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Etere MAM prepares for Et Bil Arabi

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LEBANON: *Et Bil Arabi* is an Arabic version of the American television show, *Entertainment Tonight*. It is produced by Charisma Group, which recently opted to invest in an Etere Media Asset Management (MAM) system to handle the show's material and rundown preparation.

The MAM solution features an open architecture and provides full support for Final Cut Pro, which the television network uses for editing. Etere's system also facilitates centralised management of all digital content and any associated metadata, streamlining the workflow. It is also built as a future-proof option, as its scalability allows for it to be expanded upon as and when Charisma Group requires.

In addition to the MAM solution, the production house also installed Etere's Nunzio Newsroom software solution. This connects with MAM for databasing, providing tools, including instant chat, contact lists and favourites log features, to manage a project from concept to broadcast.

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