

# 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



# 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



#### Etere Ecosystem

(Binds all your business)

**Ad Insertion** 

Multi-channel, Multi-format.

Redundant, SDI or IP, Loudness

Normalisation, Audio Mapping,

Integrated Scheduling, Integrated Airsales, Cuetone/SCTE104/SCTE35

#### 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

#### **Subtitling & Closed Caption**

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

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

#### BMS •

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

#### **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

#### **HSM Archive**

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

#### 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

#### 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

#### Censorship

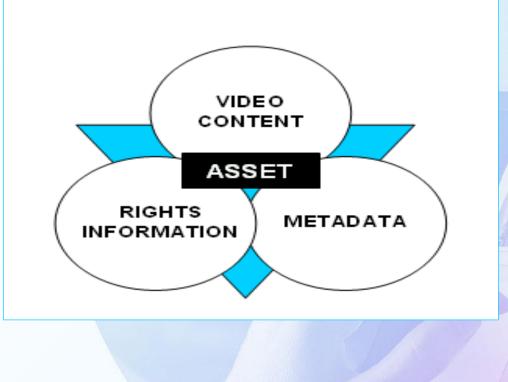
Variable time delay, Insertion of targeted advertisements, Countdown timers, Quick deletions, Insertions and replacements for live and recorded videos, Mute and Bleep functions, Continuous Loop in Playlist, Multiclip insertion, Bookmark insertion, Multiple Image Format Management, Anticipate/ censor/replace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



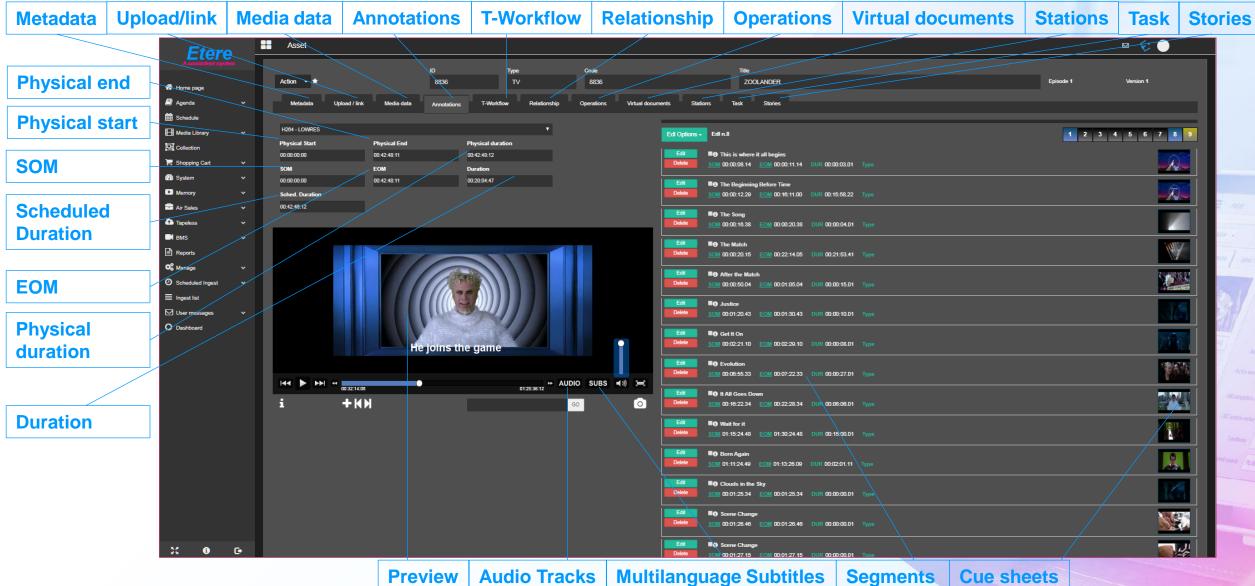
#### Media Asset Management A complete MAM is always present in ETERE

#### What is an Asset?

- An asset is made up of 3 key elements:
- Video/Audio/Image content
- Descriptive Metadata
- Rights information



## Media Cockpit



#### Asset Metadata

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Asset descriptive image

### **Multiple Metadata Schemas**



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MI_AUDIO_T6 MI_AUDIO_T7	Sampling rate (Track 03)		Sampling rate
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### Media Data

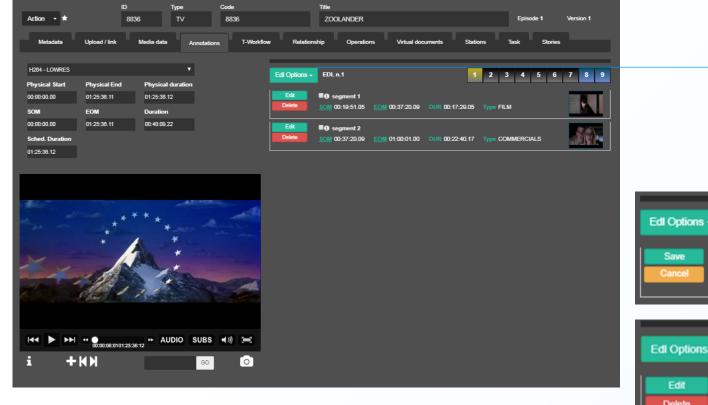
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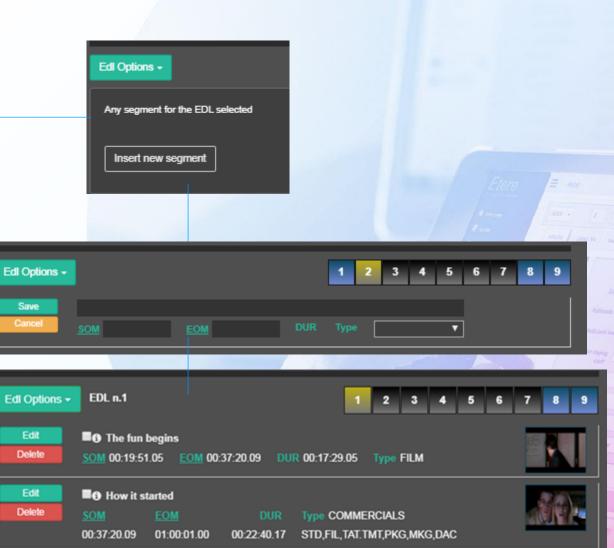
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- Create a single project
  A project contains various items
  Each item can have different versions

### **Create Multiple Segments**

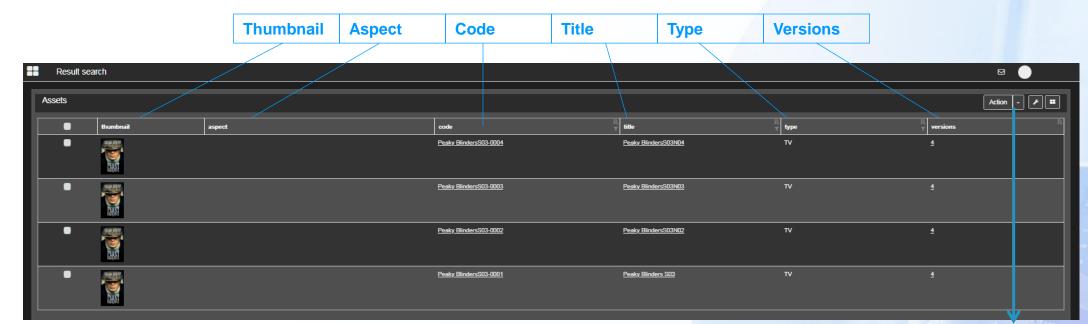




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## Series with episodes



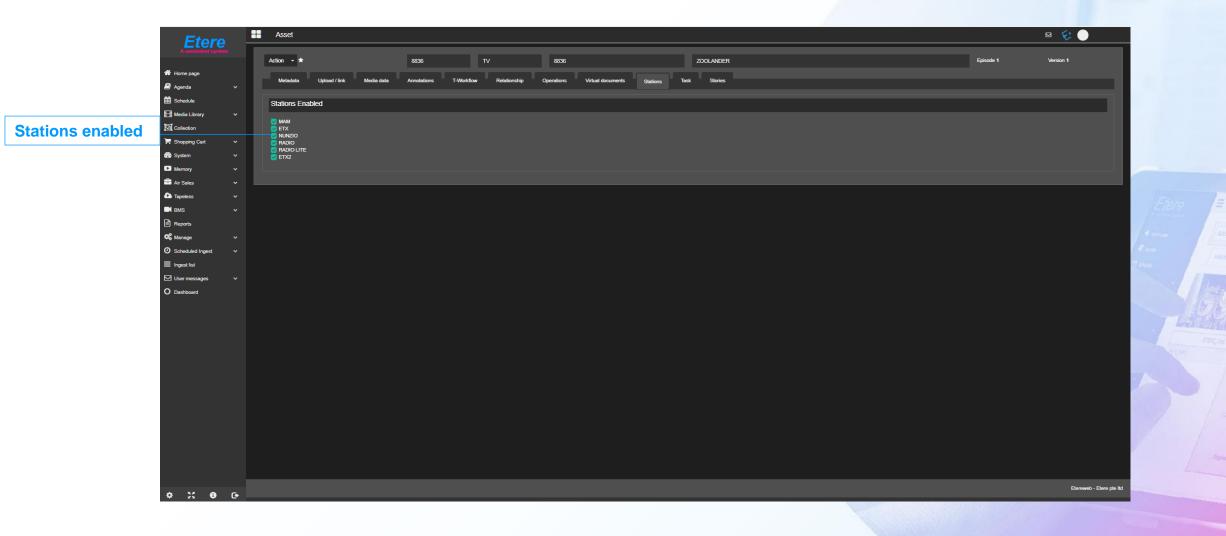
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## **Control Multiple Files in Multiple Places**

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### **Active Stations**



## **Operations**

**Operations log** 

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### **Document Management**

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## Reports

#### Add to favourites

Air Sales Asset

Auto

BMS

Memory

System

Cue sheet

File status

Loudness

Standard Station ID Log Sheet Storage days Themes Log Sheet Video tapes tion Schedule

Asset

VOD Revenue

Continuity report Memory Contents Files Memory Contents Files as pla Memory Contents Summary

Etere Rights

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Media Data

Missing Materials Promo Log Sheet Relationships

Resources manager logs repo

Transmission report by catego

Devices space per user Devices used space Documents list

Reports

Cue sheet
Devices space per user
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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
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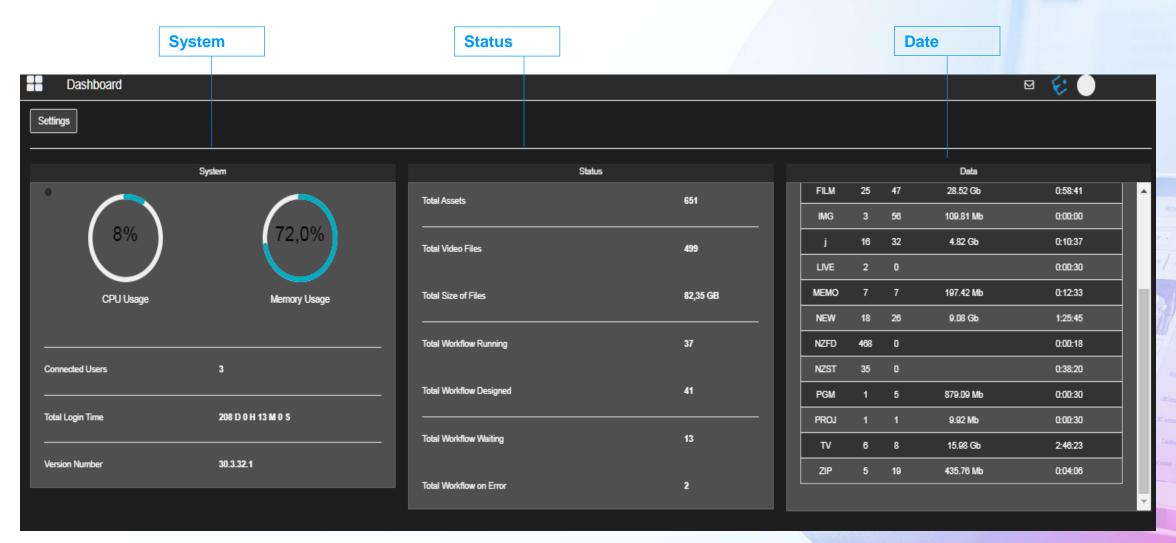
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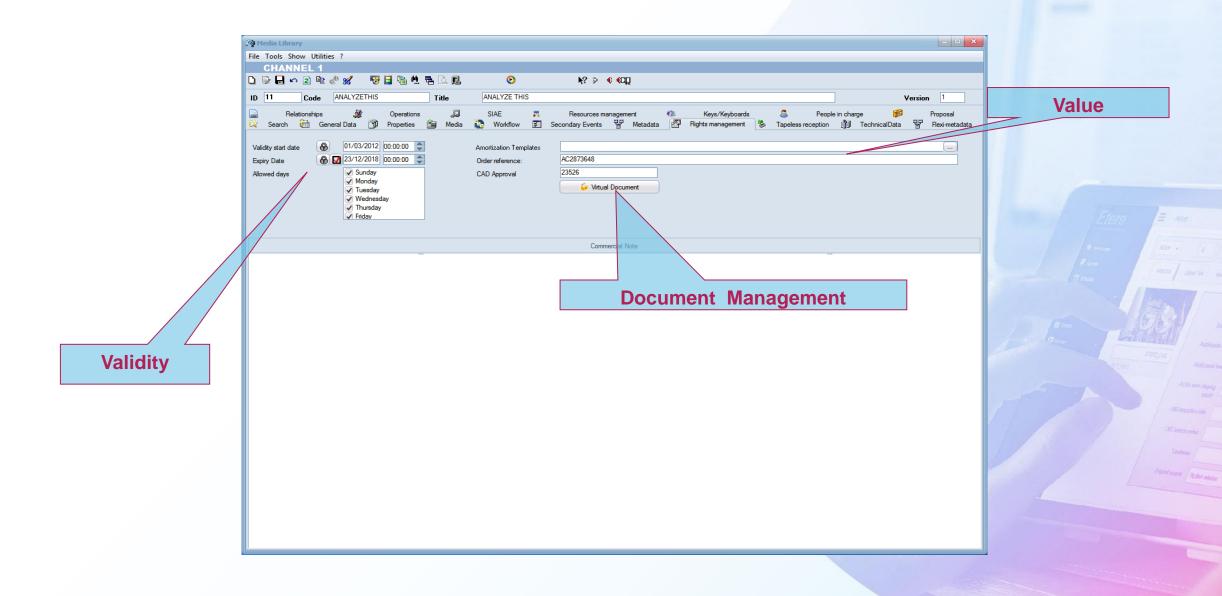
### **Artist Manager**

