Audio MAM

What is MAM

- MAM is a database…
- In this database you can find all the information needed to search for either a complete video or only part of it
- As far as possible, MAM is able to detail every useful part of a video
- MAM can be related to both tapes and to low-res videos
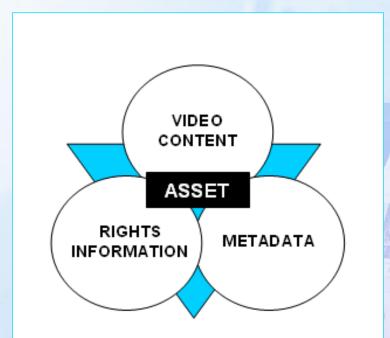
What Does MAM Consist Of?

- Simple metadata insertion procedure
- Customized set of metadata (not only free edited text)
- Powerful search engine
- WEB search tool
- Ingest system
- Workflow system
- Transcoder

Etere MAM

- Etere Media Asset Management is based on Etere Automation

- It uses all highly successful Etere Automation technology to both control devices and to broadcast

- It uses the existing database integration of Etere Automation

- It comes from a company with more than 20 years of experience in broadcasting
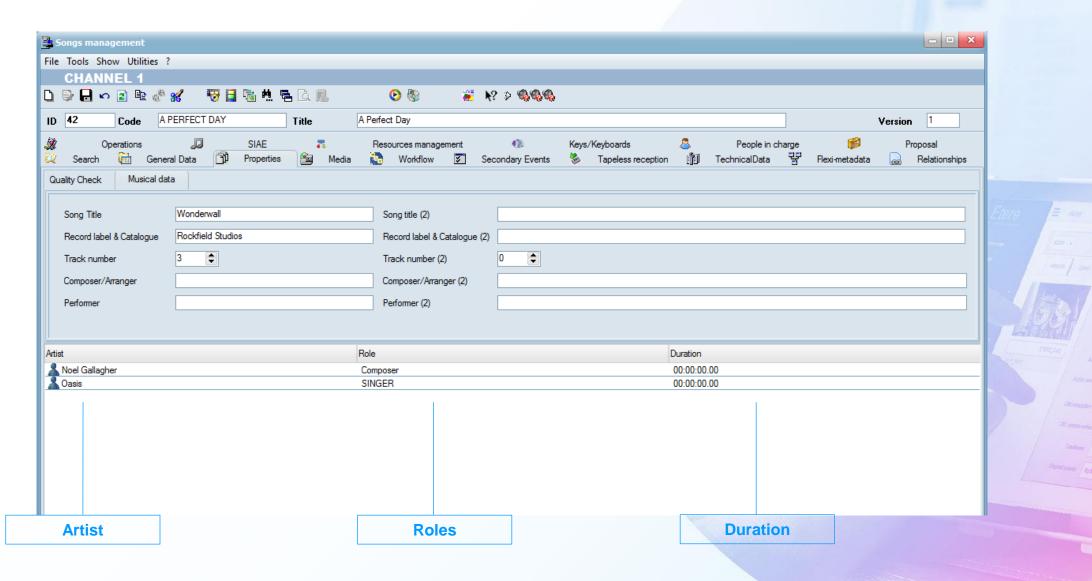
What is an Asset

