts Today
Search
March 17, 2016
Salesman Joh
Phone: +1213846372
Mobile:
March 17
Previous Appointment
Next Appointment
March 2016
April 2016
Show Period
Task Group Start date Code Due date Priority Description
Subtitle re check 21/06/2012 11:03:58 CSI MIA... 21/06/2012 11:03:58 Normal CSI MIAMI - N...
EDITING 08/09/2012 12:20:43 SKY 15/09/2012 12:20:43 Normal SKY SPOT
APPROVAL 08/09/2012 12:20:47 SKY 09/09/2012 12:20:47 Normal SKY SPOT
EDITING 11/09/2012 13:04:08 ANALY... 12/09/2012 13:04:08 Normal ANALYZE TH...
APPROVAL 24/10/2012 17:58:35 BRAVE 25/10/2012 17:58:35 Normal RIBELLE - TH...
APPROVAL 05/09/2013 16:15:57 FTV_BL... 06/09/2013 16:15:57 Normal BLACKBOX -...
Content Approval PROGR... 27/03/2014 15:40:16 Awkwar... 03/04/2014 15:40:16 Normal Responsibly Ir...
Content Approval PROGR... 27/03/2014 18:03:25 SOUTH ... 03/04/2014 18:03:25 Normal SOUTH PARK -...

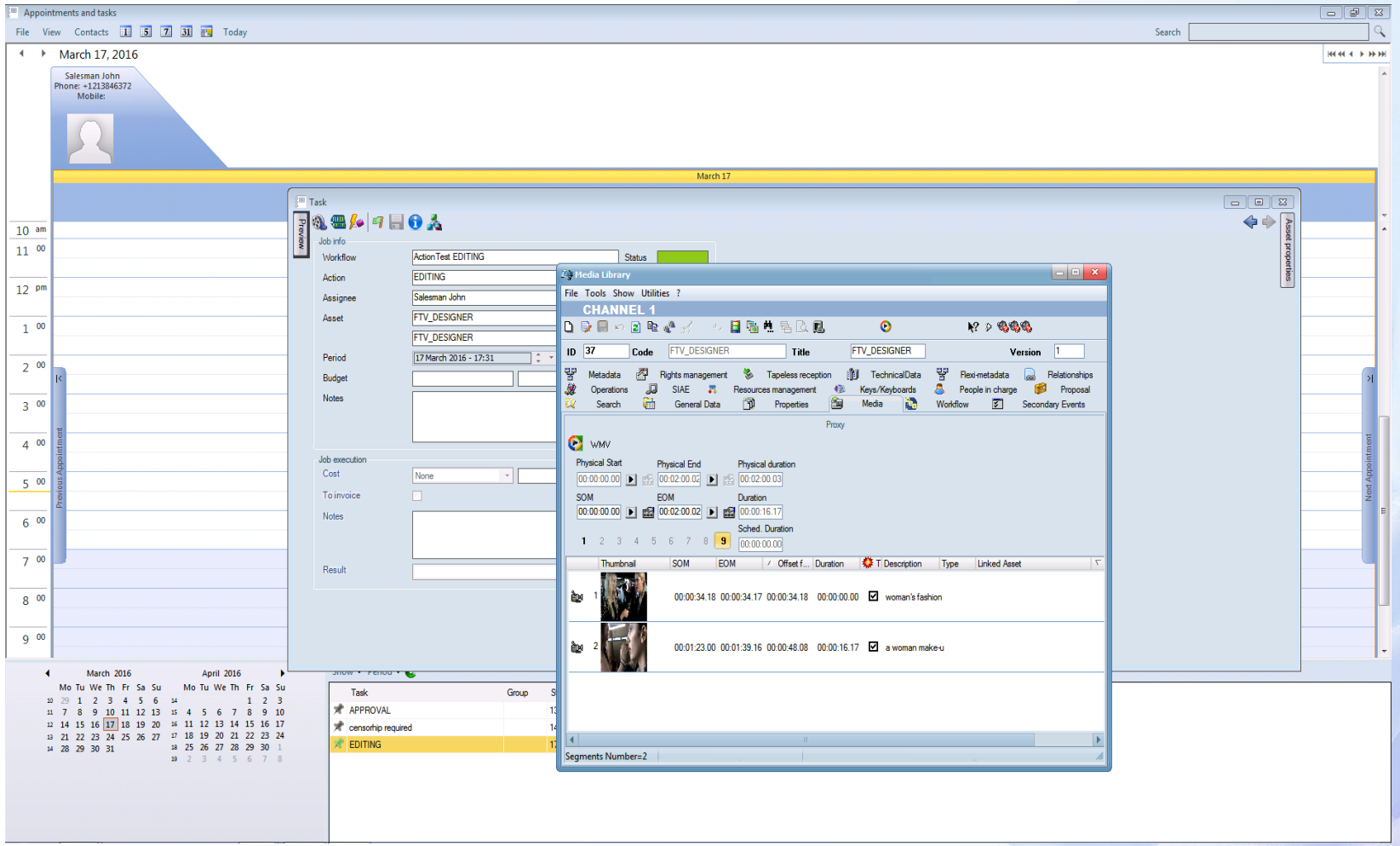
Easy Preview



Task Details



One Click Access



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Task Sharing

Ingest Task

Ingest task
Assigned to all operators

Operator 1

Operator 2

Operator 3

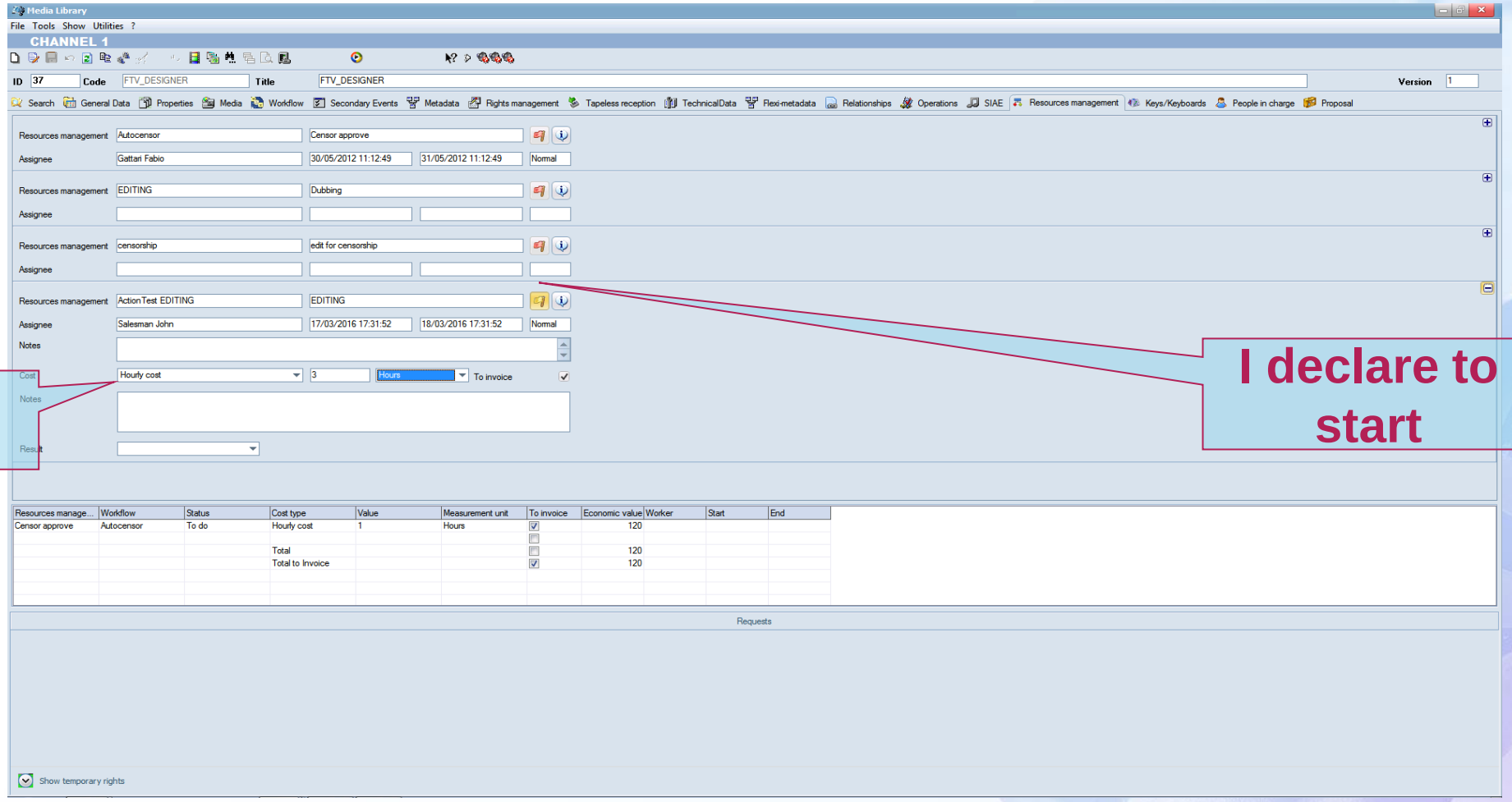
Operator 4

All the operators see the task as available

Operator 1 take the task other operator do not see it anymore

Operator 1 end task the workflow complete

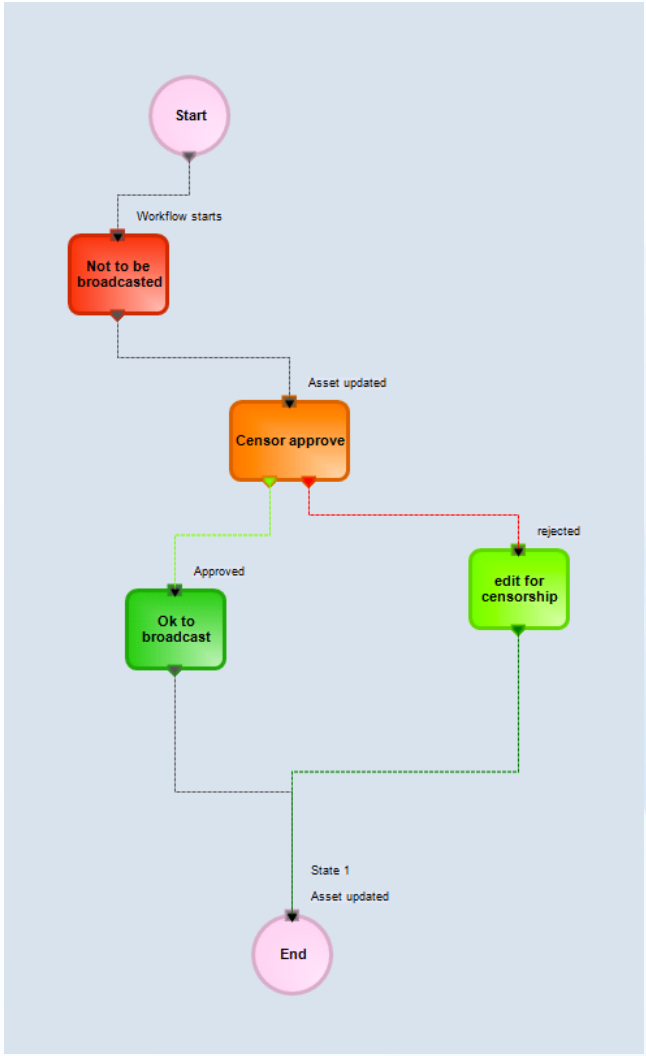
Auto Assign



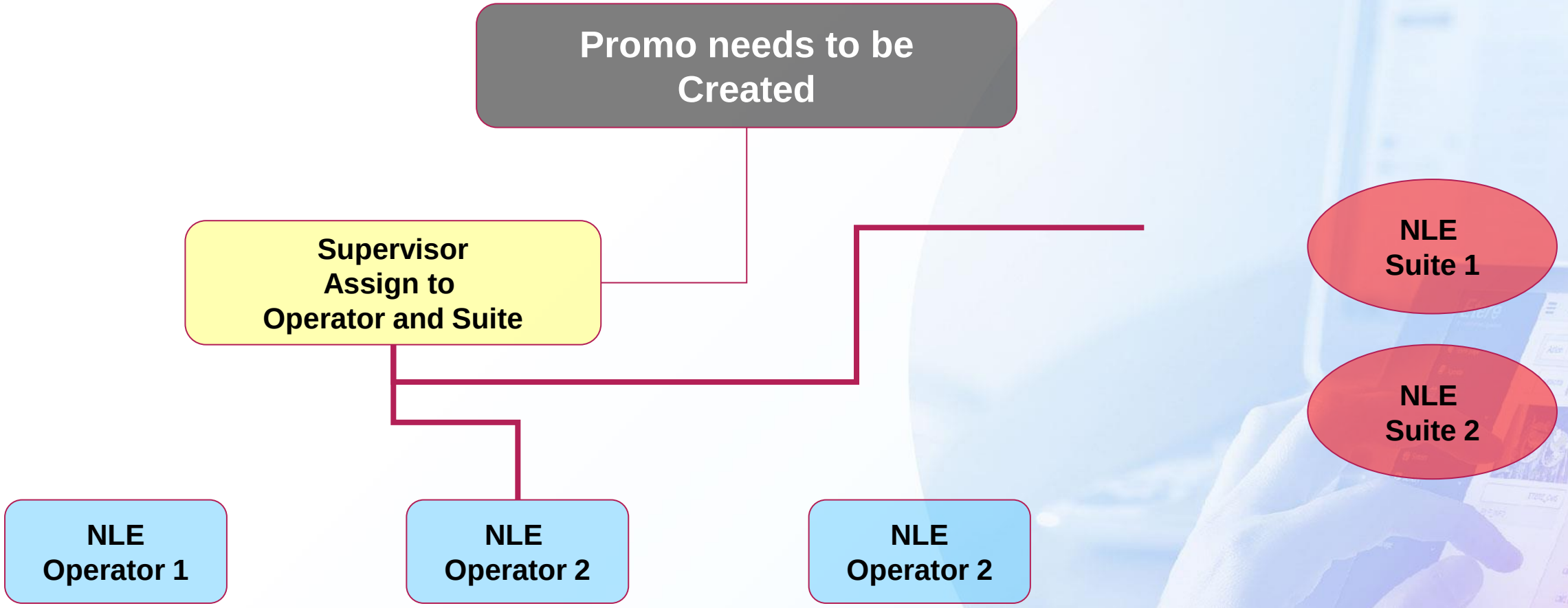
Cost to be Inserted

I declare to start

To be Assigned



Job to be Assigned



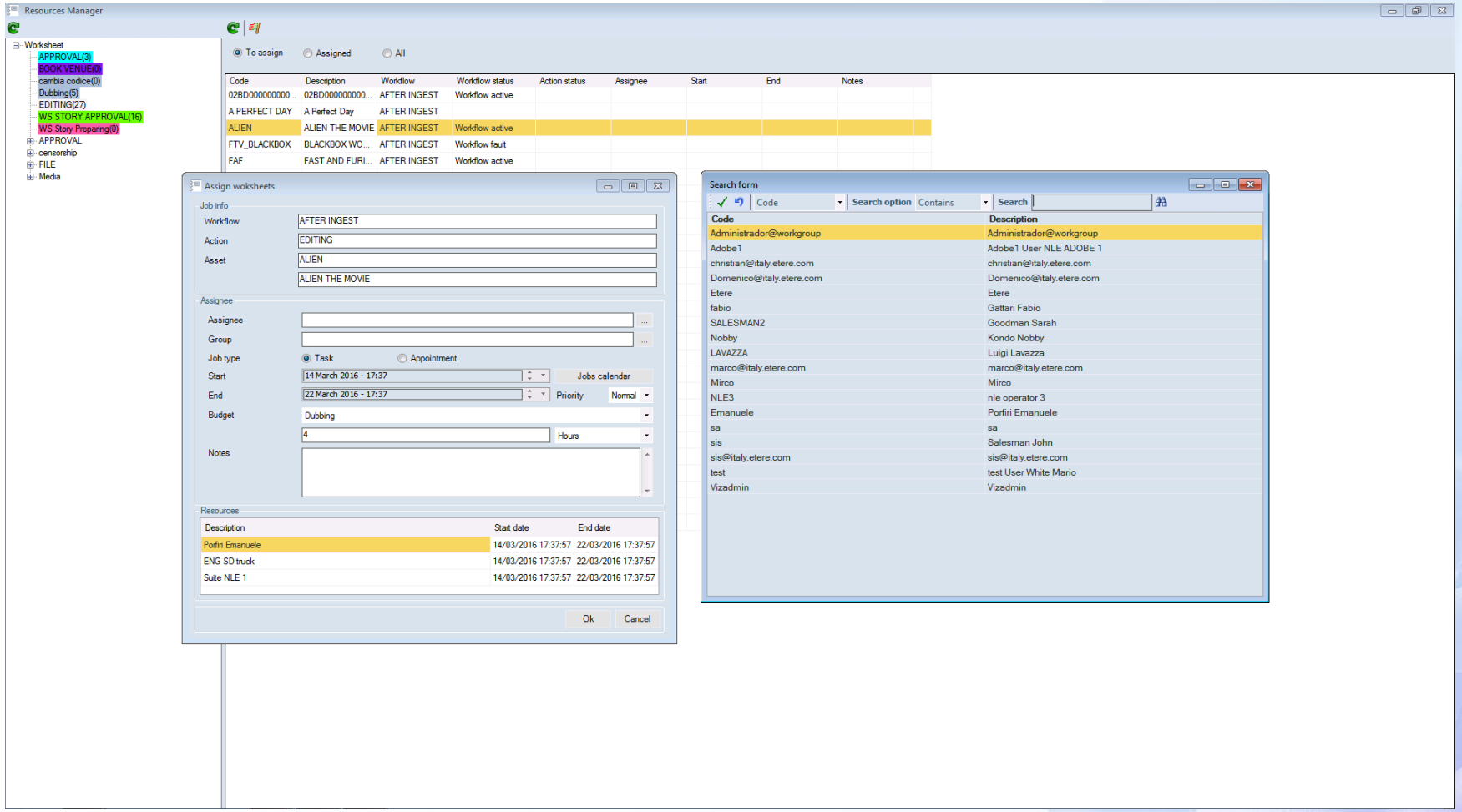
Promo creation task

Several operators and tasks are available

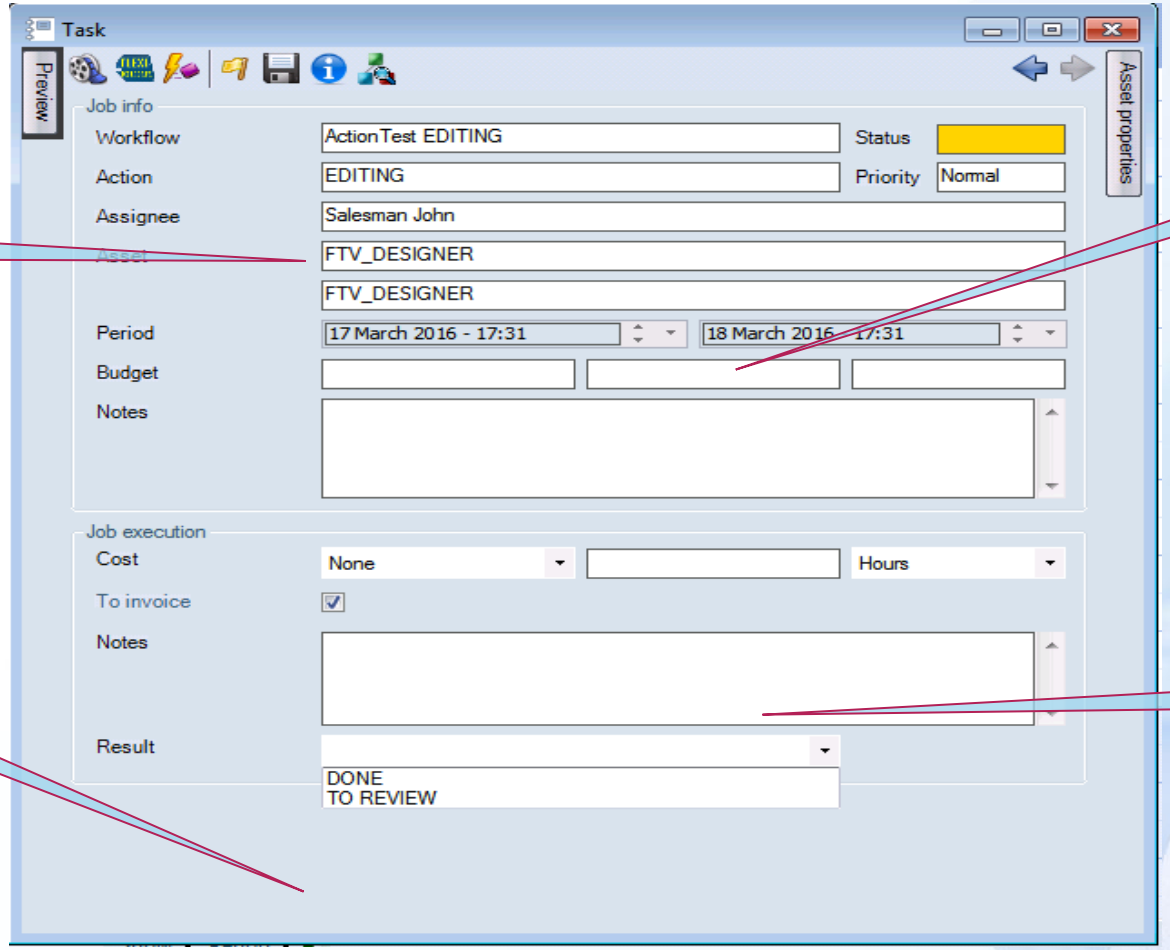
Supervisor assign OPERATOR

Supervisor assign NLE SUITE

Assign Job


Resources Manager
Worksheet
APPROVAL(3)
BOOK VENUE(0)
cambia codice(0)
Dubbing(5)
EDITING(27)
WS STORY APPROVAL(16)
WS Story Preparing(0)
APPROVAL
censorship
FILE
Media
To assign
Assigned
All
Code
Description
Workflow
Workflow status
Action status
Assignee
Start
End
Notes
02BD000000000...
02BD000000000...
AFTER INGEST
Workflow active
A PERFECT DAY
A Perfect Day
AFTER INGEST
ALIEN
ALIEN THE MOVIE
AFTER INGEST
Workflow active
FTV_BLACKBOX
BLACKBOX WO...
AFTER INGEST
Workflow fault
FAF
FAST AND FURI...
AFTER INGEST
Workflow active
Assign woksheets
Job info
Workflow
AFTER INGEST
Action
EDITING
Asset
ALIEN
ALIEN THE MOVIE
Assignee
Assignee
Group
Job type
Task
Appointment
Start
14 March 2016 - 17:37
Jobs calendar
End
22 March 2016 - 17:37
Priority
Normal
Budget
Dubbing
4
Hours
Notes
Resources
Description
Start date
End date
Porfiri Emanuele
14/03/2016 17:37:57
22/03/2016 17:37:57
ENG SD truck
14/03/2016 17:37:57
22/03/2016 17:37:57
Suite NLE 1
14/03/2016 17:37:57
22/03/2016 17:37:57
Ok
Cancel
Search form
Code
Search option
Contains
Search
Code
Description
Administrador@workgroup
Administrador@workgroup
Adobe1
Adobe1 User NLE ADOBE 1
christian@italy.etere.com
christian@italy.etere.com
Domenico@italy.etere.com
Domenico@italy.etere.com
Etere
Etere
fabio
Gattari Fabio
SALESMAN2
Goodman Sarah
Nobby
Kondo Nobby
LAVAZZA
Luigi Lavazza
marco@italy.etere.com
marco@italy.etere.com
Mirco
Mirco
NLE3
nle operator 3
Emanuele
Porfiri Emanuele
sa
sa
sis
Salesman John
sis@italy.etere.com
sis@italy.etere.com
test
test User White Mario
Vizadmin
Vizadmin

Details of the Jobs



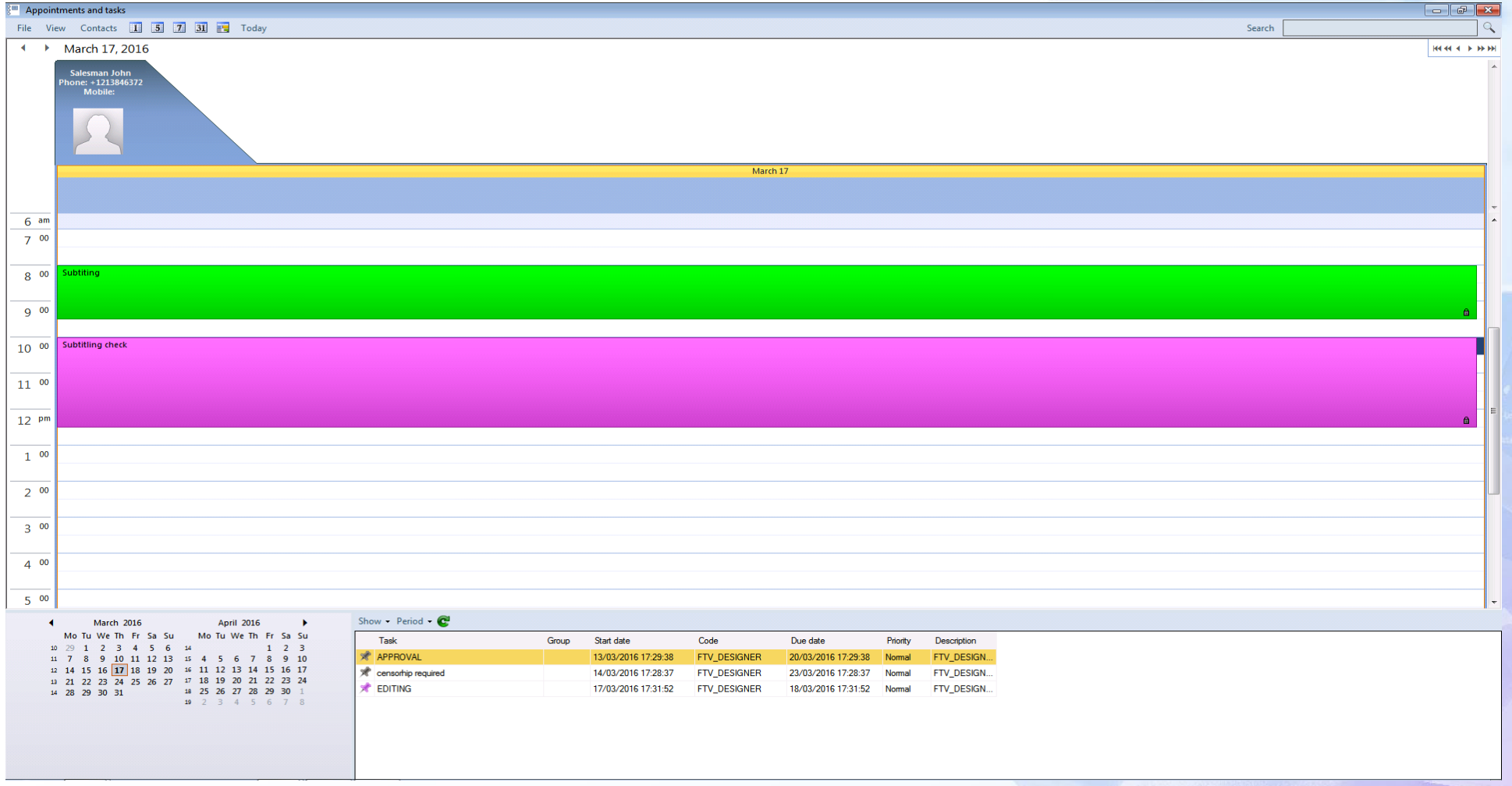
Assignee

Dates

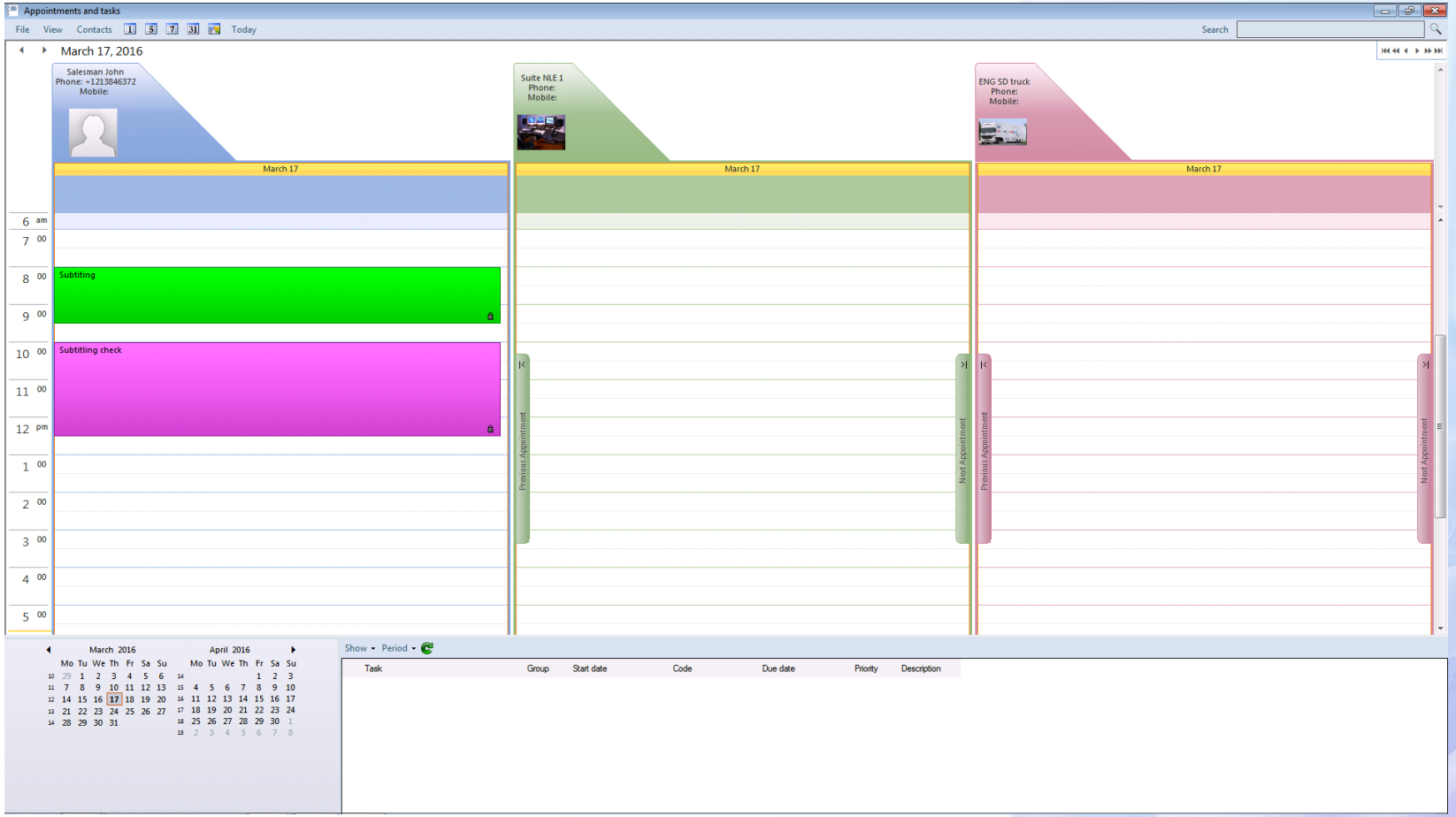
Answer

Default cost

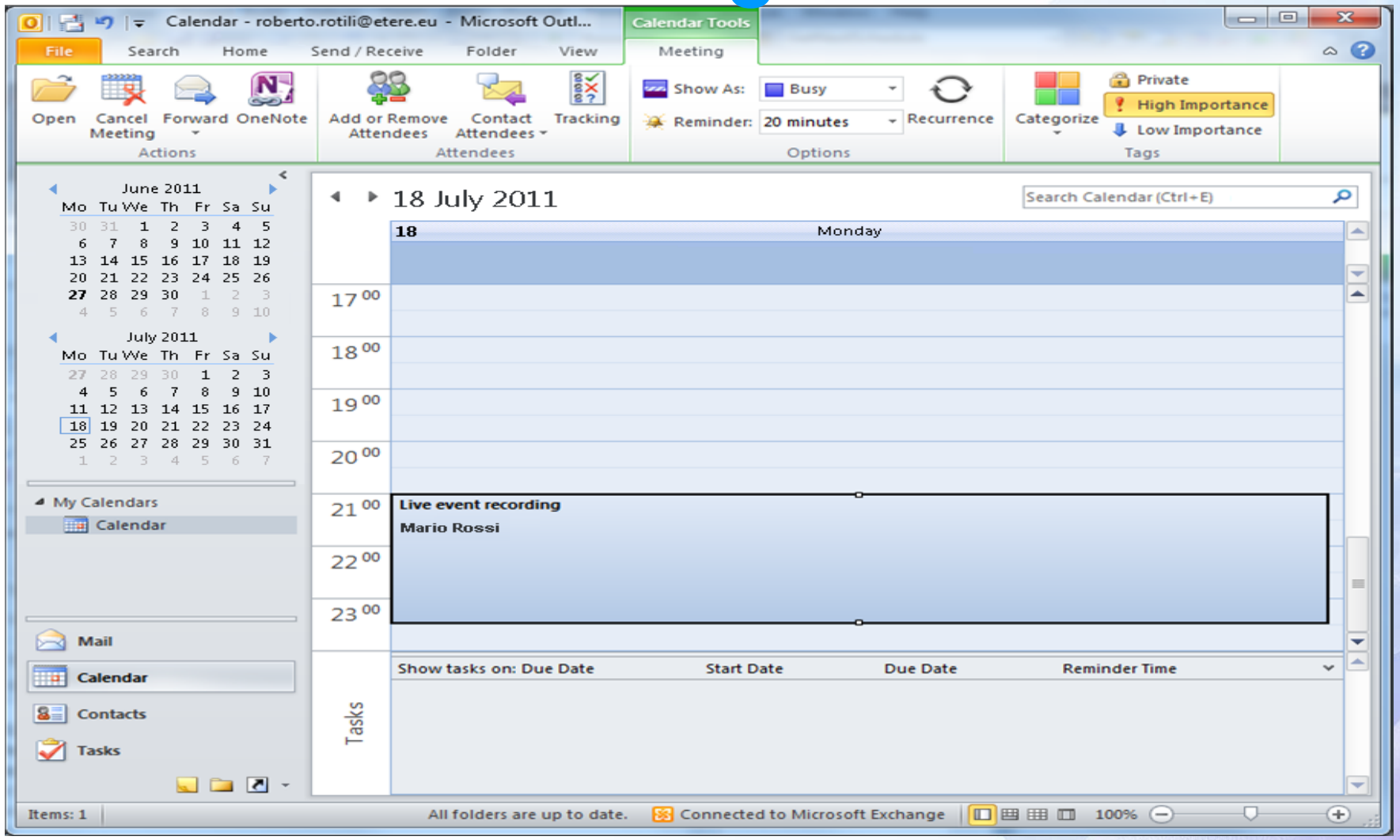
Personal Calendar



Resources Calendar



Outlook Integration



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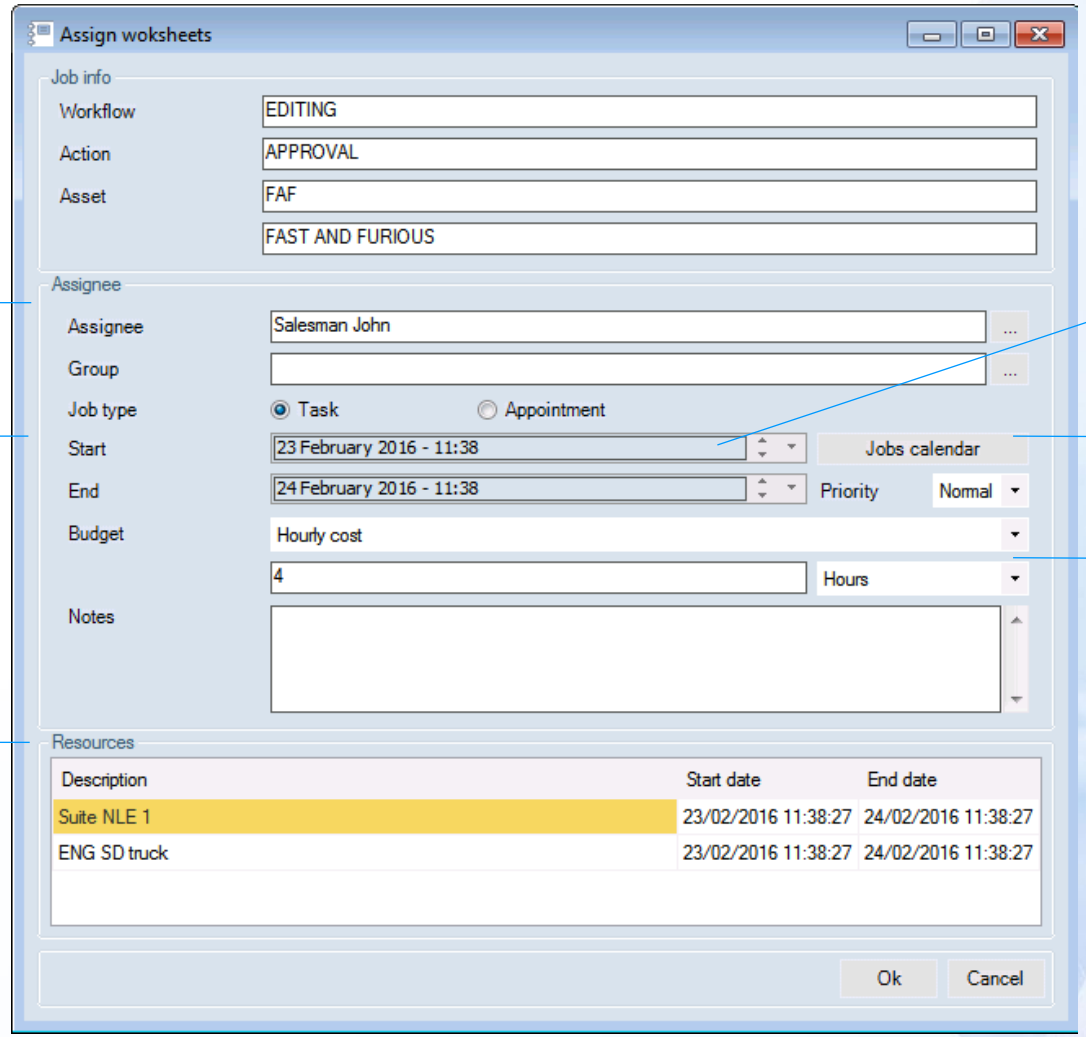
Cost Control