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#### **Dash Board**

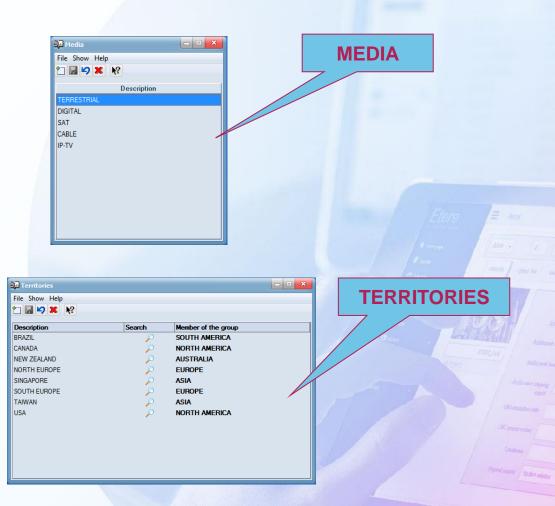


#### **Rights Information**

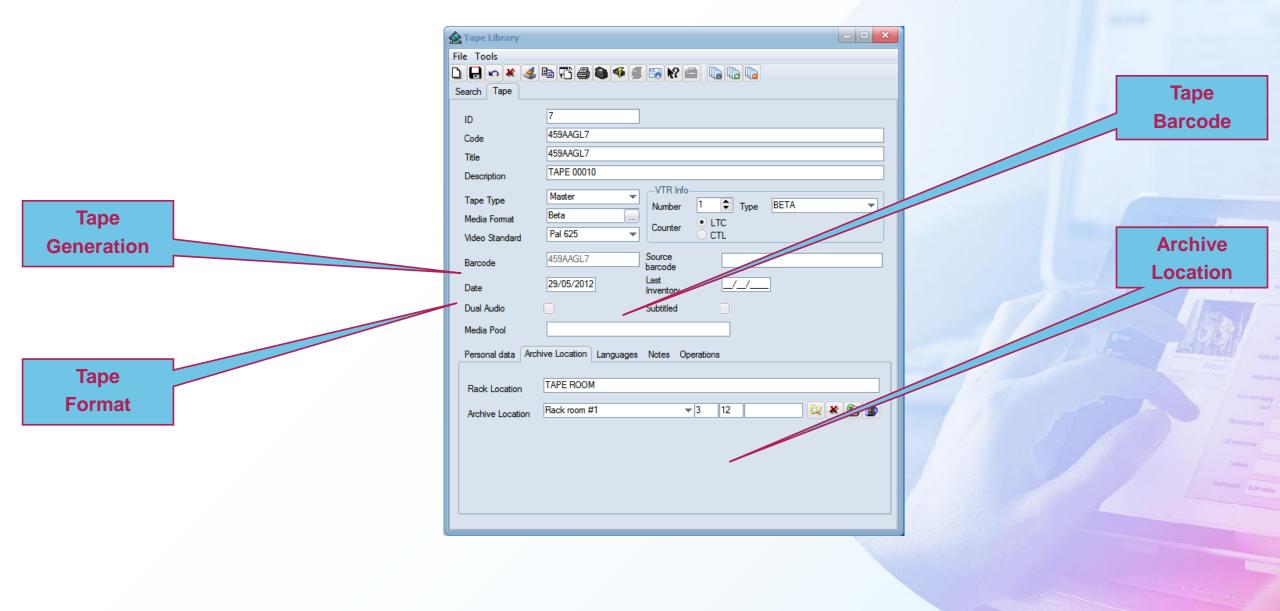


#### **Rights Detail**

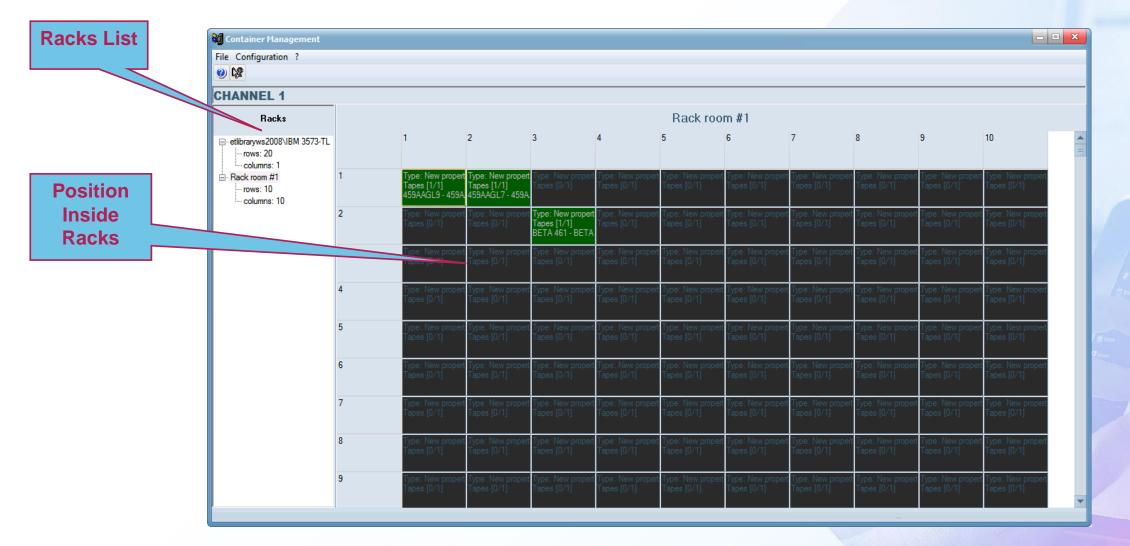
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#### **Tape Information**



#### **Racks Management**



#### **Tape Loan Management**

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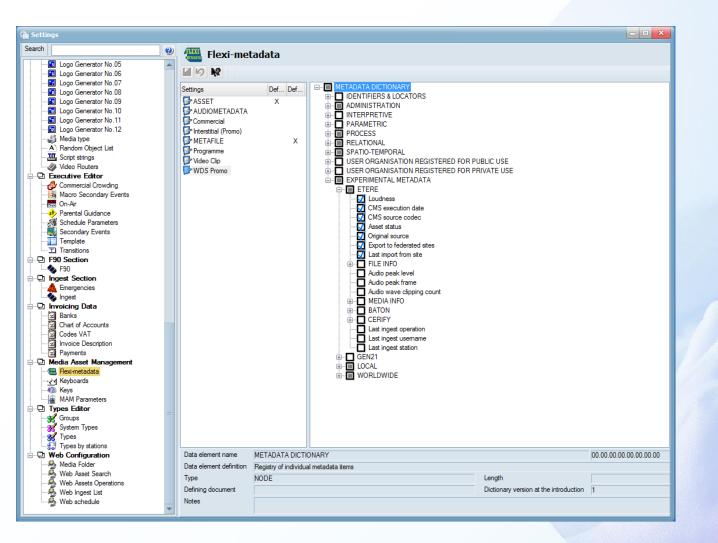
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		2 🔤	B00008L6	LTO6	106.51 MB	2.29 TB	2.29 TB	99%	BA-MP-MEDIUMROTAT
Etere Installation		3 🔤	B00062L6	LTO6	0	2.27 TB	2.27 TB	100%	BA-MP-LOWROTATION
Etere PCs		4 🔤	B00011L6	LTO6	0	2.27 TB	2.27 TB	100%	BA-MP-LOWROTATION
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Holidavs		6 🖭	B00049L6	LTO6	72.00 MB	2.29 TB	2.29 TB	99%	BA-MP-MEDIUMROTAT
		7 🖭	B00081L6	LTO6	86.00 MB	2.28 TB	2.28 TB	99%	BA-MP-LOWROTATION
Language workflows		8 🖭	B00056L6	LTO6	2.27 TB	20.03 GB	2.29 TB	0%	BA-MP-MEDIUMROTAT
		9 🔤	B00047L6	LTO6	2.23 TB	42.16 GB	2.28 TB	1%	BA-MP-MEDIUMROTAT
Media Formats		10 🔤	B00055L6	LTO6	70.00 MB	2.29 TB	2.29 TB	99%	BA-MP-MEDIUMROTAT
🙀 Media Library		11 🔤	B00029L6	LTO6	74.00 MB	2.27 TB	2.27 TB	99%	BA-MP-MEDIUMROTAT
Media Pools		12						0%	
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🖳 🥘 Personal Data		14 🔤	B00079L6	LTO6	2 27 TB	0	2.27 TB	0%	BA-MP-LOWROTATION
🚺 Racks		15 🔤	B00048L6	LTOG	2.23 TB	46.88 GB	2.28 TB	2%	BA-MP-MEDIUMROTAT
Reports Editor		16 🔤	B00052L6	LTO6	2.26 TB	10.09 GB	2.27 TB	0%	BA-MP-MEDIUMROTAT
Reports Editor		17 🔤	B00023L6	LTOG	125.79 MB	2.28 TB	2.28 TB	99%	BA-MP-MEDIUMROTAT
- 🚰 System		18 🔤	B00083L6	LTO6	2.27 TB	2.2010	2.27 TB	0%	BA-MP-LOWROTATION
Tape Loan		19 🔤	B00084L6	LTOG	2.27 TB	0	2.27 TB	0%	BA-MP-LOWROTATION
Tape types		20	B00085L6	LTOG	2.27 TB	0	2.27 TB	0%	BA-MP-LOWROTATION
Taskbar displayed title		21	B00040L6	LTO6	106.51 MB	2.28 TB	2.28 TB	99%	BA-MP-MEDIUMROTAT
Classes configuration		22 🔤	B00046L6	LTOG	70.00 MB	2.20 TB	2.20 TB	99%	BA-MP-MEDIUMROTAT
Classes		23	B00086L6	LTO6	2.27 TB	0	2.27 TB	0%	BA-MP-LOWROTATION
Configuration parameters		24	B00036L6	LTO6	86.00 MB	2.30 TB	2.30 TB	99%	BA-MP-MEDIUMROTAT
Coding Areas Audience Sectio	n	25 🔤	B00038L6	LTO6	2.19 TB	91.40 GB	2.30 TB	3%	BA-MP-HIGHROTATION
		25 🔤	B00063L6	LTO6	2.13 TB	2.51 GB	2.20 TB	0%	BA-MP-MEDIUMROTAT
Company Tables		27	B00082L6	LTO6	7.61 GB	2.51 GB	2.18 TB	99%	BA-MP-LOWROTATION
··· 같티 Cluster		28 🔤	000028L5	LTO6	7.61 GB	1.36 TB	1.36 TB	100%	BA-MP-LOWROTATION
		29	B00033L6	LTO6	2.27 TB	1.3010	2.27 TB	0%	BA-MP-MEDIUMROTAT
		30	B00076L6	LTO6	220.21 MB	2.26 TB	2.26 TB	99%	BA-MP-LOWROTATION
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- 🗗 Customers Management System	n	No.	Media code	Video Standard	Free space	Used space	Total space	Percentage	Media pool
ToDo notifications settings		256	B00032L6	LTO6	380.80 GB	1.95 TB	2.32 TB	83%	BA-MP-MEDIUM
Devices Setting		257	B00080L6	LTO6	1.44 TB	866.85 GB	2.29 TB	36%	BA-MP-LOWROT
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Cloud-devices		4						0%	
Codecs		5						0%	
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Logo Generator No.01									

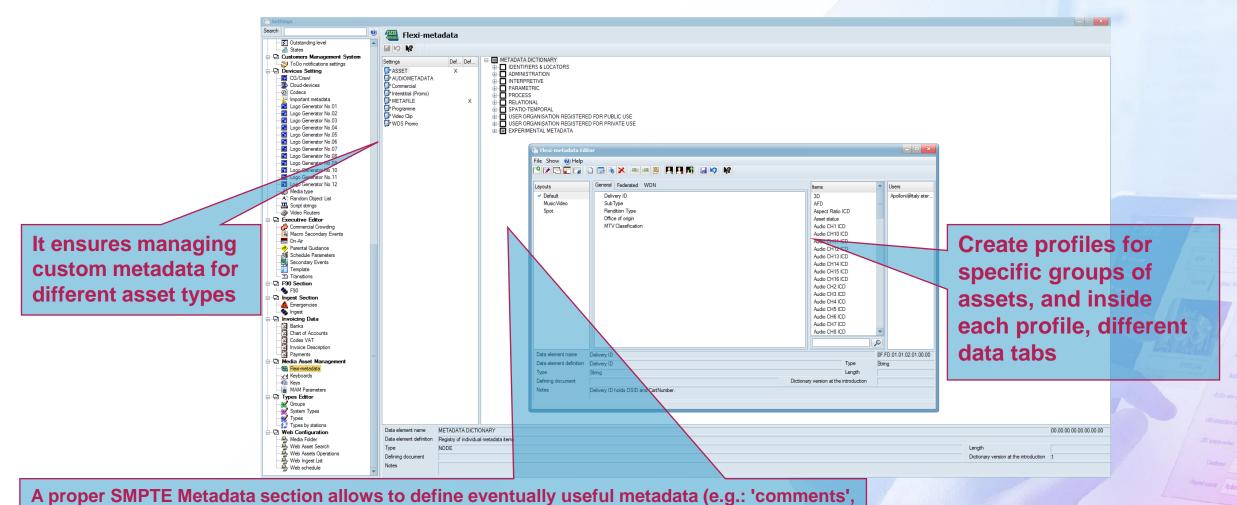
# **Digital Tape Content**

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#### **Flexible Dictionary**



#### **Multiple Metadata Schemes**



'descriptions', 'ancillary rights', etc

## Video Asset Sample

225127 Code 064D0000000005AE48 Title THE GOLDBERGS 210   Arcopy   Clean	Track (436M) Full Res Version 1
TechnicalData 📄 Relationships 🔐	Operations 7 Resources management
Search 🛗 General Data 🚏 Flexi-metadata 🚘 Media 🚵 Workflow 🗾 Secon	
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scriptive Technical Contributor Quality Control Transcoding Copyright Localization Delivery to NOC Supply Cl	nain Worldwide Alias PTS VOD WON System
Main File Size [In Bytes]	9775501384
/ersion Status	
Material Source	Argentina - BA
Sub Type	Aircopy
Rendition Type	Clean Track (436M) Full Res
rame Rate	29.97
anguage	MULTI
Premiere Date	00:00:00
Delivery ID	HDCLZGL210A1A
Export File Name	HDCLZGL210A1A_E1T1_CLEAN-TRACK
Edition Export File Name	
Aspect Ratio	16:9 FF (4:3 SAFE)
ile Wrapper/Codec	MXF / MPEG2 (50LGOP)
Standard	HD: 1080/59.94i
Audio Channel Configuration	8CH. MULTI-1 (1: SPA-L / 2: SPA-R / 3:
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Subtitles	
Total # Segments	4
Segments to Air	4
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Closed caption subtitles available flag	
Catalog Status	Asset association completed
Transfer to Content Archive status	Pending
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#### **Audio Asset Sample**

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	Existing metadata not viewed for this form	٥
AUDIO Audiotech		
AUTHOR	Giovanni Allevi	
NATURE OF PERSONALITY (Individual or Group)	Individual	
COLLECTION MAIN TITLE	Evolution A Perfect Day	
SECONDARY TITLE		
TRACK NUMBER	4	
RECORDING LABEL	* Sony/BMG	
GENRE	Classical	
MONO CHANNELS		
STEREO CHANNELS		
MATERIAL ABSOLUTE DURATION (Days, Hours, Min		
CODING LAW	MPEG-1 Audio Layer 3	
FILE EXTENSION	mp3	
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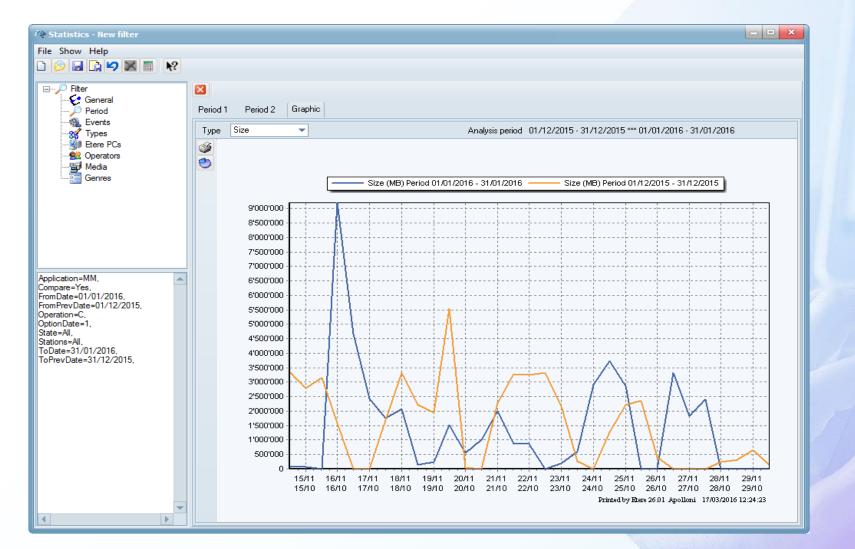
#### **Hierarchical Metadata**