- An asset is made up of 3 key elements:
- Content
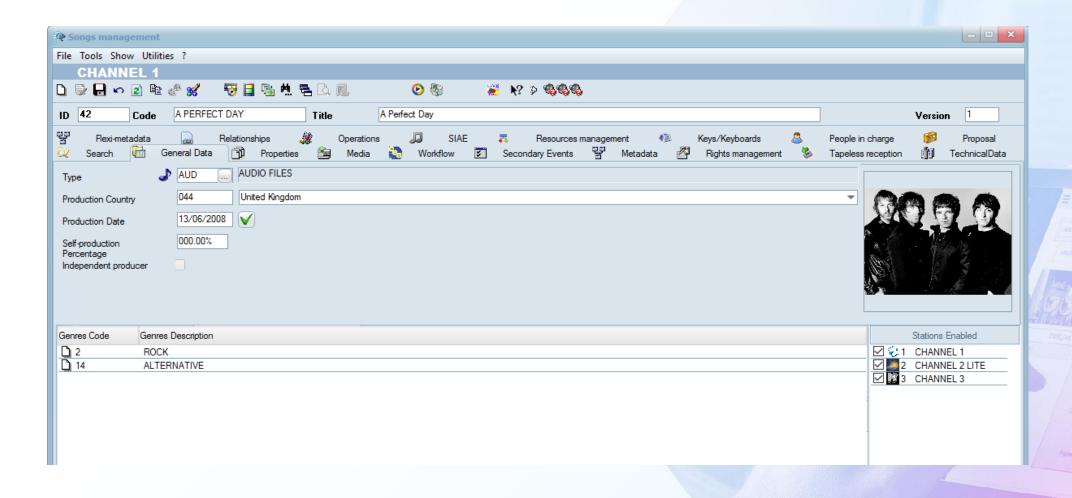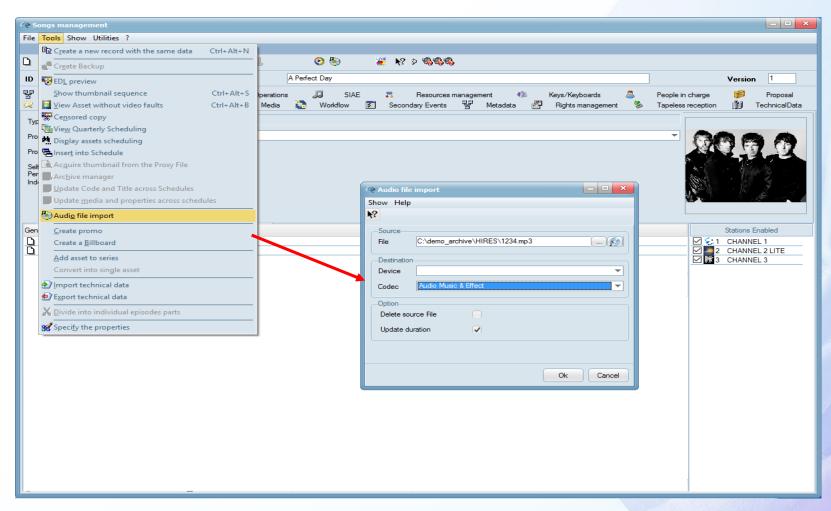- Descriptive Metadata
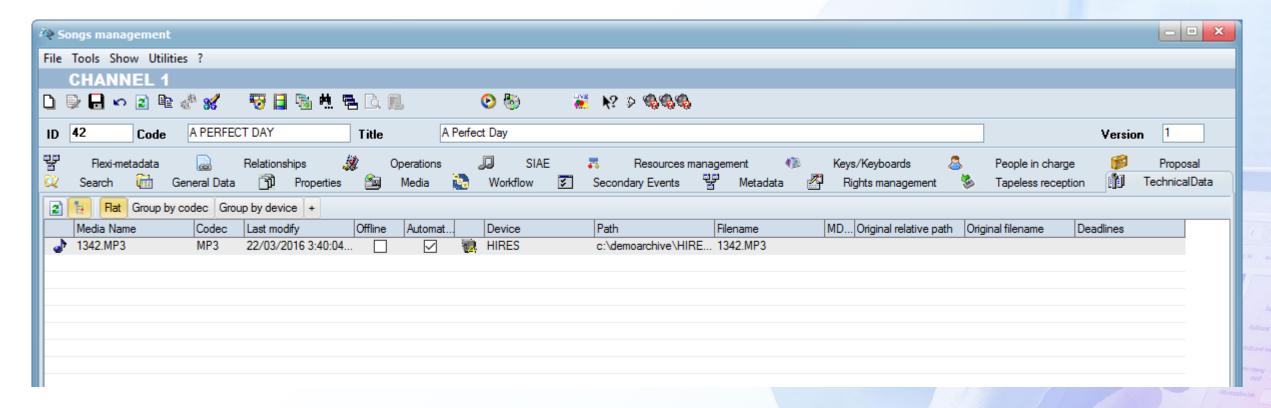- Rights information

