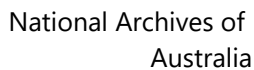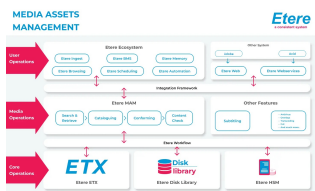# Etere Delivers MAM to National Archives of Australia

Etere empowers the National Archives of Australia with its highly efficient media asset management system that allows it to effectively manage nearly 500,000 audiovisual assets in multiple formats.

National Archives of Australia

Etere logo

Media Asset Management diagram

MAM asset form

National Archives of Australia maintains the records of the Australian Government agencies that form the archival resources of the nation. It manages nearly 500,000 audiovisual assets in multiple formats including motion picture films, videos, audio recordings and digital formats created by the Australian Government. With the integration of **Etere Media Asset Management (MAM)**, the National Archives of Australia is empowered with one of the most efficient software tools available on the market to manage and control its collection of audiovisual assets.

As a leading government organization, the National Archives of Australia needs to be future-ready at all times and to prepare for its ever-expanding media management needs. Above all, National Archives of Australia needed a system that is not only easy to manage but also easy to scale and able to handle the expected growth in the volume of its digital assets.

The organization needed a highly integrative MAM tool that is able to exchange data with its existing collection management system as well as respond to functional requests seamlessly. Etere provides National Archives of Australia with a solution that allows users to create workflows, track asset movement, monitor reports, catalog acquisitions of assets from external sources and integrate with its existing archive systems. Etere is capable of file movement and file copy to any location. Additionally, Etere MAM is integrated with Etere Transcoder to facilitate the transcoding of multi-format files for different destinations. All data are stored on the Etere Media Asset Management media cockpit. Etere MAM is format independent and can be used to process and store multiple formats for any asset.
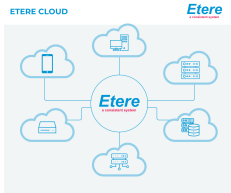
Etere MAM features a fully customizable field list that allows unlimited customization. Backed by Etere Workflow, Etere allows each status or operation to be tracked and customized by a set of users and properties. Etere Workflow designer allows each step to be mapped out in graphical forms with a customizable set of rights management.

Etere MAM facilitates the import of assets from external sources, allowing operators to schedule, validate, track and monitor acquition requests from the same interface. Each media file has a customizable set of metadata that can be mapped by workflow or edited at any point of time, even after the asset creation. Operators are also able to customize metadata schemes and values to meet the dynamic requirements of the business.

Etere provides an advanced reporting feature that allows operators to track and save all logs. All processes are recorded in the history and users are able to view each approval and the log history of tasks executed.

As a result of Etere's implementation, the National Archives of Australia is able to strategically manage its storage and track the movements of its extensive audiovisual library easily. Each status and operation can be defined and tracked with a single click. Every stage of the workflow can also be defined with a customizable set of user rights and properties.

National Archives of Australia is also equipped with a highly efficient search management with user-driven search paradigms that simplifies searches and allow its operators to easily navigate between assets.

Etere Cloud diagram

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, Censorship, Closed Captioning and Subtitle Management 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.
E-mail: info@etere.com

About the National Archives of Australia

The National Archives of Australia serves as the memory of the nation – collecting and preserving Australian Government records that reflect its history and identity. Its collection traces events and decisions that have shaped the nation and the lives of Australians. As well as preserving its history, the National Archives plays a key role in helping to preserve Australia's most valuable government records and encourage their use by the public.

www.naa.gov.au