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# **History**

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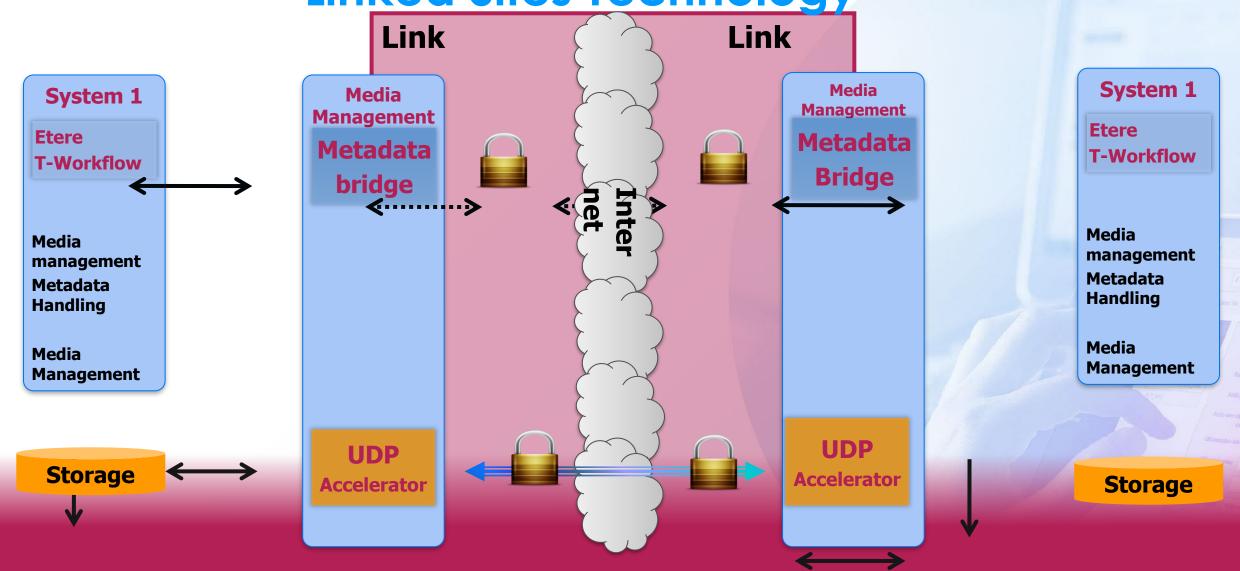
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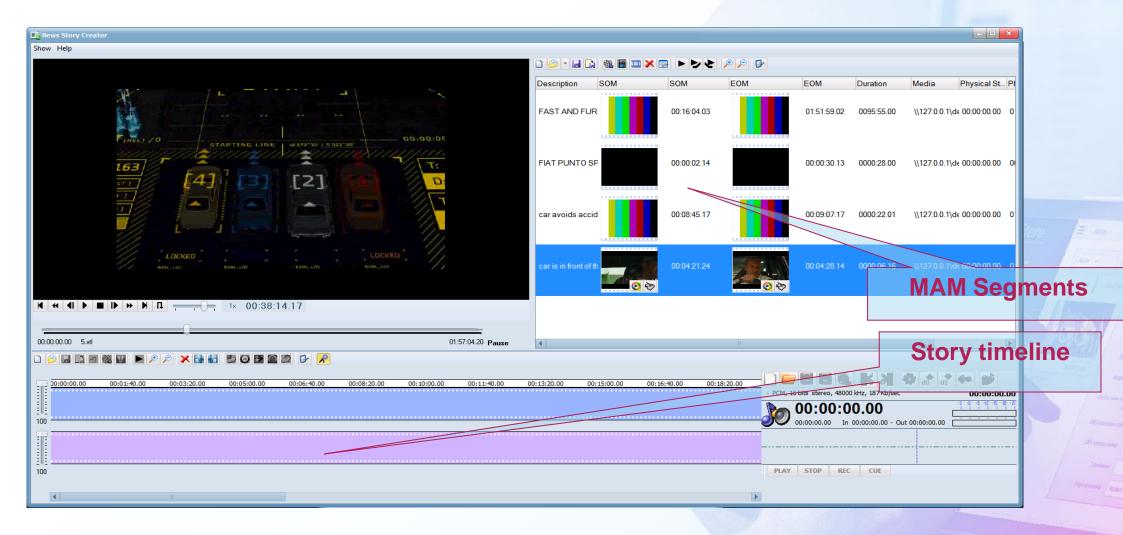
#### Linked Sites Technology



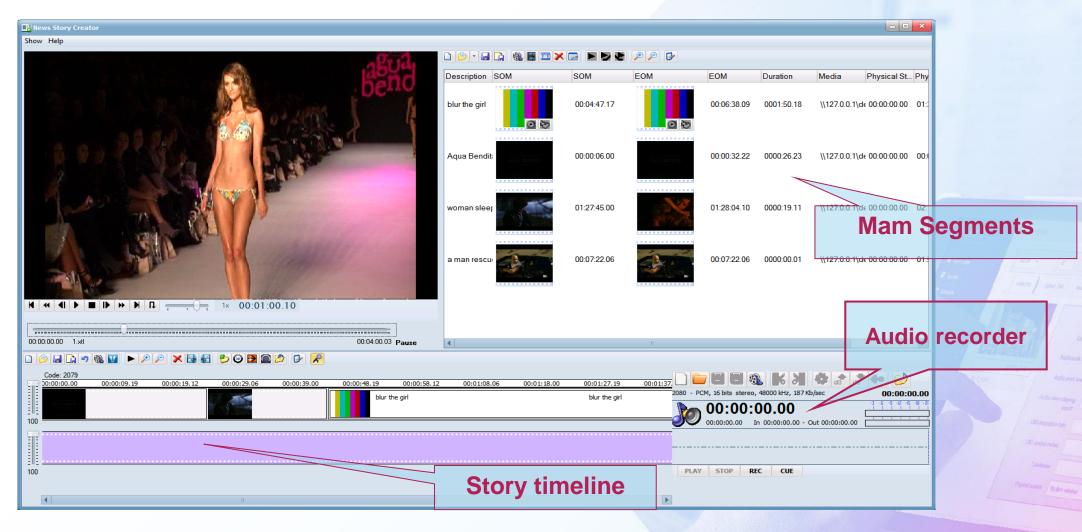


# **Story Creator**

#### **Story Creator**



#### **Story Creator**





# **Tapeless Reception**

Receiving Files Easy and Secure as Tape

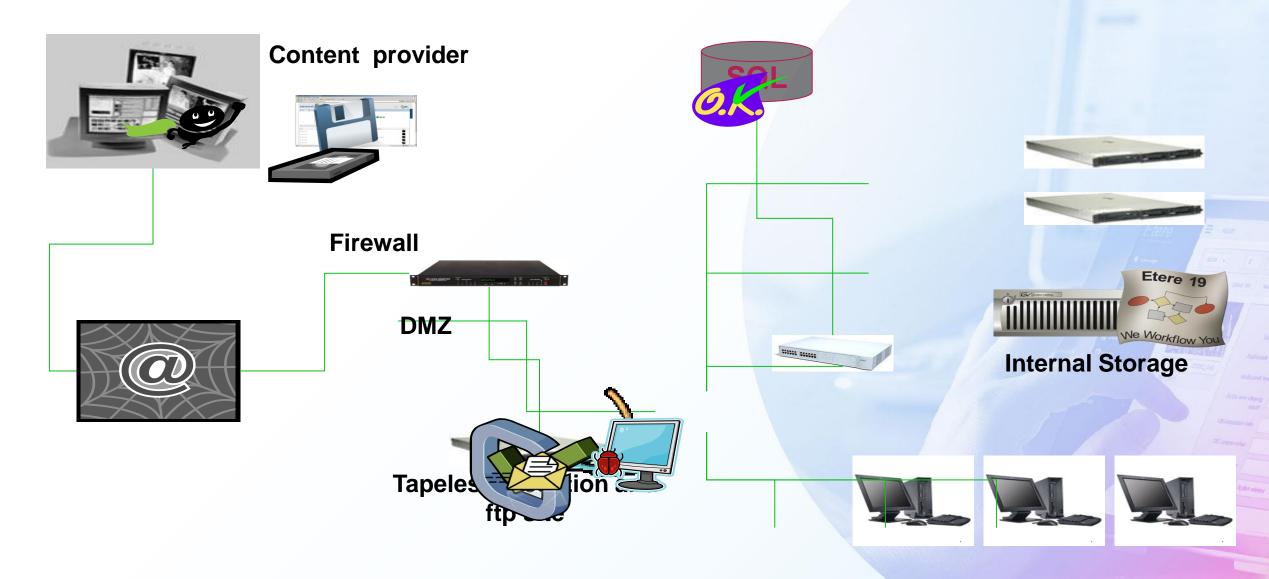
# Workflow

- 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**

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LIVE_CH5_5MIN	LIVE CH5 5 MIN - TIMEOUT 1MIN	

#### **Tapeless Reception**



## **Tapeless Reception**

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Person in charge Supplier Scheduled Arrival	FORD Motors ASSOCIATED PRESS			
Office in			Sender of file	
charge		ive time limit		



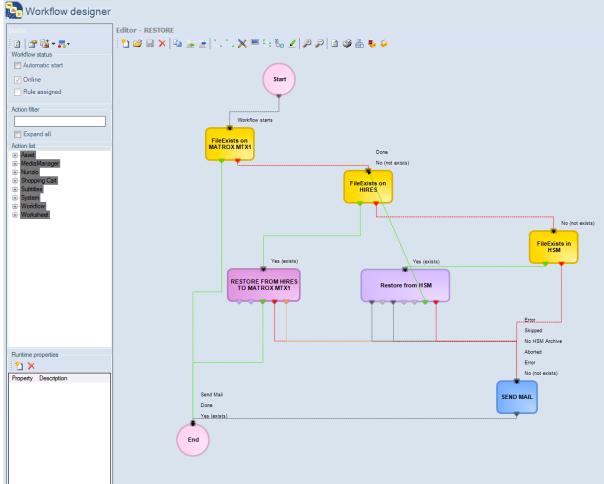
# Workflow

#### 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**

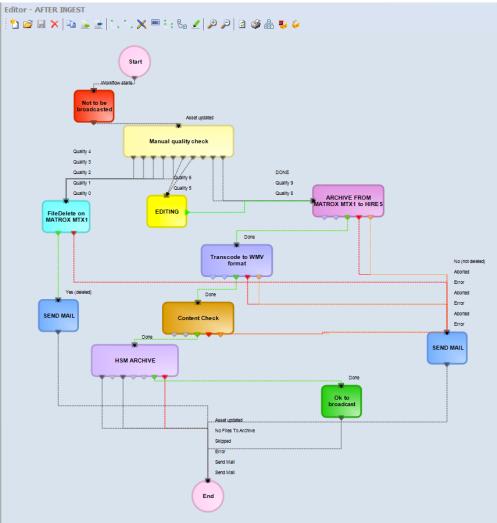


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#### **TV Workflow**



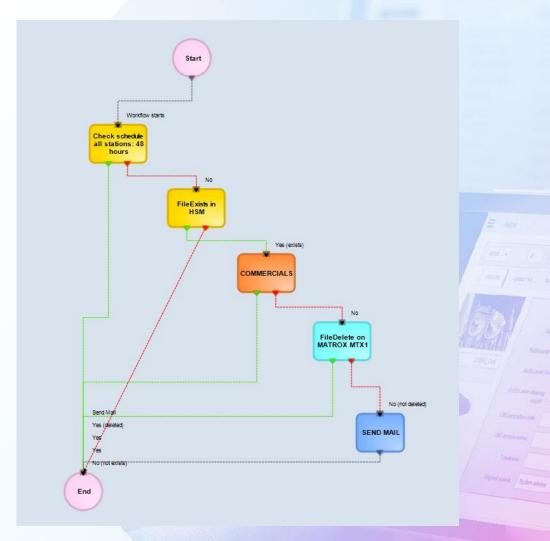
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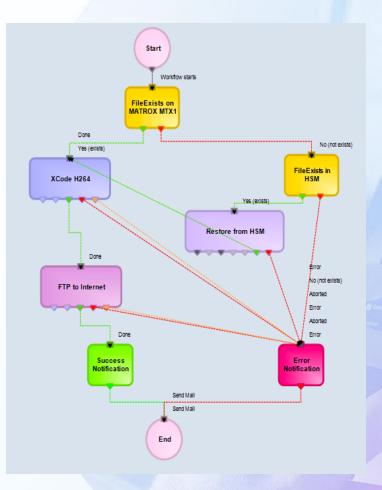
#### **Free On-Air Server**

- You wish to delete from onair 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



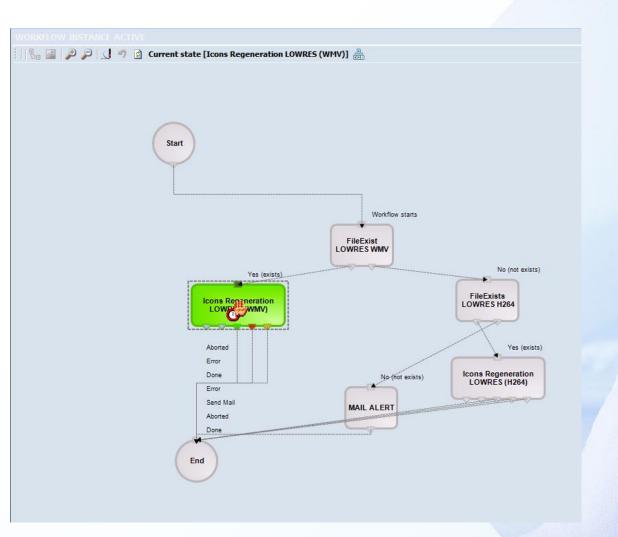
### How To Use

- 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**

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6050	28/08/2014 16:53:15	End	System	Action complete		service_broker		Windows.Unknown				
6049	28/08/2014 16:53:15	End	System	Action just activated		service_broker			MARKETING16	EtereMM9.exe		Workflow
6048	28/08/2014 16:53:15	End	System	Action just activated				sis	MARKETING16	EtereMM9.exe		
6047	28/08/2014 16:53:15	Icons Regeneration LOWRE	. Asset	Done 0	Completed in 00:00:19.828	sa	1		MARKETING16	EtereMM9.exe		
6046	28/08/2014 16:53:14	Icons Regeneration LOWRE		Placeholder for an 0	[EtCmsCC.exe] Done	sa	1	Windows.Unknown		EtCmsCC.exe		status
6045	28/08/2014 16:53:14	Icons Regeneration LOWRE.		Placeholder for an 0	[EtCmsCC.exe] Plcons regeneration terminated.	sa	1	Windows.Unknown		EtCmsCC.exe		Status
6044 6043	28/08/2014 16:53:09	Icons Regeneration LOWRE.		Placeholder for an 0 Placeholder for an 0	[EtCmsCC.exe] Plcons regeneration	sa	1	Windows.Unknown Windows.Unknown		EtCmsCC.exe EtCmsCC.exe		
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6040	28/08/2014 16:53:09	Icons Regeneration LOWRE.		Placeholder for an 0	[EtCmsCC.exe] EDL Preview acquisition terminated.	sa	1	Windows.Unknown		EtCmsCC.exe		
6039	28/08/2014 16:52:56	Icons Regeneration LOWRE.		Placeholder for an 0	[EtCmsCC.exe] EDL Preview acquisition	sa	1	Windows.Unknown		EtCmsCC.exe		
6038	28/08/2014 16:52:56	Icons Regeneration LOWRE.		Placeholder for an 0	[EtCmsCC.exe] DURATION: 175621 frames (01:57:04,21)	) sa	1	Windows.Unknown		EtCmsCC.exe		
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6036	28/08/2014 16:52:55	Icons Regeneration LOWRE		Placeholder for an 0		sa	1		MARKETING16	EtereMM9.exe		
6035	28/08/2014 16:52:55	Icons Regeneration LOWRE		Action just activated		sa	1		MARKETING16	EtereMM9.exe		
5734	28/08/2014 16:48:58	Icons Regeneration LOWRE.		Action just activated				Windows.Unknown				
5733	28/08/2014 16:48:58	FileExist LOWRES WMV	System	Yes (exists) 0	file found device LOWRES [id_metafile=62]	service_broker		Windows.Unknown				
5732 5731	28/08/2014 16:48:58 28/08/2014 16:48:58	FileExist LOWRES WMV FileExist LOWRES WMV	System	Action just activated Action just activated		service_broker		Windows.Unknown Windows.Unknown				
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5728	28/08/2014 16:48:58	Start	System	Action just activated o		service_broker			MARKETING16	EtereScritexe		-
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### **Visual Status Check**