Song Manager

Artists and Roles

Artist

Roles

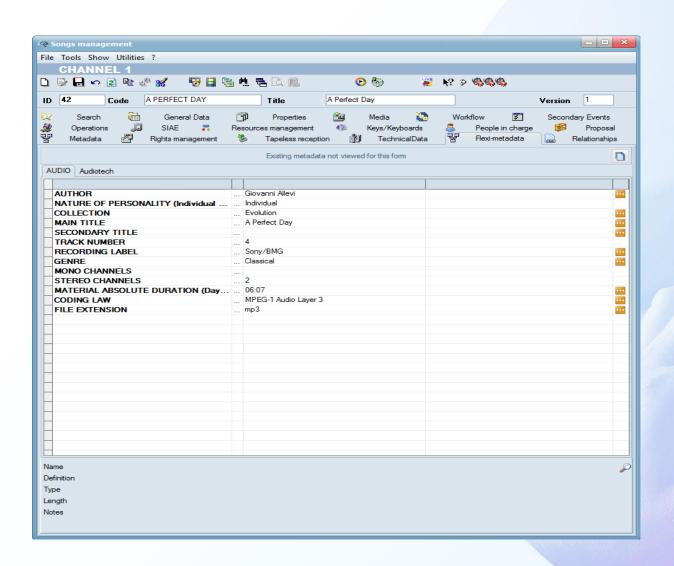**Duration**

Genres

Import Files

Files Tracking

Audio Metadata Schema

Image Asset Sample

SMPTE Metadata Insertion

Different Metadata by Type

Flexi-metadata Editor

File Show Help

Layouts
✓ Layout

AUDIO Audiotech

AUTHOR
NATURE OF PERSONALITY (Individual or Group)
COLLECTION
MAIN TITLE
SECONDARY TITLE
TRACK NUMBER
RECORDING LABEL
GENRE
MONO CHANNELS
STEREO CHANNELS
MATERIAL ABSOLUTE DURATION (Days, Hours, Minutes, Seconds, Fractions of Seconds)
CODING LAW
FILE EXTENSION

Items

Flexi-metadata   AUDIO
Automatic code management
Asset
Series Manager

Audio

Define custom metadata SMPTE and associate it to a specific asset type

Multiple Metadata Schemes

It ensures managing custom metadata for different asset types

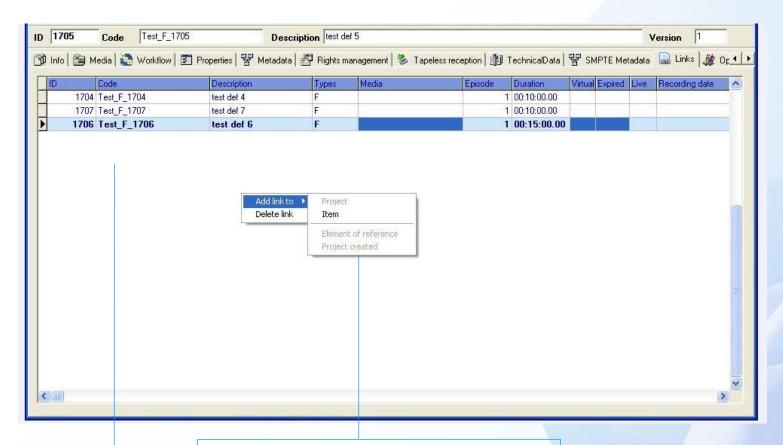**Create profiles for specific groups of assets, and inside each profile, different data tabs**

A proper SMPTE Metadata section allows to define eventually useful metadata (e.g.: 'comments', 'descriptions', 'ancillary rights'
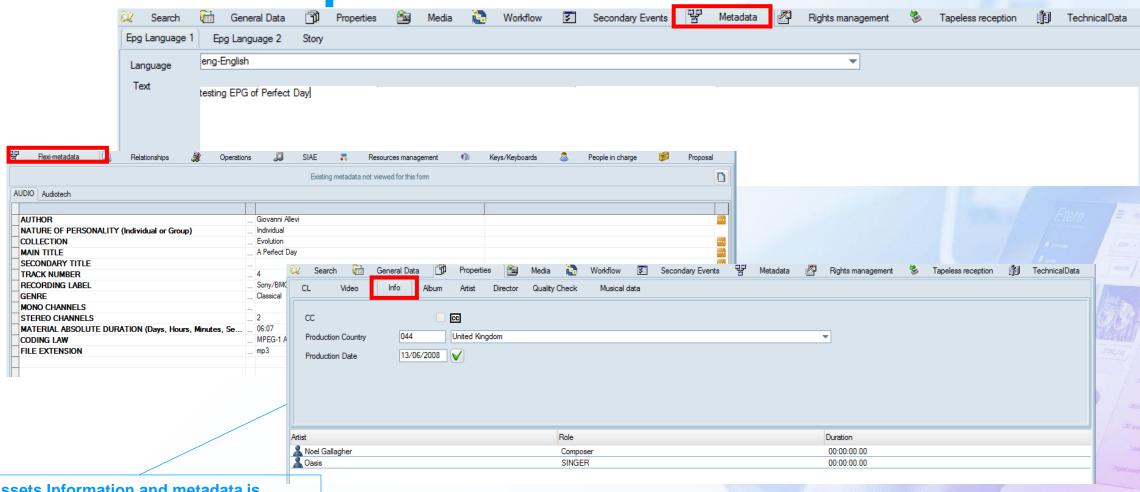
Hierarchical Metadata

