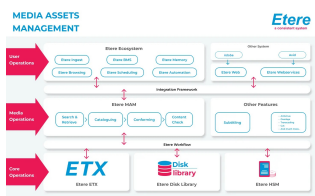# Etere MAM is Compliant with FFV1 Format
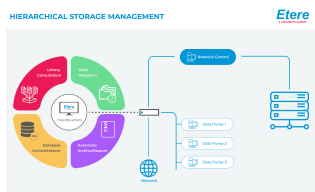
Etere announces compatibility with FFV1 format, a loseless video codec featuring compression ratios that are comparable to JPEG 2000 lossless and its lower computing requirements, making it ideal for archiving.



Etere logo



Media Asset Management diagram



HSM Diagram

Etere Media Asset Management (MAM) supports FFV1 video codec. This is another step towards Etere's commitment in delivering new capabilities and efficiencies, keeping its solutions at the forefront of technology.

**Etere MAM** is a comprehensive management tool for an integrated asset management. It features cutting-edge workflow orchestration that simplifies asset, metadata and content management at every stage of the workflow including ingest, transcoding, content retrieval, metadata association and asset distribution. From a single interface, Etere MAM users have a centralized management of all digital content and associated metadata, paving the way for a more streamlined workflow and higher returns on investments.
■Automated content processing for faster detection of new assets
■Automated Ingest followed by effective and integrated QC workflows
■Basic and advanced storyboard view based on key frames
■Generation of multiformat, multipurpose files for delivery to multiple platforms
■Fully integrated with Etere Browsing to support the streaming of VC-1 codecs
■Protect intellectual property rights with digital watermarking
■Etere Nunzio Newsroom integration for real-time access to media content (MOS compliant)
■Etere HSM integration for file transfer between near-line, libraries and playout servers

### What is FFV1?
FF Video Codec 1 (FFV1) is a lossless infra-frame video codec that is suitable for archiving. Both variable length or arithmetic coding can be used for entropy coding. FFV1 includes ffdshow and LAV filters, it is available for Microsoft Windows applications that support system-wide codecs over Video for Windows (VfW) or DirectShow. The European Broadcasting Union (EBU) lists FFV1 under the codec-family index "31" in their combined list of video codec references. FFV1 is an option for preservation encoding. It features compression ratios that are comparable to JPEG 2000 lossless and its lower computing requirements. Used in professional archives as a long-term storage codec, applications that are able to support FFV1 include Adobe Premiere, Media Player Classic and Windows Media Player.

### About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a 24/7 support centre in Italy.