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Annalda Valenanda

### 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

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### **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

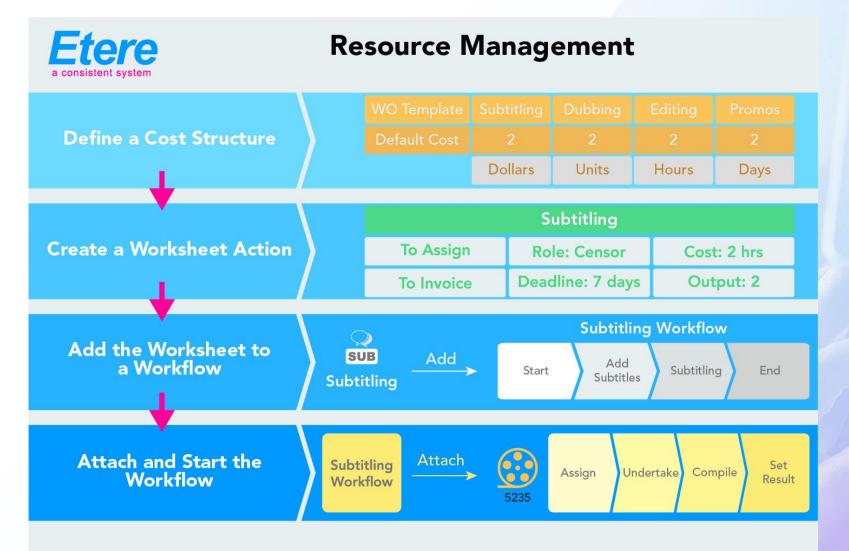
### **A More Efficient Workflow**

- 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**

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# **Easy Preview**

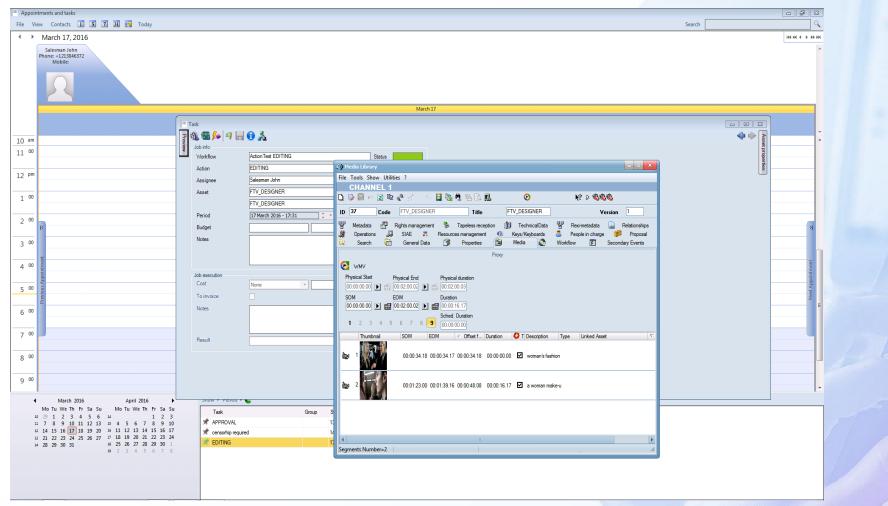
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### **Task Details**

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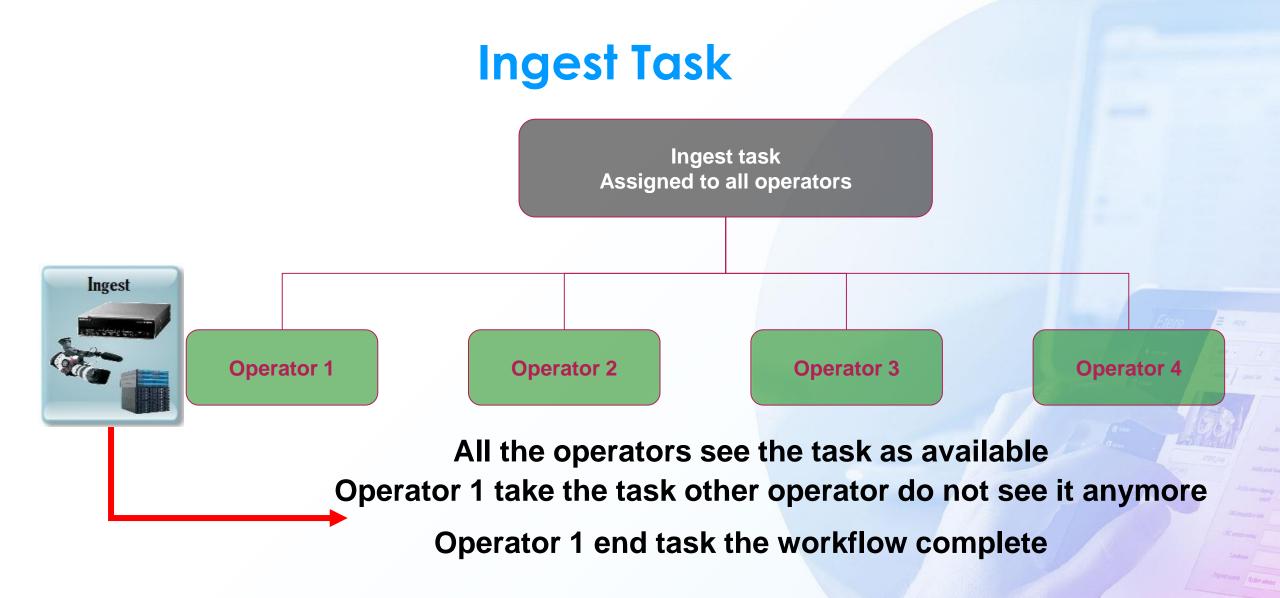
#### **One Click Access**



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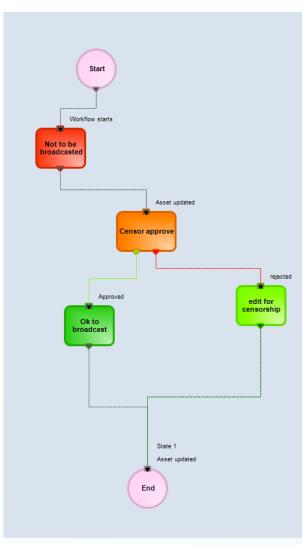
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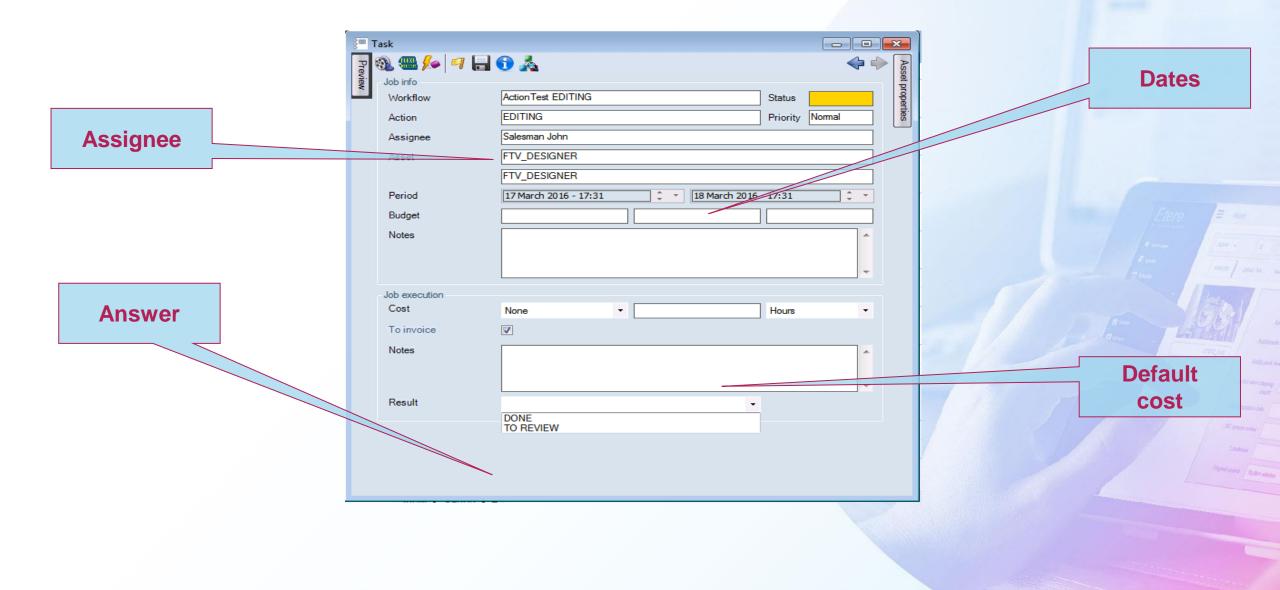




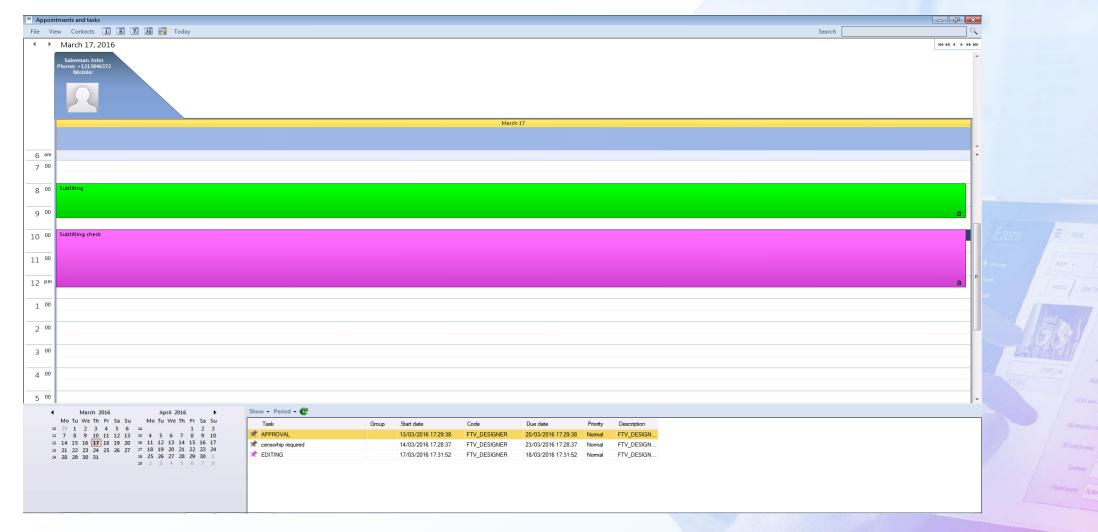
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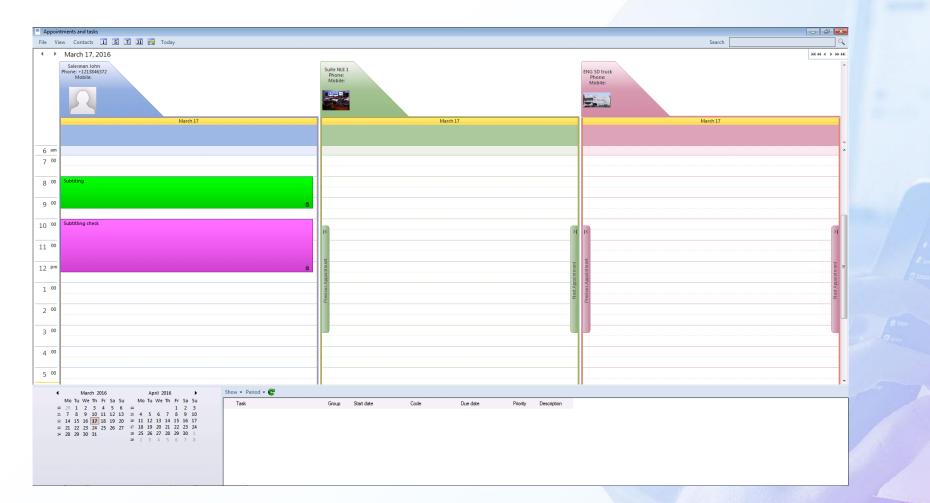
#### **Details of the Jobs**



#### **Personal Calendar**



# **Resources Calendar**



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### **Outlook Integration**

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# **Cost Control**

### **Cost Control**

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Assignee	Assignee Assignee	Salesman John	
	Group Job type	Task      Appointment	
Task or Calendar	Start	23 February 2016 - 11:38         Jobs calendar           24 February 2016 - 11:38         T	View Calendar
	Budget	Hourly cost  4 Hours	Default cost
	Notes		
Resources	Resources		
	Description	Start date End date	
	Suite NLE 1	23/02/2016 11:38:27 24/02/2016 11:38:27	
	ENG SD truck	23/02/2016 11:38:27 24/02/2016 11:38:27	
		Ok Cancel	Operand for

# 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**

Cos						
r Description	Cost type	Unit cost	Measurement unit	To invoice		
ary Chek file	Time	3.00	Hours			
Service Dubbing	Time	300.00	Hours			
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### **Detailed Report**

#### CHANNEL 1

Media library logs [Resources manager]

#### 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	ROBERTOW 7	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	ROBERTOW 7	roberto	english and italian subtitles	Yes	No



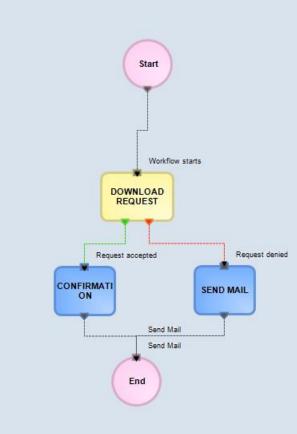
# **Edit Integration**

# **Search for Assets**

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# **Ask Permission**

Editor - DOWNLOAD REQUEST



# **User Agenda**

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### **Client for Mac**



## How to Upload

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Ne Workflow You

## 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



# **Archiving projects**

# **Projects**

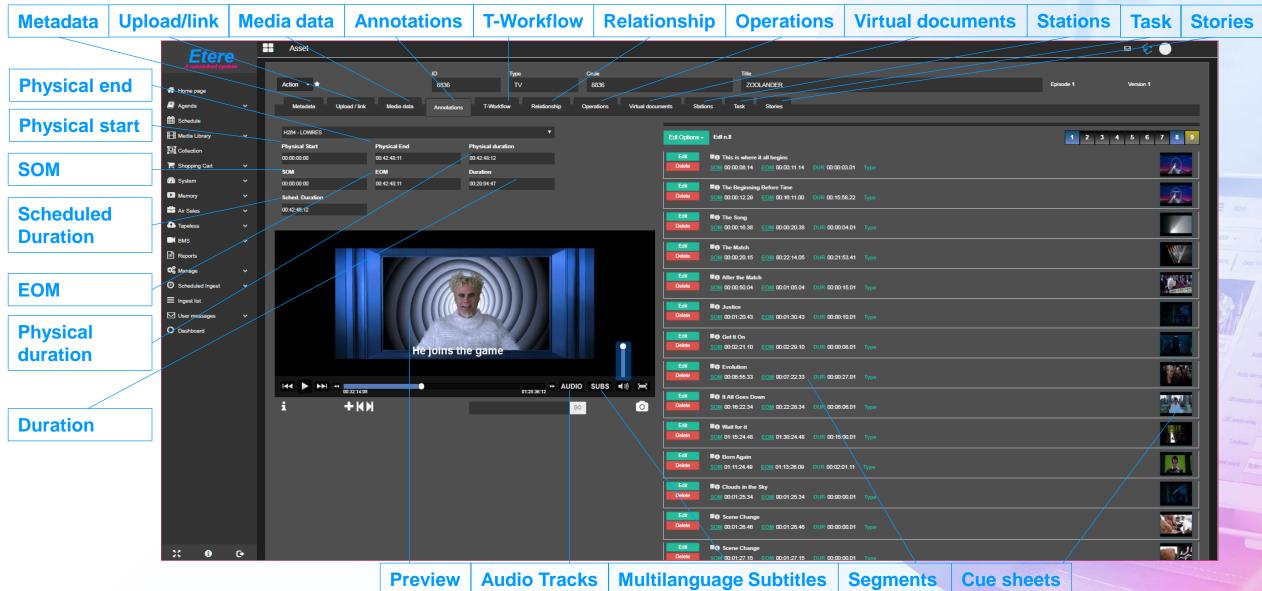
- Etere MAM is able to archive also 'bundle' assets.
- Those are composed by serveral files in a directory like structure.
- This is very useful to archive project aor other groups of files.

