



Media Asset Management

The Media Asset Management solution is a full workflow for TV channels that manages, operates, and saves valuable resources in any broadcast institution and in specific TV channels.

Problems

- 1- The media Stock Level at every channel is hard to calculate, meaning that content; one of the pillars of every channel; is hardly managed properly. The actual consumption of this content versus its cost of acquisition is not properly identified.
- 2- The renewal of content and services contracts is difficult to track.
- 3- Purchase and/or production as per grid needs. Upon the identification of the content grid returns, a tool is needed in order to properly identify what production and purchasing content should be funded, and when.
- 4- The Grid building process faces several bottlenecks and gives huge difficulty due to the absence of a grid building process that is automated and accessible by all executive units involved in the setting of the best possible grid.
- 5- The Slow finding of media assets is due to the absence of stock management and reduction when applicable.
- 6- Grid Cost Calculation errors are very frequent and are probably the main reason behind financial resource losses in TV channels.
- 7- The absence of asset categorization and grouping makes it very difficult to locate and utilize available content assets.

With the Media Asset Management Solution the problems or difficulties stated above are resolved resulting in a complete workflow that provides Ingest, archiving, grid building, and stock management in one full automated process that is easy to implement and that saves Every TV channel a huge percentage of the resources used

Solutions

- 1- Stock level becomes automatically calculated.
- 2- Contract expiry is completely handled and managed through several forms of notification preset to specified users.
- 3- A report list of needed assets by category and type as per grid needs and return performance is delivered by the platform giving a very important documentation of performing and needed content.
- 4- With MAM you can Drag / Drop content assets into your grid to schedule program airing with total ease.
- 5- Automatic stock reduction when asset is consumed or expired becomes automated and easy.
- 6- Infinite user defined categories, types, and groups of assets can be created in order to archive and categorize your assets and access to your content whenever needed.
- 7- The Grid building process will be built to fit the station's process and its approval routes in order to avoid time wasting bottlenecks.
- 8- Infinite user defined meta-data fields to asset definitions (producers, actors, anchors, players, places, institutions ...) are set in place.

Major Features

The E2M Media Asset Management provides a complete solution that covers the above points. It consists of the following modules:

1- Media Ingest:

Provides the ability to ingest files into a predefined format. Moreover, the user is able to choose the target encoding format. Ingesting multiple files simultaneously is supported through the batch functionality. In addition, encoding individual files into multiple formats and different resolutions is also possible. The ingest server loads and saves the media files from the content server as needed. Automating the ingest server to routinely ingest files at a specified location in the content server is also possible.

2- Media Asset Contract Management Module:

This module allows the automation of all contract related activities, like:

New contract acquisition: Records contract fields and information to allow the system to track the status of a contract. Ex. Number of airings, price, contract terms, ...

Contract renewal: Alerts the expiry of a contract and allows its renewal request.

Asset Definition: Records asset content related fields and information. Ex. actors, anchors, producers, storage type, categories, language, translation, occasion, viewer age group ...

3- Screening Module:

The screening module provides screening staff a tool to populate information about an acquired media asset. This is basically a tool that assists the operators of the media asset management solution in creating a summary of the content acquired in order to facilitate the retrieval of information describing this media asset, necessary for several daily processes performed in various departments of the TV.

4- Grid Building module:

This module automates the grid building process. It carries the grid through a series of steps: Creation at a seasonal scale, where entries are still abstract. This step is comprised of several suggestions from various production departments (sports, programs). Creation of a more specific monthly grid. This version is a more specific form of the seasonal grid. During this step, each department specifies the exact asset to use, as described in the seasonal grid. Creation of the daily program schedule (Conductor). This is where the schedule reaches its most accurate form. Once built, it will be forwarded to all concerned personnel.