Cost Control



Assignee

Task or Calendar

Resources

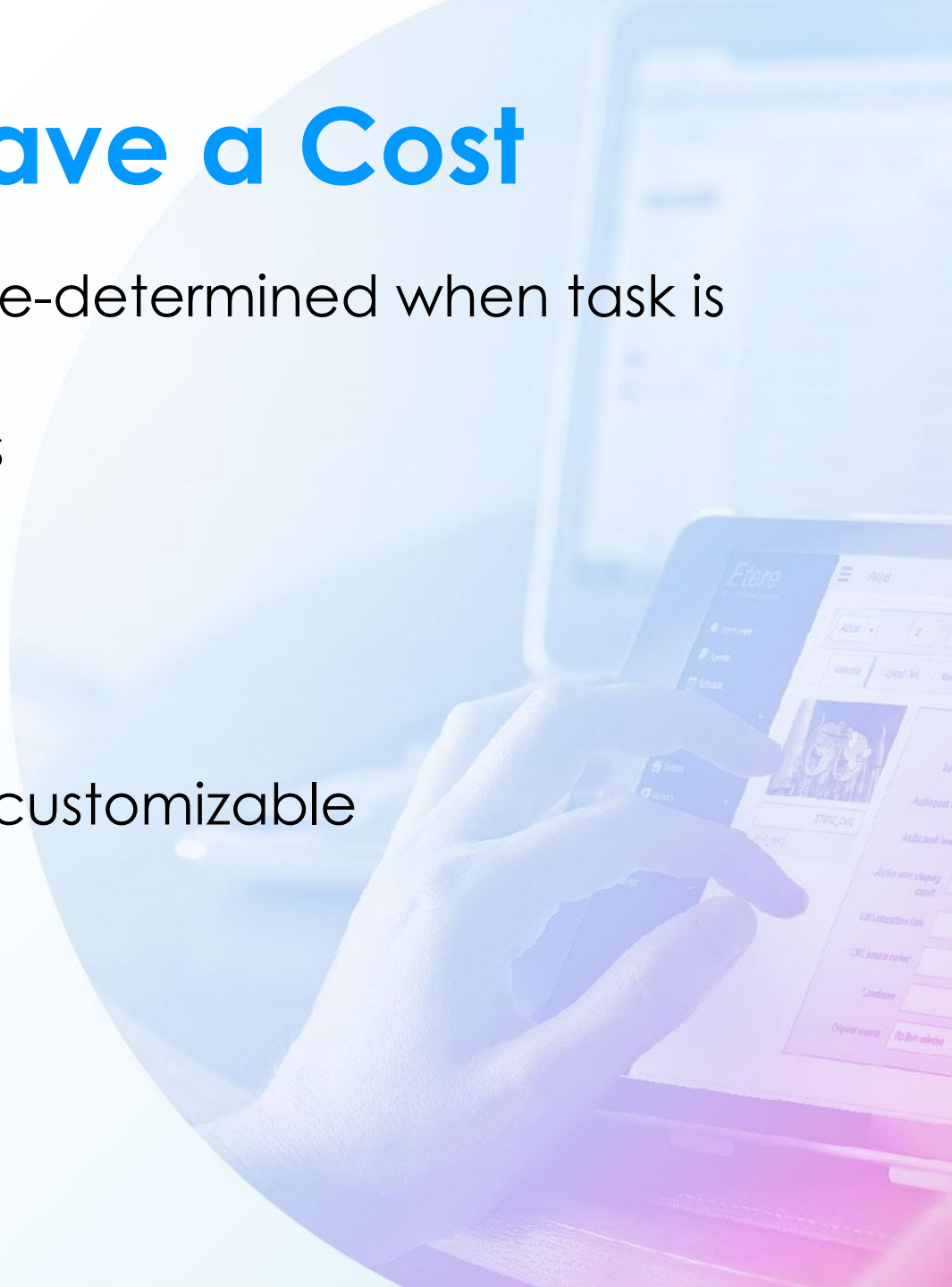
Dates

View Calendar

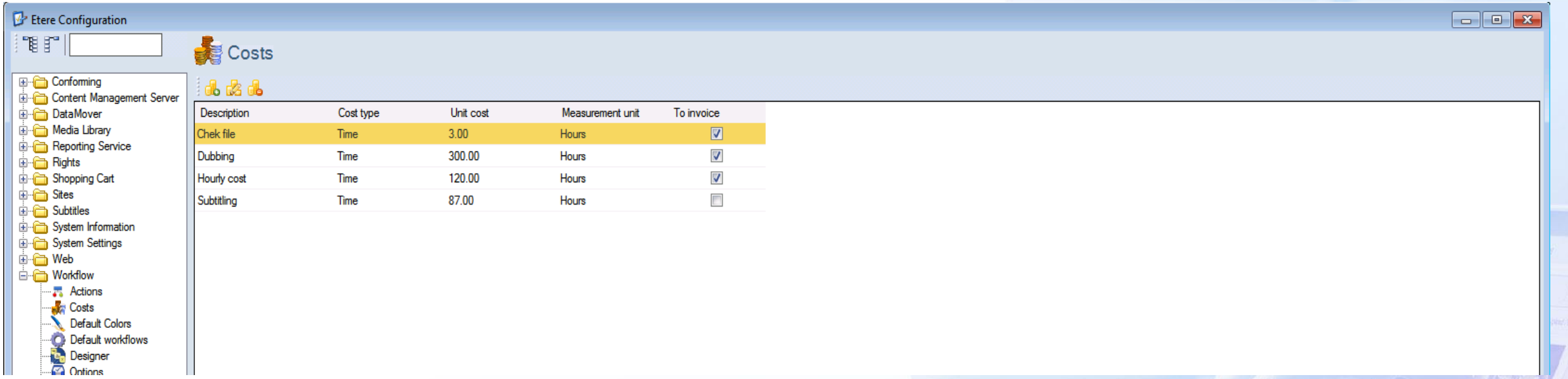
Default cost

Each Task Can Have a Cost

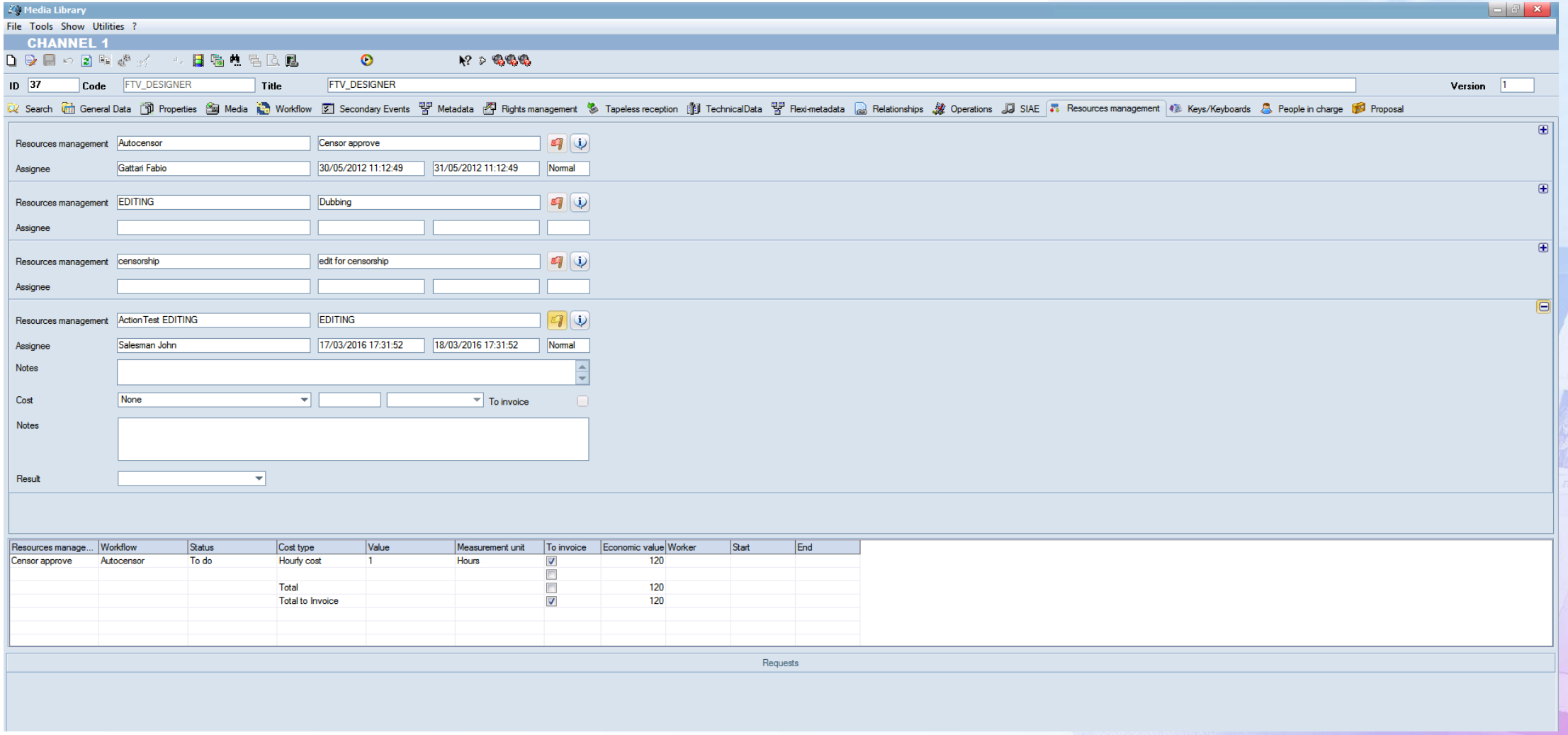
- Cost is category and default value is pre-determined when task is build
- Cost categories can be configurable as
  - Money
  - Operator Time
  - Equipment time
  - External organization cost
- All those costs and their values are fully customizable
- Time used is automatically detected



Cost Categories



Cost by Asset



Detailed Report

Media library logs [Resources manager]

2281 - Pyramids of Death

Digital Certificate

Additional Password

Date	Workflow	Action	Result	Machine	Operator	Notes	Certified	Pwd
17/09/2012 17.43.46	ActionTest Censorship	Censorship (3541)	Approved	ROBERTOW7	roberto	checked all parts	Yes	Yes
17/09/2012 18.04.18	ActionTest Audio level check	Audio level check (3527)	Audio level OK	ROBERTOW7	roberto	checked all audio levels	Yes	No
17/09/2012 18.04.37	ActionTest WS generate subtitles	WS generate subtitles (3186)	Subtitles done	ROBERTOW7	roberto	english and italian subtitles	Yes	No

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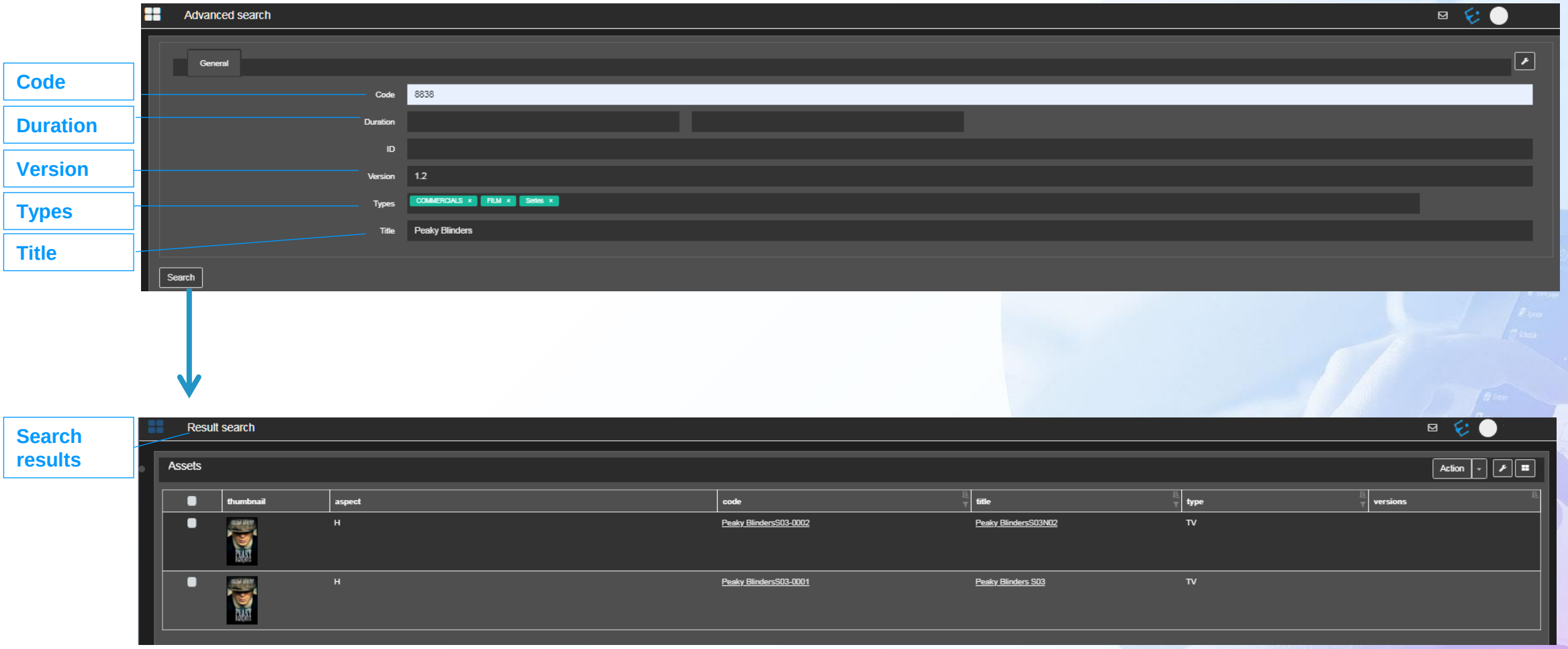
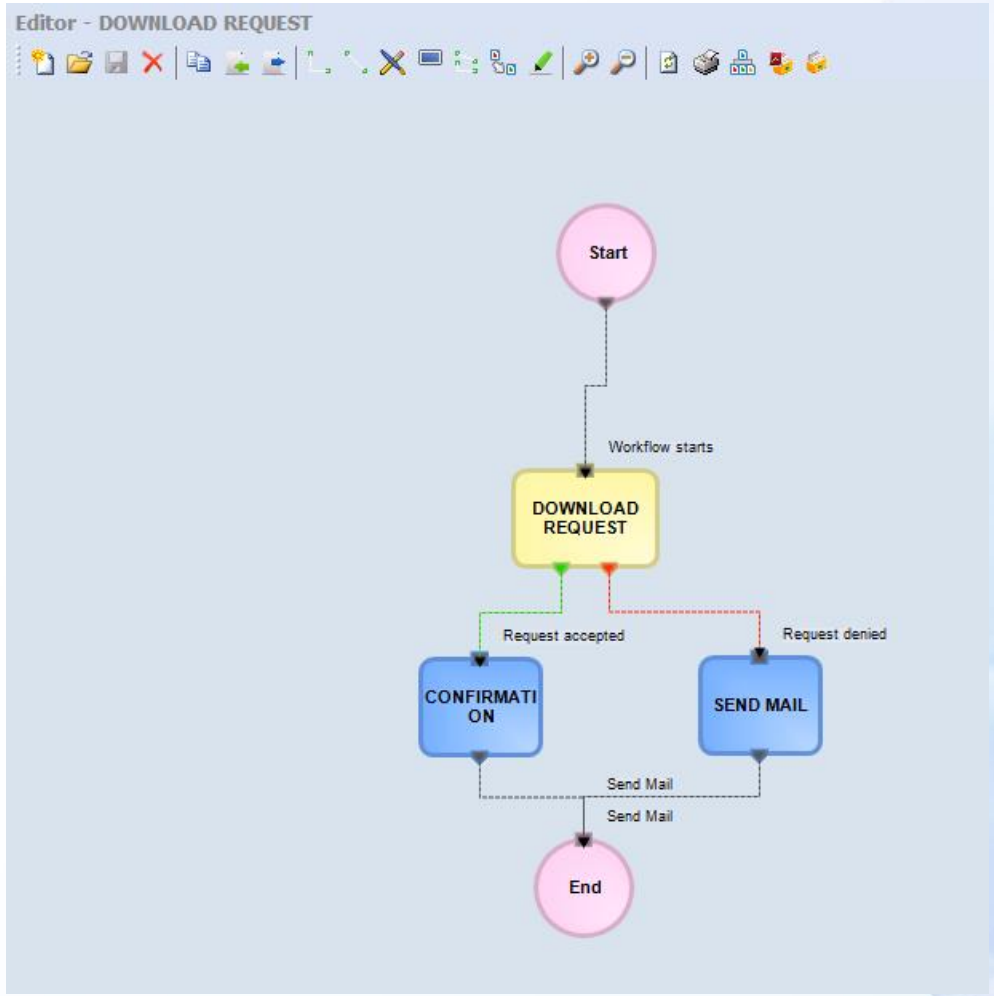
Edit Integration

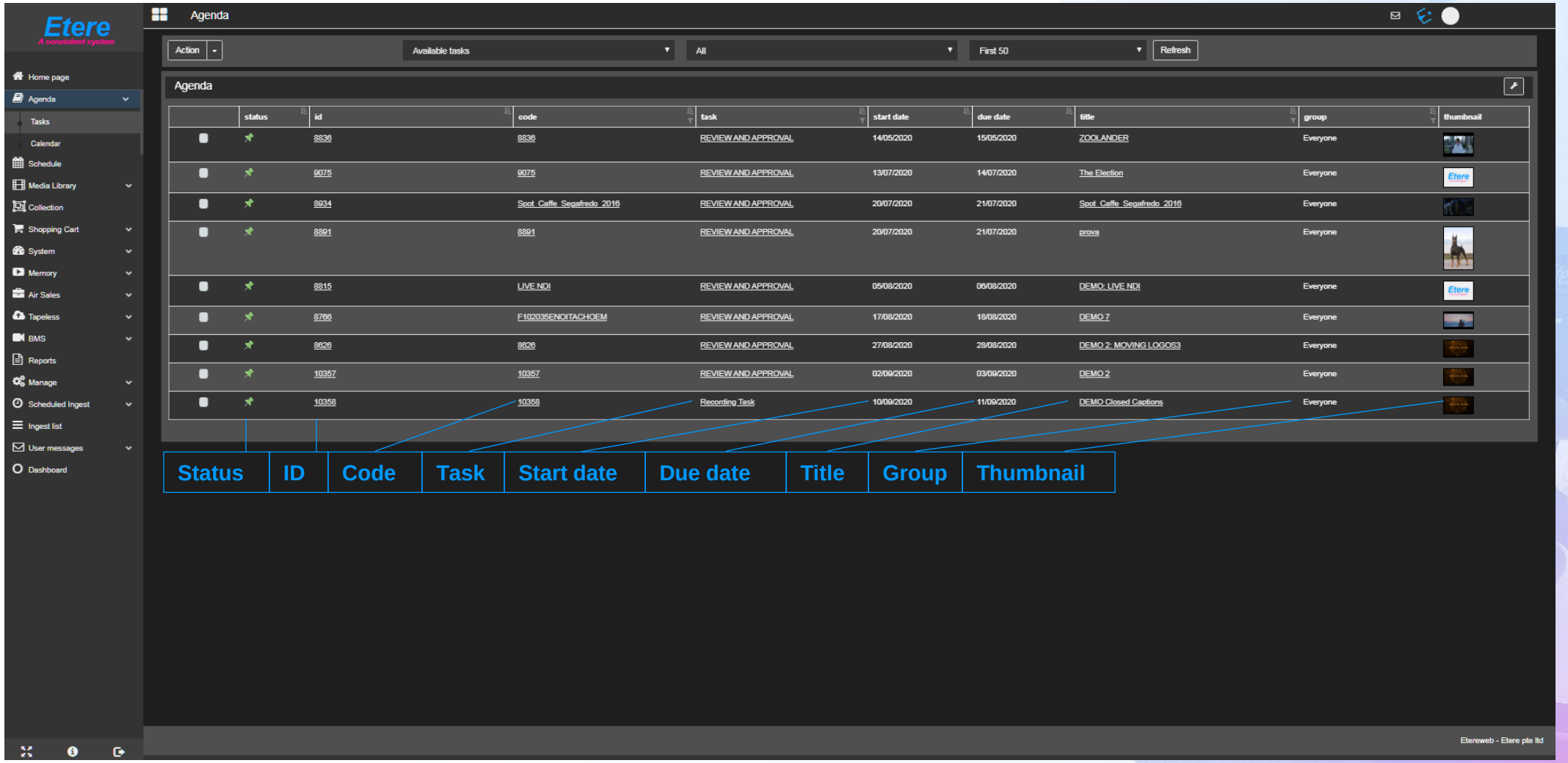
Search for Assets



Ask Permission



User Agenda


Etere
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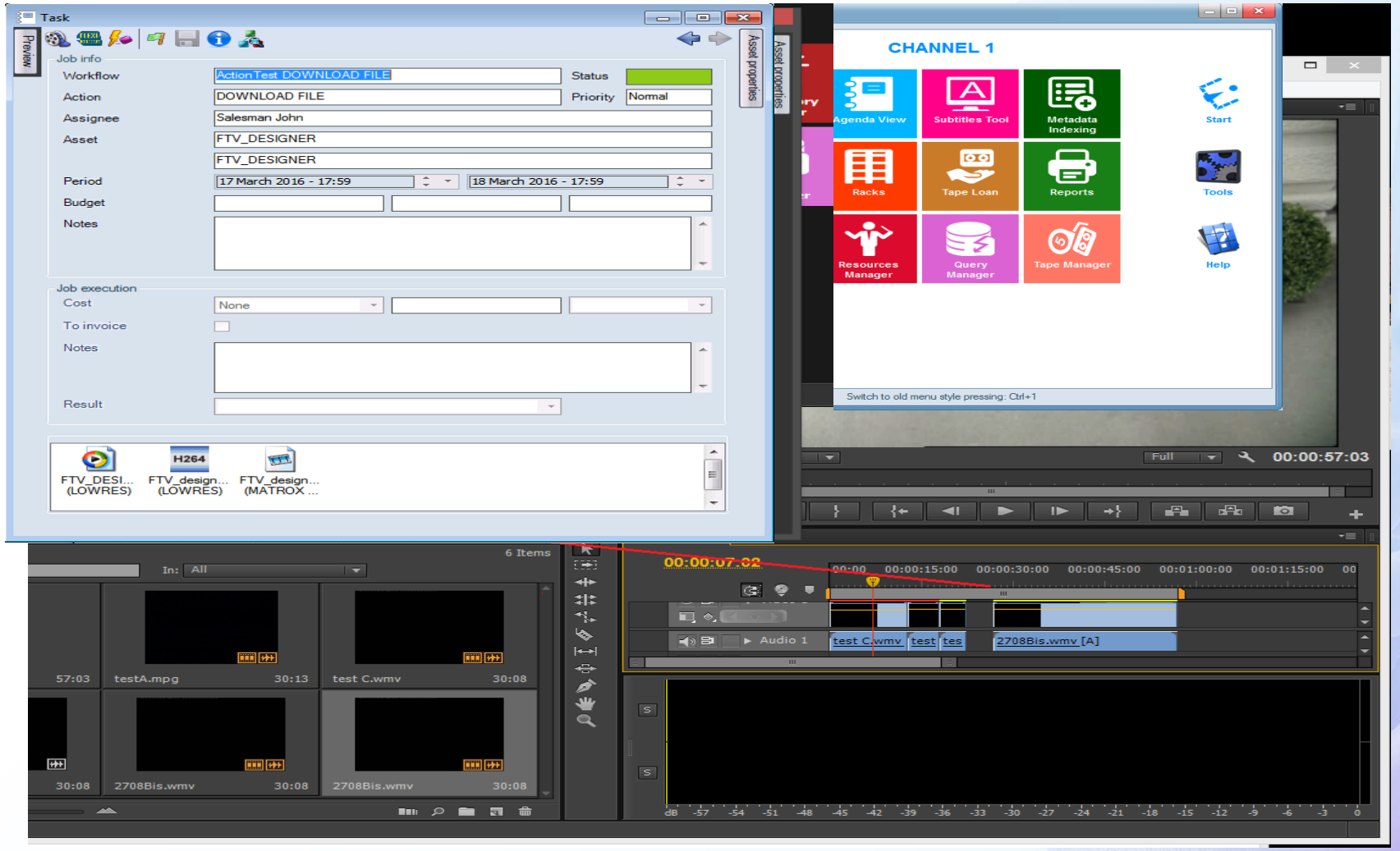
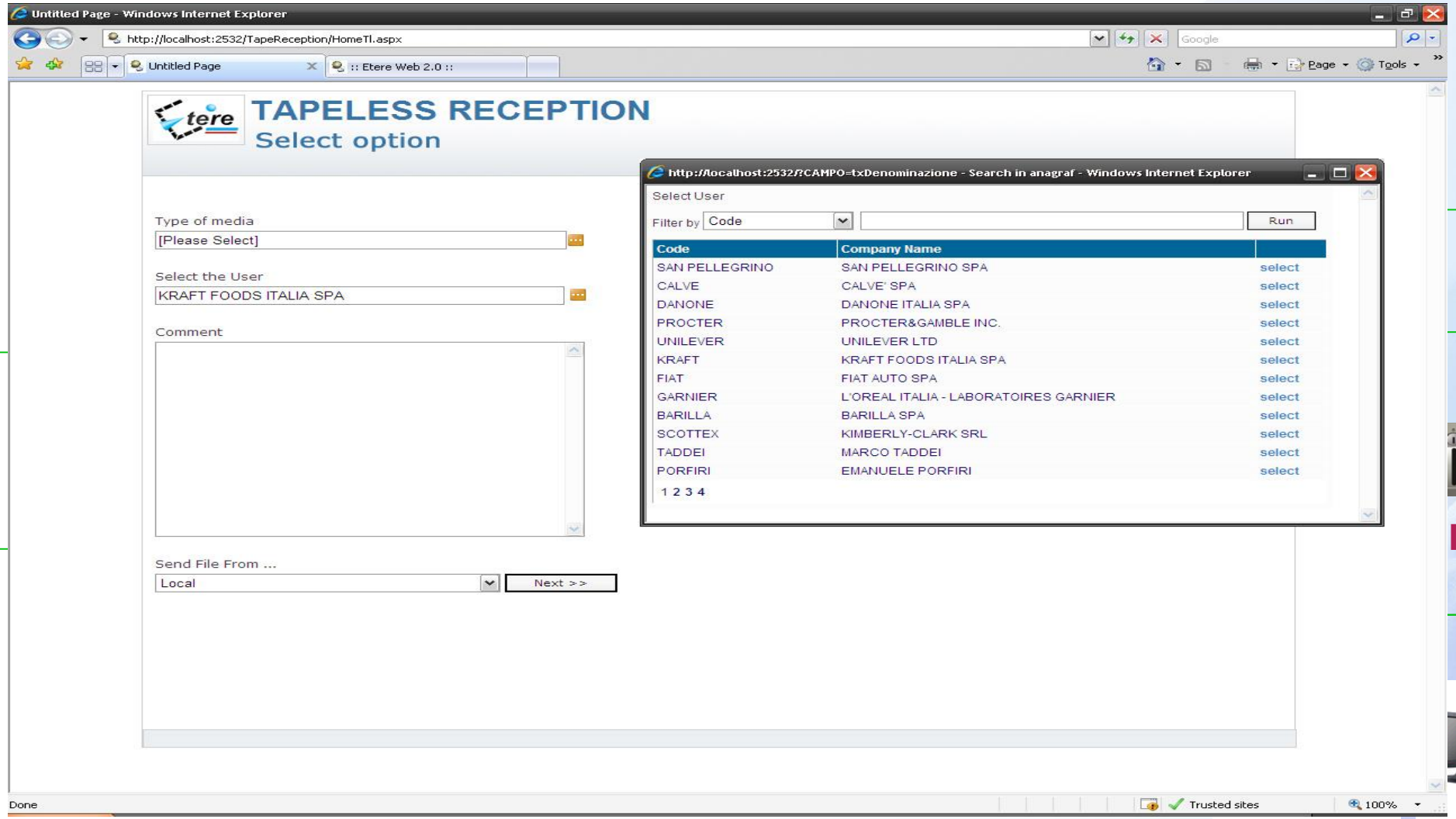
Agenda
Action
Available tasks
All
First 50
Refresh
Agenda
Home page
Agenda
Tasks
Calendar
Schedule
Media Library
Collection
Shopping Cart
System
Memory
Air Sales
Tapeless
BMS
Reports
Manage
Scheduled Ingest
Ingest list
User messages
Dashboard
status
id
code
task
start date
due date
title
group
thumbnail
8836 8836 REVIEW AND APPROVAL 14/05/2020 15/05/2020 ZOOLANDER Everyone
9075 9075 REVIEW AND APPROVAL 13/07/2020 14/07/2020 The Election Everyone
8934 Spot_Caffe_Segafredo_2016 REVIEW AND APPROVAL 20/07/2020 21/07/2020 Spot_Caffe_Segafredo_2016 Everyone
8891 8891 REVIEW AND APPROVAL 20/07/2020 21/07/2020 prova Everyone
8815 LIVE NDI REVIEW AND APPROVAL 05/08/2020 06/08/2020 DEMO: LIVE NDI Everyone
8766 F102035ENOITACHOEM REVIEW AND APPROVAL 17/08/2020 18/08/2020 DEMO 7 Everyone
8626 8626 REVIEW AND APPROVAL 27/08/2020 28/08/2020 DEMO 2: MOVING LOGOS3 Everyone
10357 10357 REVIEW AND APPROVAL 02/09/2020 03/09/2020 DEMO 2 Everyone
10358 10358 Recording Task 10/09/2020 11/09/2020 DEMO Closed Captions Everyone
Status
ID
Code
Task
Start date
Due date
Title
Group
Thumbnail
Etereweb - Etere pte ltd