## **Archiving Projects**

						Etereweb	Log off
			New Asse	t   Advanced Searches   Searches managem	Search nent		
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	tere		Directory Directory File File	pippo sottodirectory New Text Document.txt New WinRAR archive.rar	Upload Upload		
Code : W Title : dir WEB3932 L3932 LTEST Create and Link Upload / link metafile	rectory upload	FILE	File	TutorialFTP.zip			

Etere s.r.l. - via Etere 1 62029 - Tolentino (Italy) tel +39 0733 9564 mailto:info@etere.eu

# **File Preview**

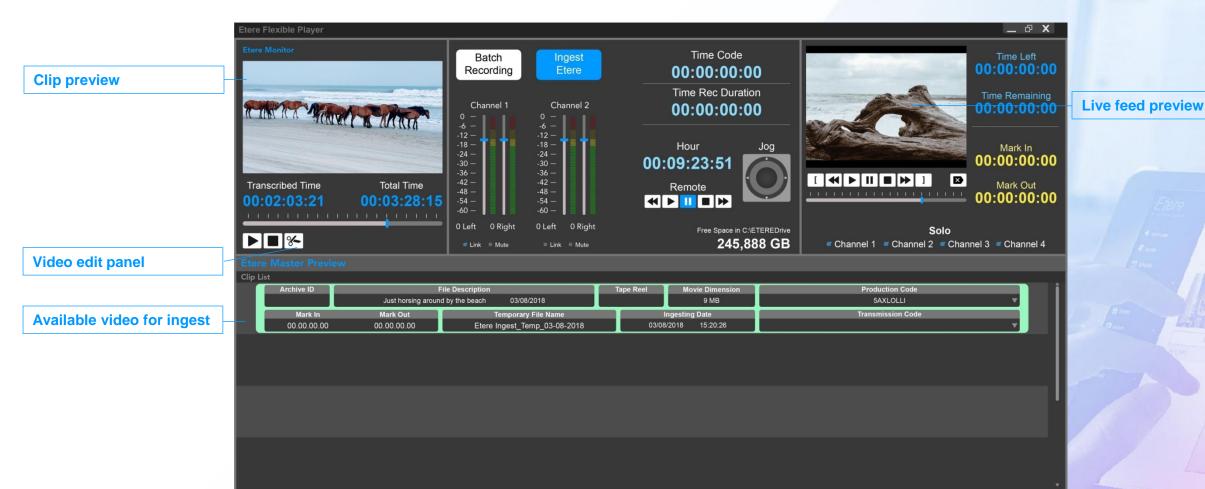




# Ingest



# Inbuilt Ingest



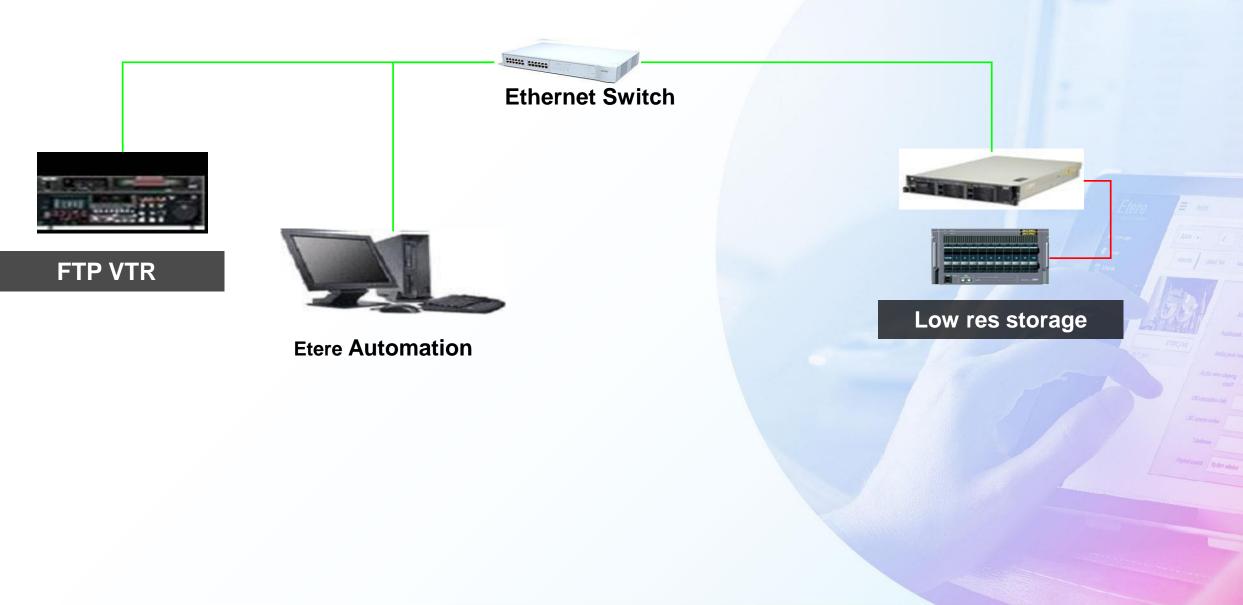
# **Studio Player**

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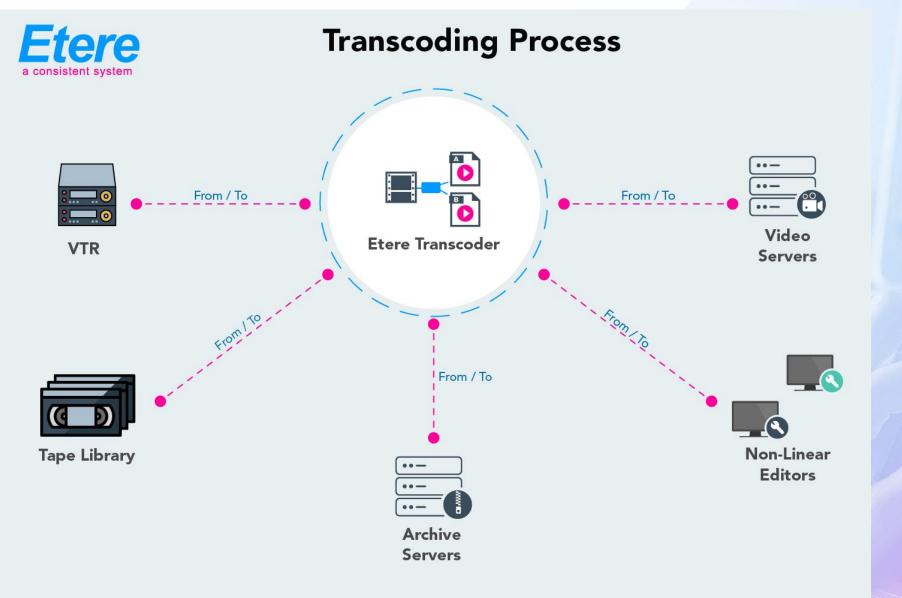
# **Scheduled Ingest**

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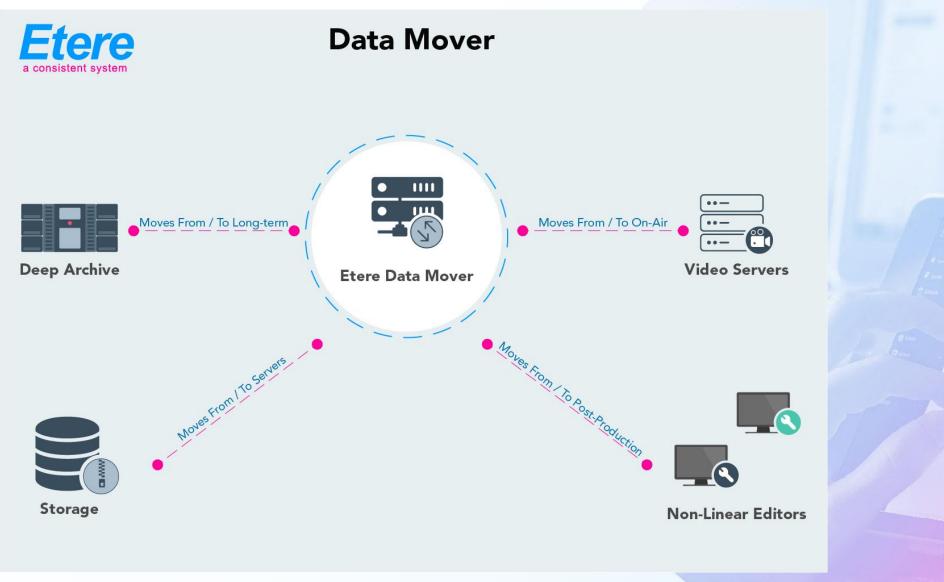
## **FTP Ingest**



## **Media Transcoding**



### **Media Moving**



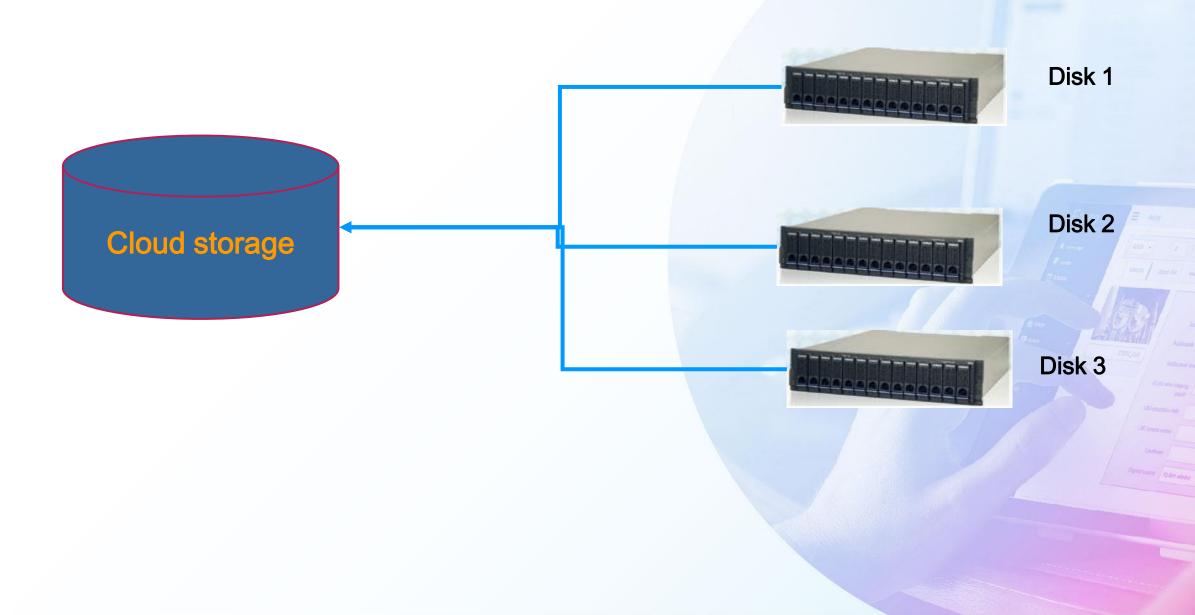
# Load Balancing

🚰 Etere Data Move			
Tools Show Help			
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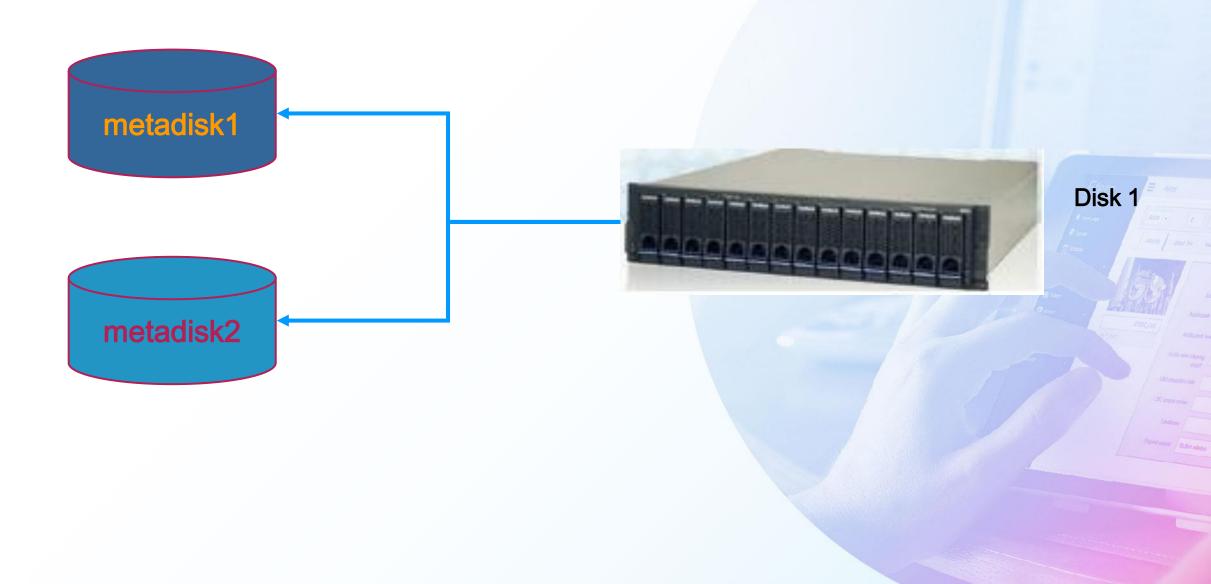
## **Cloud Media Management**

