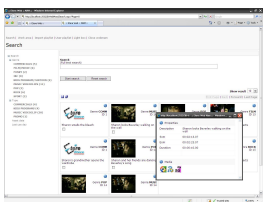
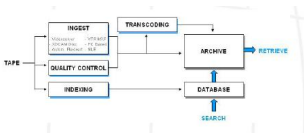


# MAM Compare

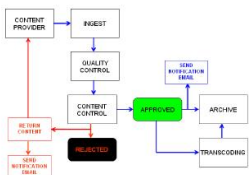
The purpose of this competitive analysis is to provide Etere resellers with a snapshot of Media Archive's product features in relation to competitor's product offerings. This report not only serves as a competitive analysis of some of the products available, but as a useful general briefing document.



etereweb



Etere MAM



Defined Workflow Chart

## Product Sheet Information

ETERE MAM is a highly effective digital content management solution that is designed specifically to streamline the process of ingest, indexing, storage and retrieval of digital assets. A centralized solution for handling digital content and its associated metadata, its effective implementation both increases operational efficiency and maximizes the return on investment of digital media.

In a media rich archive, ETERE MAM simplifies the process of content management by streamlining the digital workflow, it enables you to bring media content to the market faster and in multiple formats making sure all platforms are served with exceptional frame accuracy.

ETERE MAM is an end-to-end software solution created to fully optimize the value of your media content:

- Automated ingest followed by highly effective and fully integrated quality control ensures media content is free of imperfections
- Automatic and manual metadata association including configurable metadata classification and sub-classification to facilitate and speed up content retrieval
- Powerful search function with multiple criteria including query based, full-text based and asset description based searches
- Key frame based basic and advanced storyboard view
- Generation of multi format, multipurpose files in real time for delivery to multiple platforms for optimum content re-use
- Fully integrated with ETERE Browsing to support the streaming of VC-1 codecs
- Comprehensive rights definition with multiple access levels for intellectual property rights management including the ability to watermark digital content to prevent unapproved reproduction
- Newsroom integration for real time access to full media content (MOS compliant)
- Fully integrated with ETERE HSM the intelligent hierarchical storage management system that archive media into tape libraries and retrieve it into near-line and online storage, supporting high and low resolution files

## Comprehensive Asset Management

ETERE asset management ensures that all data associated to an asset (media, EPG, EDL, secondary events etc) is managed in a Media Library fully integrated into all modules. All media versions related to a particular asset are detailed in the asset's media cockpit, including video server, tape library, proxy, internet version, etc.

ETERE MAM supports advanced metadata association with each media file containing a customizable and fully integrated set of metadata ensuring fully comprehensive media content definition. Metadata can be asset or frame specific and ETERE MAM is also fully SMPTE metadata compliant. The flexibility of ETERE MAM allows all relevant data to constantly be updated even after the original file is created. Intellectual property rights are also managed from within the asset.