Insert in Timeline



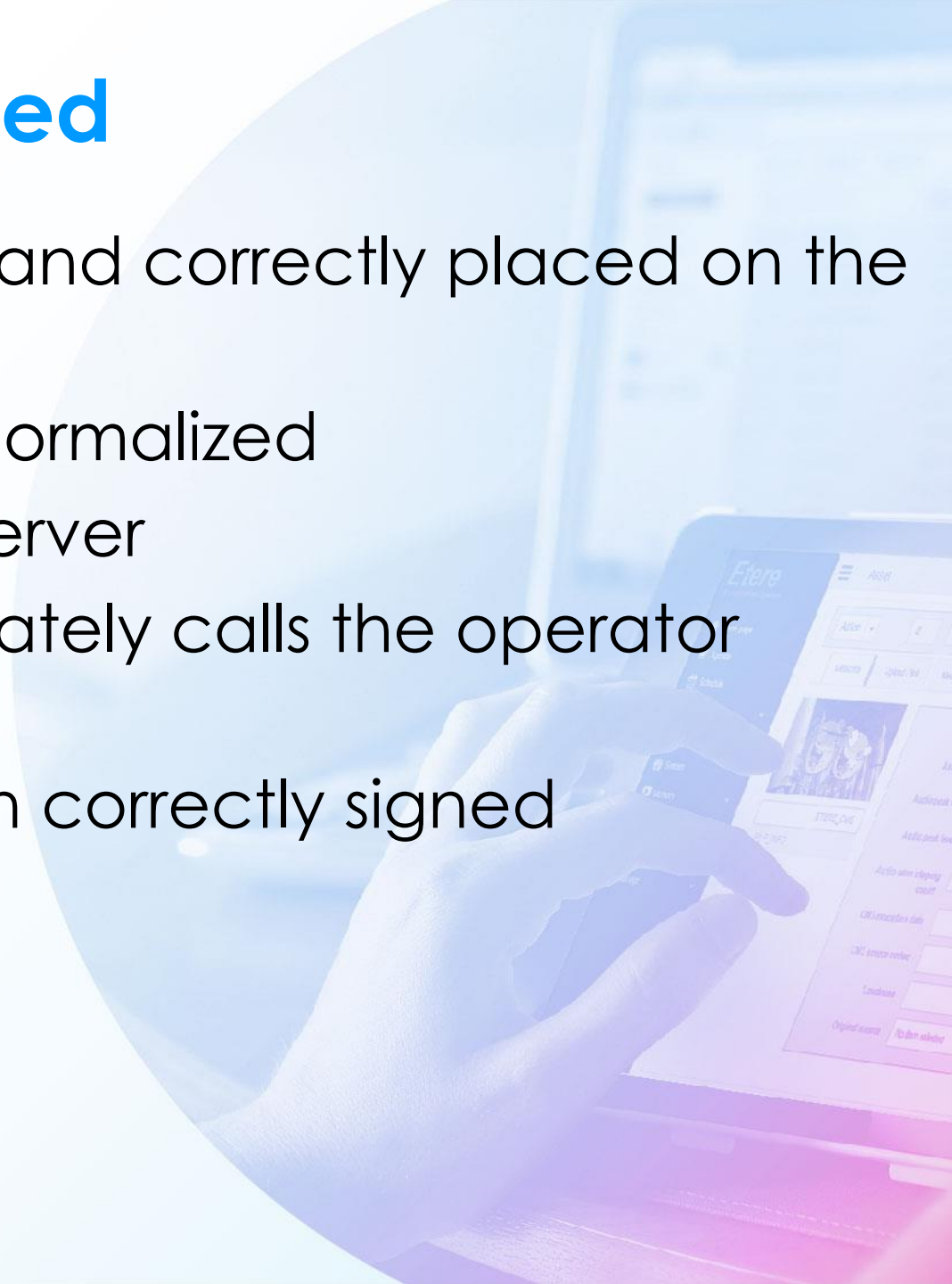
Client for Mac

How to Upload



Ready to Be Used

- All the programs are uploaded and correctly placed on the schedule
- Files have been checked and normalized
- Files have been sent to On-air server
- Any error in the process immediately calls the operator attention
- All the digital receipt have been correctly signed



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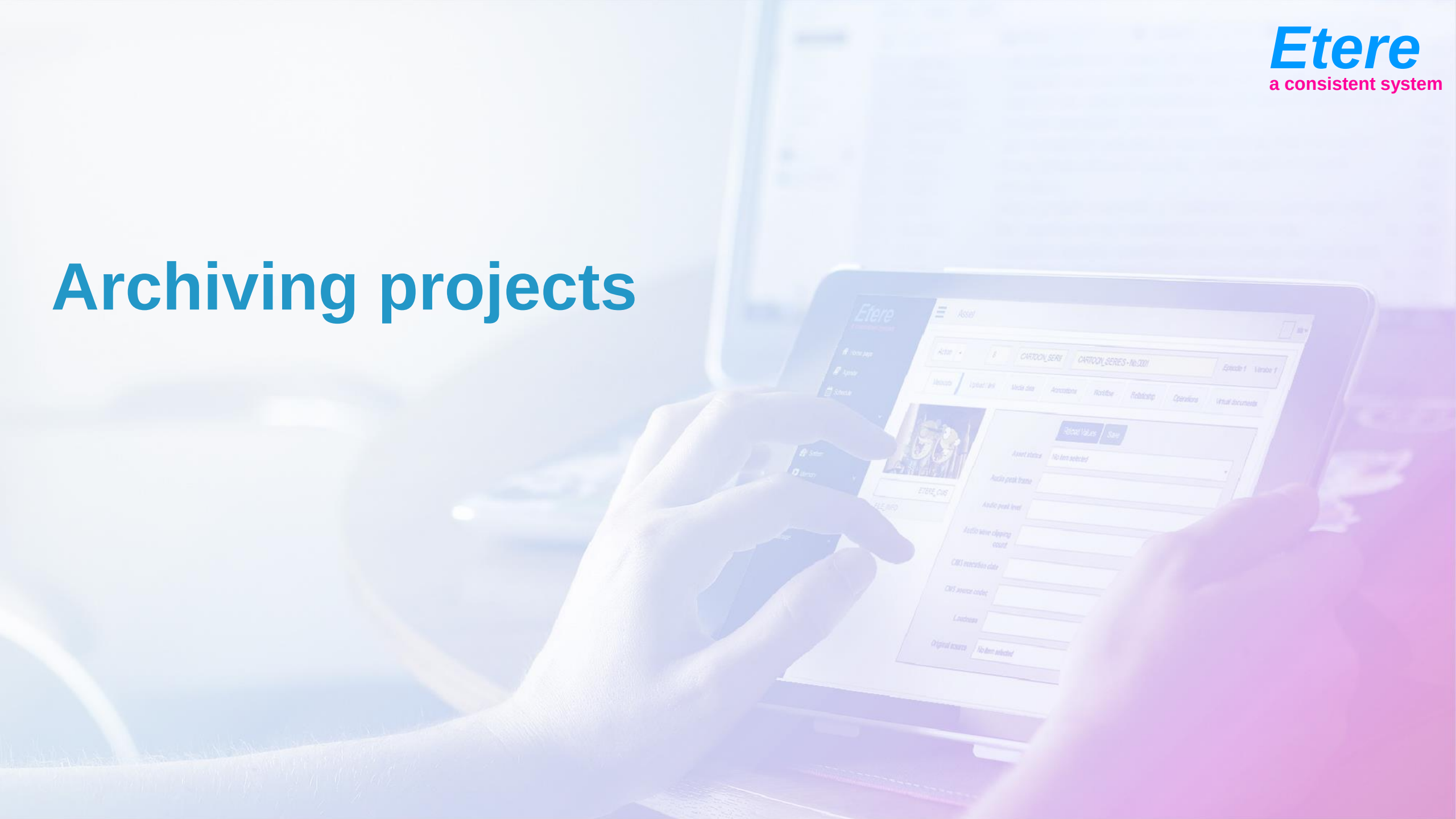
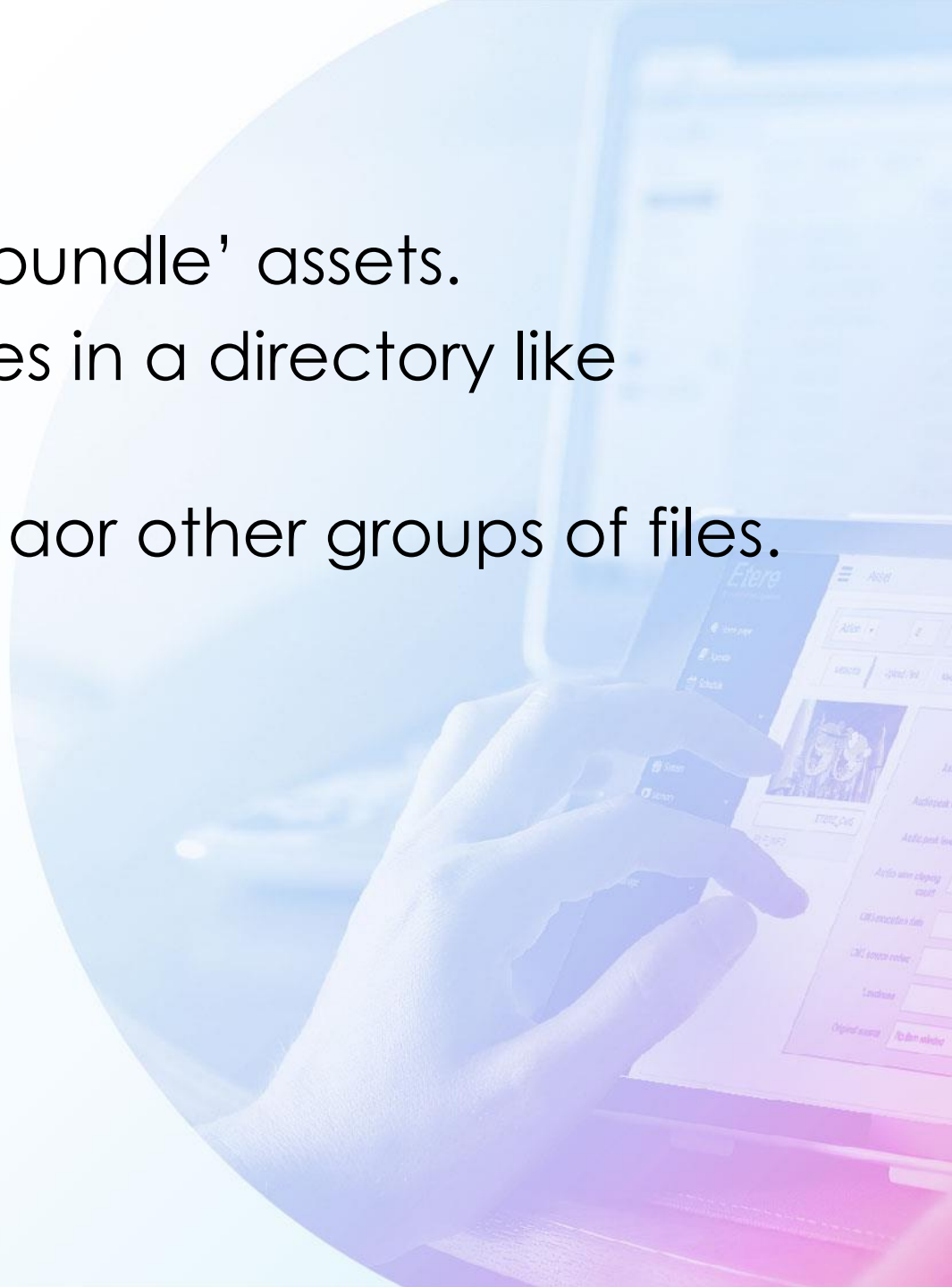
Archiving projects

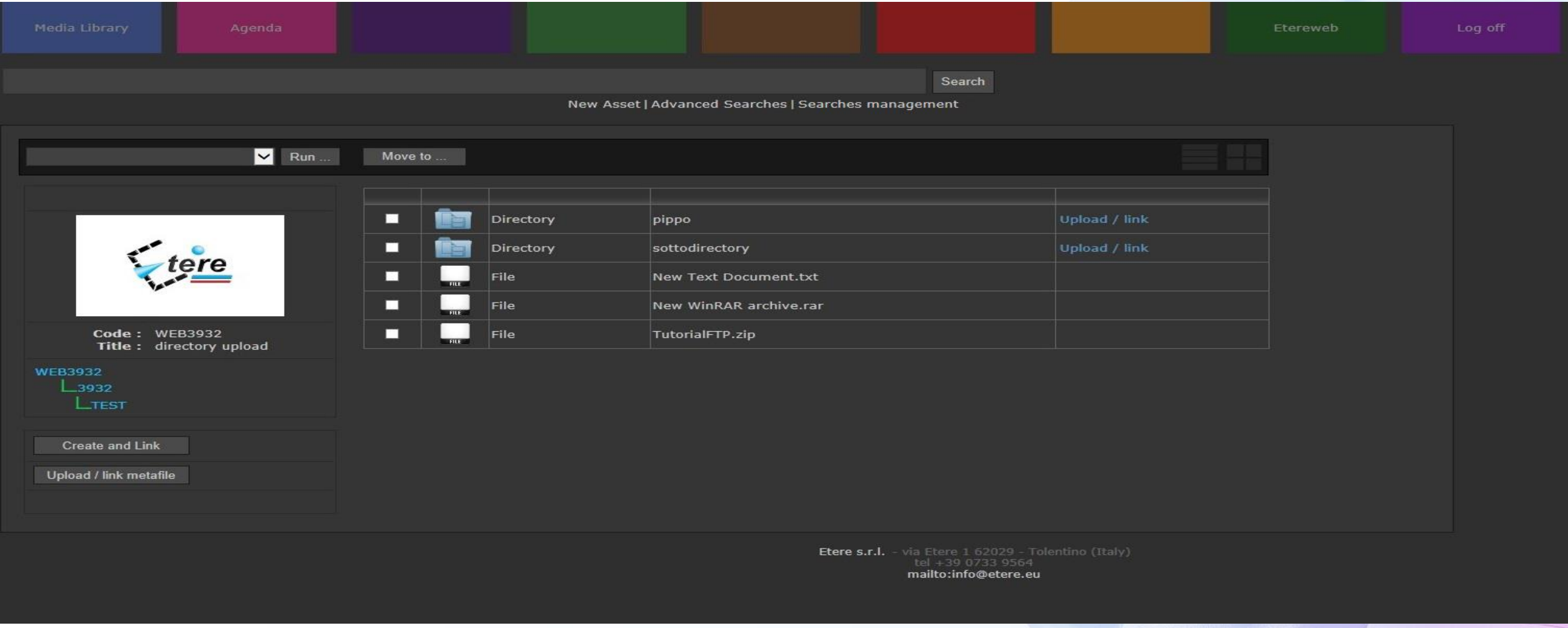


Projects

- Etere MAM is able to archive also ‘bundle’ assets.
- Those are composed by serveral files in a directory like structure.
- This is very useful to archive project aor other groups of files.



Archiving Projects



File Preview

Metadata | Upload/link | Media data | Annotations | T-Workflow | Relationship | Operations | Virtual documents | Stations | Task | Stories

Physical end

Physical start

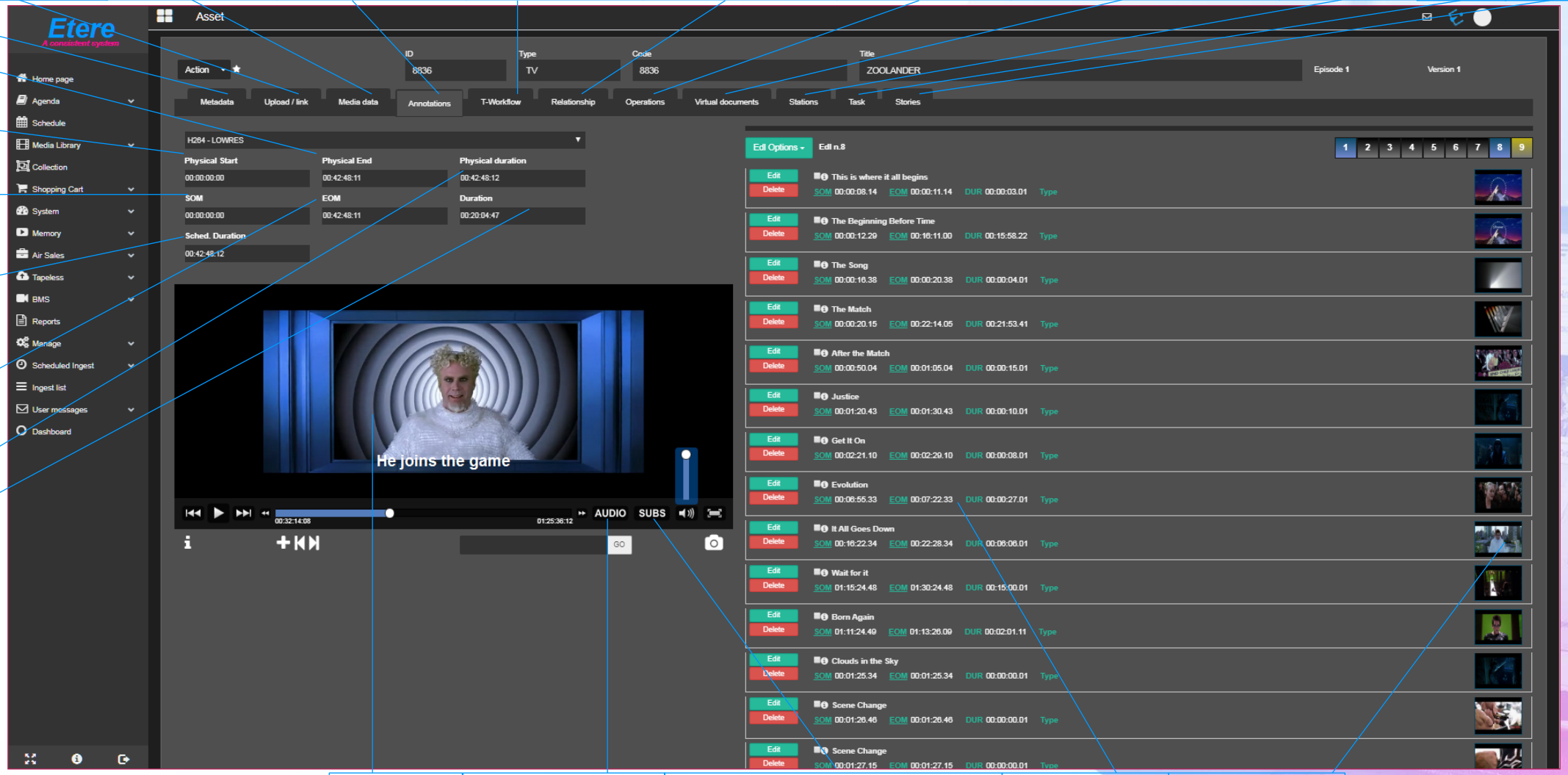
SOM

Scheduled Duration

EOM

Physical duration

Duration



Preview | Audio Tracks | Multilanguage Subtitles | Segments | Cue sheets

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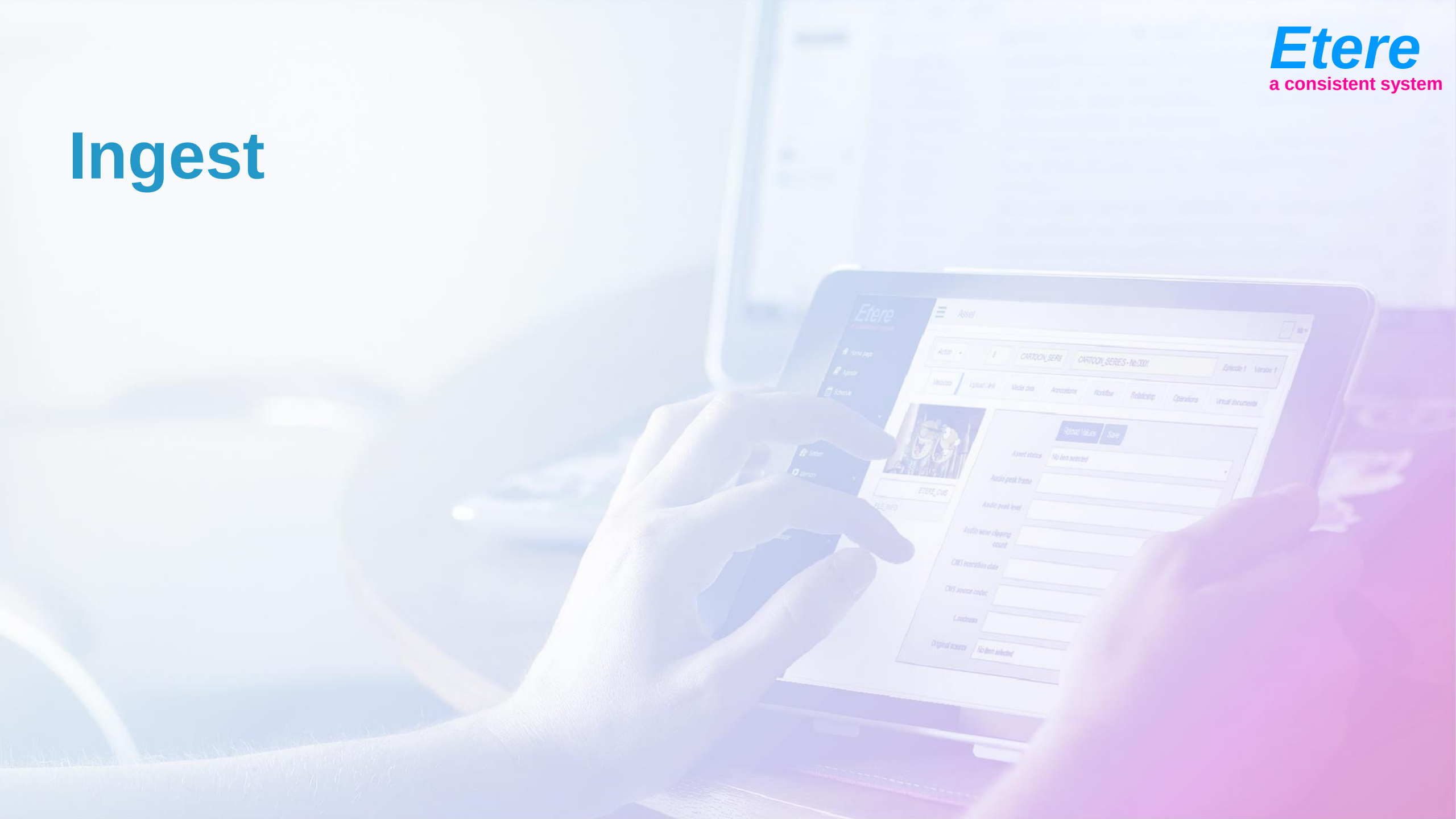
Ingest

