

## ABS-CBN optimizes its AVID storage utilization with ETERE

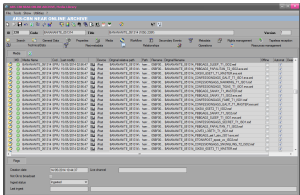
An MERP Cloud solution automates the archiving and restoring of entire projects from AVID servers.



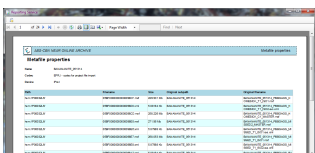
Etere logo



The Logo of AVID



Imported project



Project report

ETERE has announced that ABS-CBN Broadcasting Corporation, the Philippine's leading media and entertainment company, has chosen an ETERE solution to easily and safely archive media stored in its AVID editing storage systems. ETERE jump-started the project and executed it quickly as ABS-CBN has been building on their existing infrastructure.

### KEY FEATURES

As usual, the AVID integration deployed at ABS-CBN is based on a MERP Cloud component, **Project Folder Import**, which provide users with the following features:

- Import an entire folder into Etere
- Preserve original information across the entire archiving process
- Media Library integration
- ETERE workflow solutions are tightly integrated with Avid products.

### GREAT EXPERIENCE

ABS-CBN will deploy a complete MERP Cloud framework in their broadcast operations center in Manila, Philippines which includes ETERE's powerful workflow management of media content. The system will seamlessly integrate with MAM for rich metadata harvesting and content management. ETERE will provide the backbone data moving, transcoding and workflow management operations.

One of the challenges faced at ABS-CBN was the tremendous volume of content which they need to manage; but thanks to the flexibility of ETERE in controlling content across entire operations, ETERE was able to assist. "Our success with ABS-CBN is an important indicator of our leadership in the Asia Pacific region," commented Fabio Gattari, Etere's Asia Pacific Sales Manager. "We provide the essential framework for content workflows and our interoperability with AVID systems."

### ENSURED SUCCESS

ETERE has been the core of ABS-CBN since more than 10 years, providing an end-to-end management for 25 broadcast channels. ETERE glues all the station departments under one single MERP Cloud framework, allowing acquisition, production and playout departments to use a flexible and scalable workflow.

### ABOUT ABS-CBN

ABS-CBN (Alto Broadcasting System-Chronicle Broadcasting Network) is the largest integrated media and entertainment company in the Philippines. It is involved in television and radio broadcasting, as well as the production of television programming.

