Etere
a consistent system

InBroadcast Reports on Viacom International Selects Etere MAM

RSA: Viacom International, a return customer of Etere has selected Etere Media Asset Management (MAM) for an upgrade of its facility in Johannesburg, South Africa.
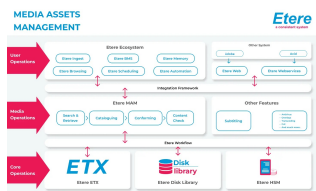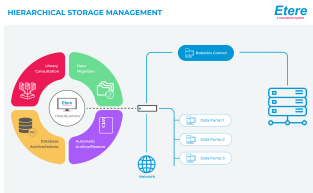
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Etere logo

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Media Asset Management diagram

HSM Diagram

For the full article, please refer to the attachment.

Viacom International Media Networks (VIMN) is a user of Etere since 2015 when it selected Etere to manage its OTT delivery system. Etere has helped VIMN to improve the distribution and monetisation of their OTT content by significantly automating workflows and cutting delivery times.

Etere solutions are also recognised for its flexibility and scalability to fit a diverse range of needs. Etere has been empowering media companies with its Media Enterprise Resource Planning (MERP) software since 1987 and it continues to advance its innovative solutions to meet the dynamic requirements of its customers.

As a vote of renewed confidence in Etere, VIMN has selected Etere Media Asset Management (MAM) to manage the digital assets of VIMN facility located in Johannesburg, South Africa. With the implementation of Etere MERP, VIMN has been able to optimise resources, support the fast accessibility of content across multiple networks and create a more efficient workflow capable of handling the demands of a multinational premier network such as VIMN, from planning to playout.

Etere MERP solutions for VIMN in in Johannesburg, South Africa include:
Etere MAM: Etere Media Asset Management (MAM) simplifies and automates tasks across multiple platforms and file formats. Etere MAM paves the way for an effective enterprise management of assets from a centralised database. It is powerful enough to support a diverse range of needs including navigation, integration, archive and monetisation of digital assets in a multi-format environment. Its user-friendly interface for media library management and metadata tagging also allows an easy maintenance of the media library and the seamless management of big data. Etere enables VIMN to optimise the complete workflow across the network, from ingest to playout, including media management, indexing, storage and retrieval of digital assets. The workflow orchestration of Etere MAM also simplifies complex tasks and enables the flexibility to retrieve and repurpose content at any stage of the media lifecycle. Powered by the cutting-edge technology of Etere Workflow, VIMN's digital assets are managed automatically, accurately and seamlessly.

Etereweb: VIMN is equipped with Etereweb for a remote access and management of media files and playlists from all web browsers on both desktop and mobile devices. Etereweb empowers VIMN operators with the the remote access and management of media files from any location with an internet connection. It is accessible from both desktop as well as from any mobile device including smartphones and tablets based on iOS, Android and Windows Mobile operating system. From previews to monitoring and approvals, Etereweb is capable of a secure remote access to Etere database and Etere Cloud System.

Etere HSM: VIMN is also equipped with Etere HSM (Hierarchical Storage Management) to manage the facility's DELL Library with one LTO-5 drive and Vantage software to transcode files, thus ensuring that all files are accurate and ready for playout and delivery. Etere HSM is a software solution that is able to manage all archives in a single and integrated location, supporting a mix of proprietary and industry file systems from a single interface. Users are able to manage and control all archives, including those located on-site as well as across multiple geographical sites.

Renowned as a world premier entertainment network, VIMN is the international division of Viacom, the network that oversees the production, broadcasting and promotion of key Viacom brands including MTV, BET, Comedy Central, Paramount, VIVA and Nickelodeon, which are viewed by 700 million households across the world.

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About Etere

Etere was established in 1987 in Italy. Etere Media Enterprise Resource Planning (MERP) software solutions are used by media companies worldwide to power their digital assets across the end-to-end workflow. Etere MERP modular solutions including Airsales, Ad Insertion, Playout, HSM, Automation, Newsroom, SDI over IP and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. The company also delivers professional services to improve its customers' workflows. In 2012, Etere developed strong expansion plans and chose Singapore for its headquarters. Today, Etere is headquartered in Singapore, the gateway to Asia and beyond and has development centres in 3 different countries. The company's mission is not just to fulfil the customer's needs of today but to prepare for its future requirements as well. Etere has since established itself as one of the most trusted brands in broadcast and media software solutions, reputable for its reliable performance and innovative framework.