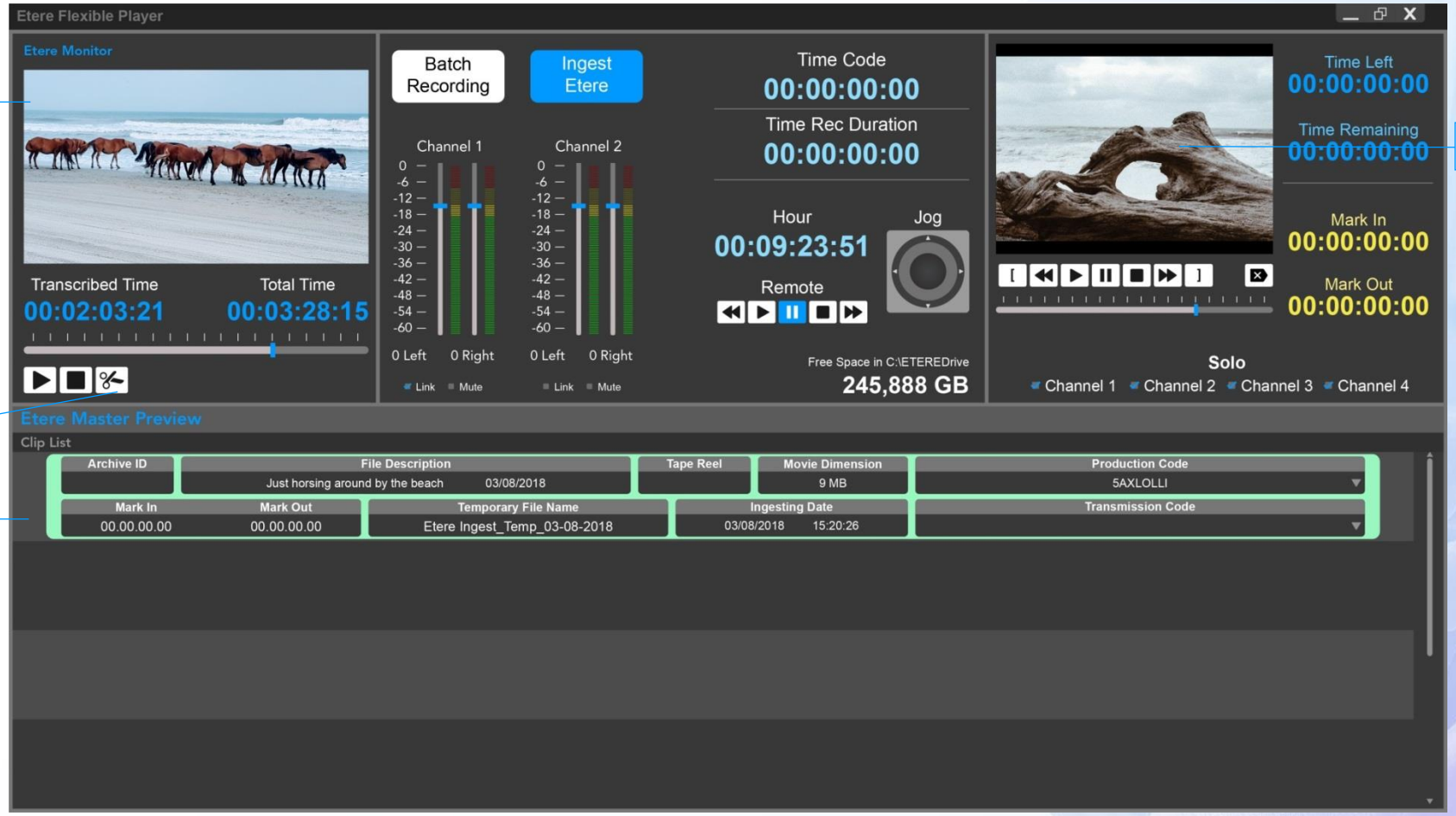


Inbuilt Ingest

Clip preview

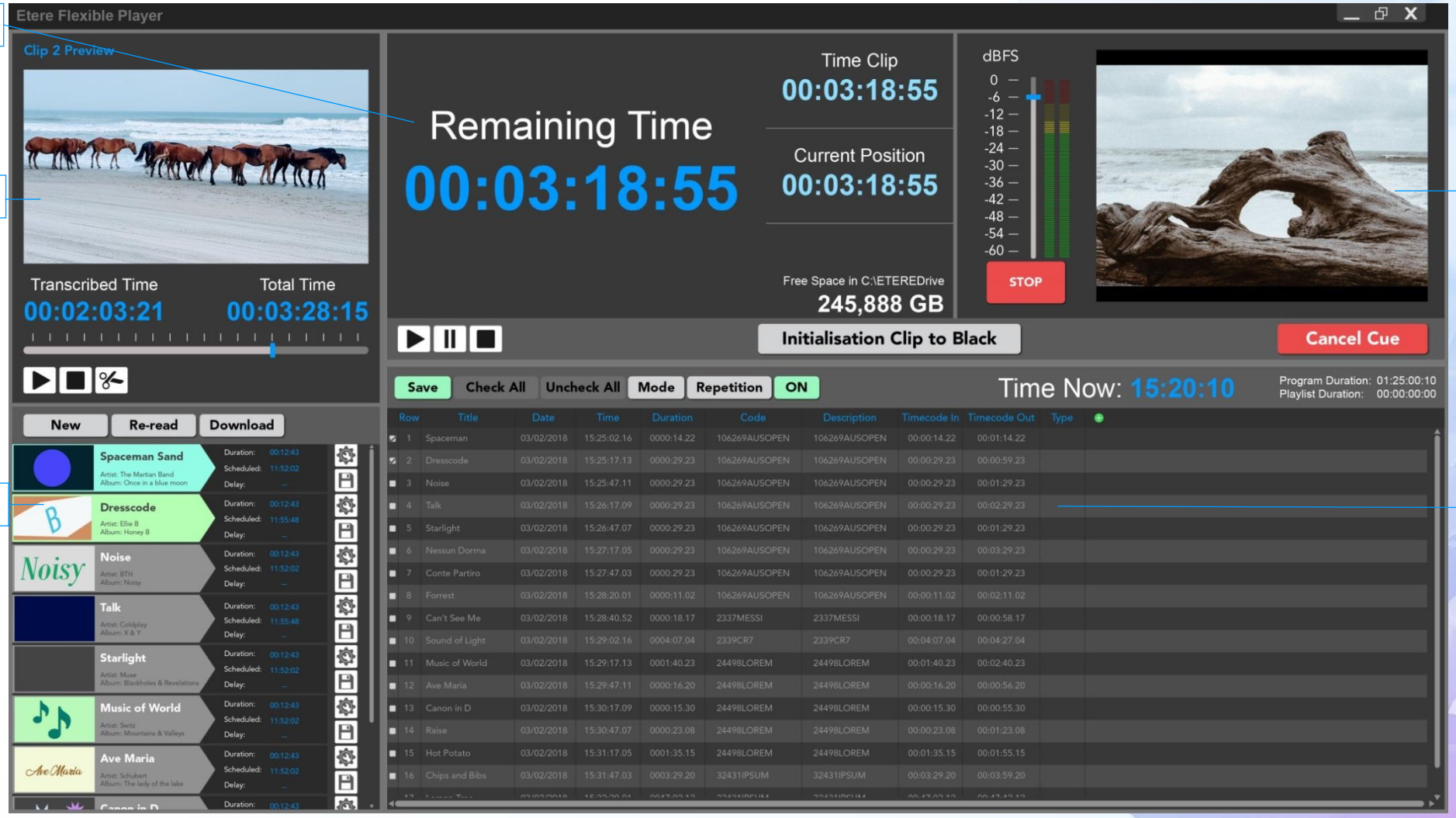
Video edit panel

Available video for ingest



Live feed preview

Studio Player



Time check

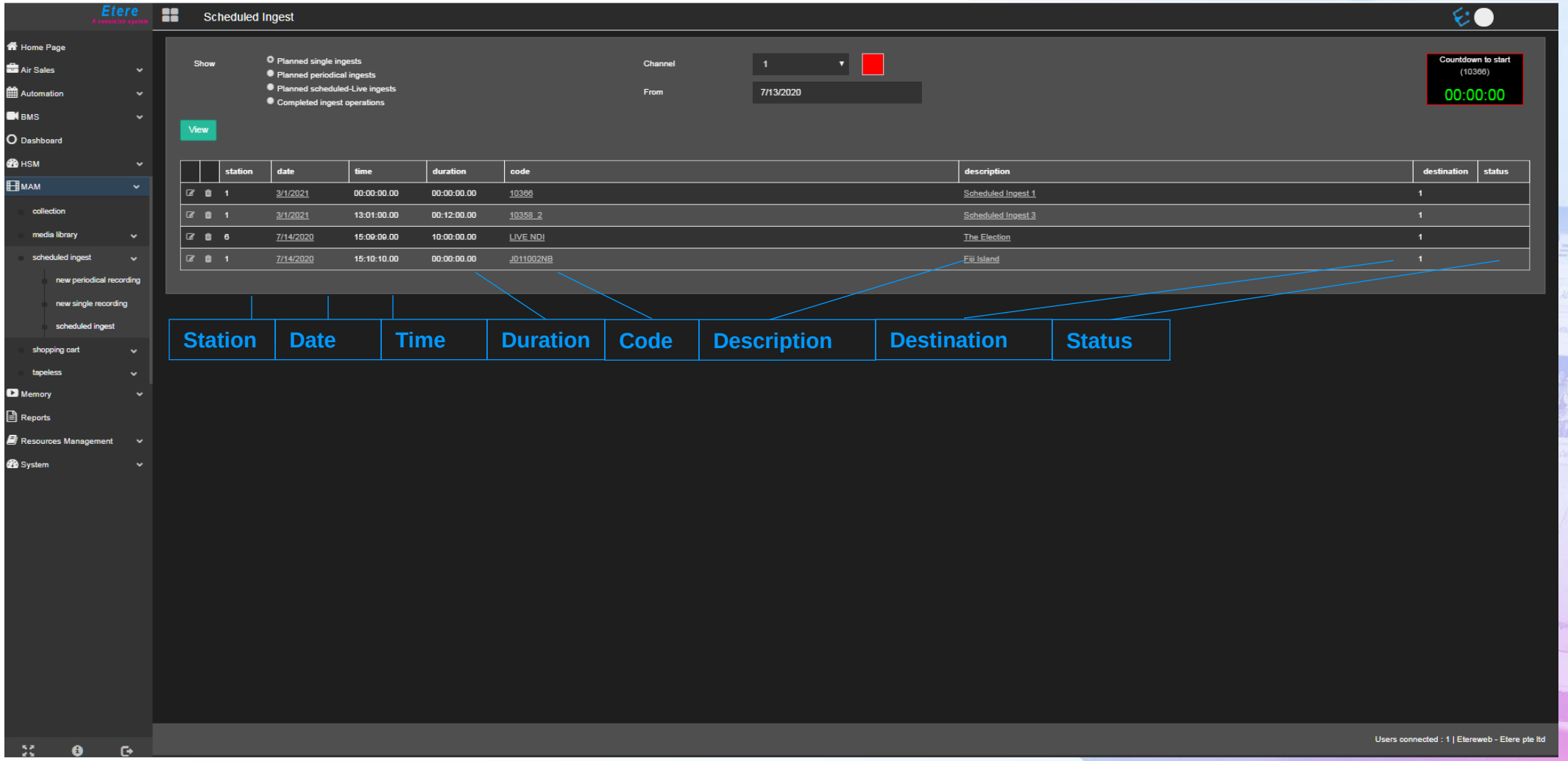
Clip preview window

Media asset list

Live feed preview

Upcoming playlist

Scheduled Ingest



FTP Ingest

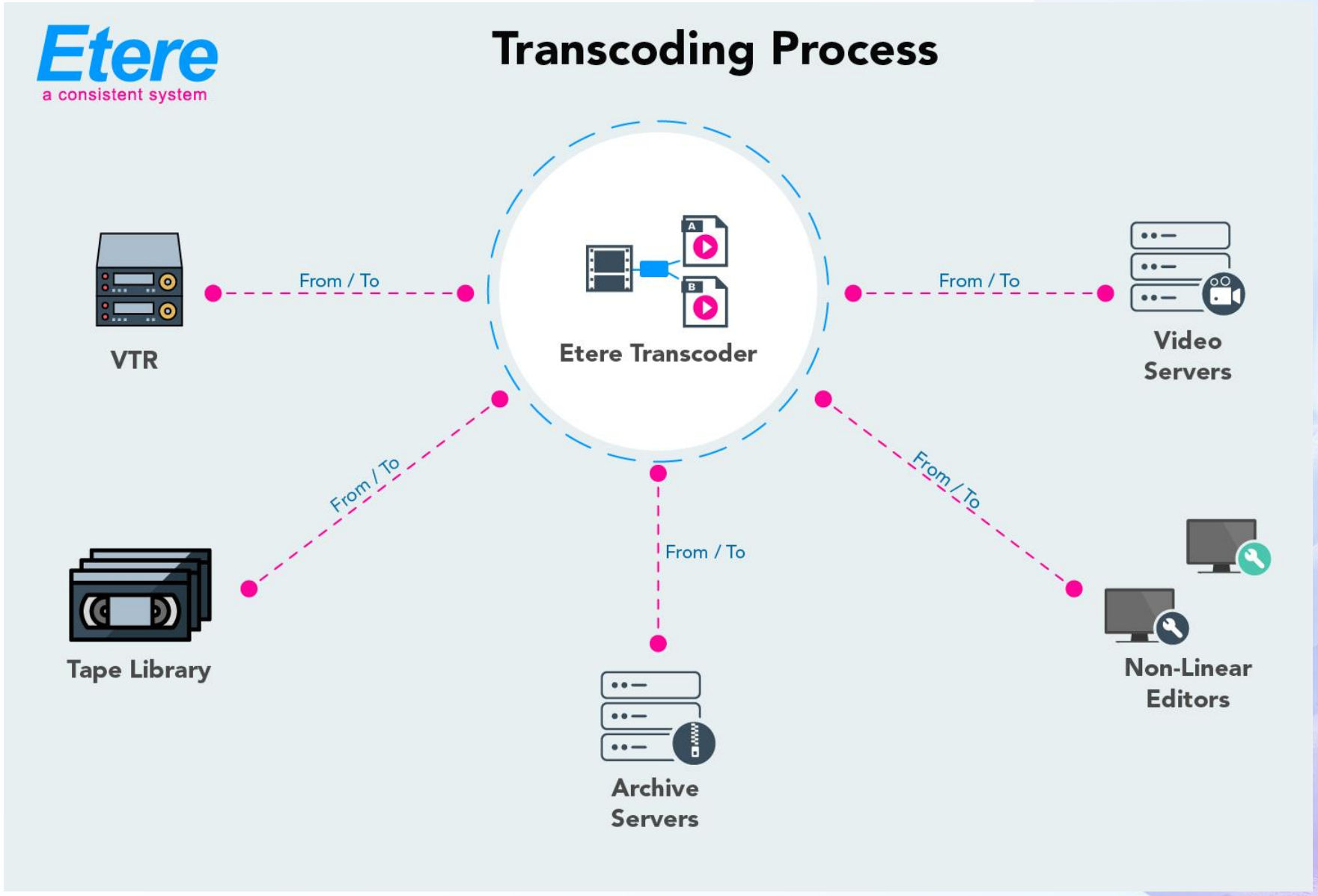
Ethernet Switch

FTP VTR

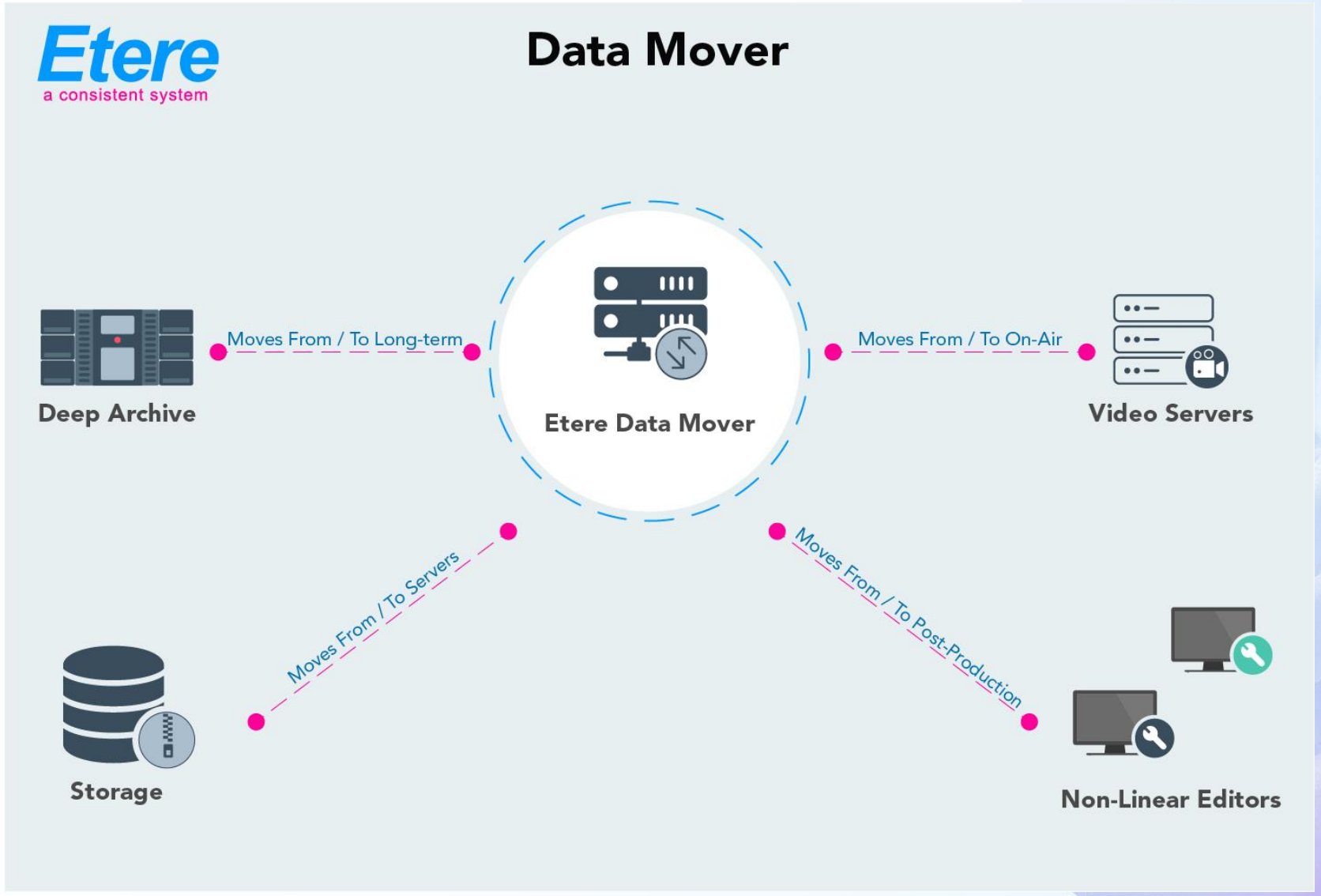
Etere Automation

Low res storage

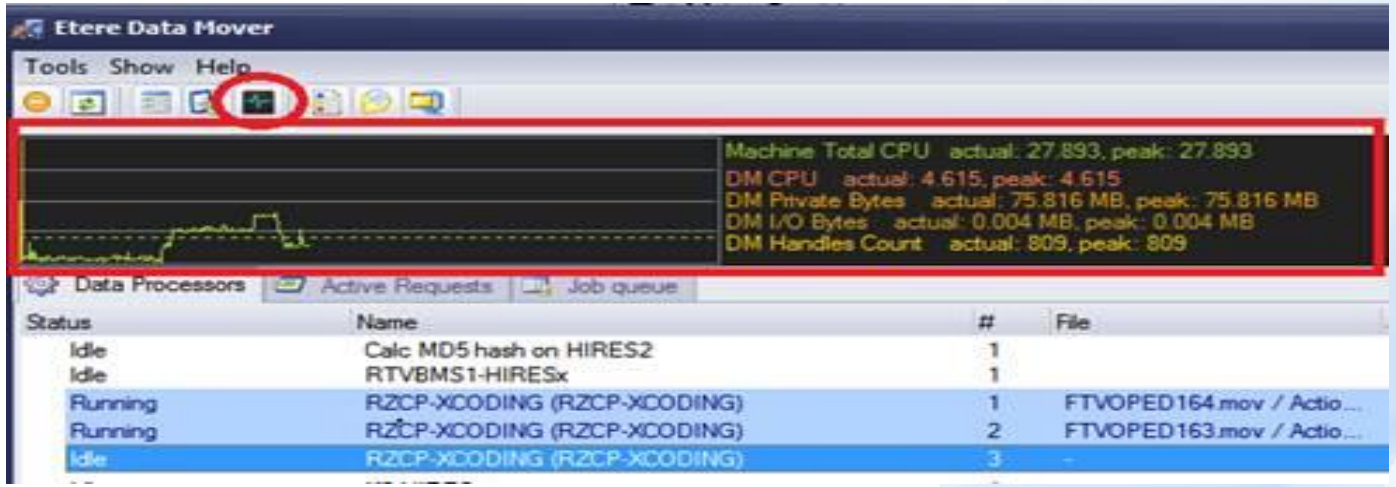
Media Transcoding



Media Moving

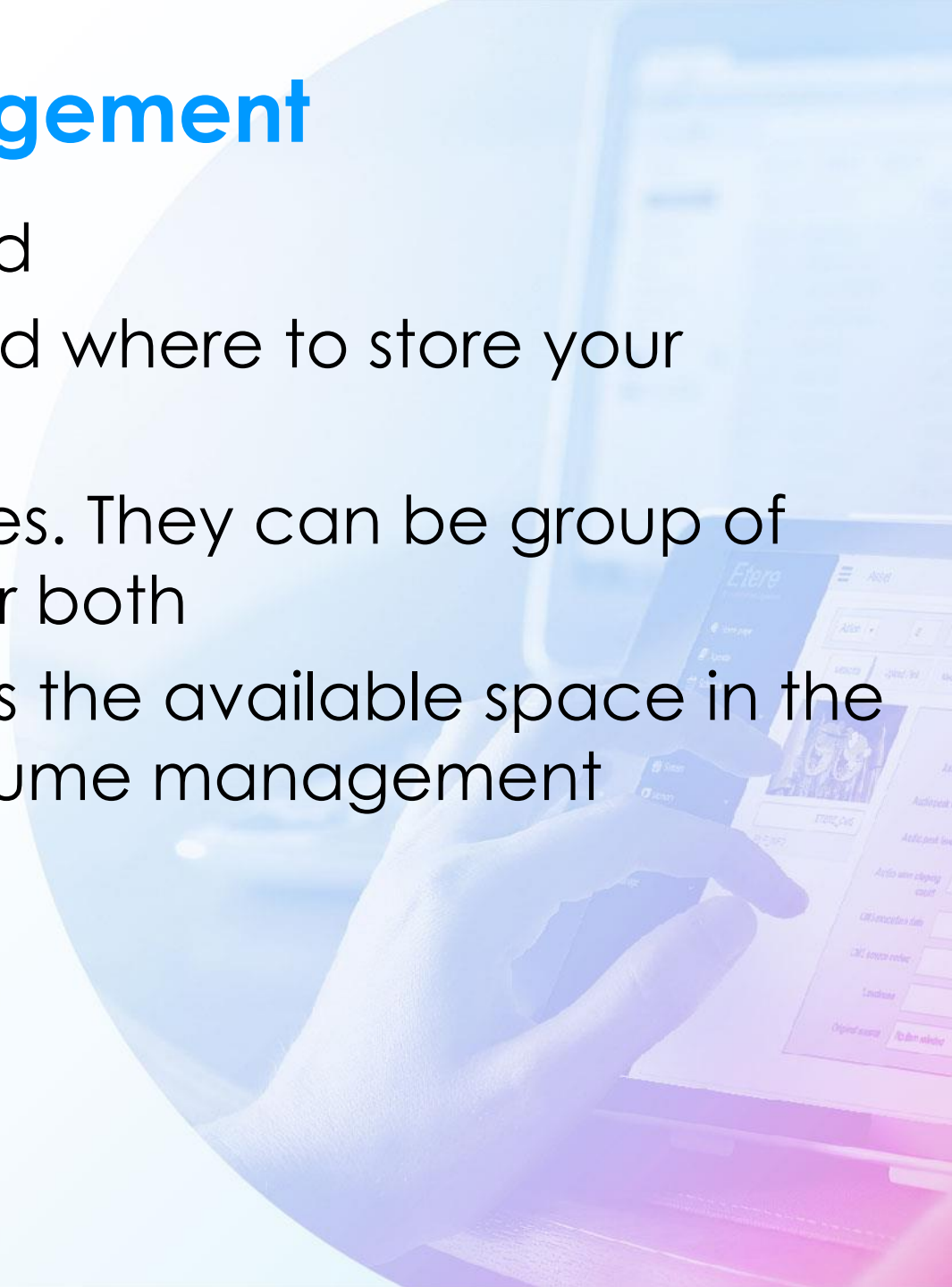


Load Balancing

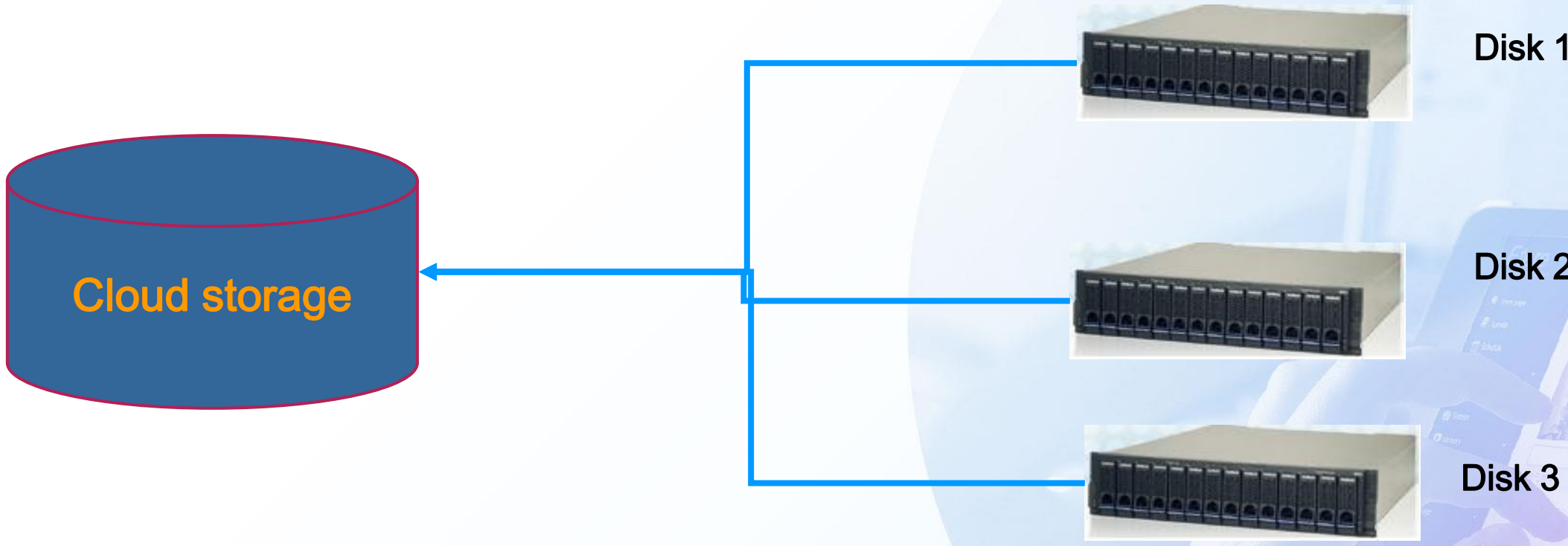


Cloud Media Management

- The key of this project was Cloud
- Etere MM create a private Cloud where to store your content.
- Cloud devices are logical entities. They can be group of devices or part of one device or both
- Etere MM automatically controls the available space in the cloud Etere MM has a multi-volume management intelligence



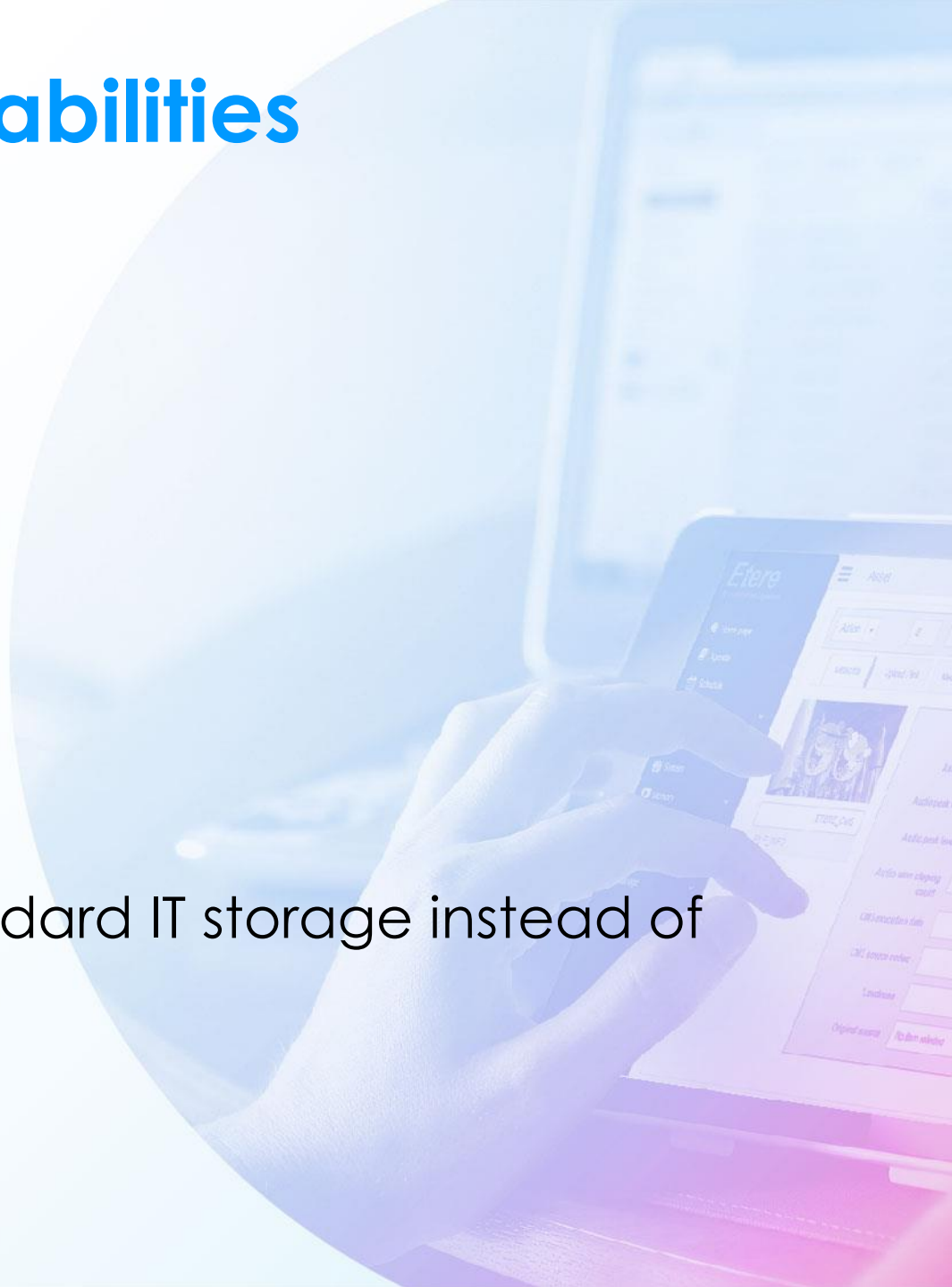
Cloud Devices



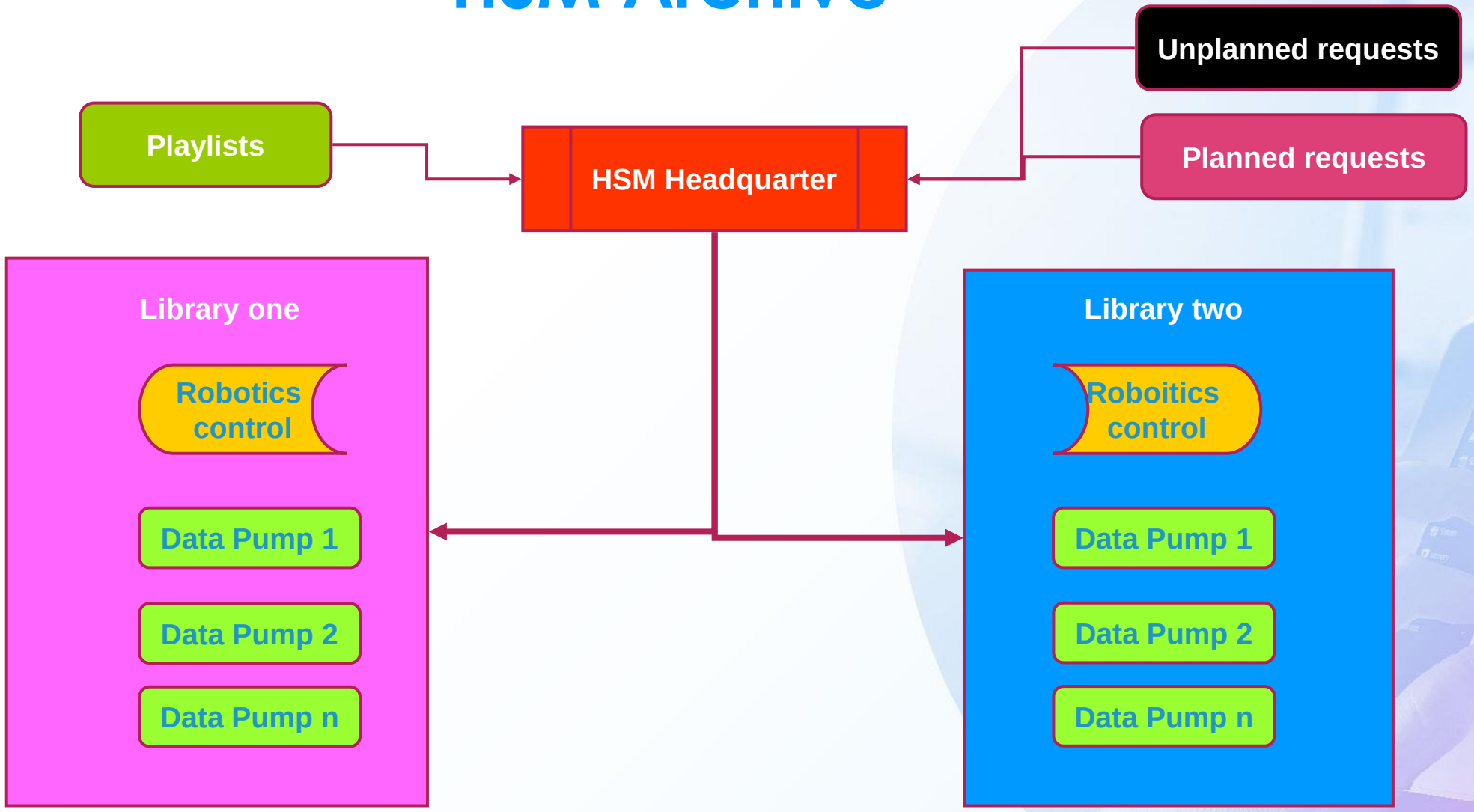
Partition Device

Cloud Storage Capabilities

- Load balancing
  - Multiple data mover sharing the same job
- Space aggregation
- Lan and Wan transfer
  - FTP Active
  - FTP Passive
  - FTP Server to Server
  - NTFS-NFS
  - UDP file transfer
- All those features allow you to use standard IT storage instead of special solutions

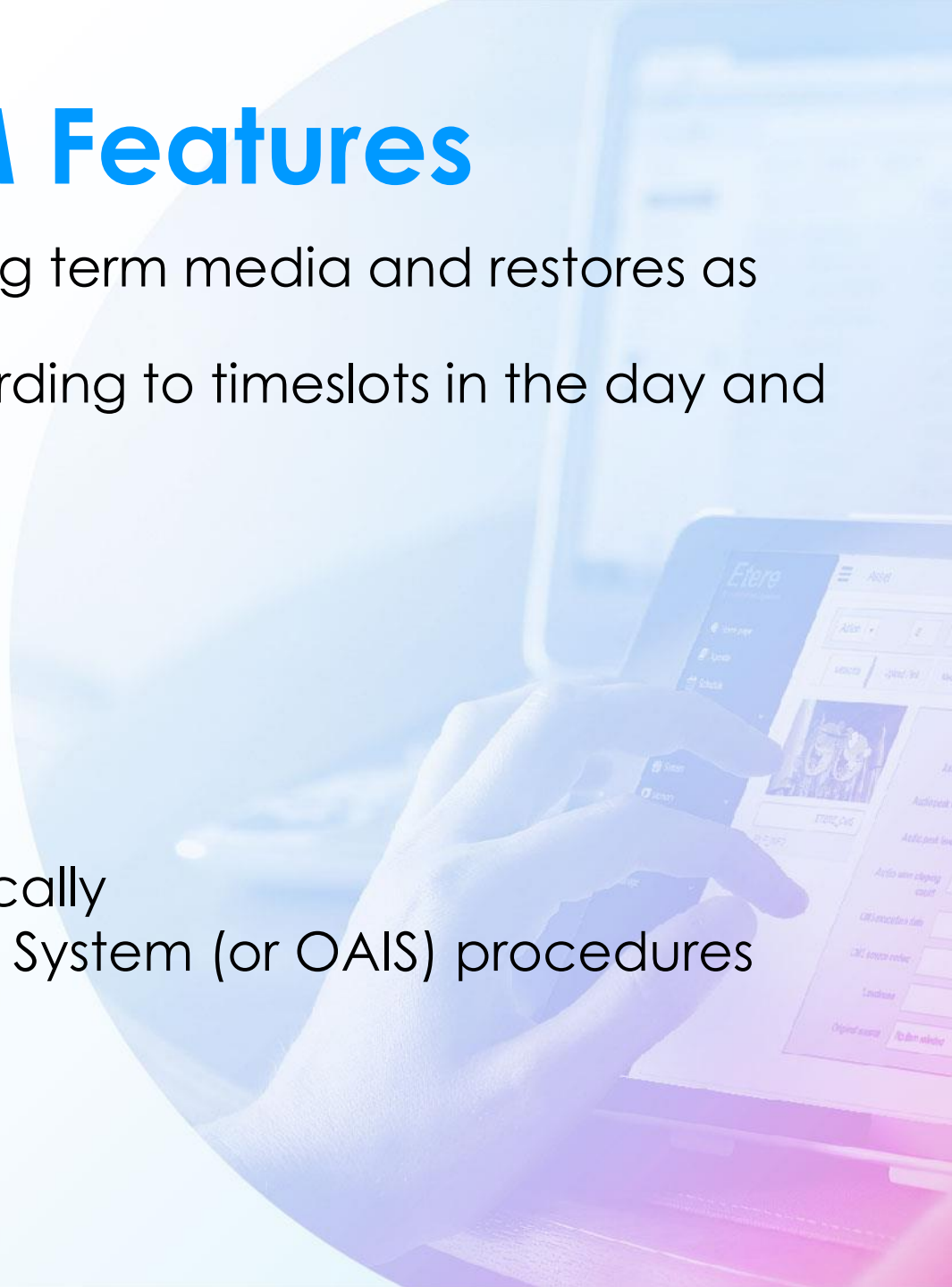


HSM Archive


Unplanned requests
Playlists
Planned requests
HSM Headquarter
Library one
Robotics control
Data Pump 1
Data Pump 2
Data Pump n
Library two
Roboitics control
Data Pump 1
Data Pump 2
Data Pump n

Etere Cloud HSM Features

- Optimized for broadcast use, archives long term media and restores as fast as it's possible
- Each drive can be assigned as R/W according to timeslots in the day and the week.
- Online and offline tape management
- SMPTE 2034 archive format for long life
- LTFS format as a free option
- Background defragmentation
- Dynamic media pools
- Integrated tape migration
- Touch function to test file integrity periodically
- Conforming to Open Archival Information System (or OAIS) procedures



Etere
a consistent system

Browsing

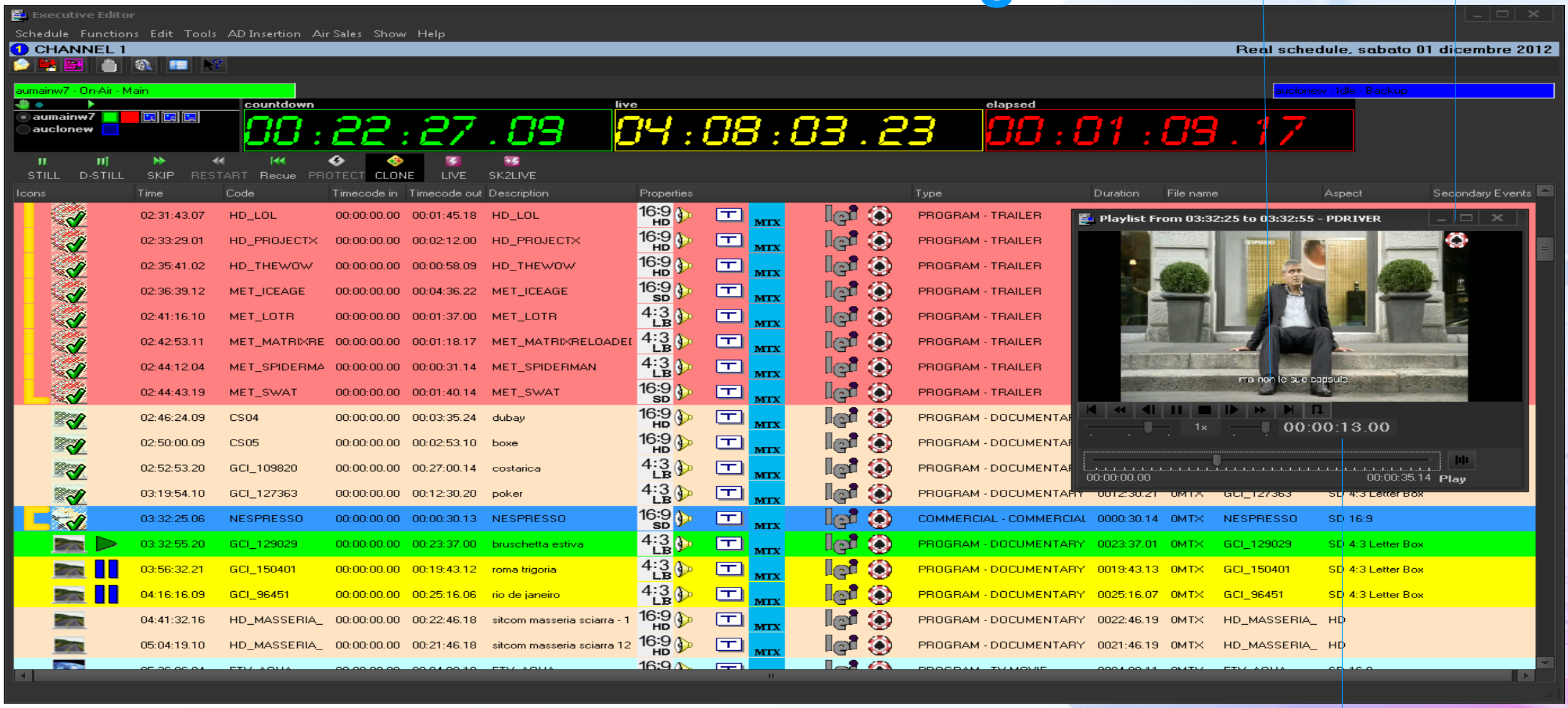
Browsing

- True browsing with J&S and audio scrub
- Secondary events preview
- Full logo preview
- Full Subtitle preview