-Create a single project
- A project can contain various items
- Each item can have various versions

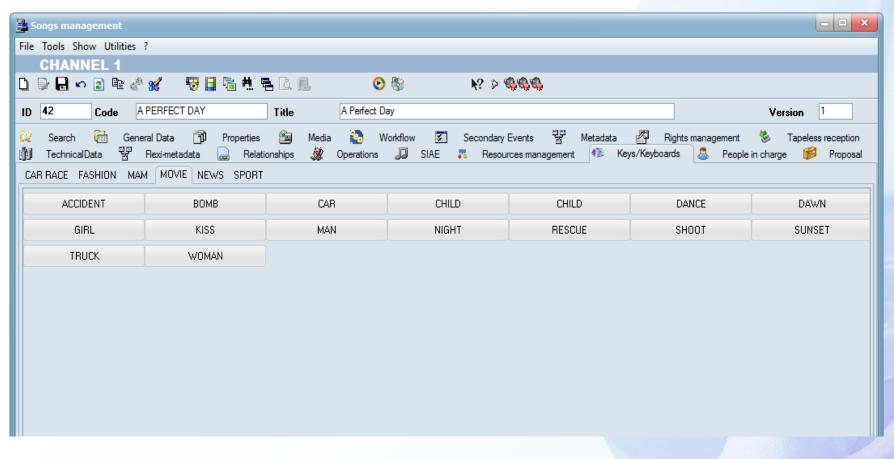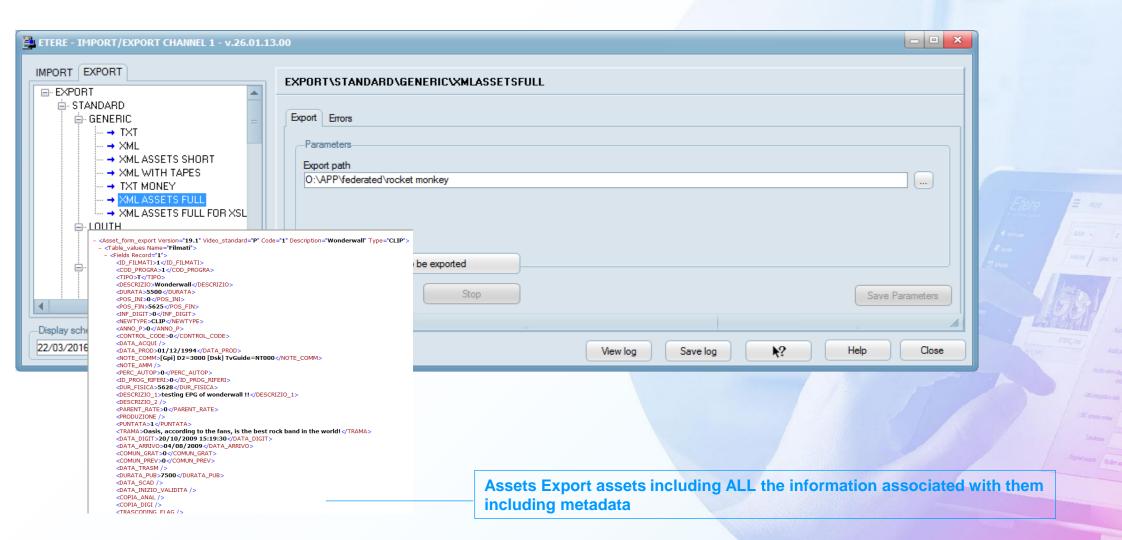Assets can be managed under a hierarchical structure

Separated Data Tabs

Search General Data Properties Media Workflow Secondary Events **Metadata** Rights management Tapeless reception TechnicalData

| Epg Language 1 | Epg Language 2 | Story |

Language eng-English

Text testing EPG of Perfect Day

Flexi-metadata Relationships Operations SIAE Resources management Keys/Keyboards People in charge Proposal