- 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**



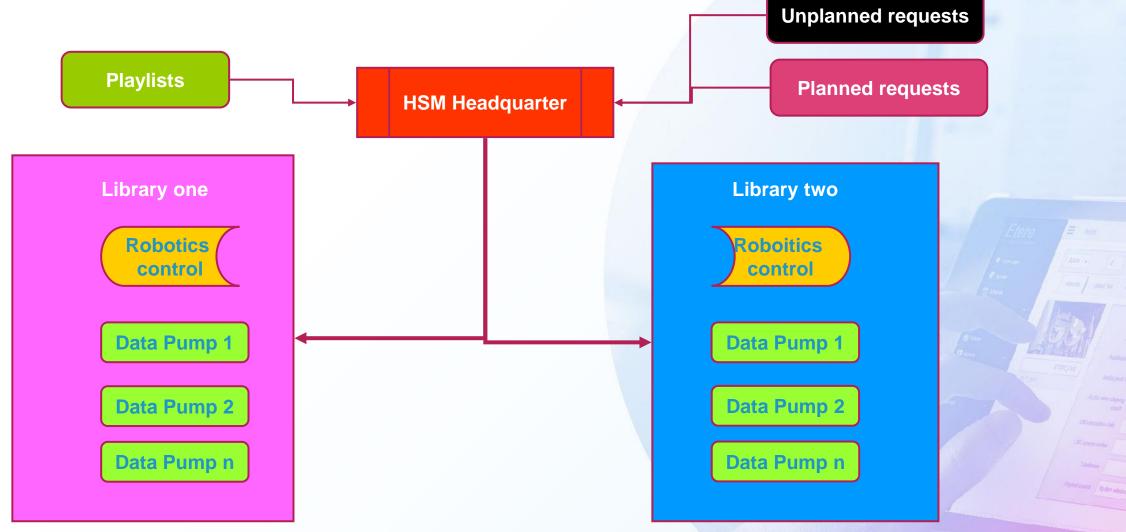
#### **Partition Device**



# **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**



# **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



# Browsing

# Browsing

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

#### **Enhanced Browsing**

Subtitles

**Logo Preview** 

Schedule Function		AD Insertion Air	Sales Show	Help												
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	02:33:29.01	HD_PROJECTX	00:00:00.00	00:02:12.00	HD_PROJECTX	16:9 HD	<b>—</b>	MIX		õ	PROGRAM - 1				N and a state of the state of t	
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Timecode



# **Etere Player**

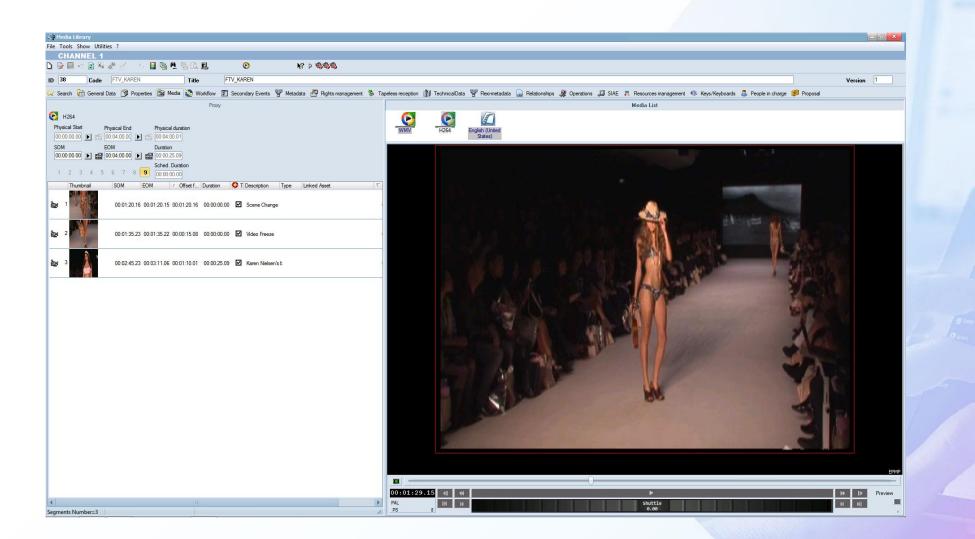
## **Etere Player**

- 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**





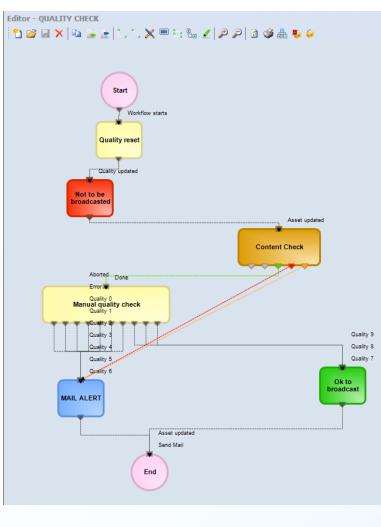
# **File Based Operation**

# **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**

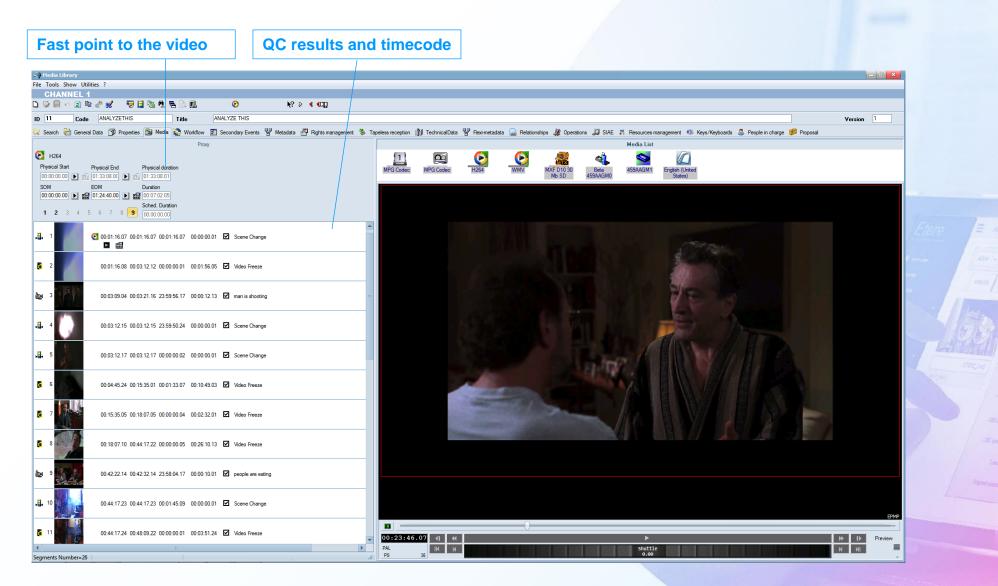
WF – Automatic Content Check



## Loudness as Metadata

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Tools Source Utables ? PLANNEL 4 PLANNEL 7 PLANNEL 7	Media Library	
CHARNEL 1		
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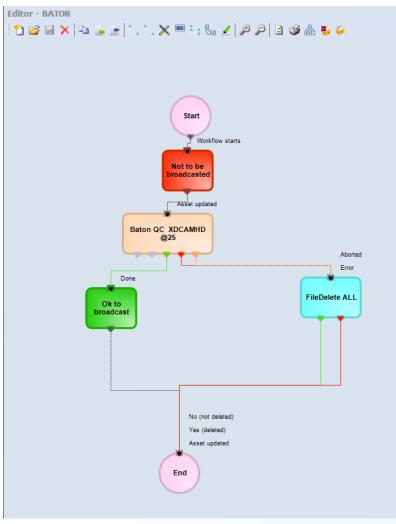
#### **QC** Status



## **Using External QC**

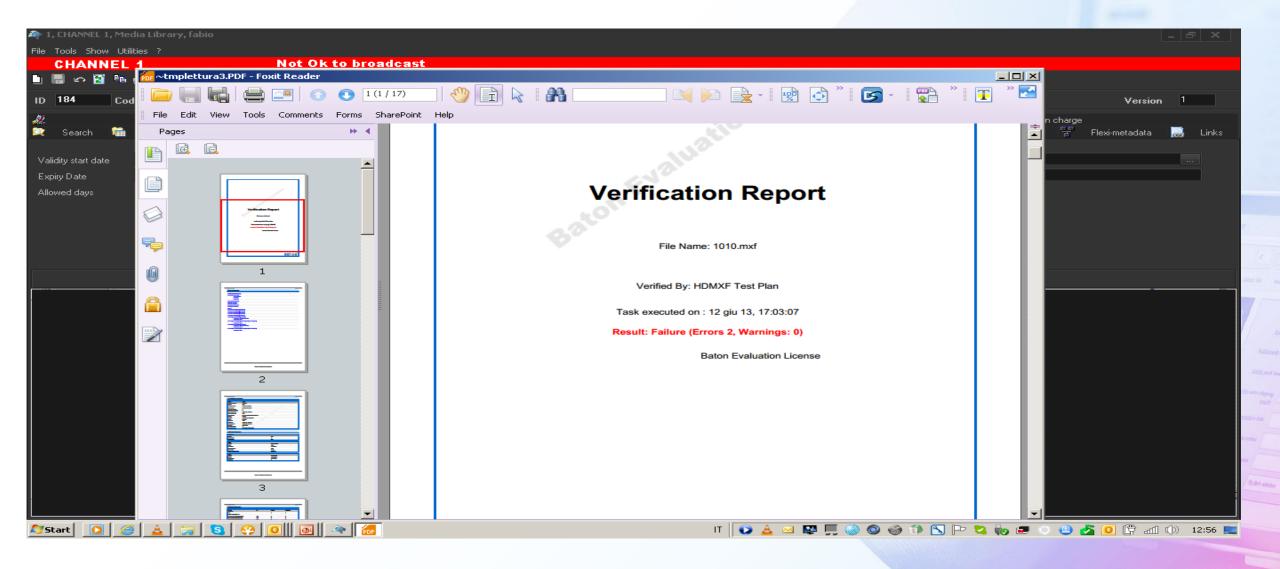
- Etere is integrated with any file base QB in the market as:
  - Cerify
  - Baton
  - Digimetrix
- The QC Gui is no needed everything is controlled by Etere Workflows.

### **QC Workflow**



Elera a mar a

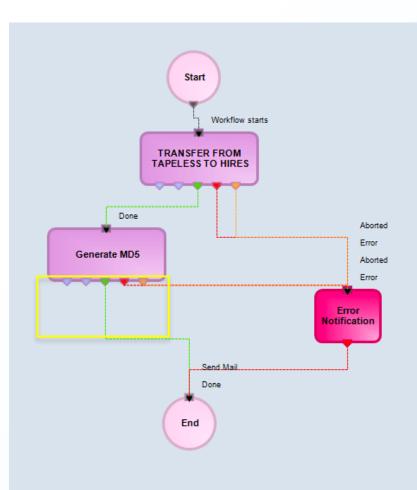
#### **Detailed QC result**





# MD5 Signature How to sign a File

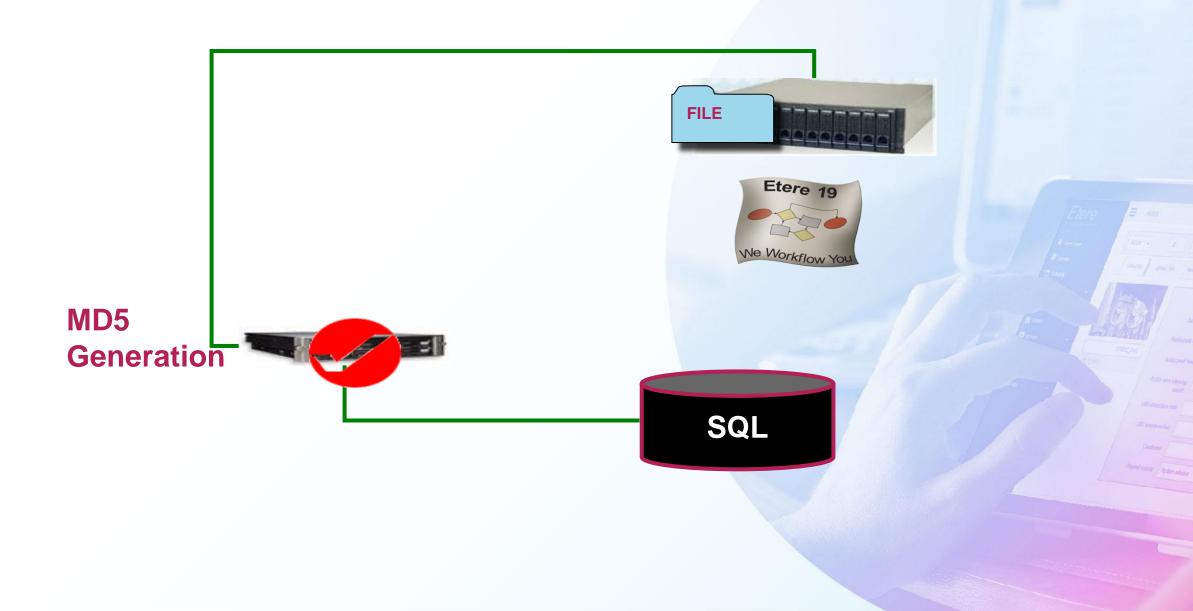
# **Typical Workflow Process**



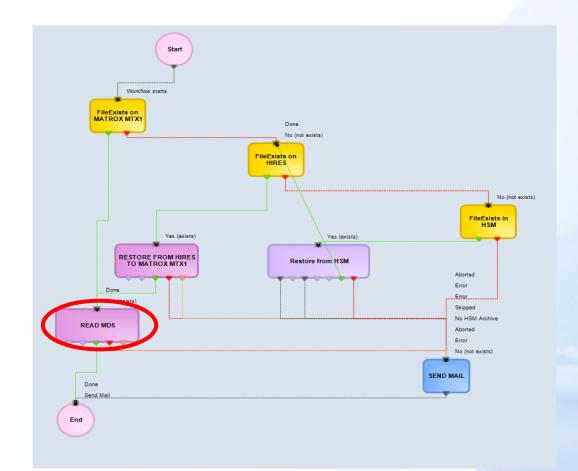
# MD5

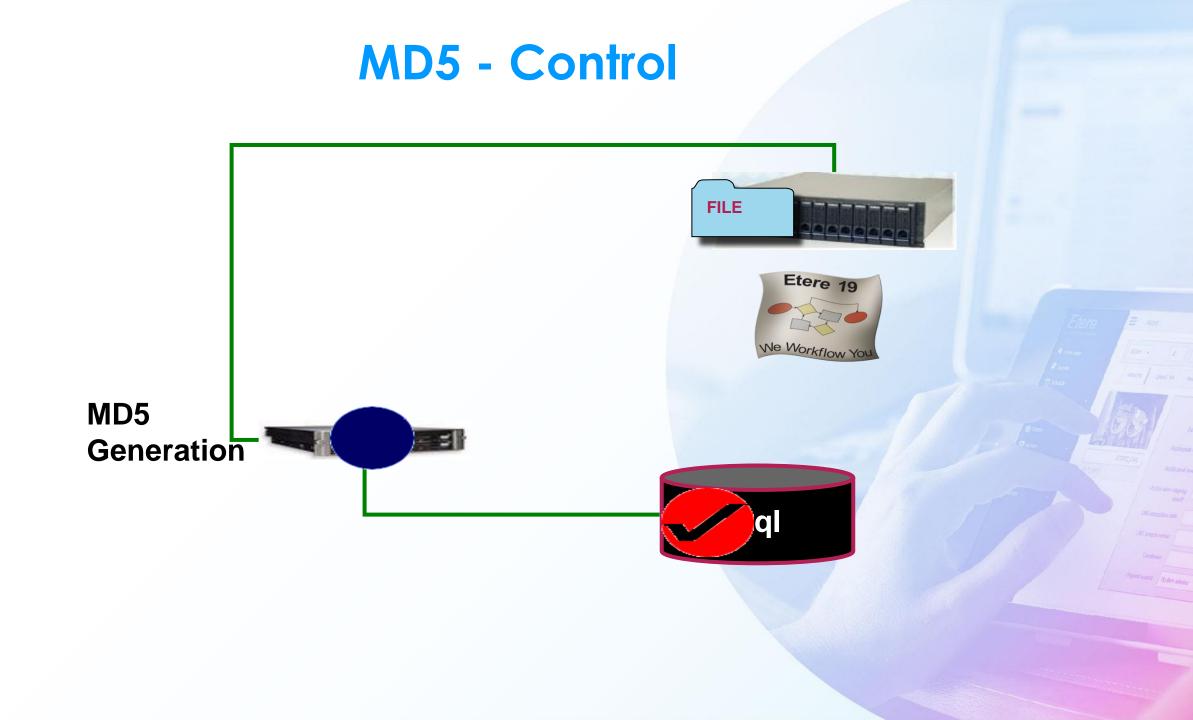
- MD5 is used to assure thet the file do not change
  - After moving
  - After archive retrieve
  - After moving on WAN
- With MD5 you are sure that the content is exactly the same and the wrapper has no errors.