Enhanced Browsing

Subtitles

Logo Preview



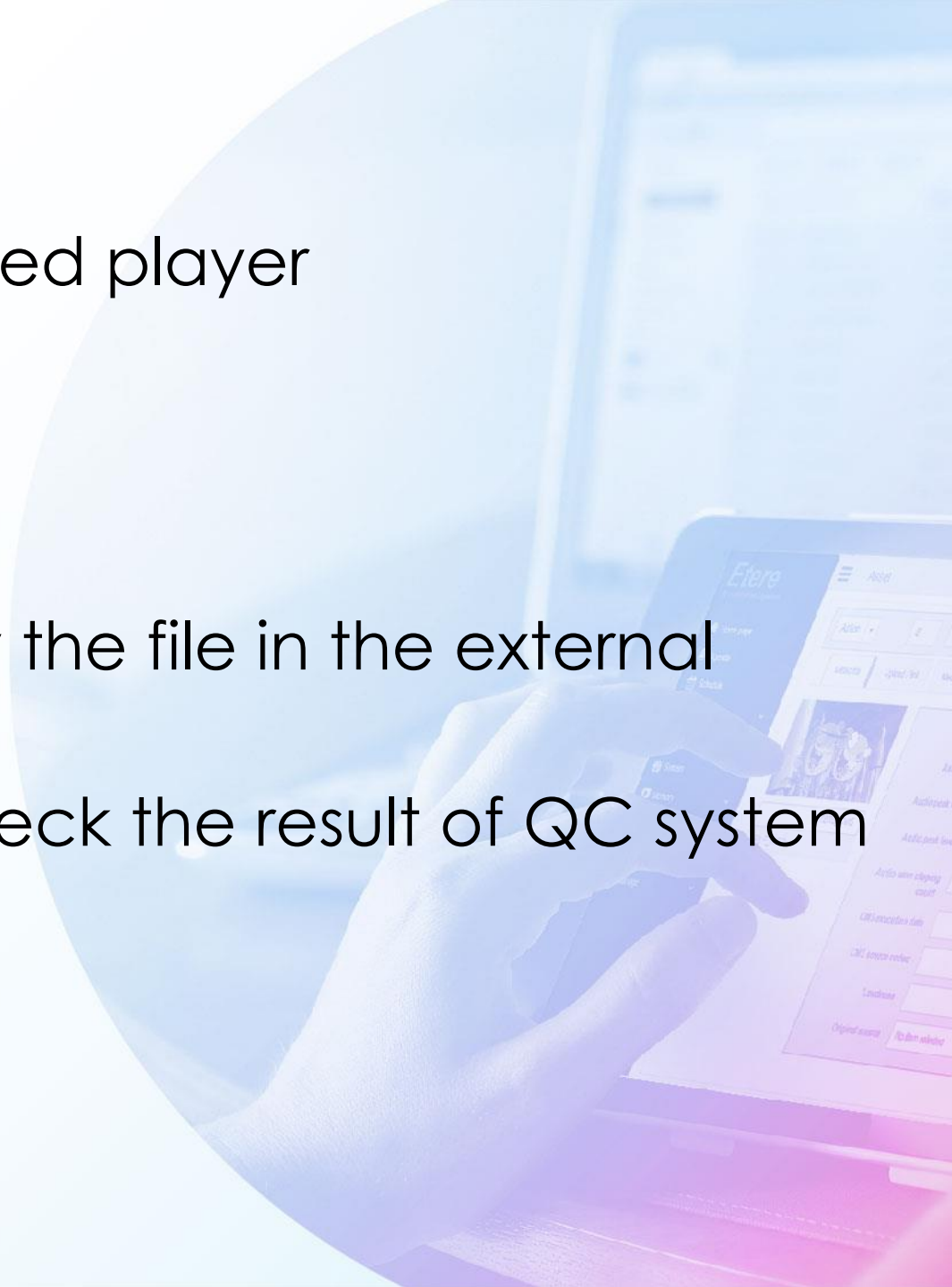
Timecode

Etere
a consistent system

Etere Player

Etere Player

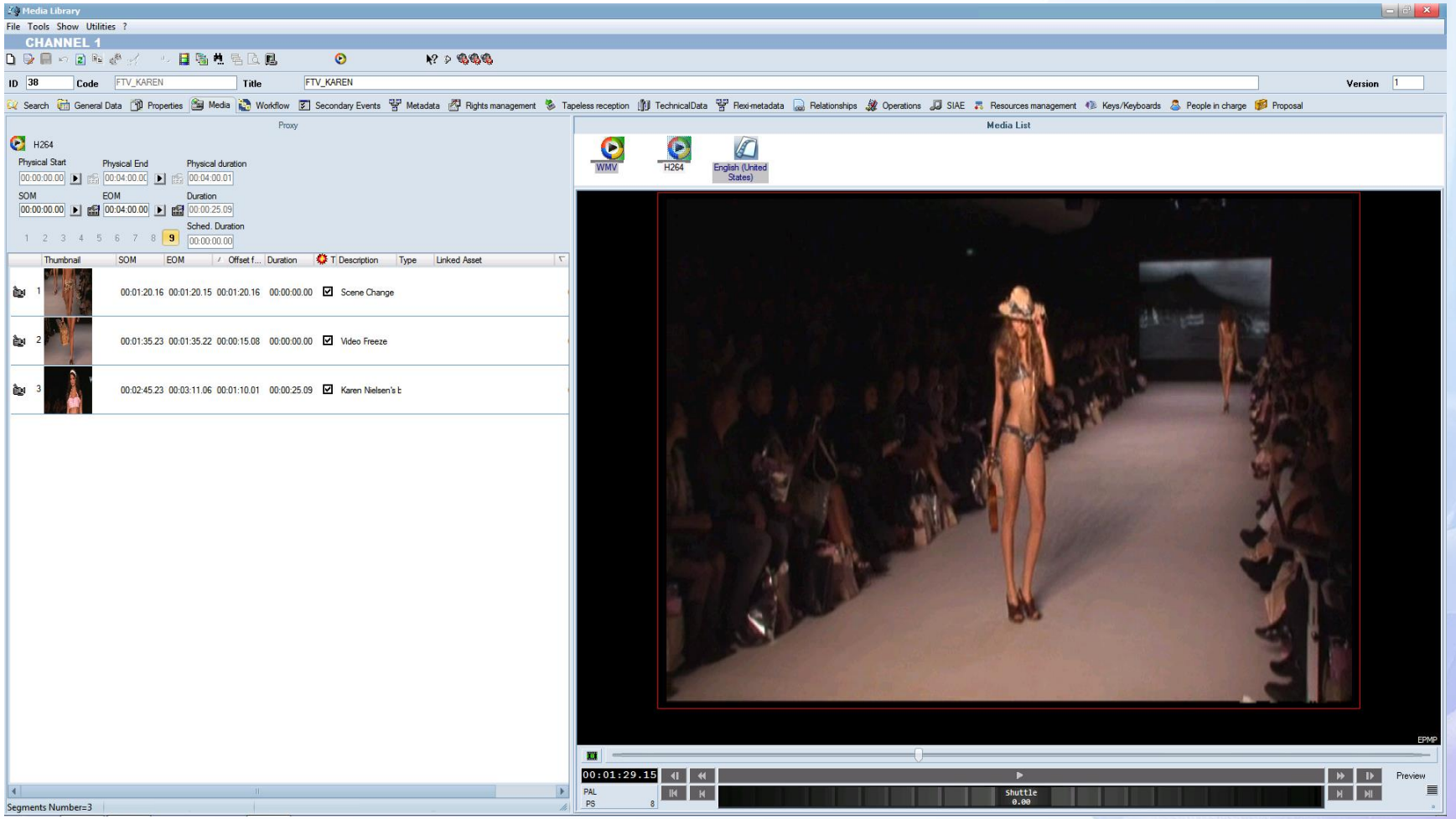
- High performance software based player
- Broadcast J&S
- Low res player
- High res player
- External monitor for Quality play the file in the external monitor will not be resized
- This function is developed to check the result of QC system



Some Etere Player Uses

- File based ingest
  - Monitor and trim the file immediatly after ingest
- Schedule preview
  - Preview the file that will be onair
- QC checking
  - After a QC report check preview the video from PC
- Audio monitoring
  - Check audio tracks content
- Check Aspect ratio

Etere Player on Asset



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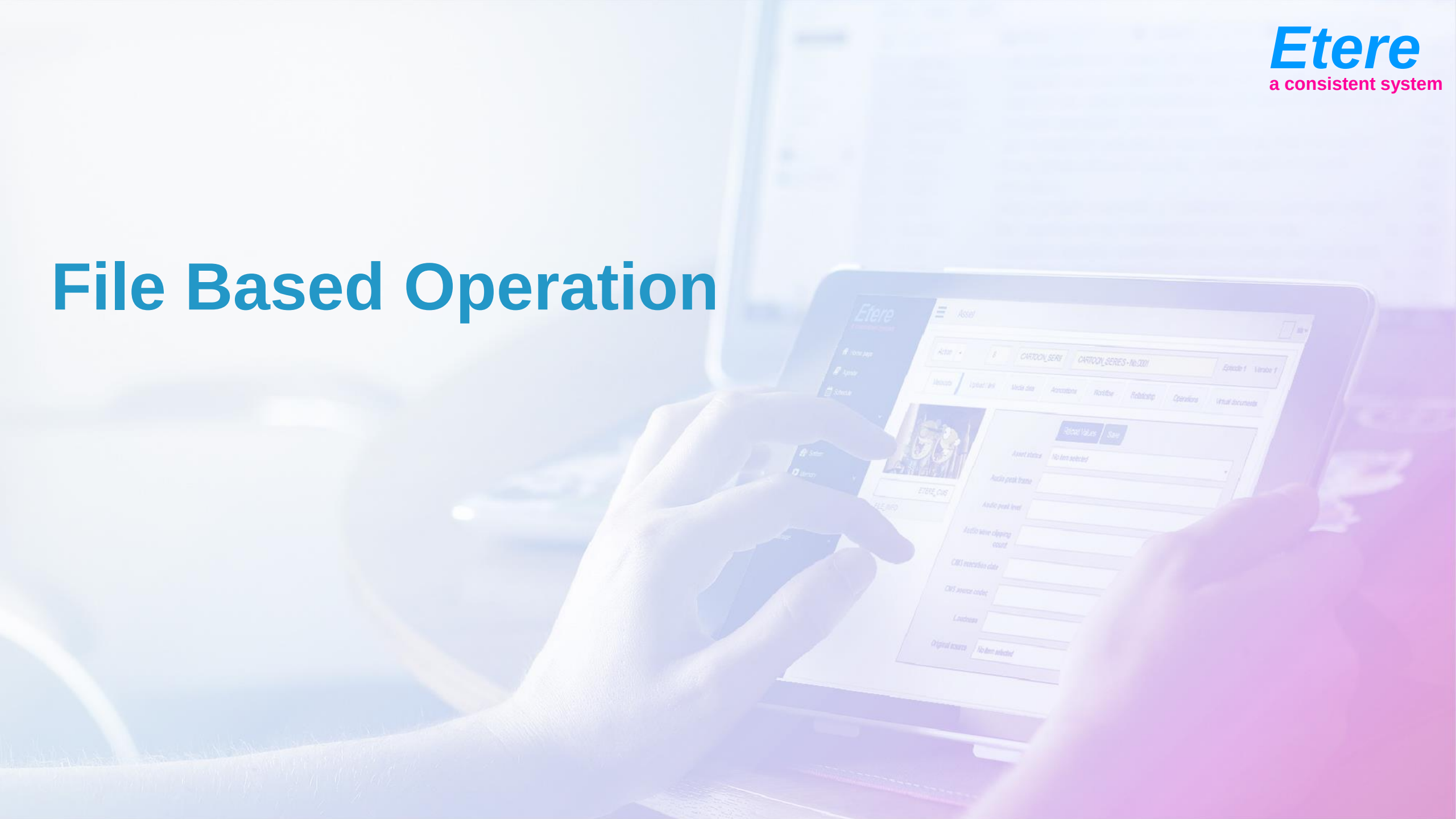
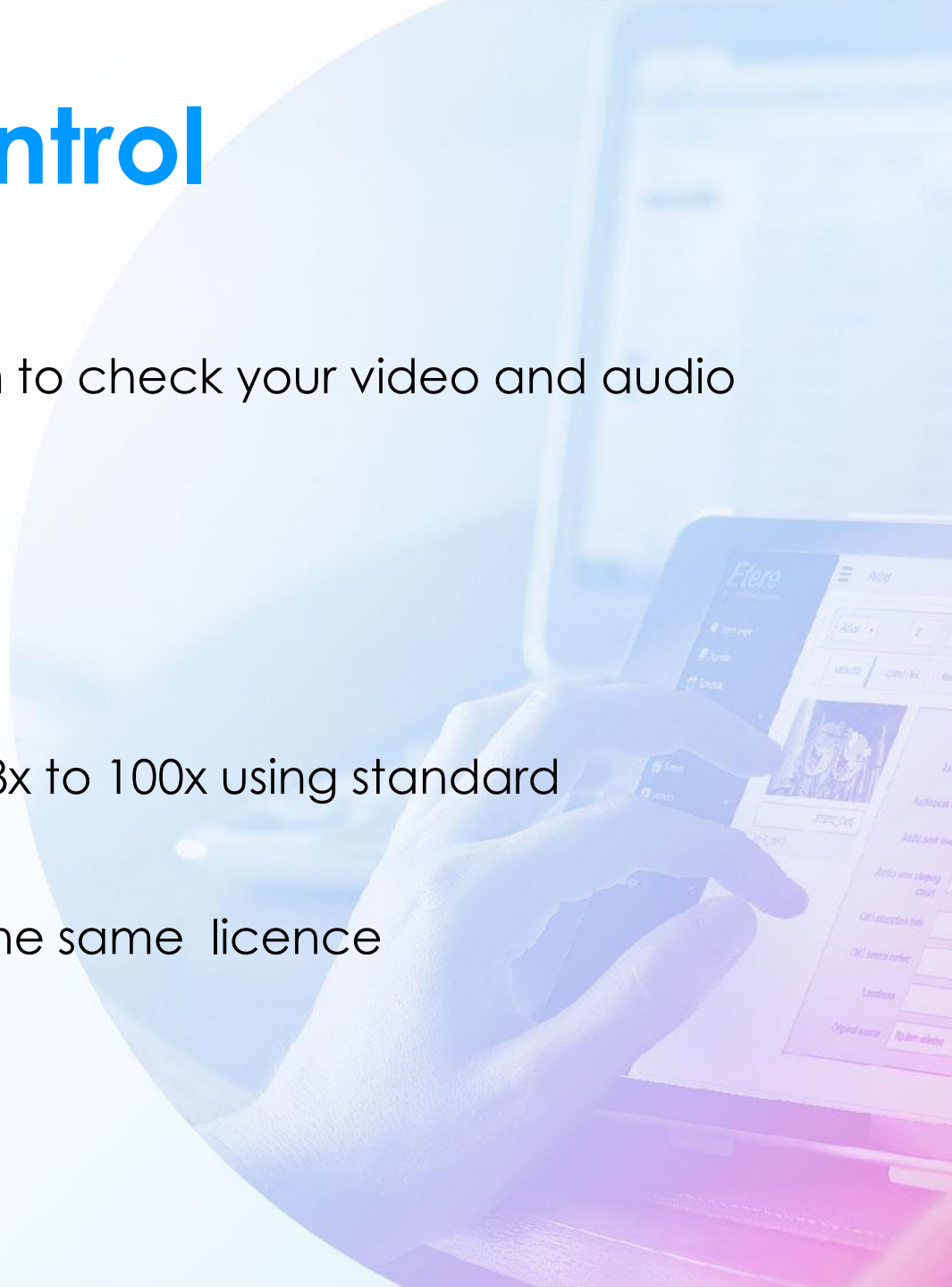
File Based Operation



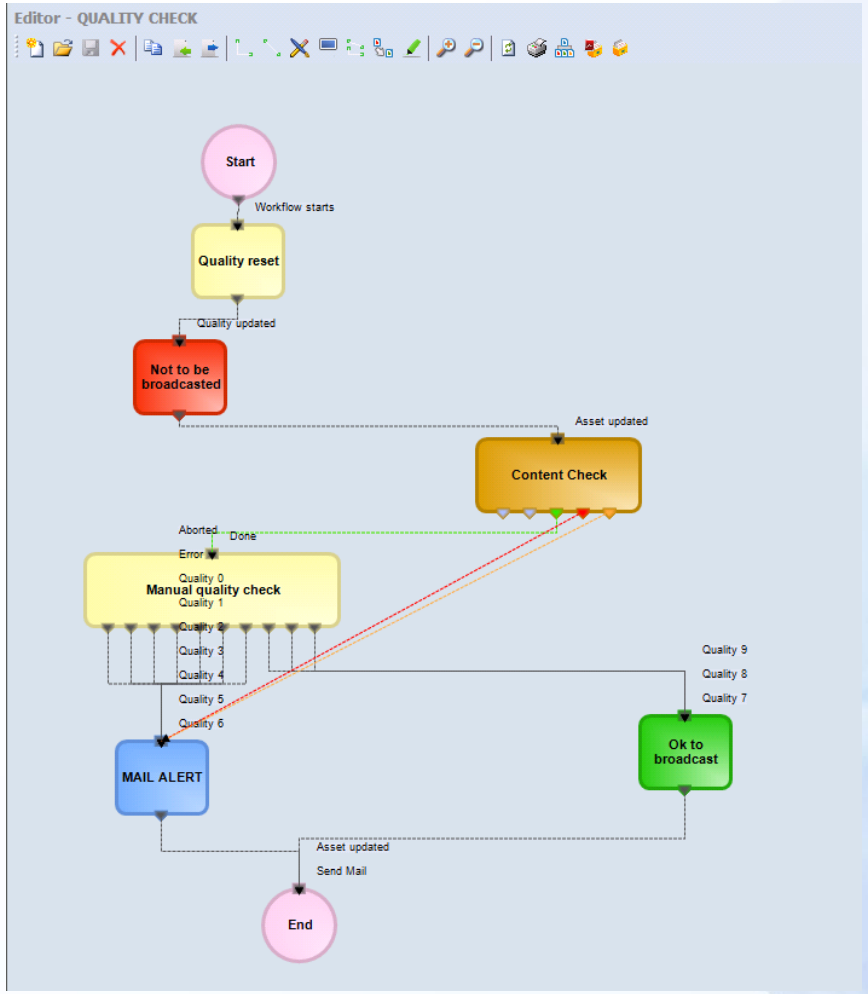
Quality Control

- Etere provide two solutions for QC
- Etere CMS provide a fast and inexpensive system to check your video and audio
  - Freeze video
  - Black video
  - No Audio
  - Out of phase audio
  - Over peak audio
  - Loudness control ITU 1770-1
- All can be performed faster than real-time from 8x to 100x using standard hardware
- Etere Advanced QC complete QC control
  - Multi thread up to 4 files at the same time in the same licence
  - Load balancing
  - Integrated WF

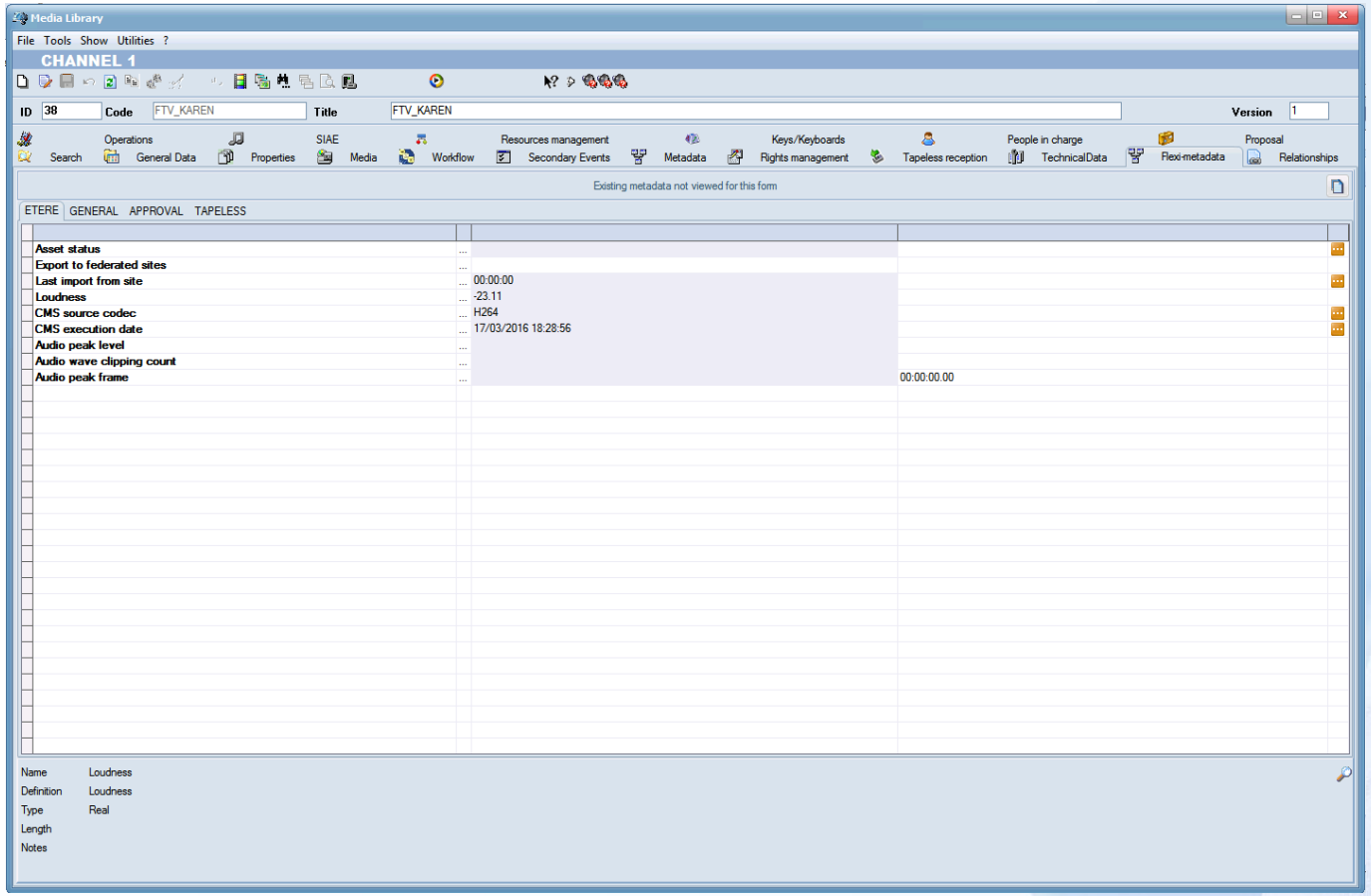


Full Workflow Driven

WF – Automatic Content Check



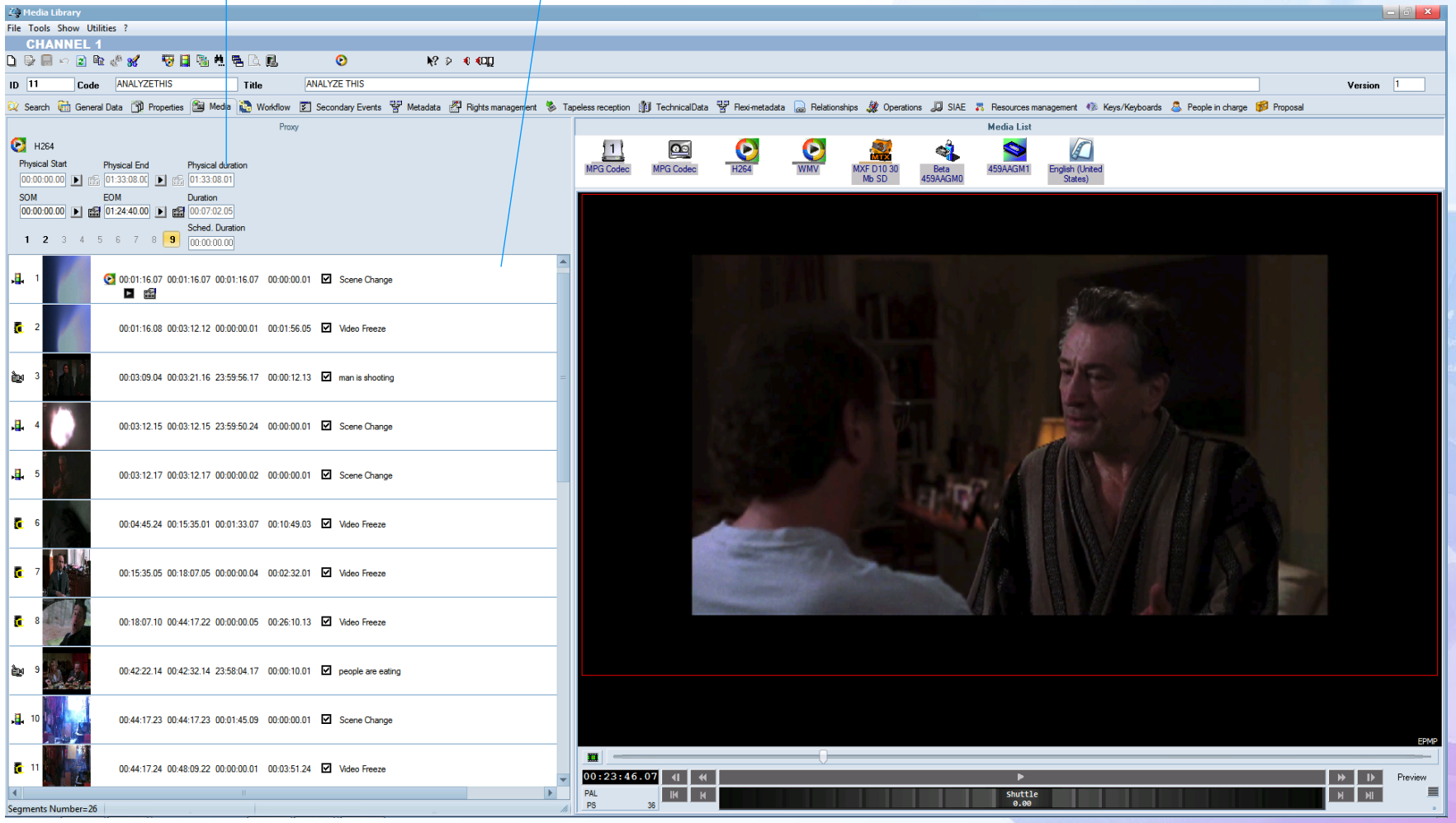
Loudness as Metadata



QC Status

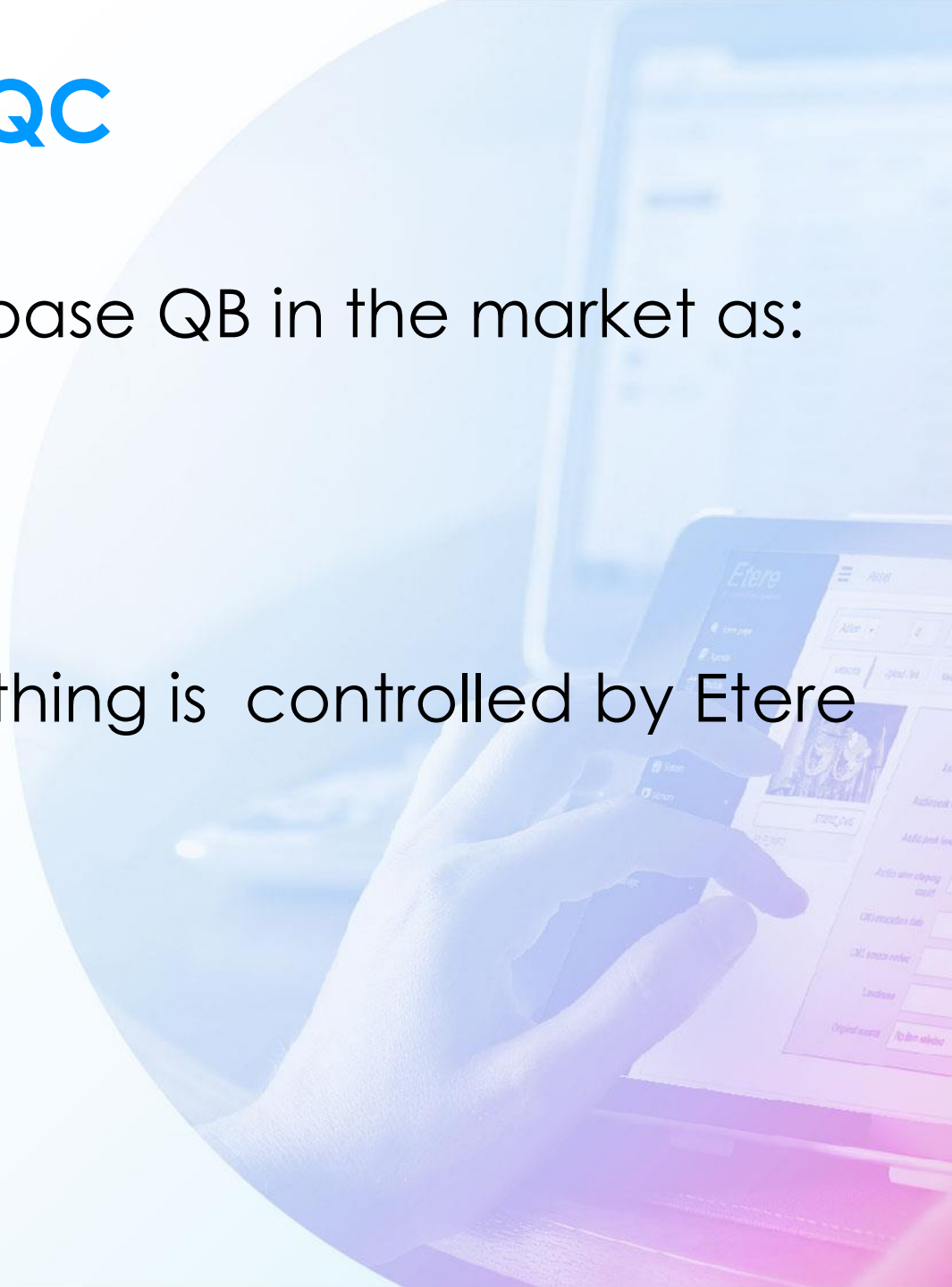
Fast point to the video

QC results and timecode

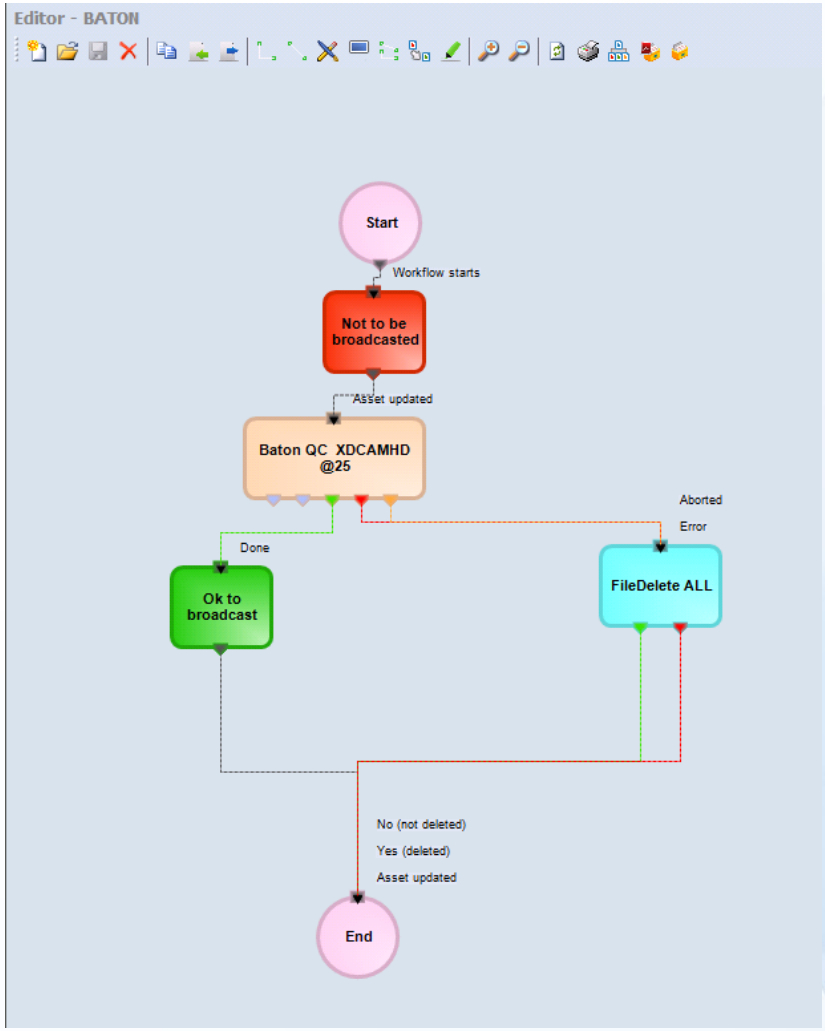


Using External QC

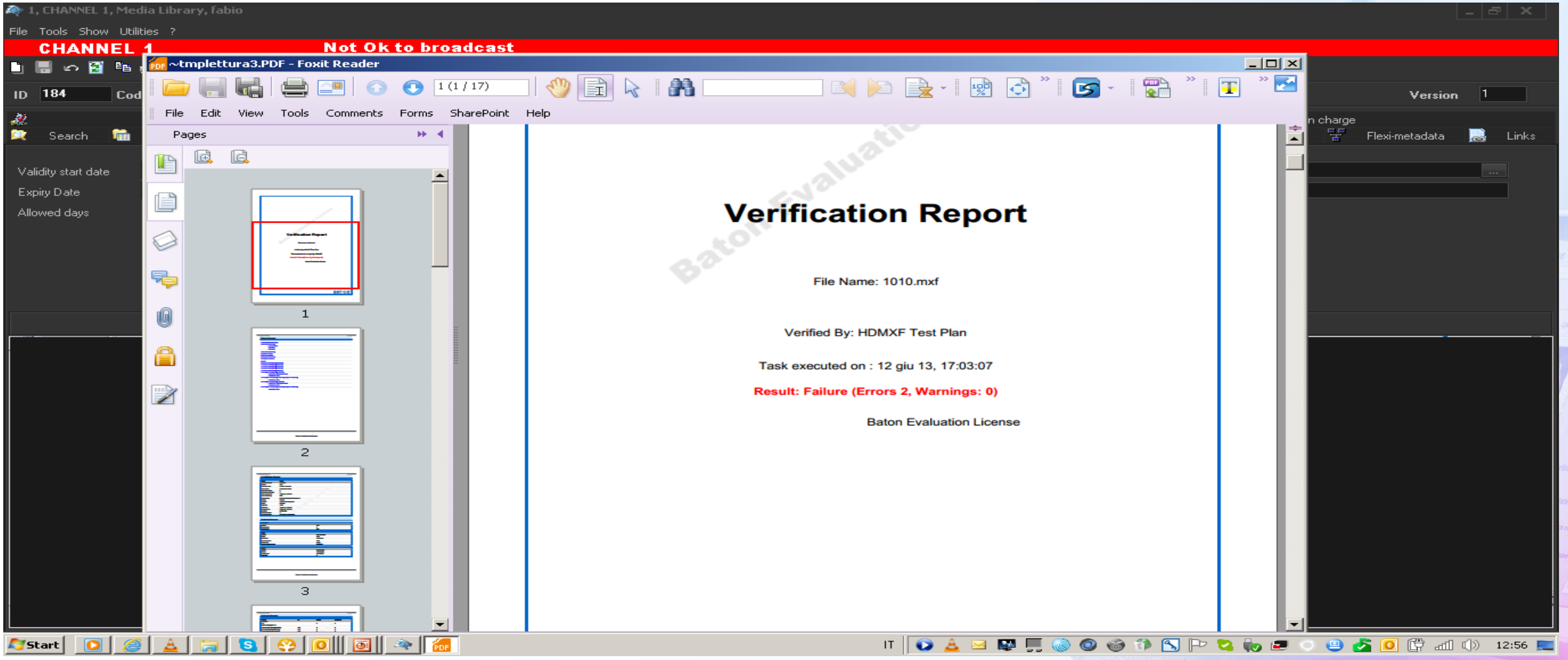
- Etere is integrated with any file base QB in the market as:
  - Cerify
  - Baton
  - Digimetrix
- The QC Gui is no needed everything is controlled by Etere Workflows.