Existing metadata not viewed for this form

AUDIO Audiotech

AUTHOR	Giovanni Allevi
NATURE OF PERSONALITY (Individual or Group)	Individual
COLLECTION	Evolution
MAIN TITLE	A Perfect Day
SECONDARY TITLE	
TRACK NUMBER	4
RECORDING LABEL	Sony/BMG
GENRE	Classical
MONO CHANNELS	
STEREO CHANNELS	2
MATERIAL ABSOLUTE DURATION (Days, Hours, Minutes, Se...	06:07
CODING LAW	MPEG-1 A
FILE EXTENSION	mp3

Search General Data Properties Media Workflow Secondary Events Metadata Rights management Tapeless reception TechnicalData

CL Video **Info** Album Artist Director Quality Check Musical data

CC ☐ [cc]

Production Country 044 United Kingdom

Production Date 13/06/2008 ✓

Artist	Role	Duration
Noel Gallagher	Composer	00:00:00.00
Oasis	SINGER	00:00:00.00

Assets Information and metadata is organized across different sections

Keywords and Keypads

Export Assets Including Metadata

Assets Export assets including ALL the information associated with them including metadata
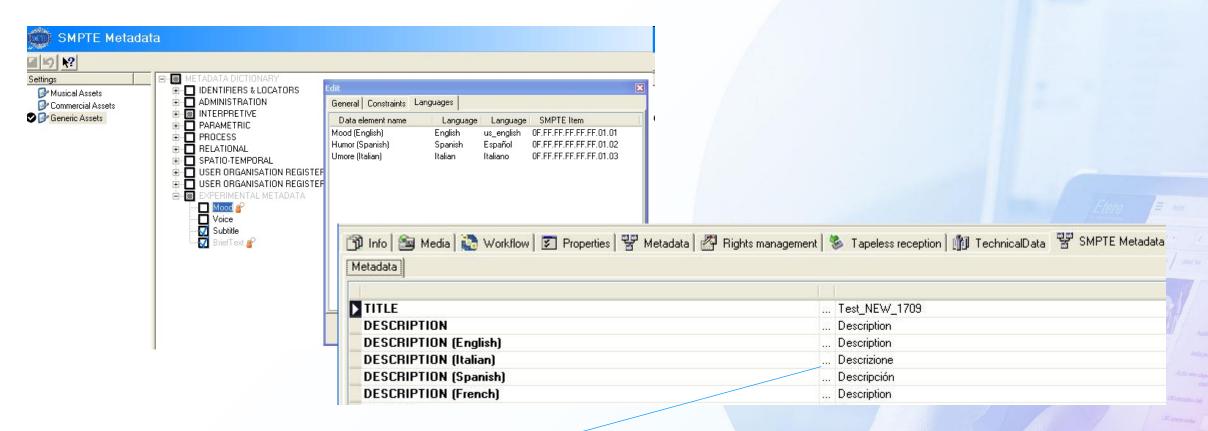
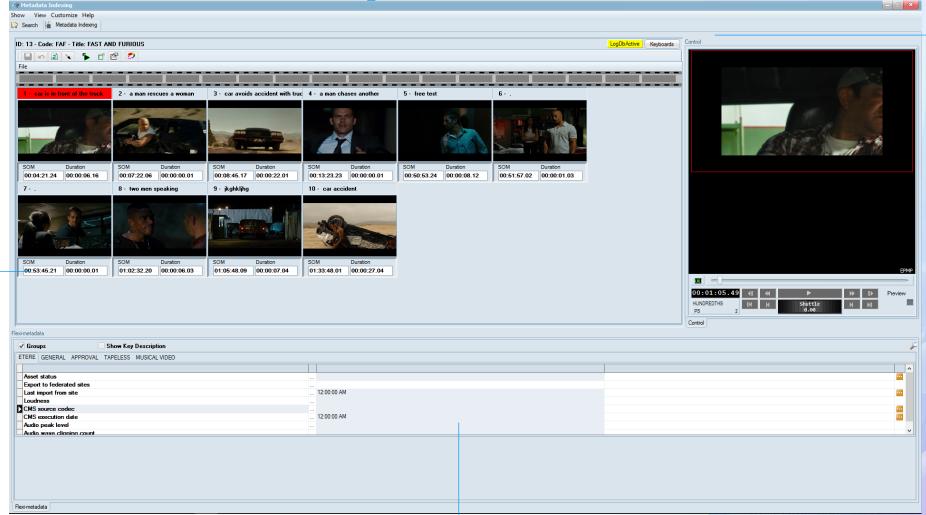# Multilanguage Metadata