#### MD5 - Generate



## **MD5 - Control**



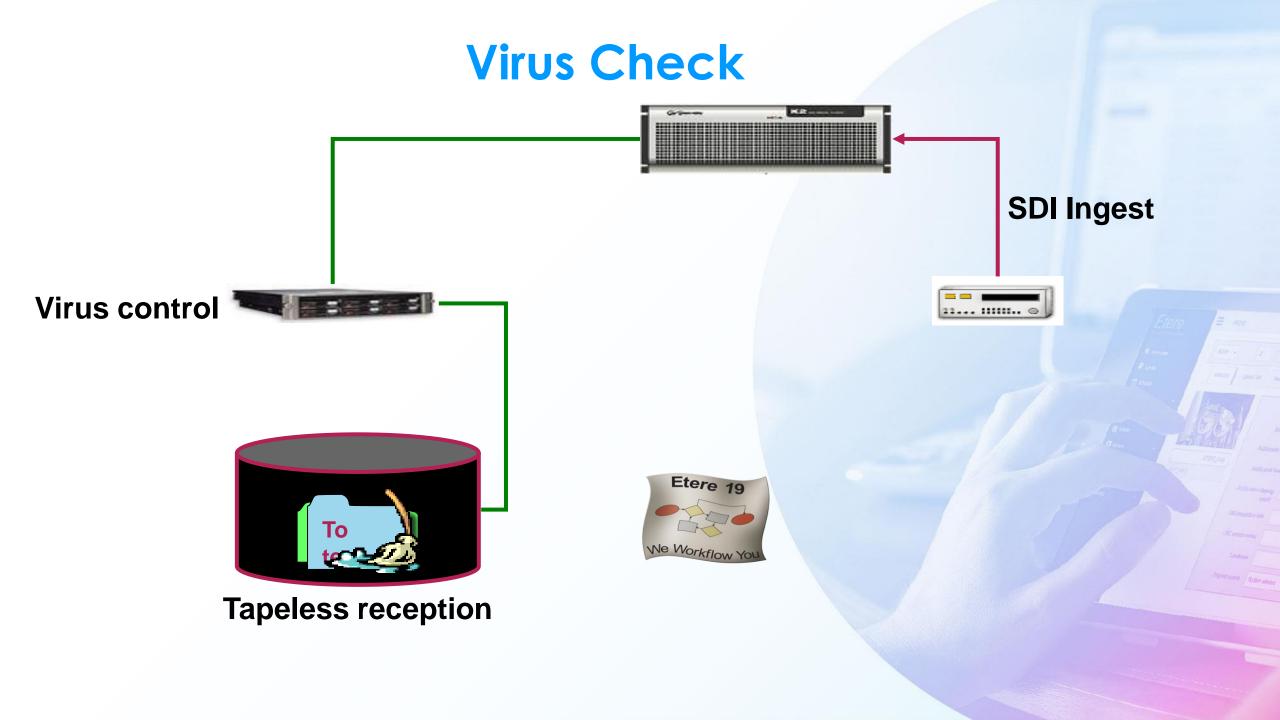


# Files with MD5

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## **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



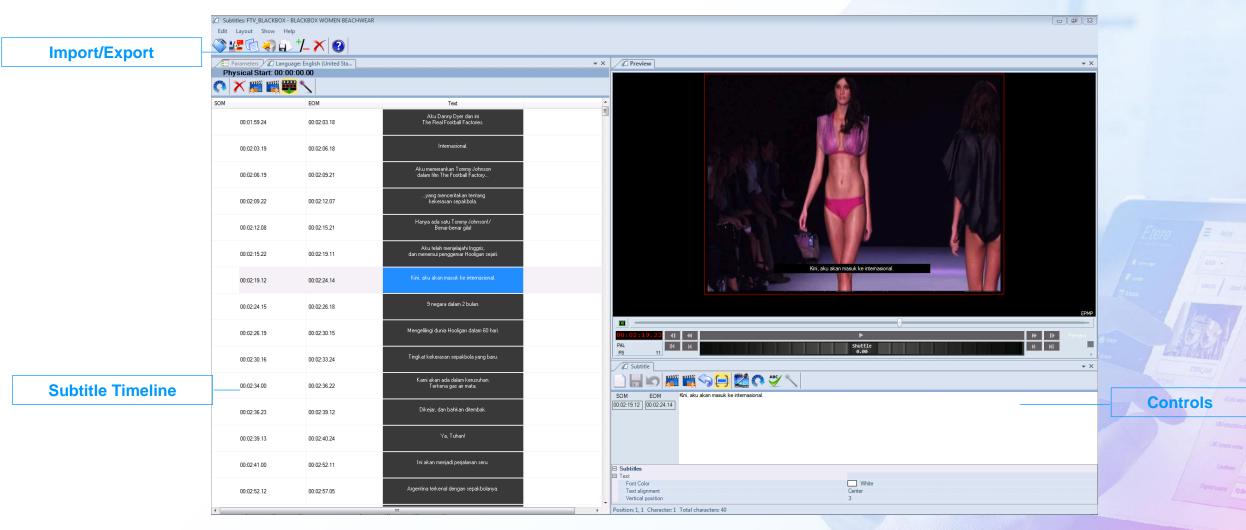
# **Other Video Operations**

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



# **SUBTITLING**

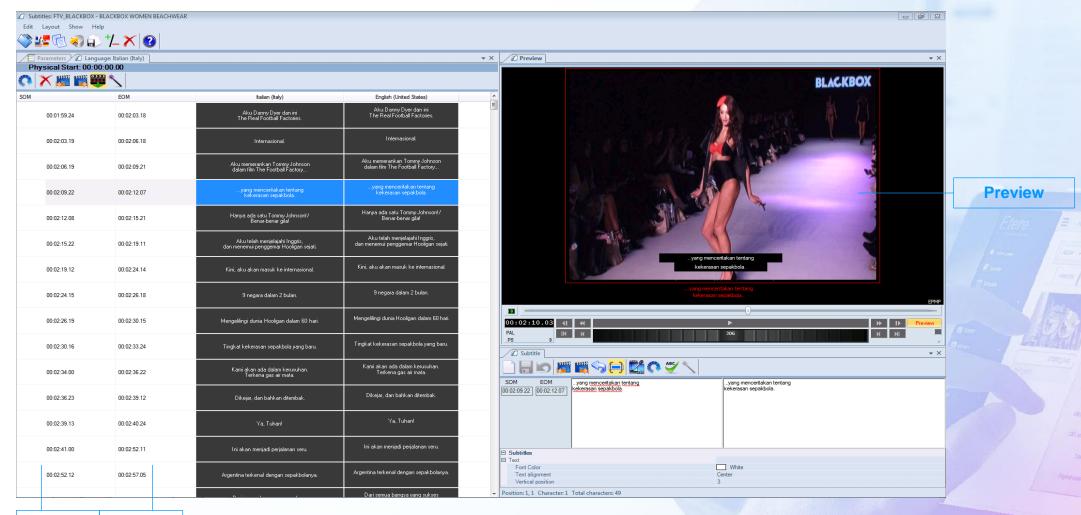
#### **Subtitle Creation**



## 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



SOM EOM



# RIGHTS MANAGEMENT

## **Rights Management**

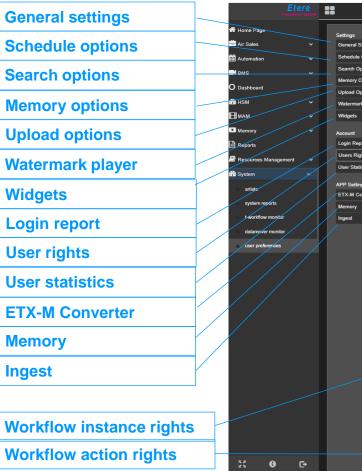
- Etere has a complete rights management system
- Each user can be profiled, and can have different rights according to station and functions
- User can be grouped for an easy management
- Groups and users can be Active/directory integrated

# **User Rights**

TASK to SIS

Validate VOD Me

#### Web rights



#### €:● General Settings Users rights Schedule Option: Search Option: Memory Options Upload Options Creative Area Modify asse Creative Area\Creation of new asse Creative Area\Creation of promo schedul Watermark Playe Creative Area\View promo status Dashboard EtereWebWir Sales Creative Area/View accet EtereWeb\Access to station EtereWeb\Cor EtereWeb\Download Fil Ingest List with ten EtereWeb\Ingest List without rack dia library\general data Login Report dia library\general da nedia library\general dat edia library\ge Users Rights edia library\links edia library\general data nedia library\general dat dia library\m edia library\media \media library\media data User Statistic edia library\operation b\media library\stations dia library\tasks edia library\T-Workflow media library\upload link APP Settings EtereWeb\Modify men ETX-M Converte Eterel /eb\Play EtereWeb\Sales proposal change dis eWeb\Sales proposal change extra d ÆtereWeb\Sales proposal change class color / EtereWeb\Sales proposal change percentag EtereWeb\Sales proposal insertion EtereWeb\Sales proposal manual price EtereWeb\SC\Admin Neb\SC\Create EtereWeb\SC\Delete EtereWeb\SC\Modify h\SC\Restart EtereWeb\SC\Save EtereWeb\SC\SaveAndSubmi EtereWeb\SC\View\_active EtereWeb\SC\View\_failed EtereWeb\SC\View\_incomplet / EtereWeb\SC\View\_logs EtereWeb\SC\View\_pending EtereWeb\Search grid operations / EtereWeb\Series reWeb\Show Extra men EtereWeb EtereWeb\Tape Search EtereWeb\Tapeless EtereWeb\T-Workflow of EtereWeb\View asset EtereWeb\View Web Schedule EtereWeb\XDCAM HSM Nunzio Stories System Web\AIRLIGHT Watermark use on Etereweb Play Web\ASS\_GENDATA\_VD\_EDIT ✓ Web\BMS ✓ Web\RPT Web\COLLECTION # Delete Archiv # Delete ETX1 🗸 # Delete LowRe # Transcode to H264 ✓ 2 AV LIBRARY ACQUISITION V3 ADVANCED QC ON HIRES AFTER WEB TAPELESS AFTER WEB UPLOAD AGENDA ARCHIVE AND QC 🗸 Archive WF BATON QC2 CMS ON ETX1 CMS CONFORM VE CONFORMING MXF - H264 V DELETE ASSET ETX COPY FILE ACQUISITION V3. FILEDELETE ON FOR HSM HSM ARCHIVE HSM ARCHIVE VIDEO FROM ORIGINA HSM restore ICONS REGENERATION LIBRARY QC BATON PROCESS MEDIAINFO ON CM MEDIAINFO ON Proxy Mediainfor for memory V NEWS STORY APPROVA NOT TO BROADCAST Package and Export VOD On Package HLS xVOD Package HLS xVOD FMP4 PARTIAL RETRIEVE RECORDING TASK REVIEW FILES SC CONFORMING MXF - H264 SC PARTIAL RETRIVE V SC START

TASK TO SUPP

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TASK TO SUPPORTO
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201 - A11 - A11 - A11



# **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



# **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**

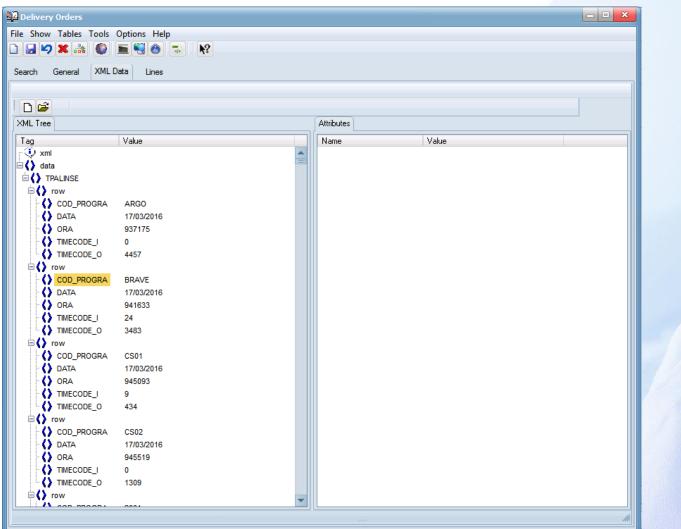
- You need a copy of your content to be used for OTT purposes.
- You need a different file format
- You need to trim away the black you use to insert advertising
- You need to convert subtitle info
- You need to add a trailer frame
- You need to create an XML file of metadata.
- Then you need to deliver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

# **OTT Contracts**

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Language		Any	<b>•</b>		
Platform	[	Any	-		
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01/04/2014	30/04/201		6	VOD DEAL ORANGE APRIL	VOD AMERICA
01/04/2014	30/04/201	4	7	VOD DEAL CANALSAT APRIL	VOD EUROPE

Autor

#### **Contract Custom Data**



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# Assets to Be Sent

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CSI MIAMI - No.000	12	Unitd	Unitd	01/04/2014	30/04/2014	۹.	CSI MIAMI	6	=
CSI MIAMI - No.000	)3	Unitd	Unitd	01/04/2014	30/04/2014	Ð.	CSI MIAMI	6	
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CSI MIAMI - No.000	6	Unitd	Unitd	01/04/2014	30/04/2014	<u> </u>	CSI MIAMI	6	
Title	CSI MIAMI - No.0003								
	CSI MIAMI - No.0003	License end	30/04/2	2014 💌	Production date		′ <u>_/</u>		
		License end		2014 💌		xclusive ▼	/_/ Premiere	No	

# Scheduling/Rights Details

	XML Data Lines											
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CSI MIAMI - No.0		Unitd	Unitd	01/04/2014	-		CSI MIAMI		Assets No.	1	Unitd	Unitd
SI MIAMI - No.0		Unitd	Unitd	01/04/2014			CSI MIAMI			1	Unitd	Unitd
SI MIAMI - No.0		Unitd	Unitd	01/04/2014			CSI MIAMI			1	Unitd	Unitd
SI MIAMI - No.0		Unitd	Unitd	01/04/2014	30/04/2014		CSI MIAMI	6		1	Unitd	Unitd
SI MIAMI - No.0	005	Unitd	Unitd	01/04/2014	30/04/2014	۰	CSI MIAMI	. 6		1	Unitd	Unitd
SI MIAMI - No.0	006	Unitd	Unitd	01/04/2014	30/04/2014	۰	CSI MIAMI	6		1	Unitd	Unitd
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SI MIAMI - No.0	008	Unitd	Unitd	01/04/2014	30/04/2014	۰	CSI MIAMI	. 6		1	Unitd	Unitd
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-												
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Provide day	01/04/2014		30/04/2014 🔻					Aud				
								Delete				
License start Start Time	06:00	End Time	06:00									