QC Workflow


Editor - BATON
Start
Workflow starts
Not to be broadcasted
Asset updated
Baton QC_XDCAMHD @25
Aborted
Error
Done
Ok to broadcast
FileDelete ALL
No (not deleted)
Yes (deleted)
Asset updated
End

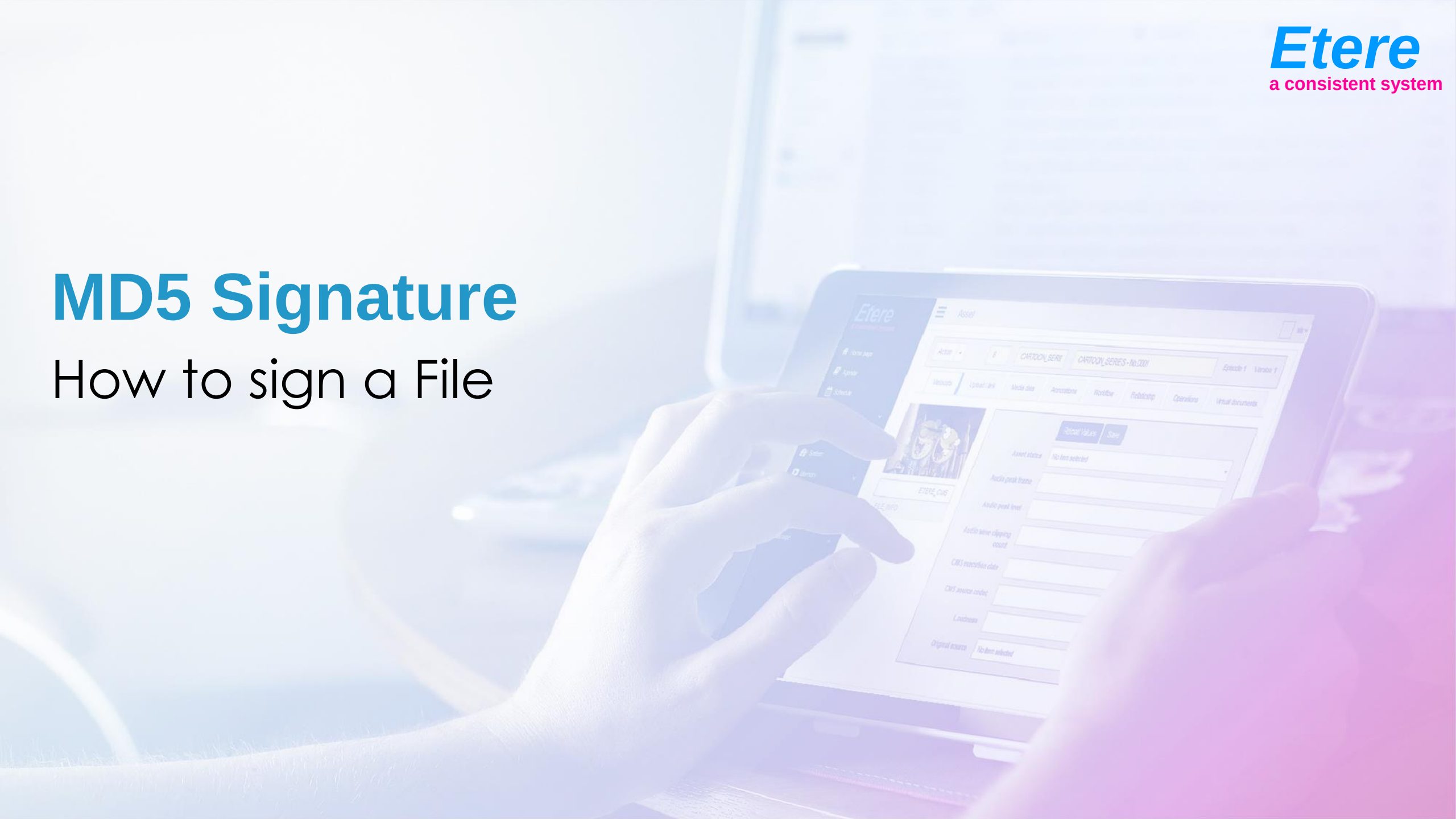
Detailed QC result



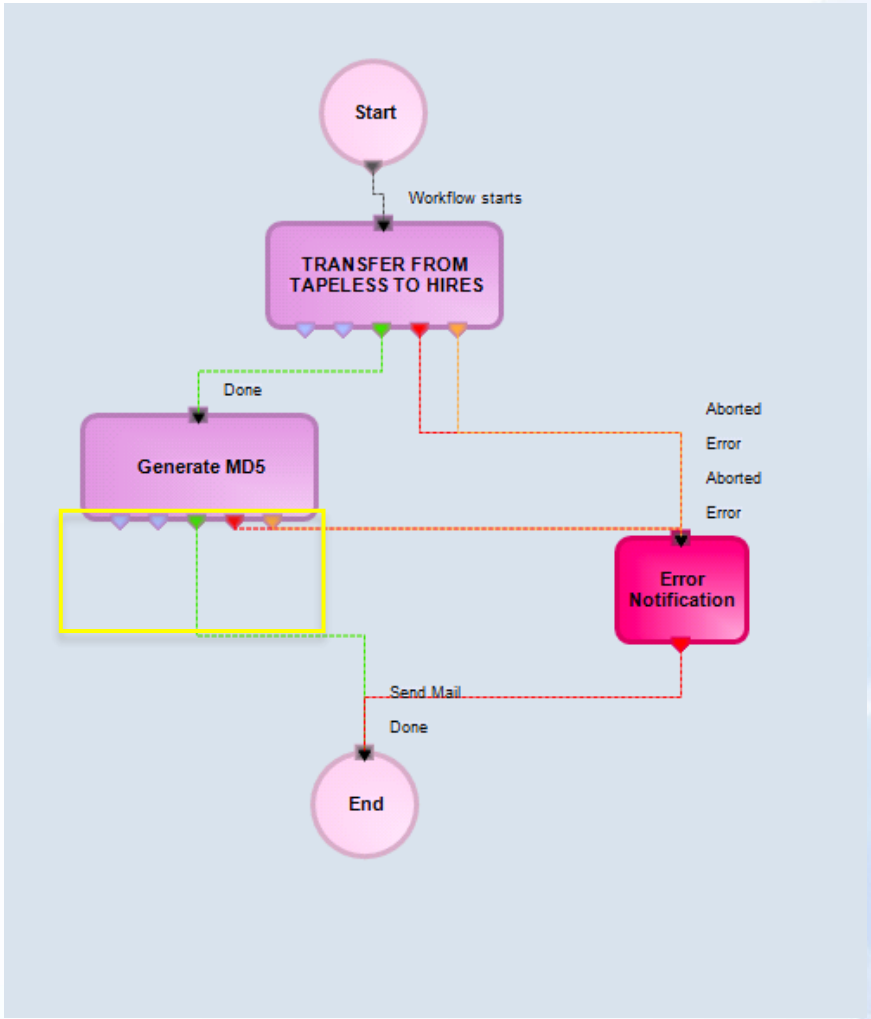
Etere
a consistent system

MD5 Signature

How to sign a File



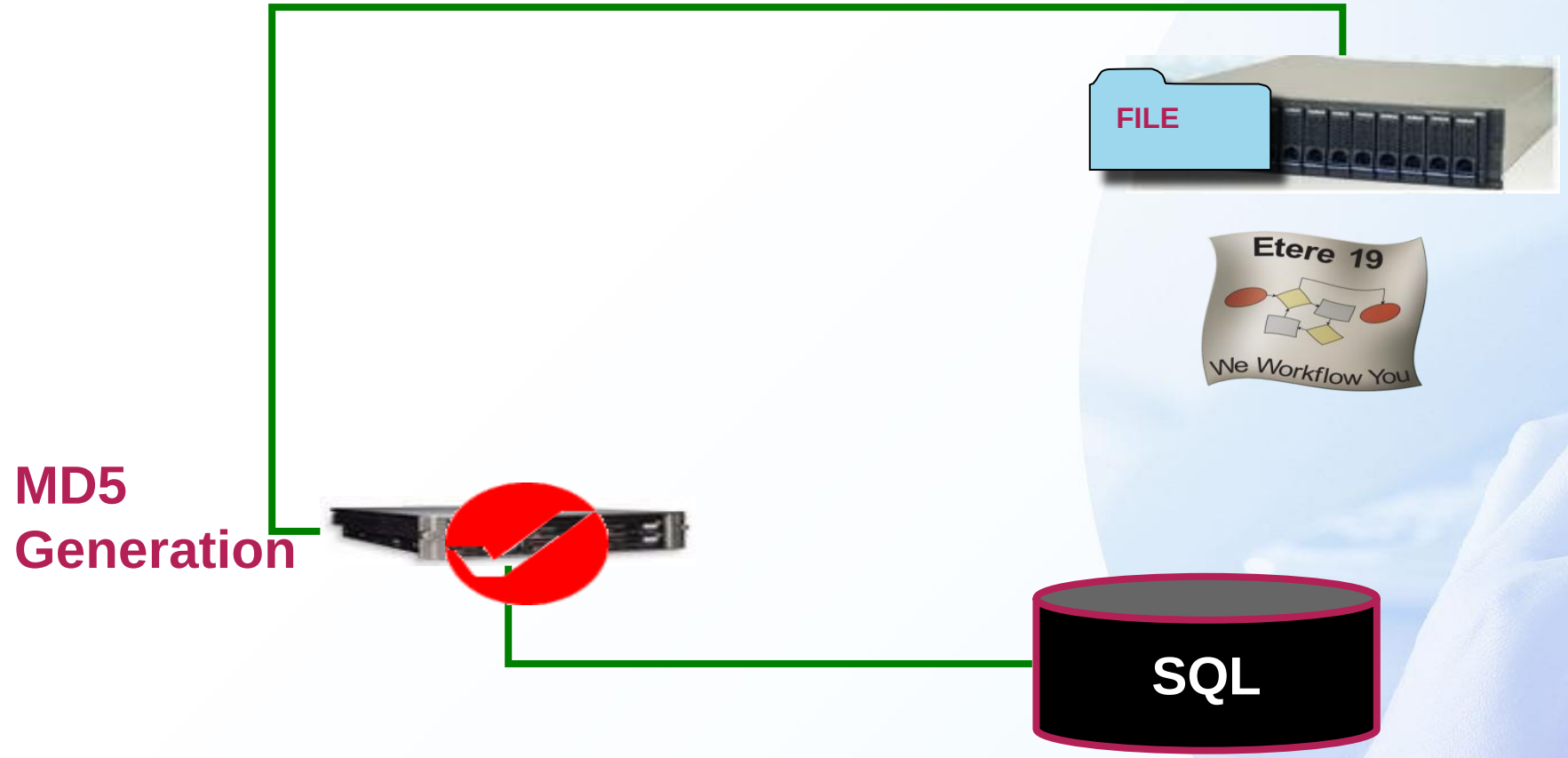
Typical Workflow Process



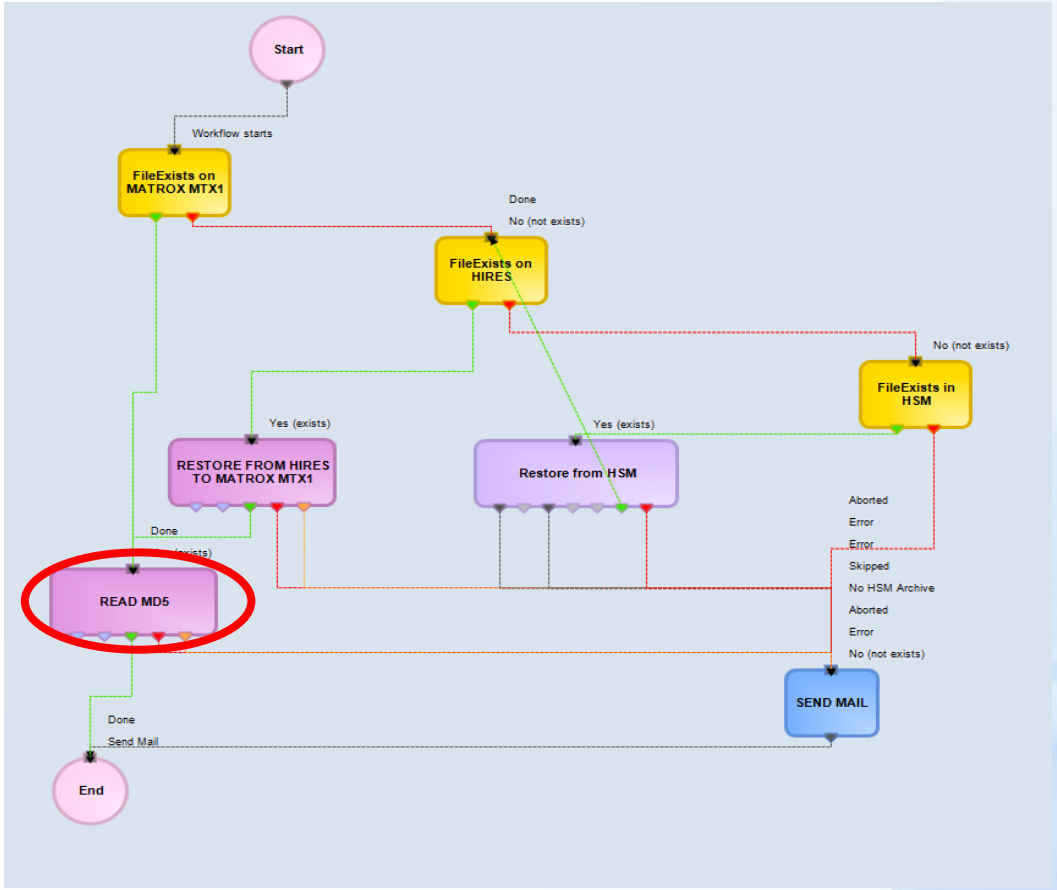
MD5

- MD5 is used to assure thet the file do not change
  - After moving
  - After archive retrieve
  - After moving on WAN
- With MD5 you are sure that the content is exactly the same and the wrapper has no errors.

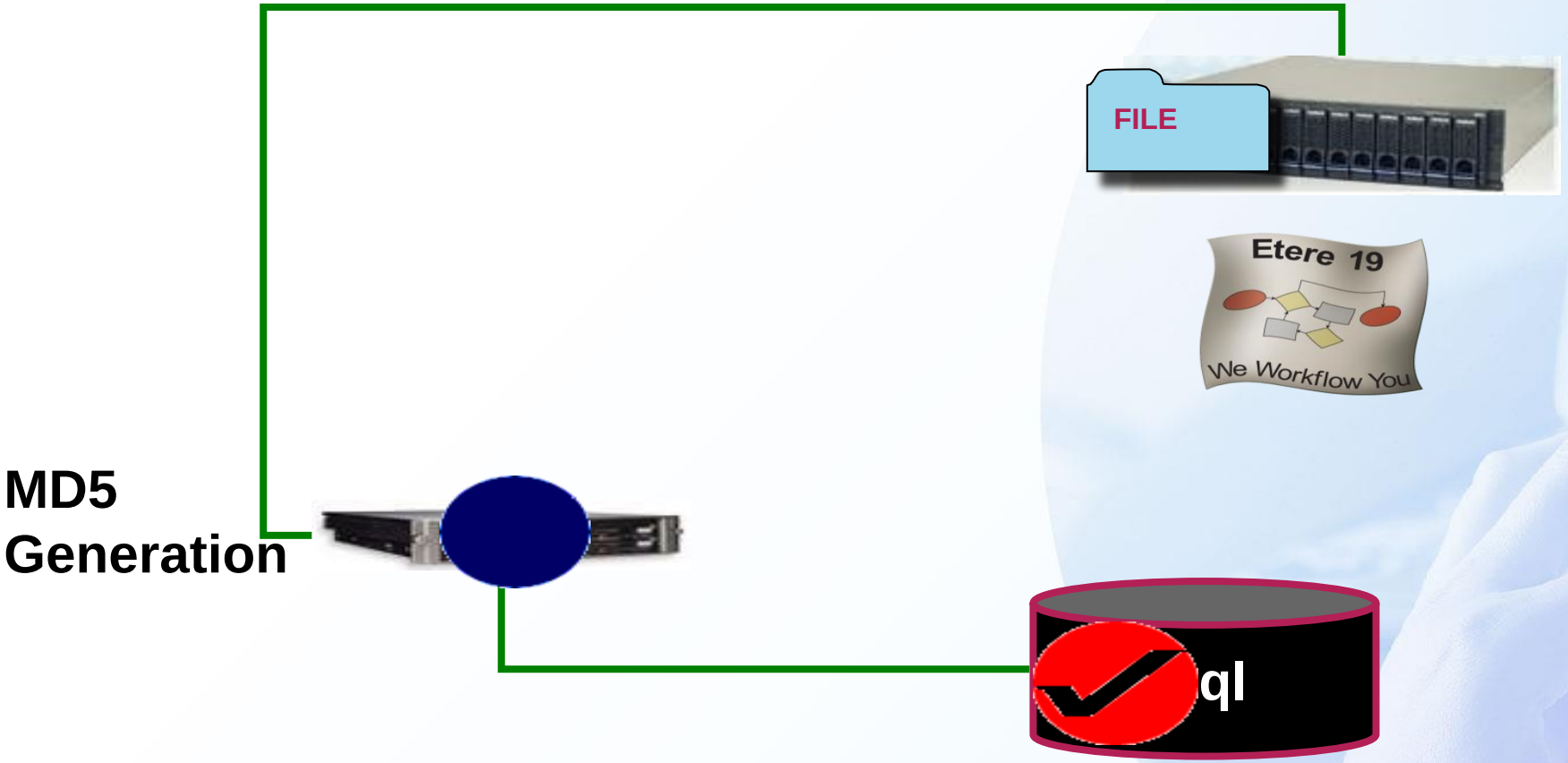
MD5 - Generate



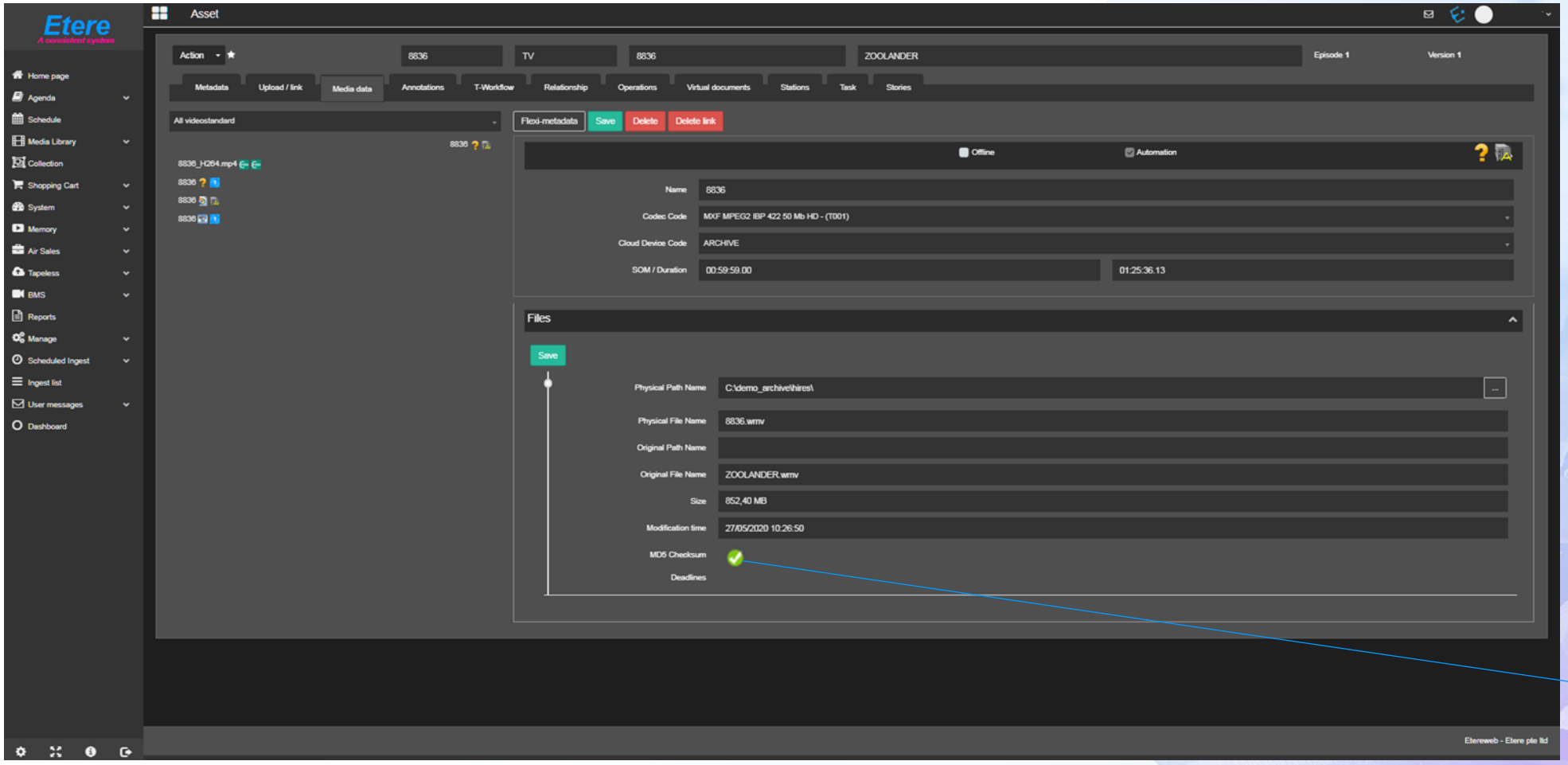
MD5 - Control


Start
Workflow starts
FileExists on MATROX MTX1
Done
No (not exists)
FileExists on HIRES
No (not exists)
FileExists in HSM
Yes (exists)
RESTORE FROM HIRES TO MATROX MTX1
Yes (exists)
Restore from HSM
Done
READ MD5
Aborted
Error
Error
Skipped
No HSM Archive
Aborted
Error
No (not exists)
SEND MAIL
Done
Send Mail
End

MD5 - Control

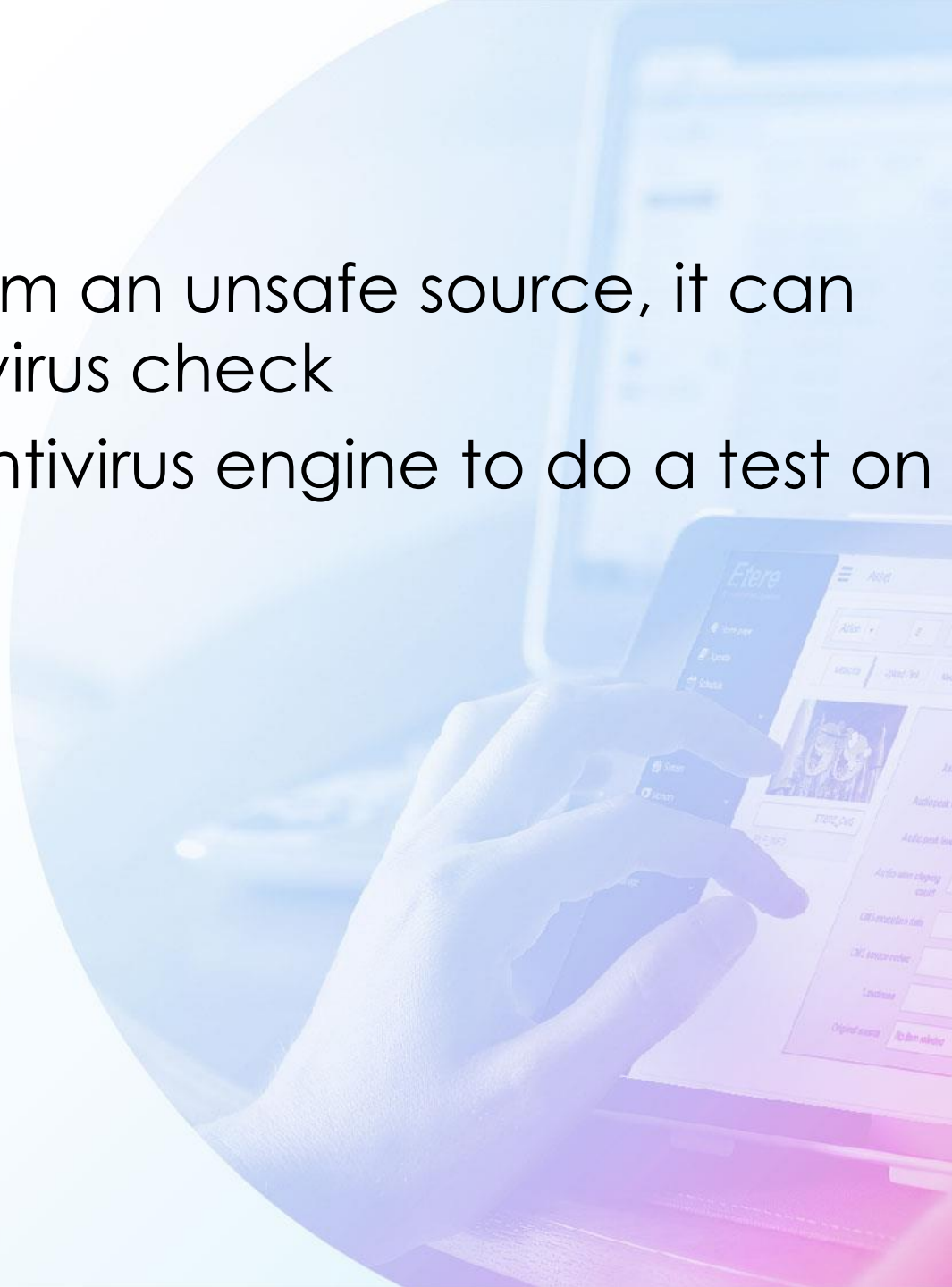


Files with MD5



Virus Check

- When a new file is uploaded from an unsafe source, it can be a good procedure to run a virus check
- Etere can control an external antivirus engine to do a test on specific files



Virus Check

SDI Ingest

Virus control

Tapeless reception

Other Video Operations

- Time code imprint
- Subtitle/CC imprint
- Titling
- Metadata transport/conversion
- Line 21/CC conversion
- Watermarking
- Logo insertion
- Aspect ratio conversion
- SD/HD conversion
- Cropping

Etere
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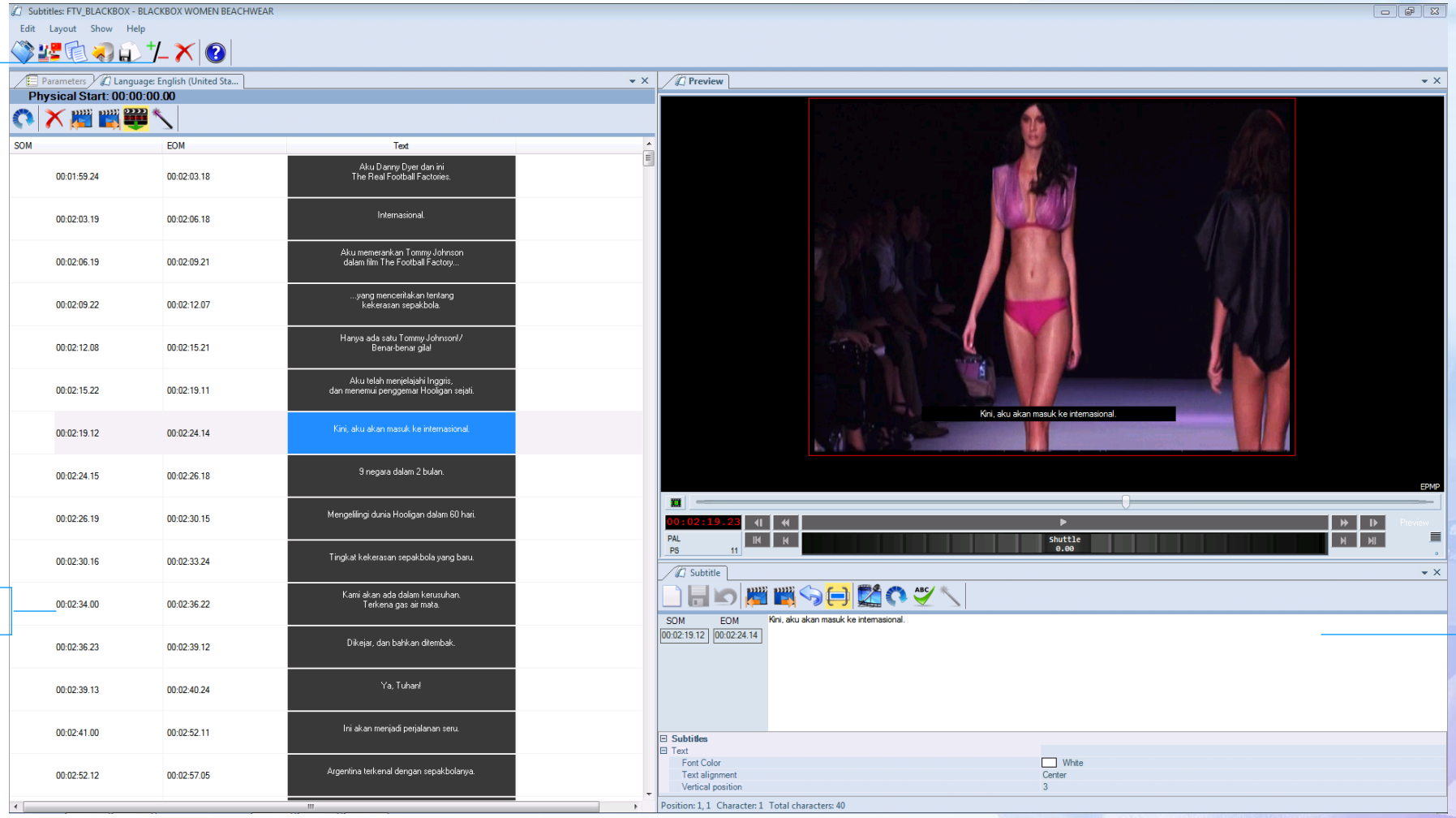
SUBTITLING