SMPTE metadata can manage a different value for each different language
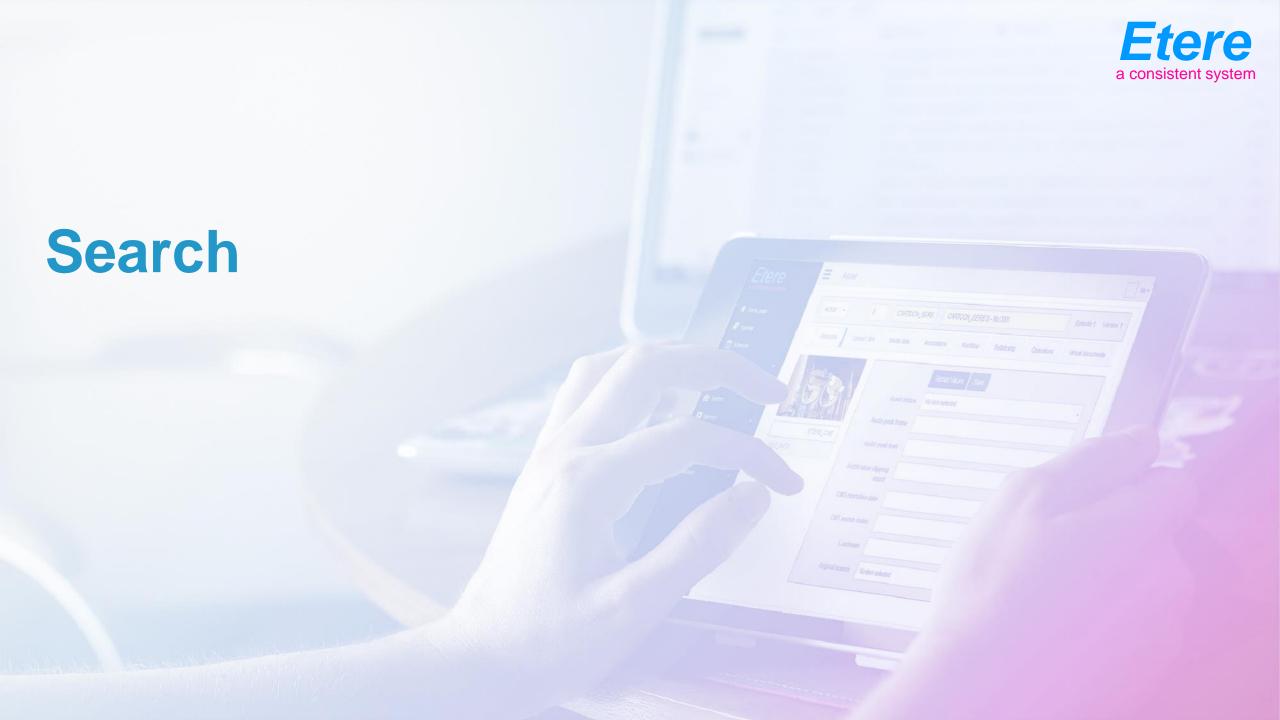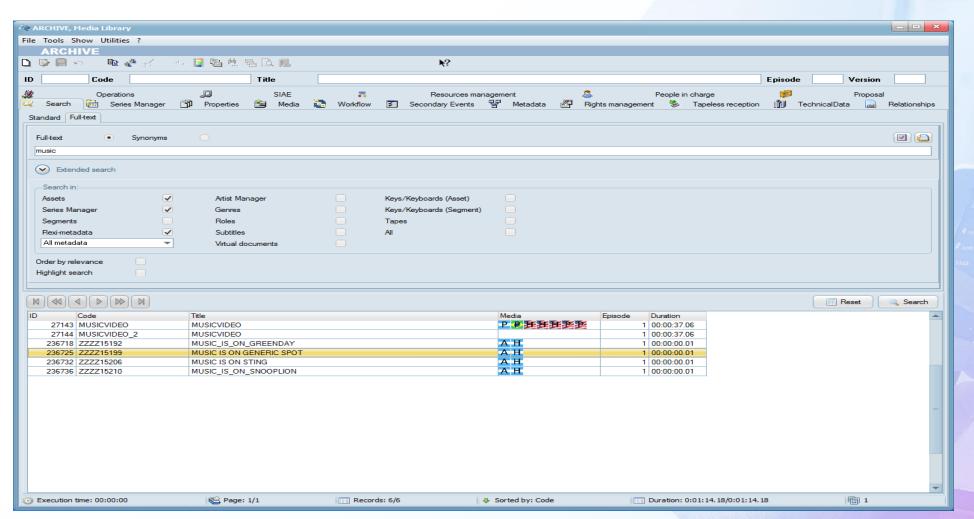
Frame By Frame Metadata