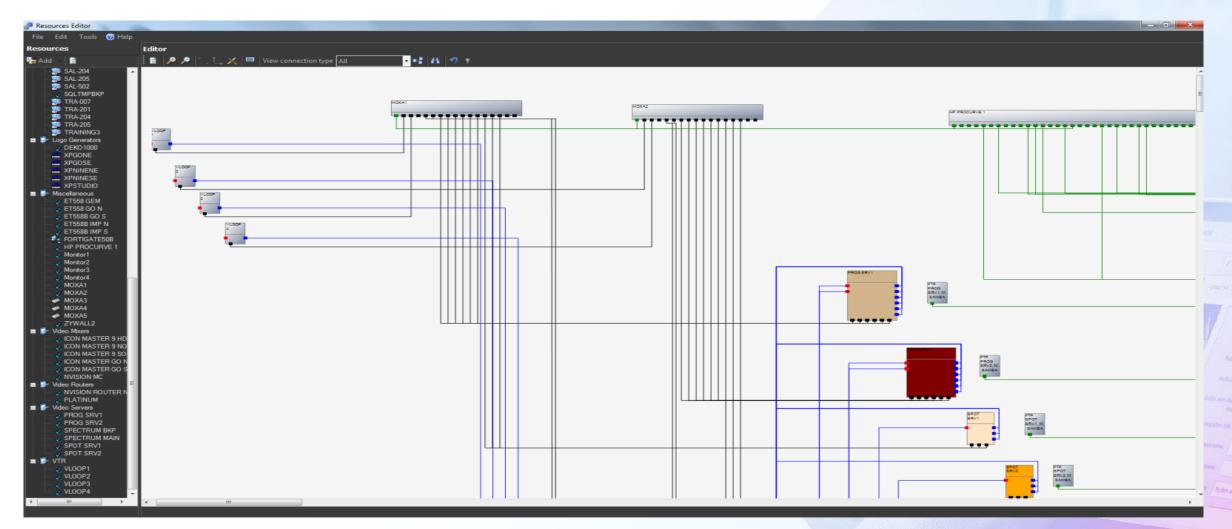


# **SNMP Console**

# **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

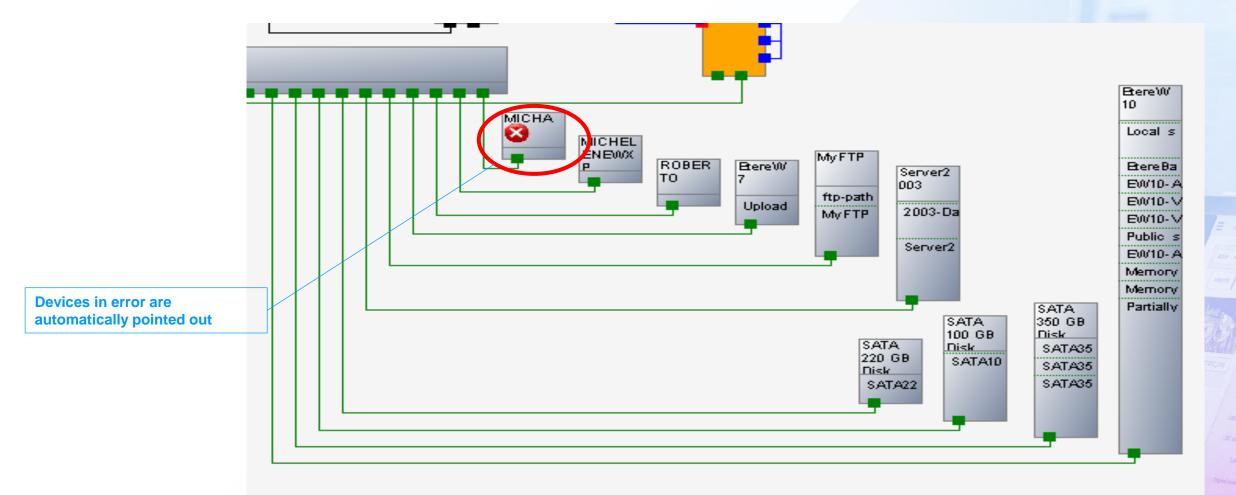
#### **Graphic Design**



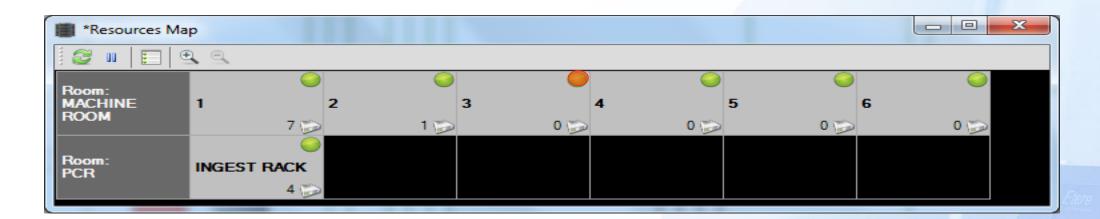
## **Central Information Repository**

- 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**



## **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

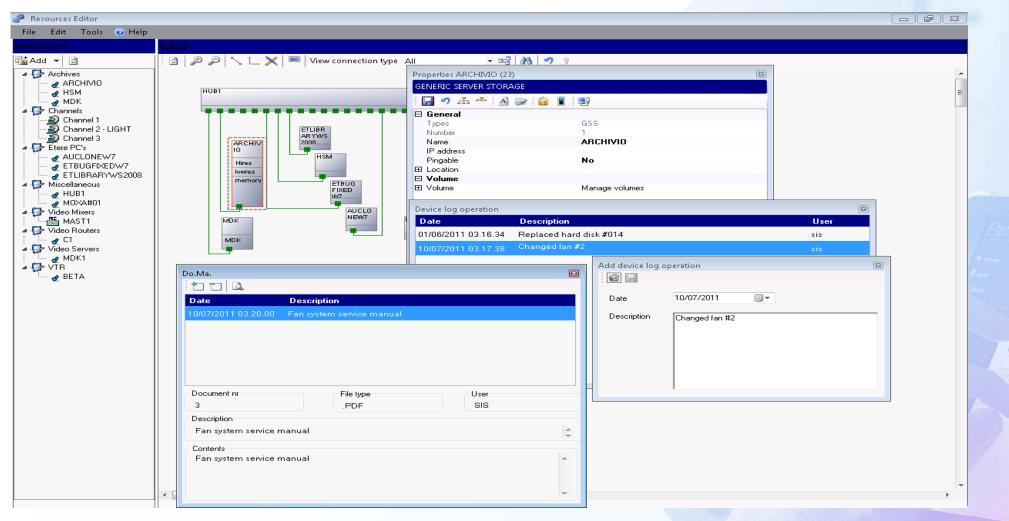
### **Rack Details**

	Resources Map	_		1.0 1.2	-							
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21	NETWORK SWITCH		21		21		21		21	PG4	$\odot$	21
20			20		20		20		20			20
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18		_	18		18		18	MDK3	18			18
17			17		17		17		17			17
	мтх	$\circ$	16		16		16		16			16
15			15		15		15		15			15
14 13		-	14		14		14	MDK4	14			14 13
	MEMORY	-	13		13		13 12		13			12
	TAPELESS RECEPTI		12 11		12 11		11		12 11			11
10			10		10		10	MDK5	10			10
9	AUMAIN		9		9		9	MDN3	9			9
8			8		8		8		8			8
7	AUCLONE		7		7		7		7			7
6	MTX LOGO		6		6		6		6			6
5			5		5	HSM1 🥥	5	PREVIEW	5			5
4	MASTER CONTROL		4		4	HSM2	4		4			4
3			3		3		3		3			3
2			2		2	ETLIBRARYWS2008	2		2			2
1			1		1		1		1			1

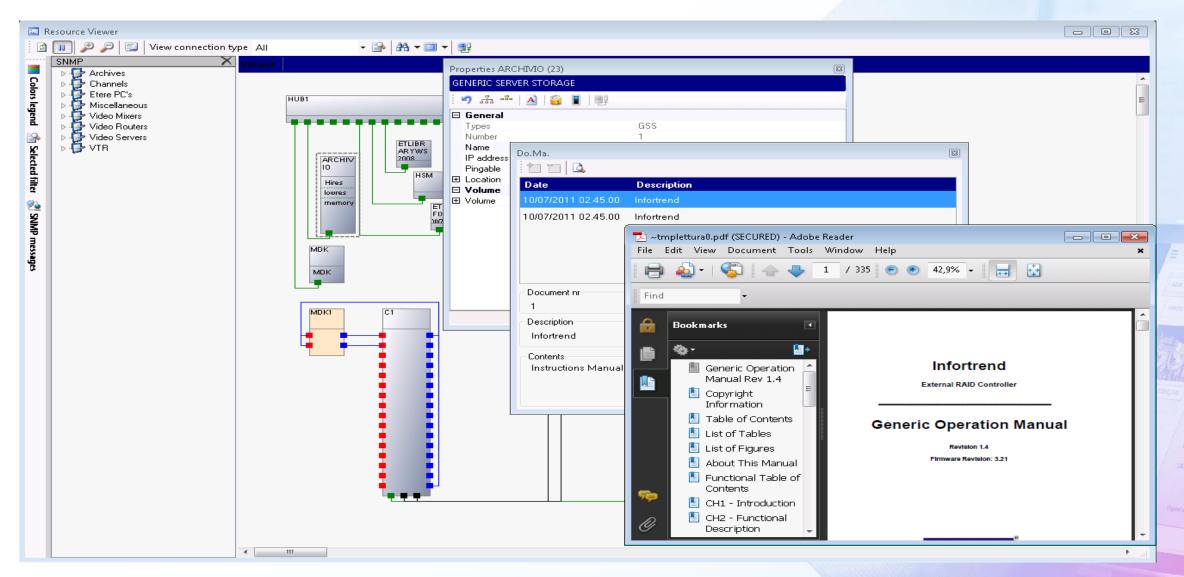
### **SNMP Error History**

oring Console									
NMP Tools	🕐 Help								
			Space m	onitor					
ame 4	Total Available	Free space						Notes	
		0%						2 of 2 volum	ies are unavailabl
/ER		0%			7				ies are unavailabl
	messages - Found(734)			8	]				ies are unavailab
1 AN 11					-				umes are unavaila Ies are unavailabl
Types	Device Date	Description	Error code	Status 🔺					ies are unavailabi ies are unavailabi
8	172.031.230.145 28/11/2012 17:05	:10 device VS-MTX1 (IP=172.31.230.145)	DO 25000	Not archived					ies are unavailabl
8	172.031.230.106 28/11/2012 11:48	:56 The application etereau.exe [25620] o	n MI 5000	Not archived					ies are unavailable
Sen 🛛 🔀	172.031.230.106 28/11/2012 10:58	:51 The application EtereMM9.exe [2124]	on 5000	Not archived				7 of 7 volum	ies are unavailabl
8	172.031.230.106 28/11/2012 10:57	:51 The application EtereMM9.exe [2124]	on 5000	Not archived					
view 😞	172.031.230.106 28/11/2012 10:56			Not archived					
	172.031.230.106 28/11/2012 10:55			Not archived					
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	172.031.230.106 28/11/2012 10:34			Not archived					
	172.031.230.079 19/11/2012 17:19			Not archived					
	172.031.230.079 19/11/2012 17:17			Not archived					
	172.031.230.079 19/11/2012 17:16			Not archived					
	172.031.230.079 19/11/2012 16:19	:58 Genlock status is <unlocked>Genlo</unlocked>	ock 402653186	Not archived					
<u> </u>	172.031.230.079 19/11/2012 16:17	:56 c3 worker process warningPrivate Byte	es ha 402653186	Not archived					
/ - I	172.031.230.079 19/11/2012 16:16	:54 c2 worker process warningPrivate Byte	es ha 402653186	Not archived					
<u>.</u>   😣	172.031.230.079 19/11/2012 15:19	:58 Genlock status is <unlocked>Genlo</unlocked>	ock 402653186	Not archived					Instances 219
-		m					Constinue data		Estimated e
e Message	type Pe	riod			lction	Action status	Creation date	Start date	J_1_
📃 🔲 Inform	nation 🔽 Warning 🤇	All 💿 Last week			'S Tape-Copyin	Waiting	11/06/2012 15:1		
Error	Unknown	Today 💿 Last month			S Promo Creati	<ul> <li>Running</li> </ul>	11/06/2012 15:1	~	
View		derOthe	r			Waiting	07/09/2012 09:3		
IIA 💿	Archived	) By period 💿 By type 📃 Vi	iew device name		'S Editing for ce	Running	20/07/2012 15:4	~	
ata 💿 Not a	rchived					Waiting	20/06/2012 11:5		
					'S Tape-Copyin	Waiting	11/06/2012 15:1		
					eDelete on SE	Waiting	23/03/2011 12:5		
	,				anual guality ch	Waiting	11/06/2009 12:5		

# Service Log



#### **Service Manuals**



#### **Space Monitor**

Space monitor			
Device name	Total	Available	Free space
мтх	465.66 Gb	300.01 Gb	64%
MDK2	7.38 Gb	6.87 Gb	93%
MDK3	465.66 Gb	300.01 Gb	64%

- 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**

<b>e</b> -					_										
	Apply f	ilter Refres	h Ø got	o datamover monitor											
	T-Work	flows 1 to 1													
		object	id id	E code	le descr.	t-workflow	action		status	result	message	deadline	briority [1]	lie started	update
		Asset	8822	8822	MNE	XCODE- H264	XCode CM in H	264 on LOWRES	active	O	Metafile found (id_metafile:4625 id_metadevice:37 id_codec:0)		o	16/07/2020 17:18	16/07/20
		Asset	<u>8822</u>	<u>8822</u>	MNE	ADVANCED QC ON HIRES			complete	0	file not found		O	16/07/2020 17:17	16/07/20
mitor	•	Asset	<u>8626</u>	<u>8626</u>	DEMO 2: MOVING LOGOS3	XCODE- H284	XCode CM in H	264 on LOWRES	active	O	Metafile found (id_metafile:4545 id_metadevice:37 id_codec:0)			15/07/2020 19:44	15/07/20
		Asset	<u>8849</u>	<u>8849</u>	prova	SC CONFORMING MXF - H284	Conforming MX	F - H284	active	o			0	13/07/2020 18:20	13/07/20
Jeue		Asset	<u>8626</u>	<u>8626</u>	DEMO 2: MOVING LOGOS3	SC CONFORMING MXF - H284	Conforming MX	F - H264	active	0			0	13/07/2020 18:20	13/07/20
•		Asset	<u>8849</u>	<u>8849</u>	prova	SC TRANSCOING			complete	0			0	13/07/2020 18:19	13/07/20
- •		Asset	<u>8626</u>	<u>8626</u>	DEMO 2: MOVING LOGOS3	SC TRANSCOING			complete	O			0	13/07/2020 18:19	13/07/20
		Asset	<u>9092</u>	14	prova cart	SC START	Start Shopping	Cart	active	0			0	13/07/2020 18:19	13/07/20
		Asset	<u>9086</u>	<u>8918</u>	Coronavirus: Thrifty Germany takes on debt.		WS Journalist o		active	0	Updated asset 9086 to Not to be broa		0	13/07/2020 16:09	
		Asset	9085	<u>8918</u>	Absence of US tourists hammers Italy's Ama.	NEWS STORY APPROVAL	WS Journalist o	reate Story	active		Updated asset 9085 to Not to be broa	adcasted		13/07/2020 16:07	13/07/20
	•• •	1 2 3	3 17												
ngest 🗸															
	Obj	ect	ID	Code	Description	T-Workflow	Action	Status	s Re	sult	Message	Deadlin	ie Pri	iority S	Starte

Updated

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