Subtitle Creation

Import/Export

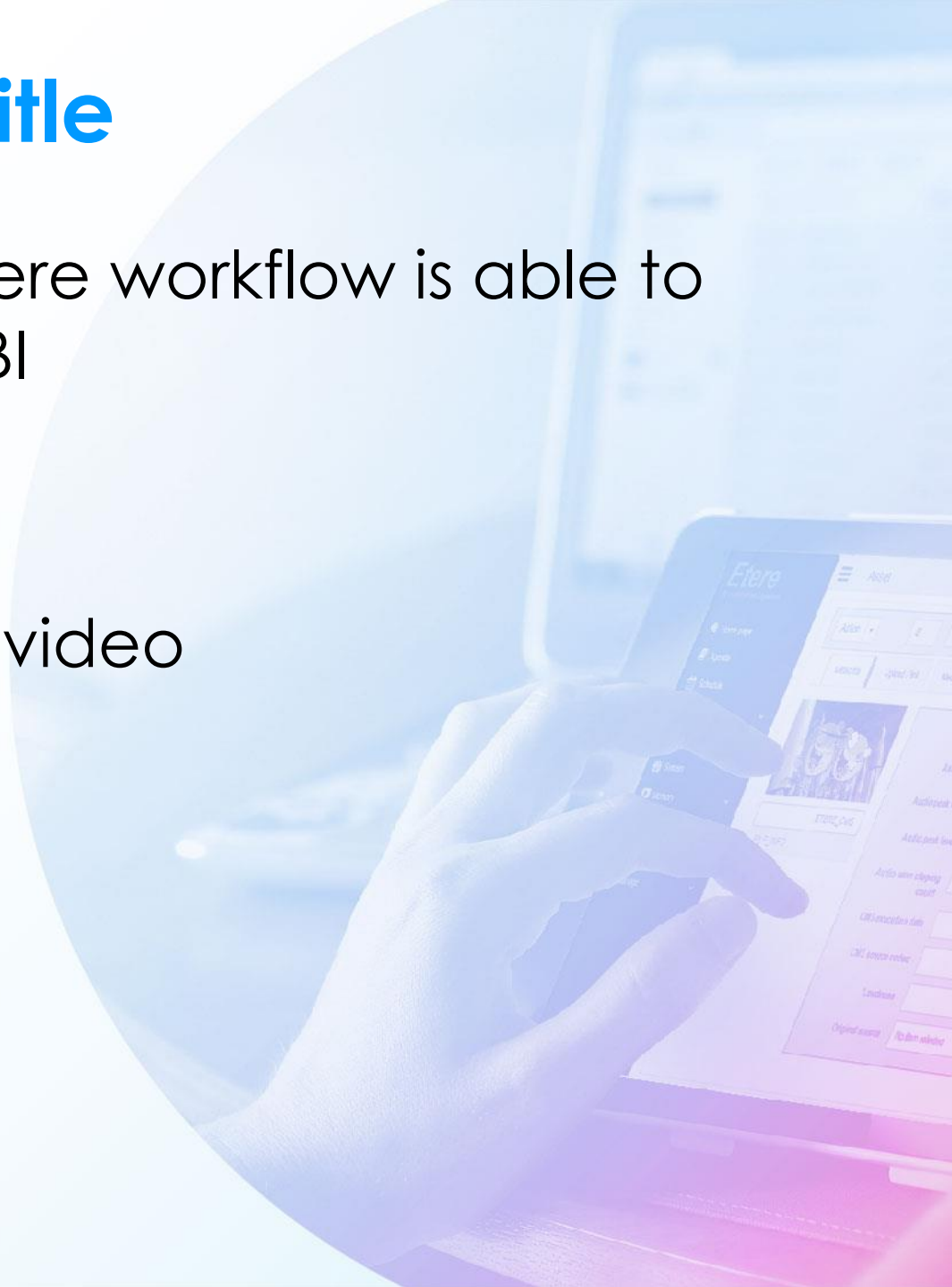
Subtitle Timeline

Controls

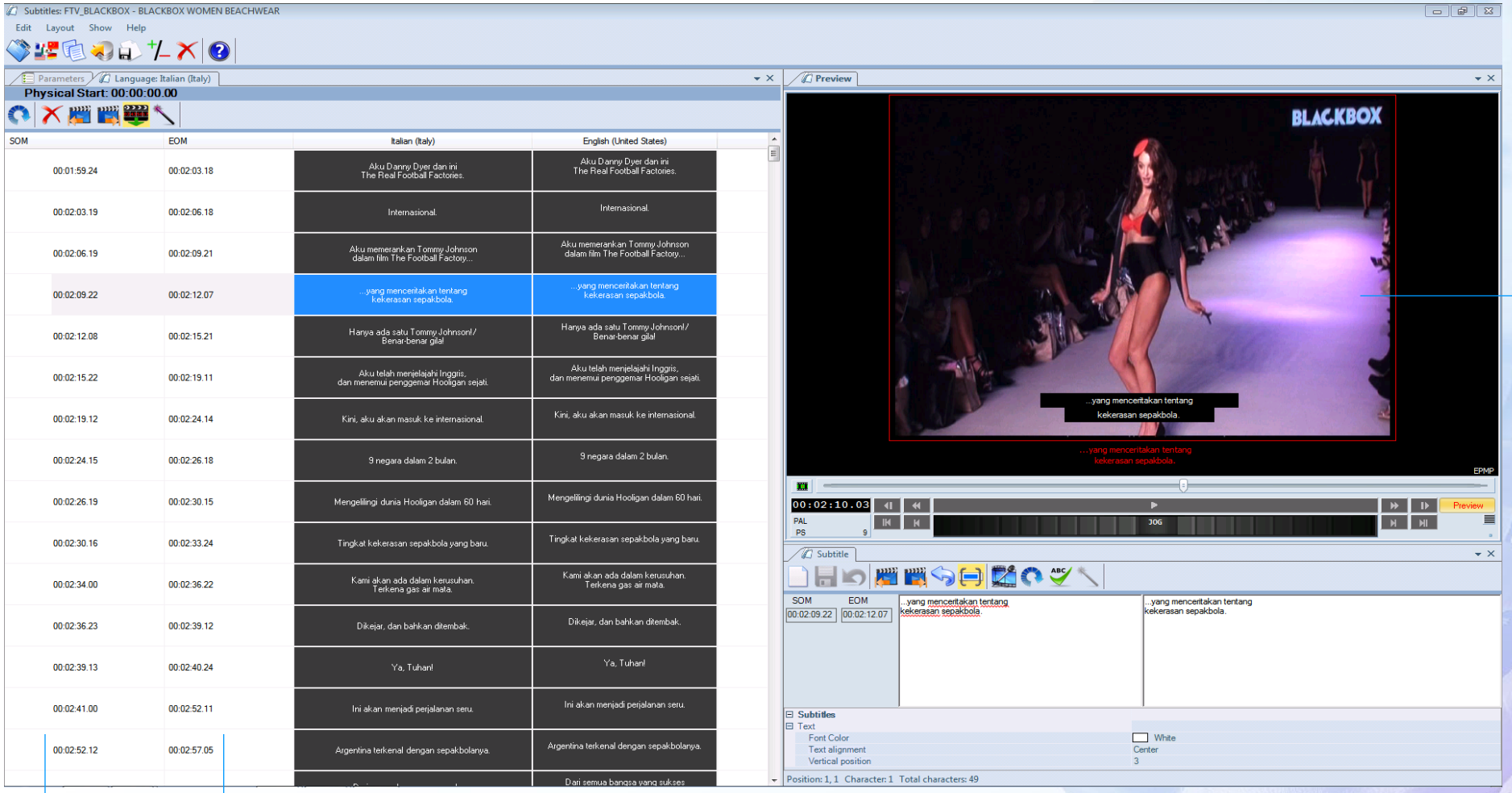


File Based Subtitle

- Using only file based procedures Etere workflow is able to insert subtitling in Video Vanc or VBI
  - Single
  - Multilanguage
- Also subtitles ca be inserted on the video



Multilanguage



Preview

SOM

EOM

Etere
a consistent system

RIGHTS MANAGEMENT

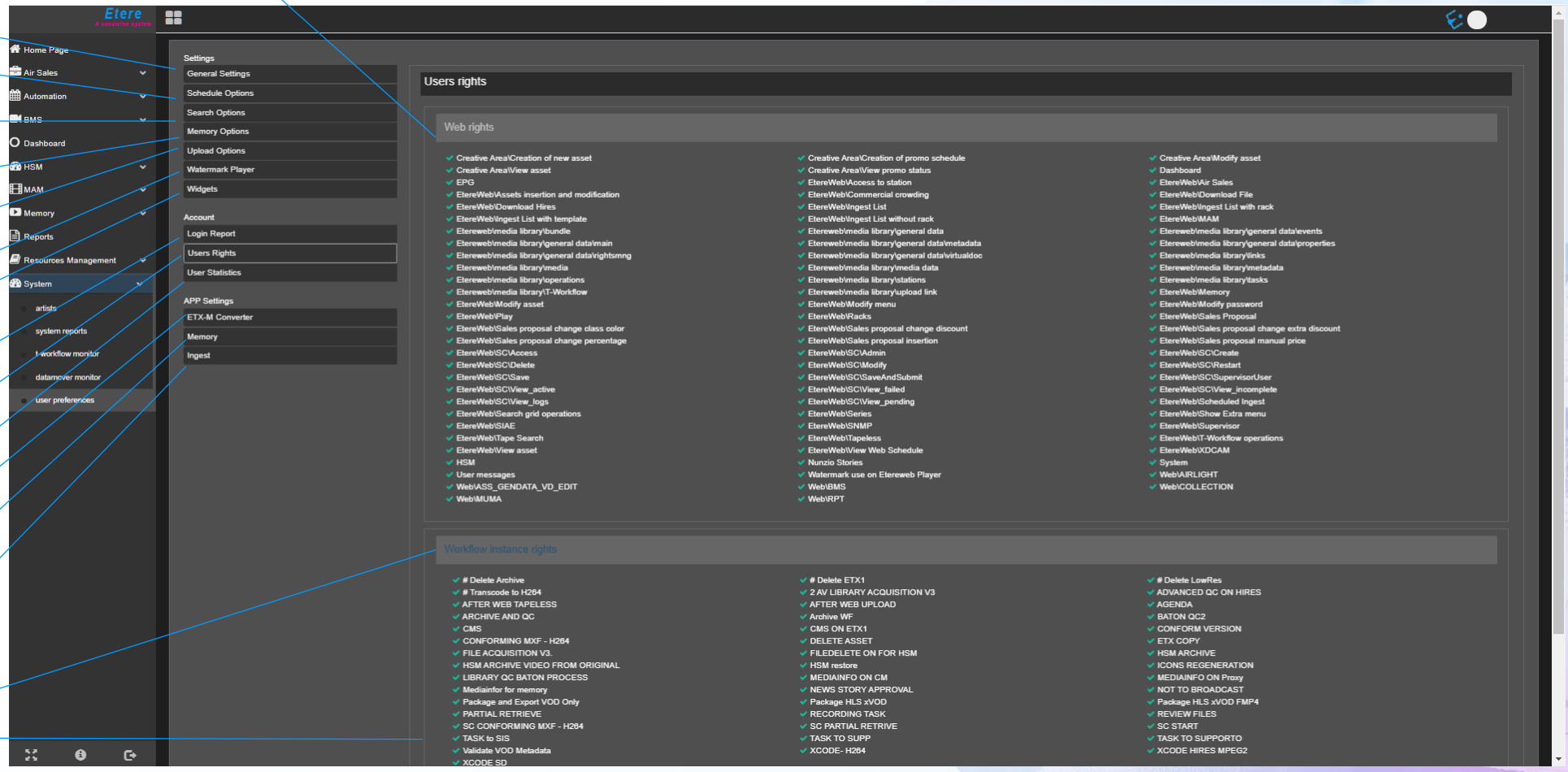
Rights Management

- Etere has a complete rights management system
- Each user can be profiled, and can have different rights according to station and functions
- User can be grouped for an easy management
- Groups and users can be Active/directory integrated

User Rights

- General settings
- Schedule options
- Search options
- Memory options
- Upload options
- Watermark player
- Widgets
- Login report
- User rights
- User statistics
- ETX-M Converter
- Memory
- Ingest

- Workflow instance rights
- Workflow action rights



Etere
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OTT INTEGRATION

A Connected System

- In the OTT-TV arena a Etere can manage a cross-device proposition aimed at getting benefit from its exclusive capability to offer a seamless experience in any place at any time, on any device

At Home

- **Strategy on width of User Base**
- **Single metadata repository automatically updated everywhere**

Dedicated Set Top Box

Connected TV

Third party STB

Far from Home

- **Total control of Digital Identity**
- **Easy content repurposing**

Mobile Devices

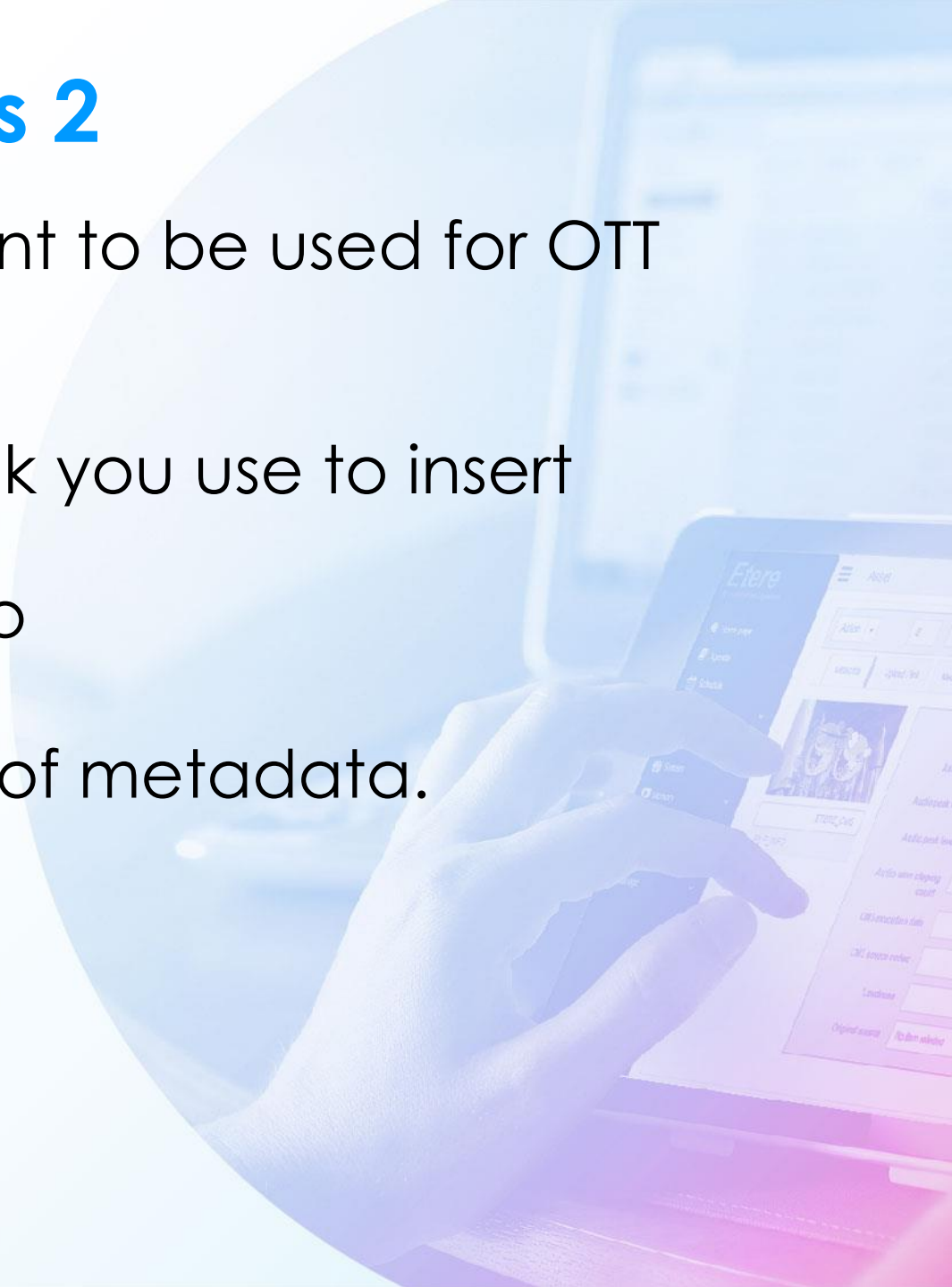
Any Web Access

OTT Challenges

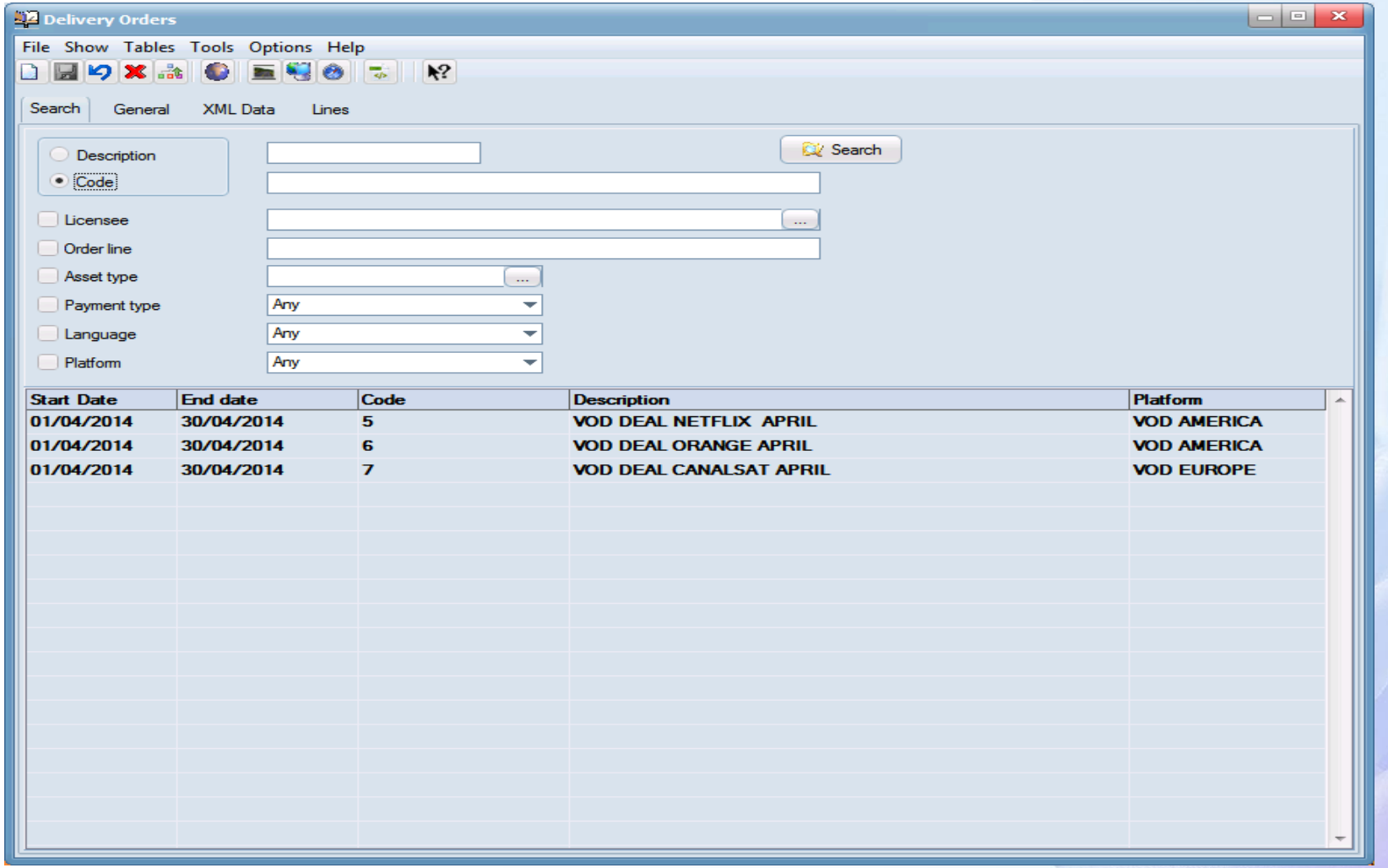
- You need create a selling contract to deliver the media.
- The contract will contain of multiple assets.
- In the main part of the contract you insert the metadata to be send to the provider as part of the contract
- Then insert the list of the assets to send.
- After contract you can print the invoice and the contract details to be sent

OTT Challenges 2

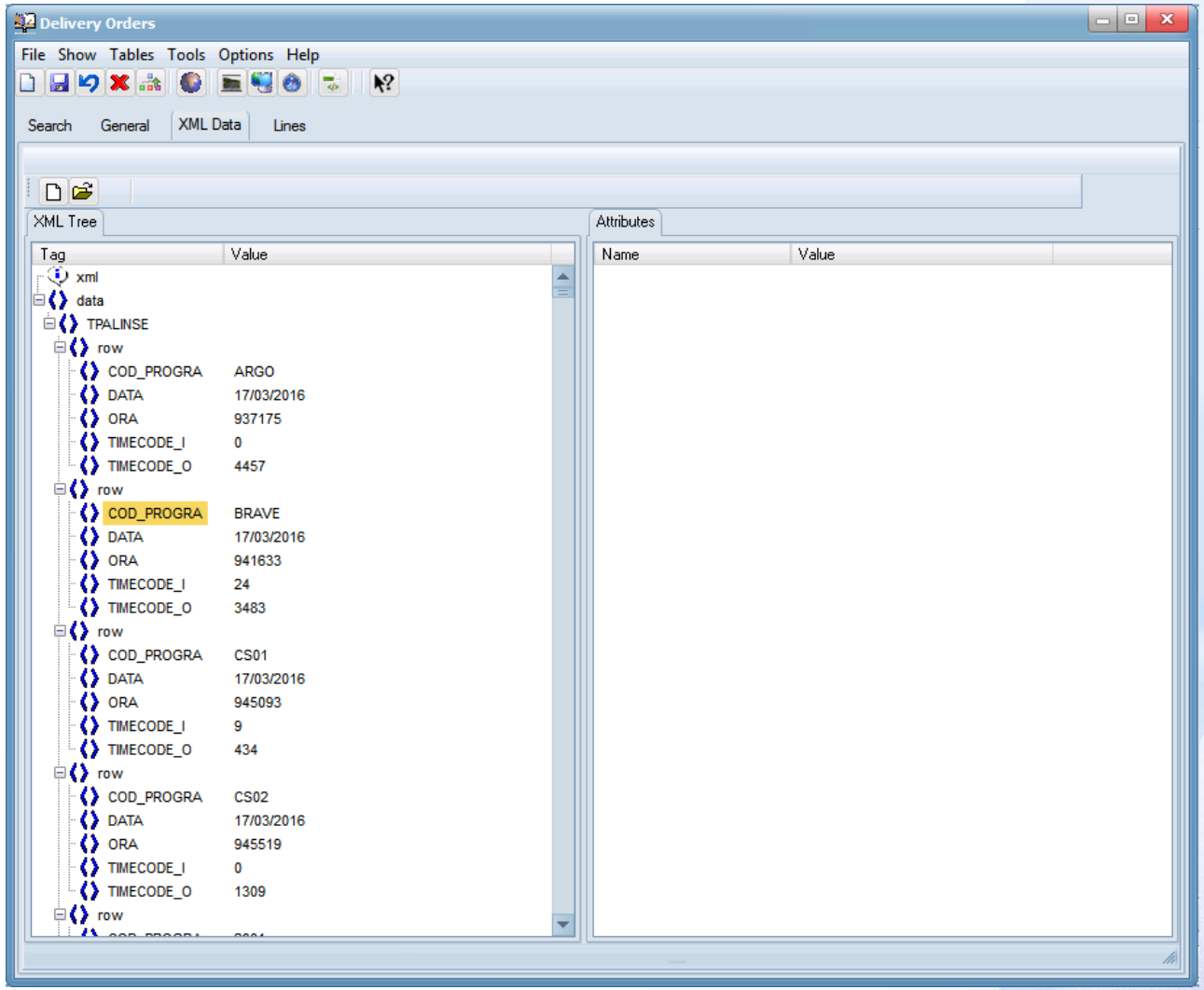
- You need a copy of your content to be used for OTT purposes.
- You need a different file format
- You need to trim away the black you use to insert advertising
- You need to convert subtitle info
- You need to add a trailer frame
- You need to create an XML file of metadata.
- Then you need to deliver via
  - Hard drive
  - Ftp
  - UDP



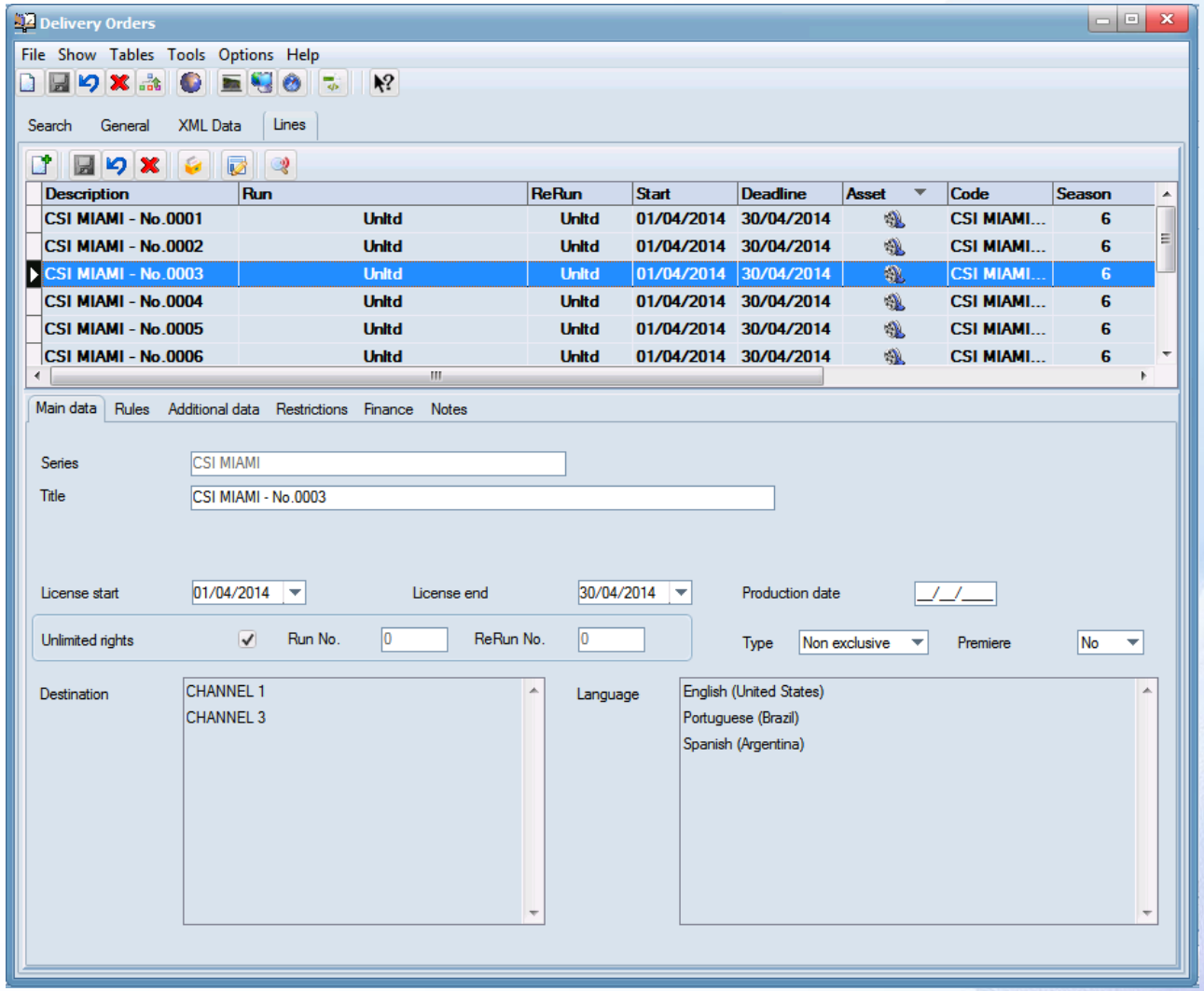
OTT Contracts



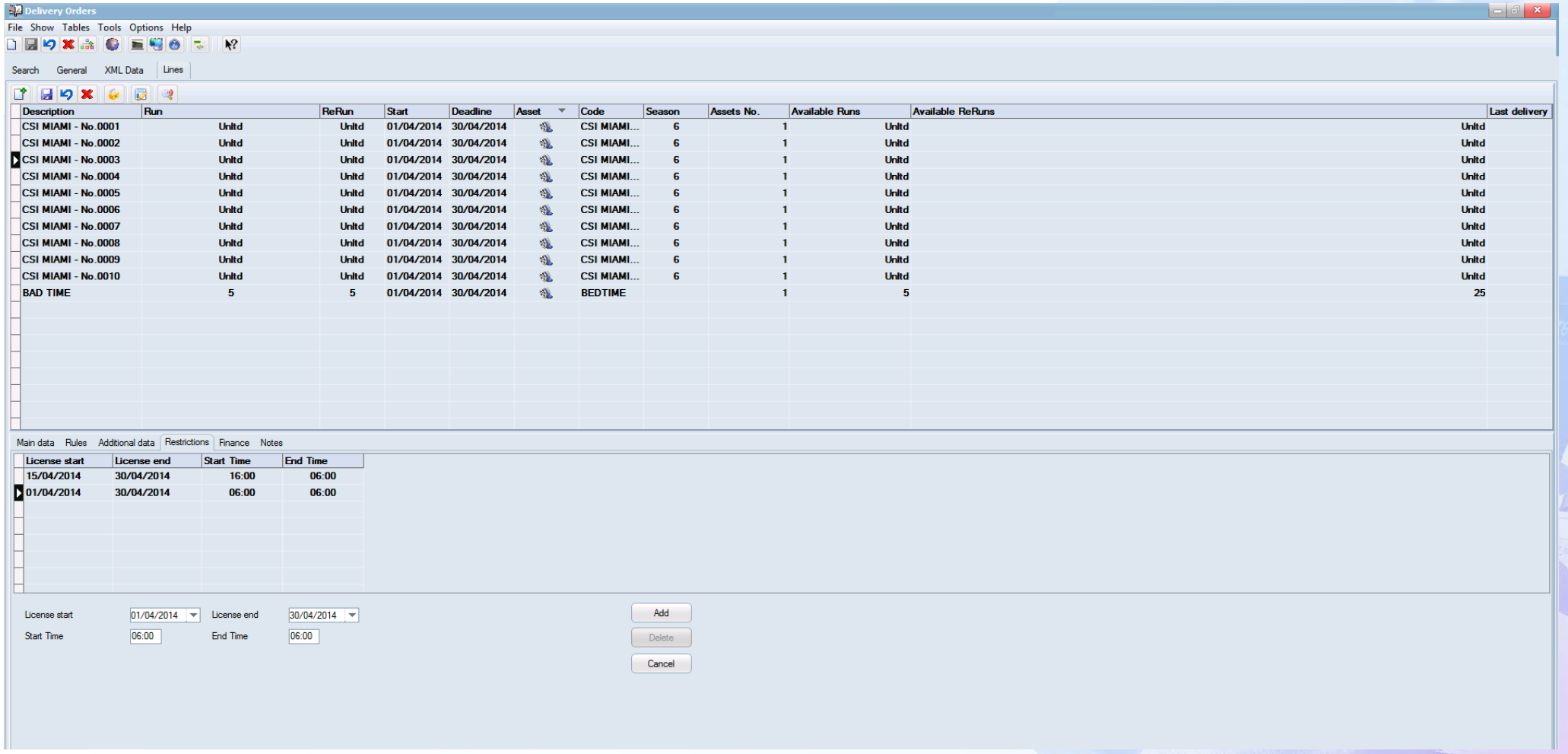
Contract Custom Data



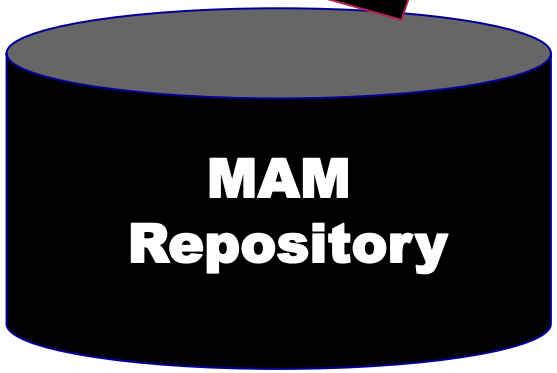
Assets to Be Sent



Scheduling/Rights Details



After You Press Start



Trascode

Normalize

XML Data

Etere
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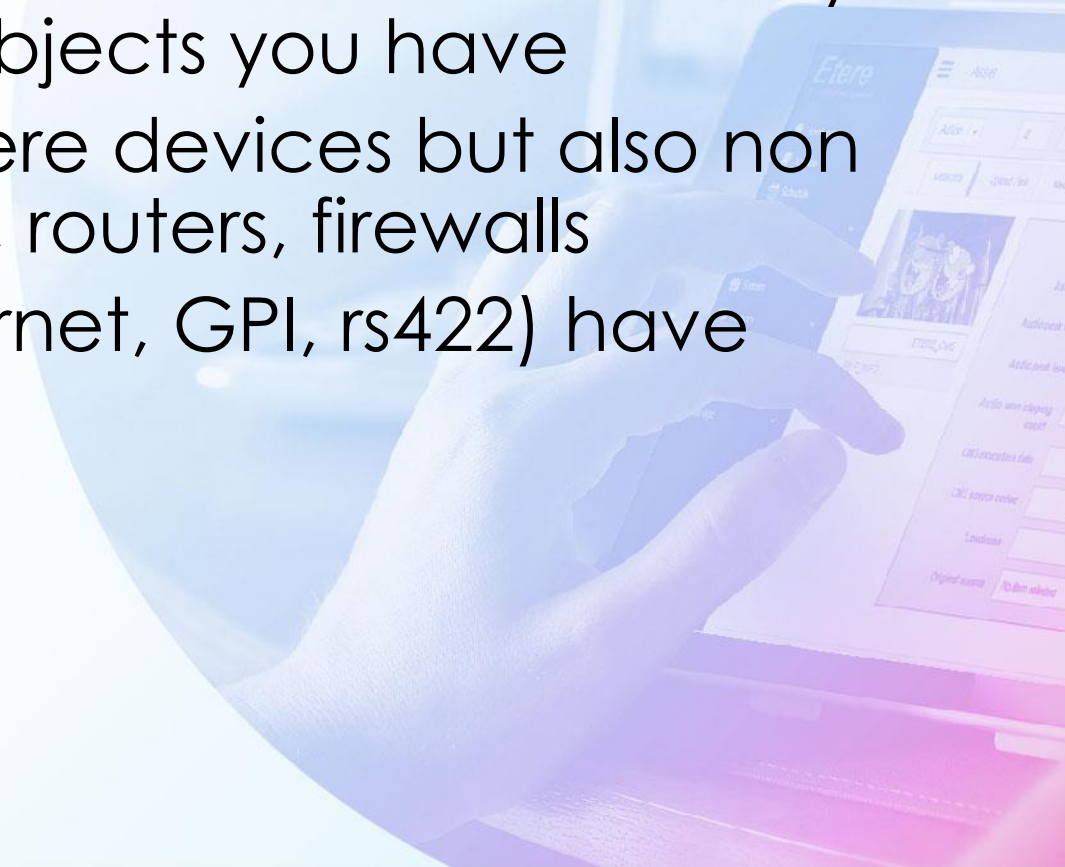
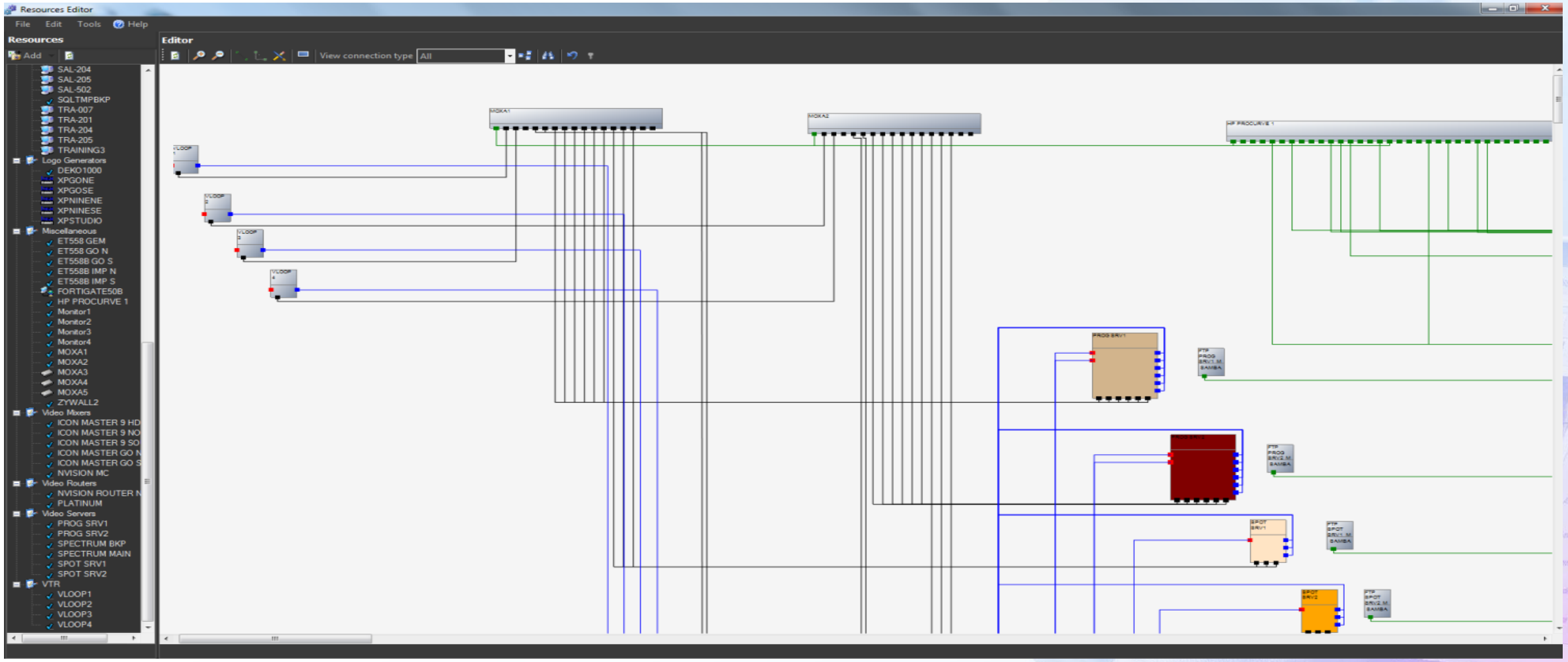
SNMP Console