Graphical and fully customizable interface

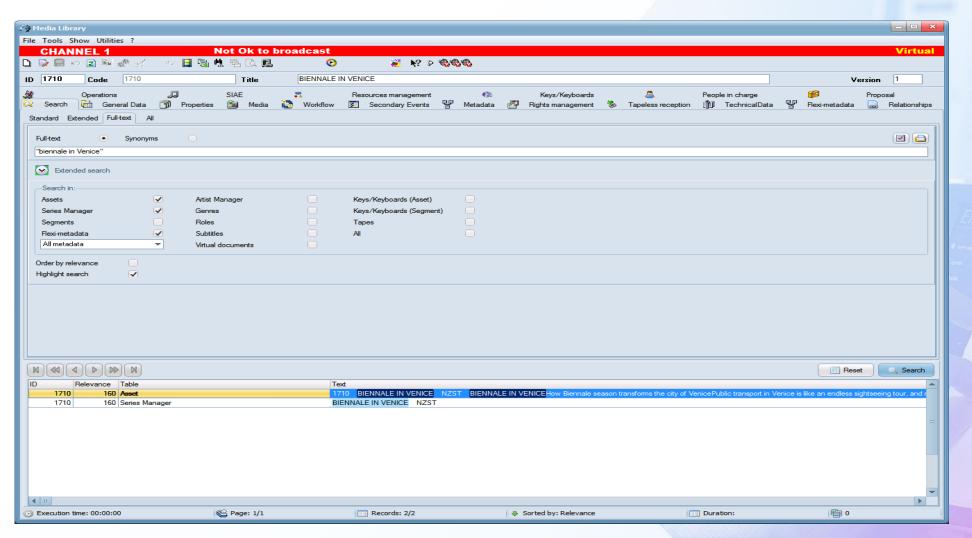**Frame-accurate insertions**

Enrich assets with all their generic data, SMPTE metadata, artist and group of keywords.
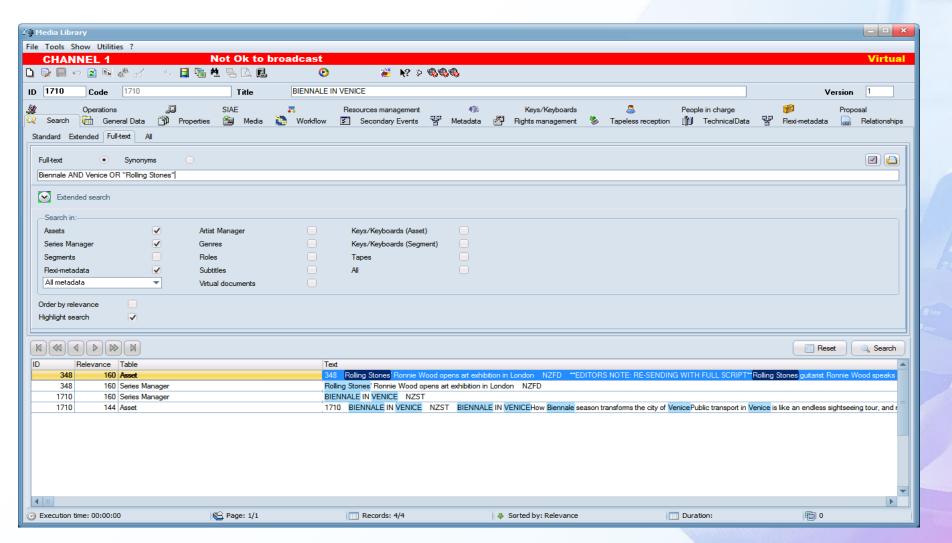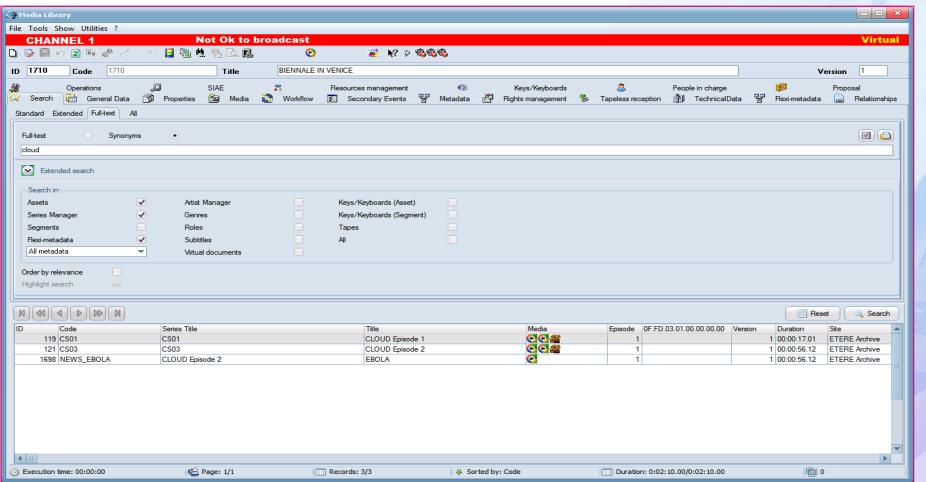
Search

Simple

Exact Phrase
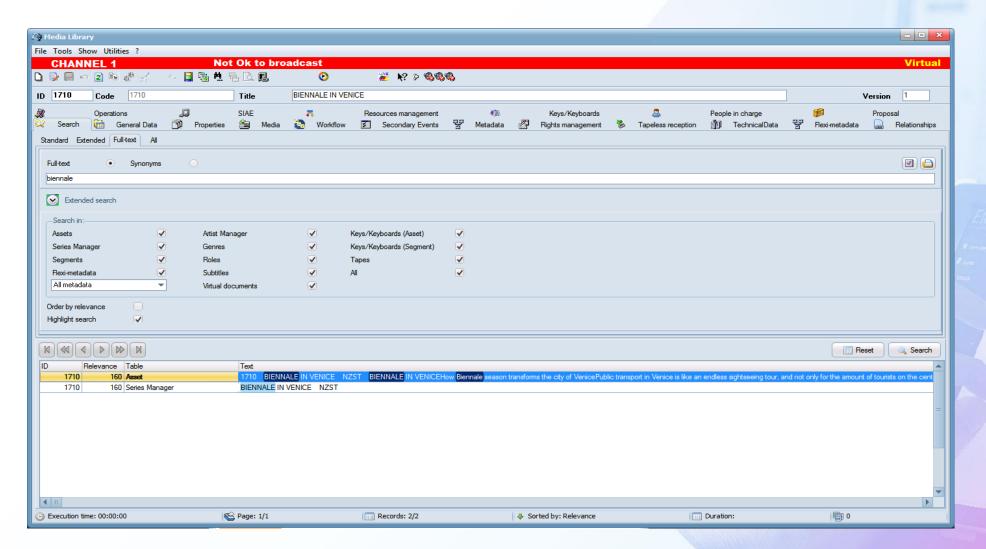
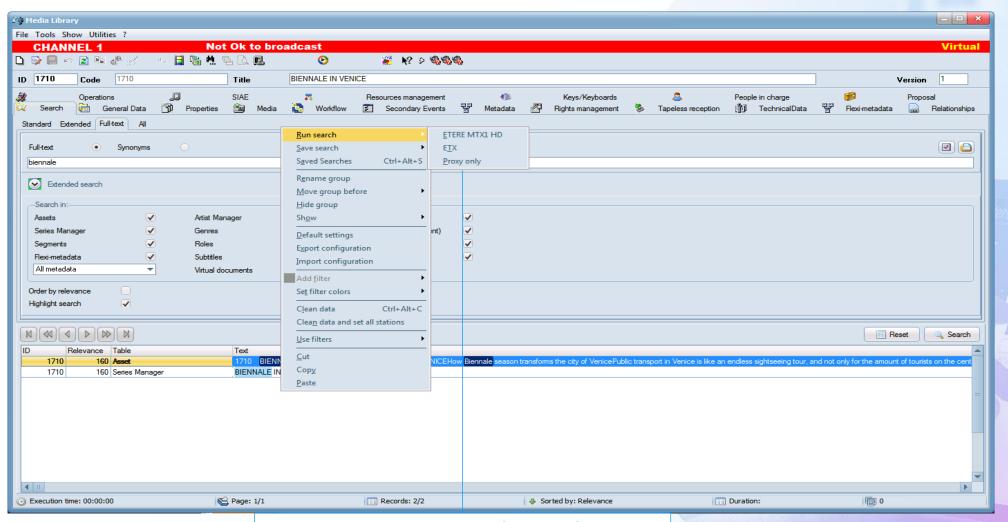# Proximity with 'NEAR'

Logical Operators

Synonyms

All Tables Search

Search Profiles

Manage an unlimited number of "search filters profile" to speed up the entire retrieval process

Export Saved Searches