Graphic Tool

- The SNMP console in Etere has been completely re-designed
- The console is also the Etere graphic configuration tool
- Creating a simple graphic you can describe how the system is connected, and how many objects you have
- Etere console allows to insert Etere devices but also non Etere ones, as network switches, routers, firewalls
- Different connections (SDI, Ethernet, GPI, rs422) have different colours

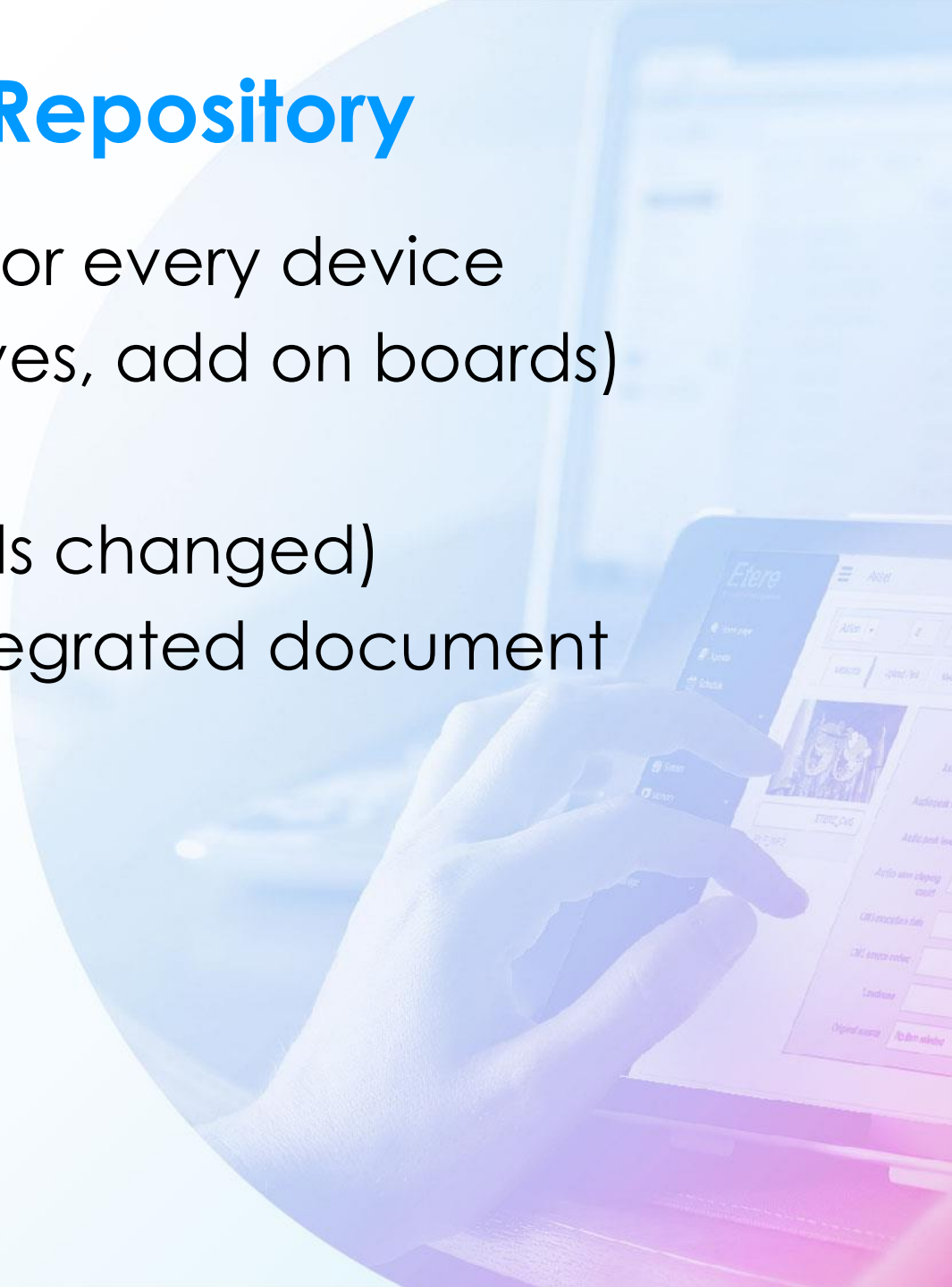


Graphic Design



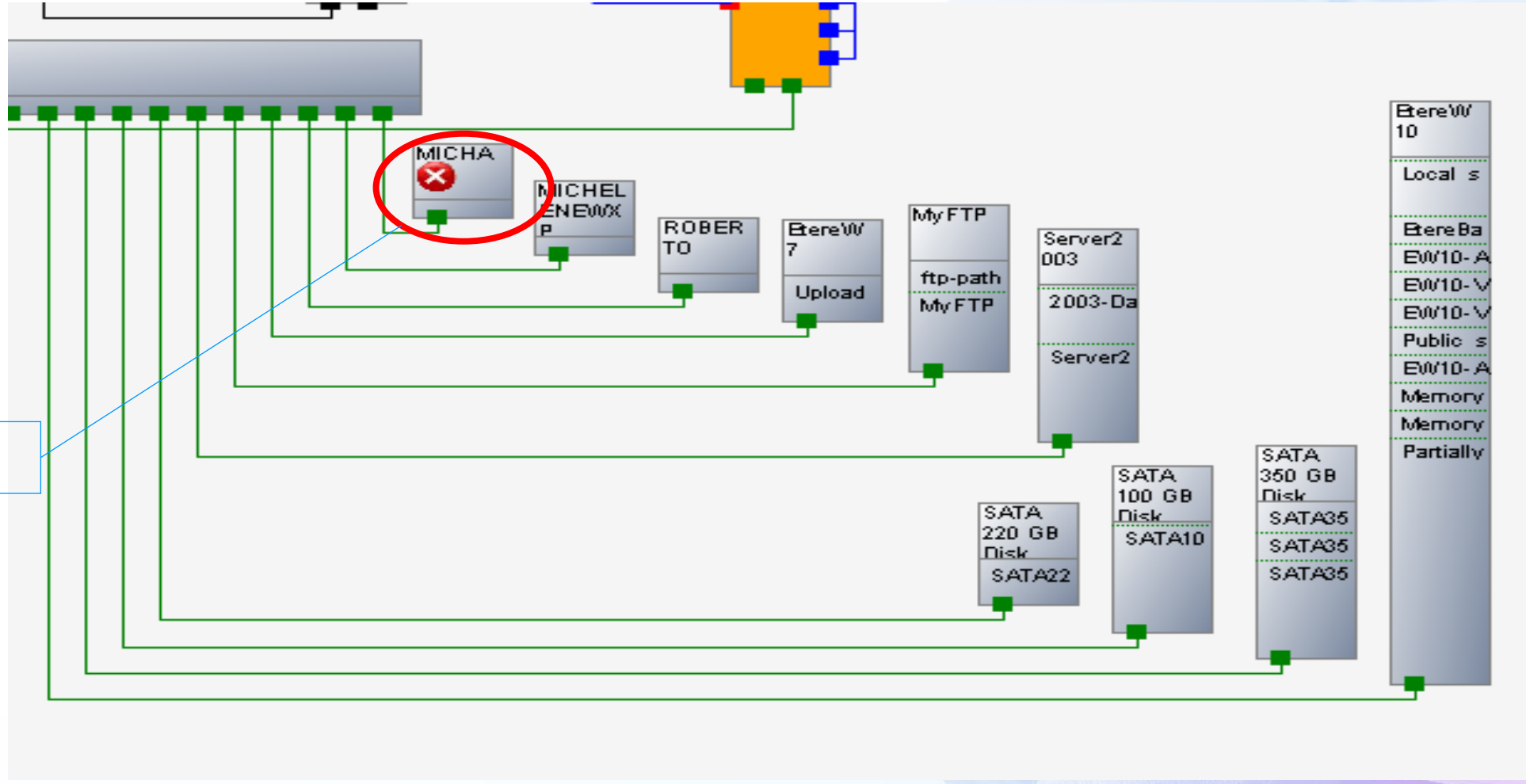
Central Information Repository

- The SNMP console is able to store for every device
  - The configuration details (IP, drives, add on boards)
  - The SNMP error log
  - Your operation log (as VTR heads changed)
  - All service manuals using the integrated document management
  - The position in the Racks

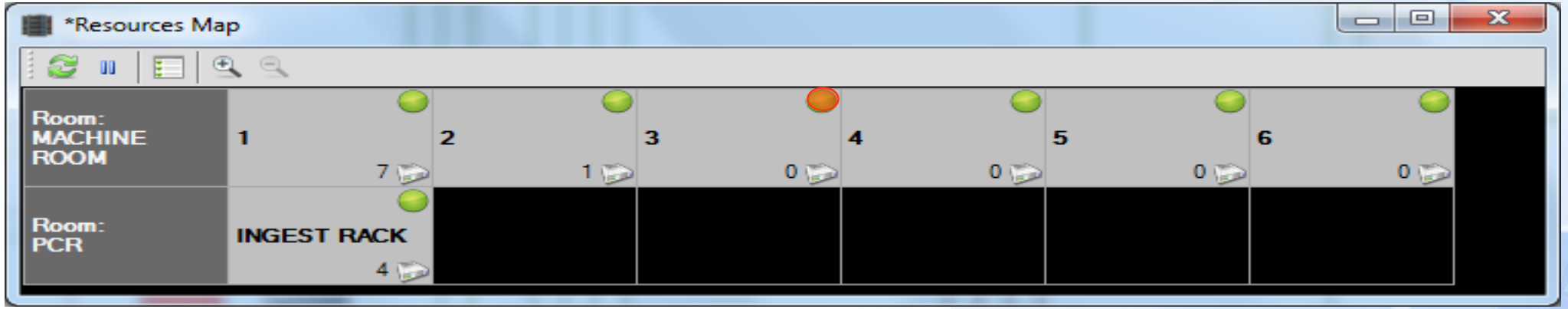


Easy Location of Devices in Error

Devices in error are automatically pointed out

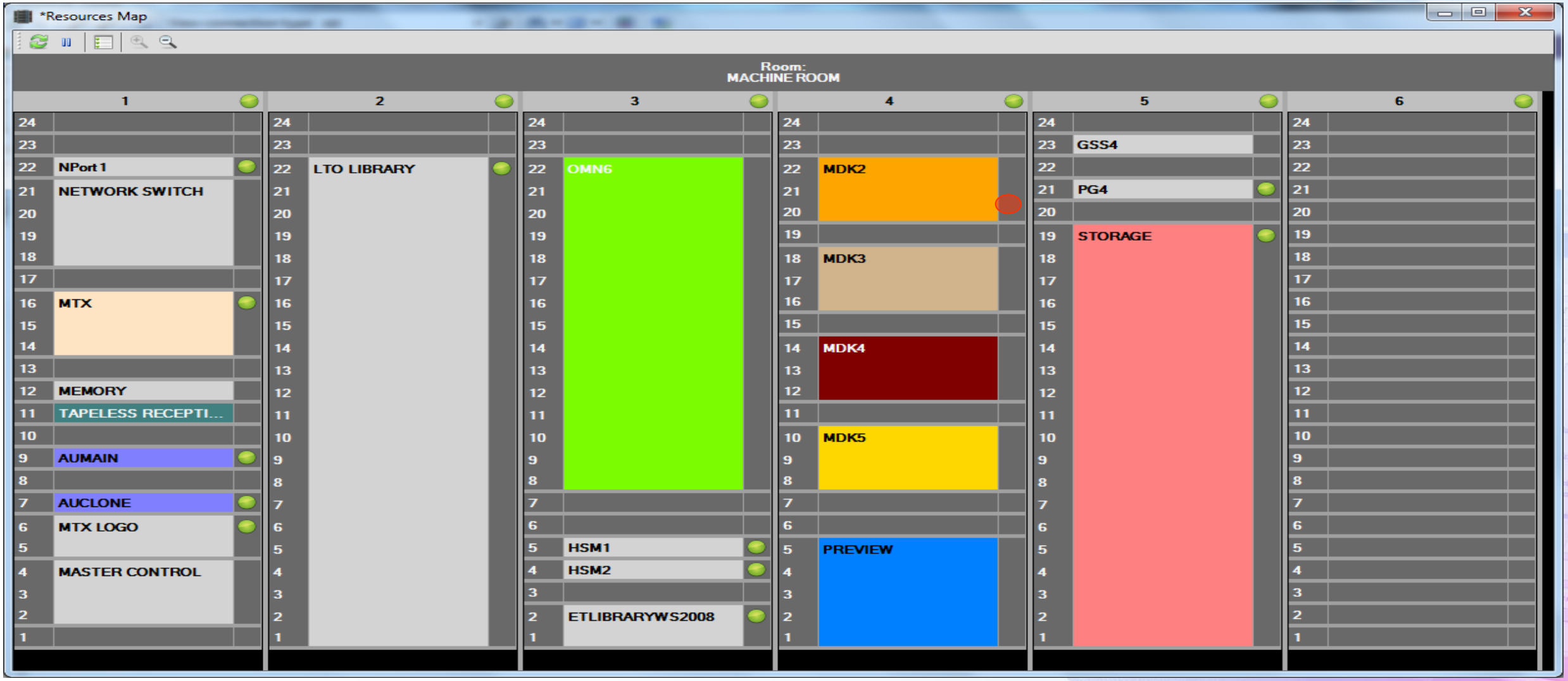


Room View

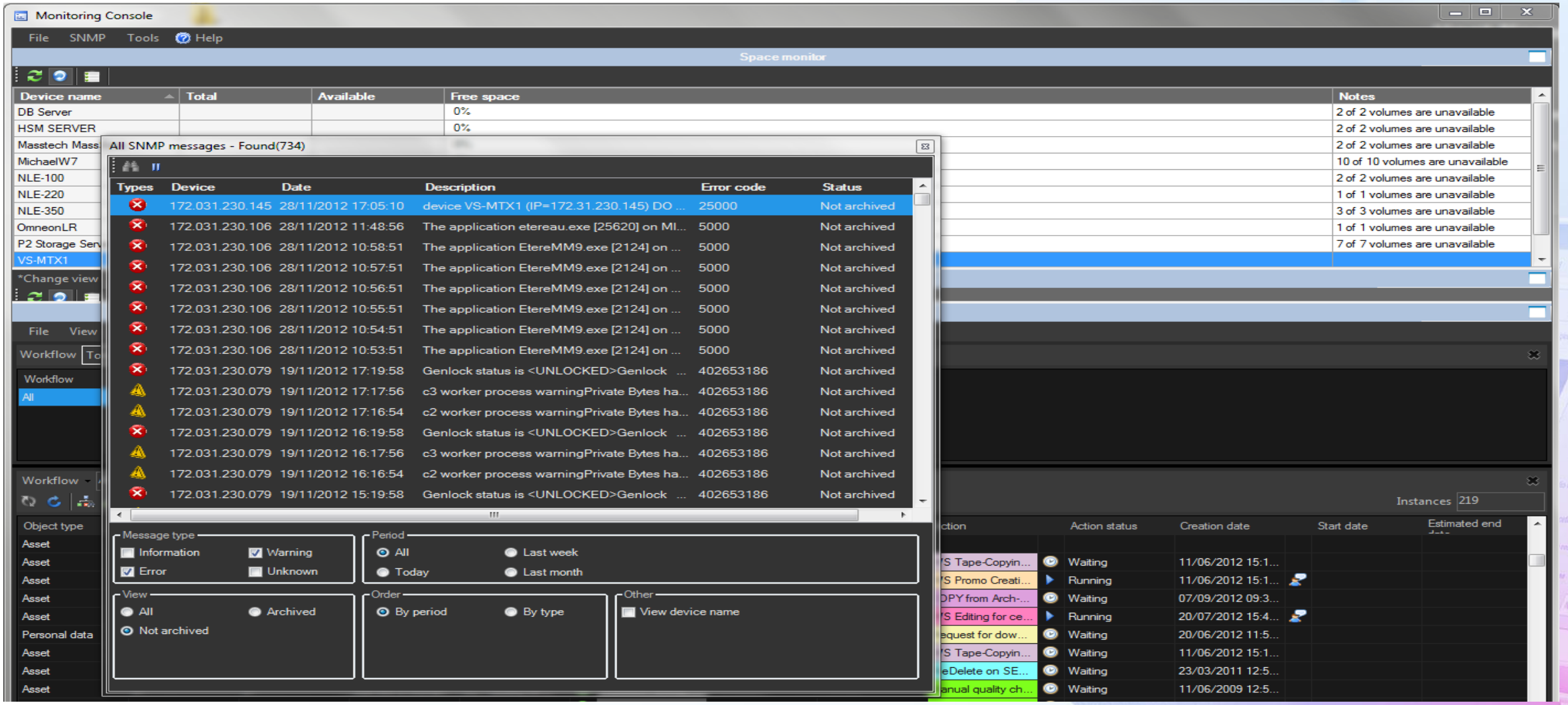


- This room view allows you to see all the station in one single view
- An error in a room and rack is displayed as red light

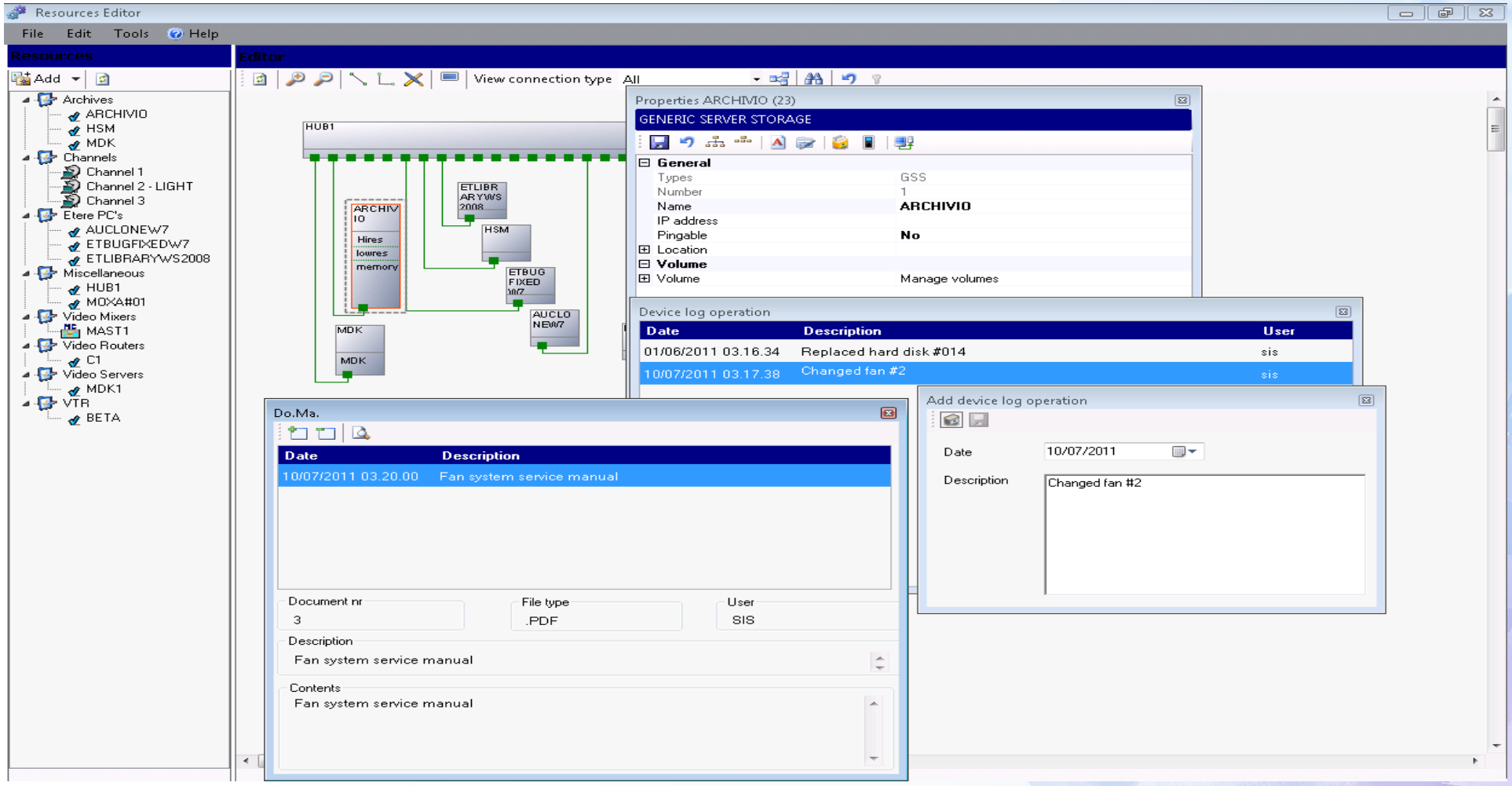
Rack Details



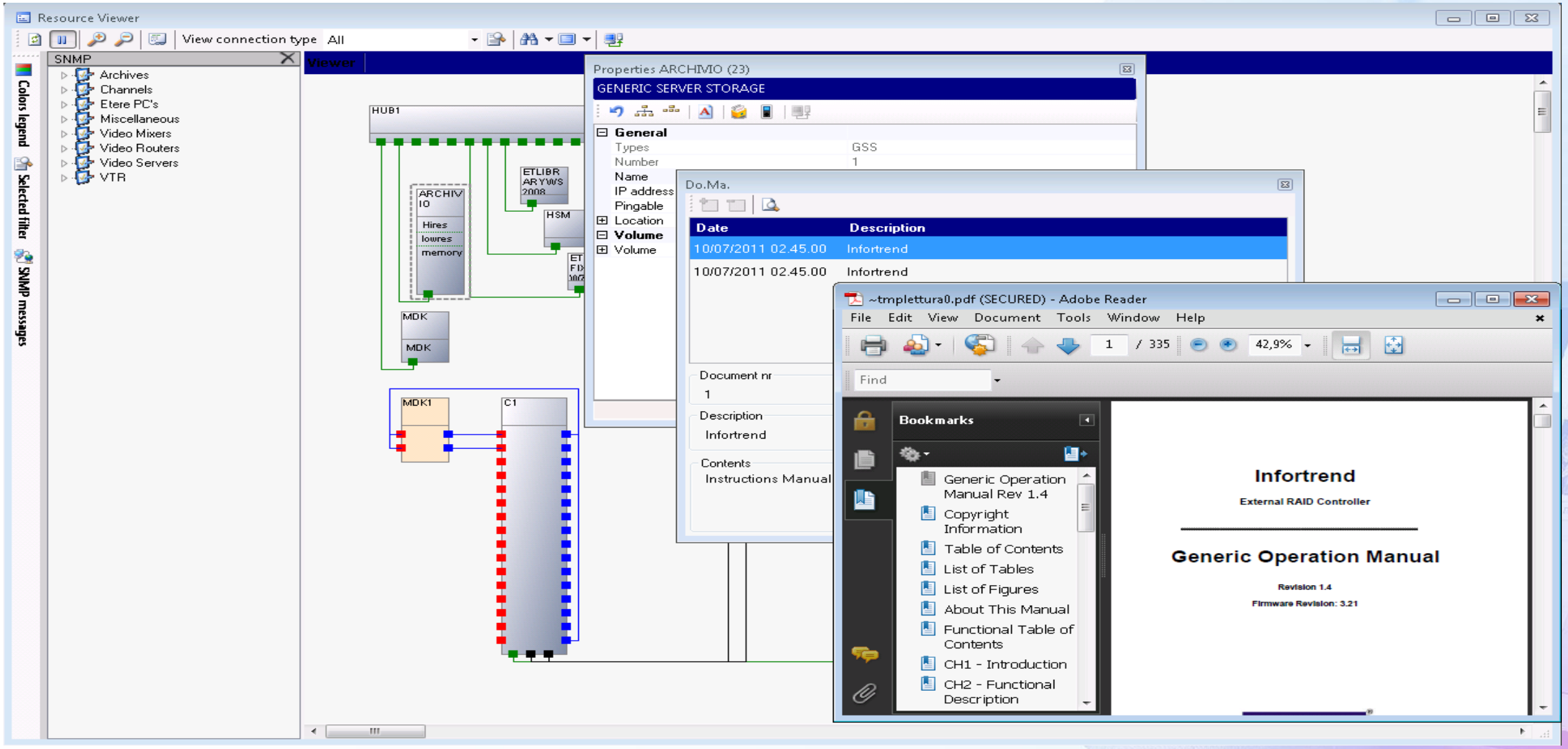
SNMP Error History



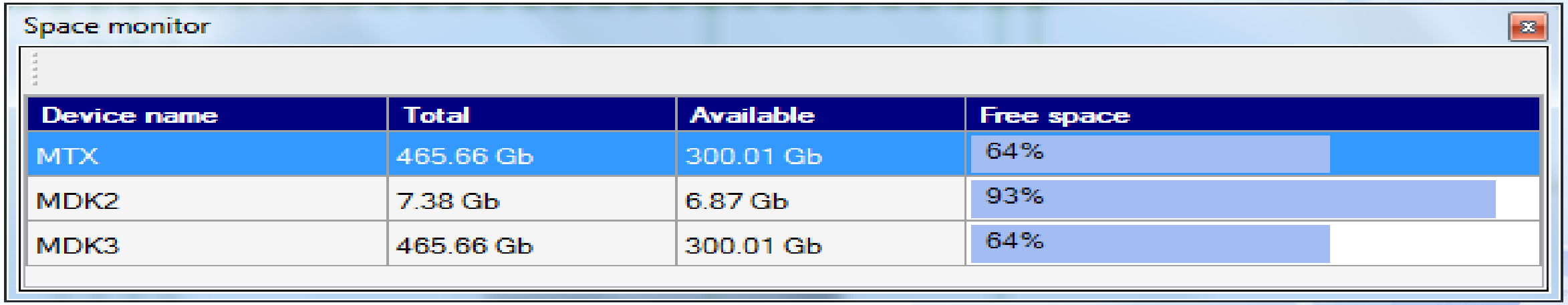
Service Log


Resources Editor
File Edit Tools Help
Resources
Add
Archives
ARCHIVIO
HSM
MDK
Channels
Channel 1
Channel 2 - LIGHT
Channel 3
Etere PC's
AUCLONEW7
ETBUGFIXEDW7
ETLIBRARYWS2008
Miscellaneous
HUB1
MOXA#01
Video Mixers
MAST1
Video Routers
C1
Video Servers
MDK1
VTR
BETA
Editor
View connection type All
HUB1
ARCHIVIO
Hires
lowres
memory
ETLIBRARYWS2008
HSM
ETBUGFIXED
AUCLONEW7
MDK
MDK
Properties ARCHIVIO (23)
GENERIC SERVER STORAGE
General
Types GSS
Number 1
Name ARCHIVIO
IP address
Pingable No
Location
Volume
Volume Manage volumes
Device log operation
Date Description User
01/06/2011 03.16.34 Replaced hard disk #014 sis
10/07/2011 03.17.38 Changed fan #2 sis
Do.Ma.
Date Description
10/07/2011 03.20.00 Fan system service manual
Document nr 3
File type .PDF
User SIS
Description
Fan system service manual
Contents
Fan system service manual
Add device log operation
Date 10/07/2011
Description
Changed fan #2

Service Manuals

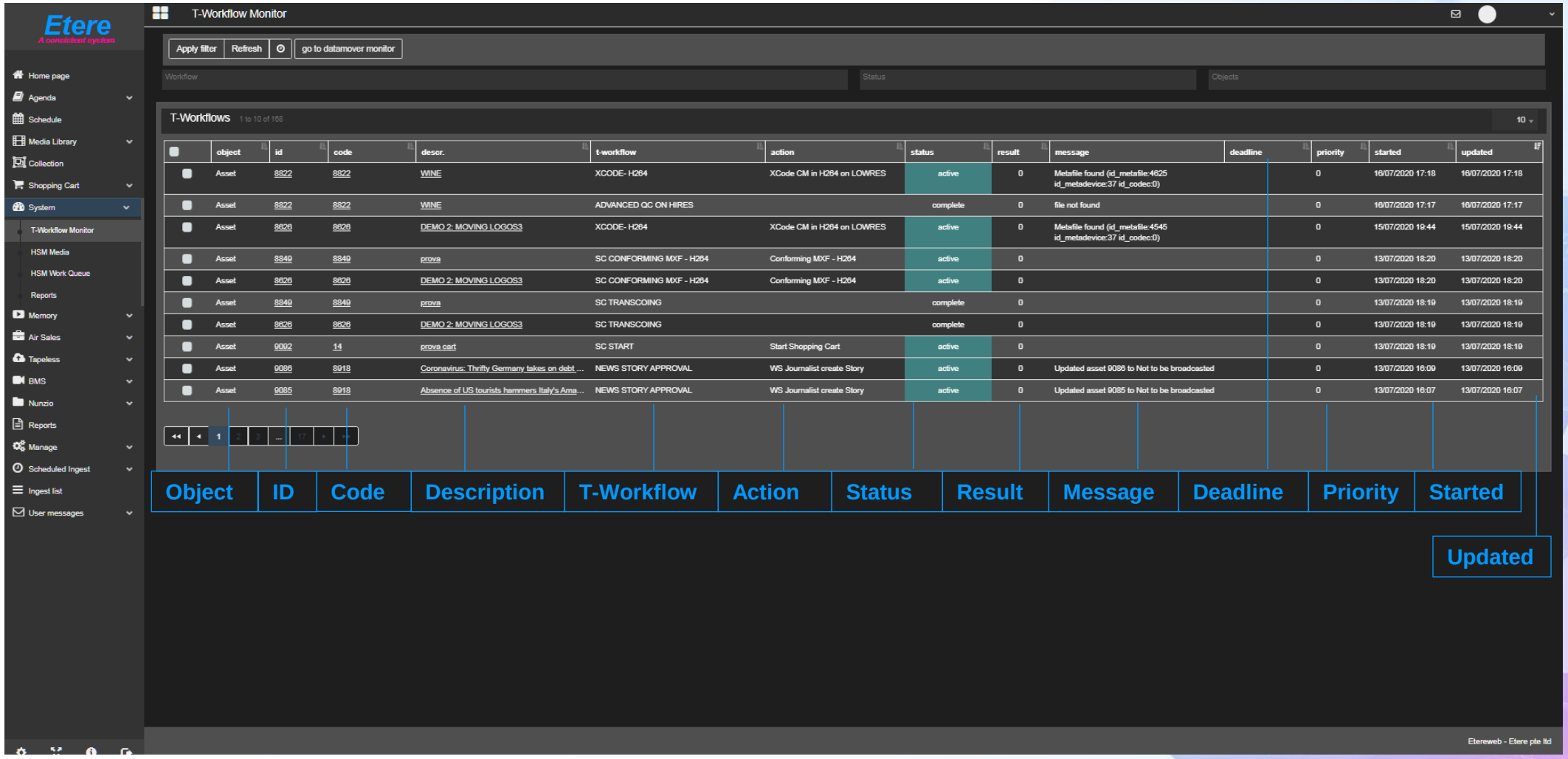


Space Monitor



- The space monitor control cloud and video server
- If a space threshold is reached selected workflows are launched until space go below limit
- Thresholds and workflows configurable

Global Workflow Status



object	id	code	descr.	t-workflow	action	status	result	message	deadline	priority	started	updated
Asset	8822	8822	WINE	XCODE- H264	XCode CM in H264 on LOWRES	active	0	Metafile found (id_metafile:4625 id_metadevice:37 id_codec:0)		0	16/07/2020 17:18	16/07/2020 17:18
Asset	8822	8822	WINE	ADVANCED QC ON HIRES		complete	0	file not found		0	16/07/2020 17:17	16/07/2020 17:17
Asset	8626	8626	DEMO 2: MOVING LOGOS3	XCODE- H264	XCode CM in H264 on LOWRES	active	0	Metafile found (id_metafile:4545 id_metadevice:37 id_codec:0)		0	15/07/2020 19:44	15/07/2020 19:44
Asset	8849	8849	prova	SC CONFORMING MXF - H264	Conforming MXF - H264	active	0			0	13/07/2020 18:20	13/07/2020 18:20
Asset	8626	8626	DEMO 2: MOVING LOGOS3	SC CONFORMING MXF - H264	Conforming MXF - H264	active	0			0	13/07/2020 18:20	13/07/2020 18:20
Asset	8849	8849	prova	SC TRANSCOING		complete	0			0	13/07/2020 18:19	13/07/2020 18:19
Asset	8626	8626	DEMO 2: MOVING LOGOS3	SC TRANSCOING		complete	0			0	13/07/2020 18:19	13/07/2020 18:19
Asset	9092	14	prova cart	SC START	Start Shopping Cart	active	0			0	13/07/2020 18:19	13/07/2020 18:19
Asset	9086	8918	Coronavirus: Thrifty Germany takes on debt ...	NEWS STORY APPROVAL	WS Journalist create Story	active	0	Updated asset 9086 to Not to be broadcasted		0	13/07/2020 16:09	13/07/2020 16:09
Asset	9085	8918	Absence of US tourists hammers Italy's Ama...	NEWS STORY APPROVAL	WS Journalist create Story	active	0	Updated asset 9085 to Not to be broadcasted		0	13/07/2020 16:07	13/07/2020 16:07