



# M-MAM

## MEDIA ASSET MANAGEMENT

Content Management System

M-MAM: workflows definition and generation, management and control of multi-format and multi-platform digital files for productions and broadcasting.



MEDIA 5 offers a complete solution for file management and storage (online, near-line and off line storage), broadcasting, ingest, user management, protocols, and many more features, with a fully scalable architecture.

For more information, please  
visit our website

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**MEDIA 5 S.R.L.**

Paraná 425 - Piso 9 - Of B  
(C1017AAI) Capital Federal  
República Argentina  
Phone: (+54 11) 4374 8386 / 8395  
e-mail: [info@video5.tv](mailto:info@video5.tv) / web: [www.video5.tv](http://www.video5.tv)  
USA: +1 305 735 3398



# M-MAM MEDIA ASSET MANAGEMENT Content Management System

SATELLITE

VTR

ASI

NETWORK

LIVE

P2

XDCAM

## INGEST:

Automatically or manually in real time, cataloging and generate proxy versions in multiple formats, allows to define and schedules time segments for automatic ingest, re-encoding material, Time Shifting function integrated with the Video Server.



ON LINE Storage.

PLAY OUT multichannel and multiformat.



NEAR LINE Storage.

**EDITION:** integrates graphics, branding, multiformat and multichannel play out using the MAM as a programming tool.

**LOGGER** multichannel and multiformat.

Quality Control.



Proxy and Convert Server.

**SQL DATABASE** with personalized data fields according to user needs.

**HTML CONTROL:** allows searching, cataloging, schedule, etc.

Streaming Option.

WATCH FOLDER and FTP.

Customizable report generator

Client.



SQL Server.

**USER CONTROL** defining privileges and user access control.

Cataloging, advanced search, statistics and broadcast

NLE Clients.

Recording with Time Shifting in real time.

**Automatic TRANSCODING** in multiple formats defined by user.

High speed file transfer - IP to IP.

Web client.



## NEW:

Complete integration with video, graphics and recording on ENPS® system.

Delivery to multiple screens.

Archive administrator.

**ARCHIVING:** manage and copy files into ODA® or LTO® tapes, keeping a low quality copy for viewing

**CONTROL:** Full workflow automation, video, graphics, daily broadcast schedule, user-defined broadcast report generation.

**SOCIAL NETWORKS:** manage social network feeds.



2D, 3D and 4K character generators.



SD/HD/4K

Integración con sistemas de terceros por protocolo MOS, I-NEWS, Video Servers, Gráfica, Ingest, News and others.

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### SISTEMA DE GESTIÓN Y CONTROL CONTENIDO

**M-MAM** is a specially developed MAM platform for the Broadcast industry, allows control of all kinds of digital content (video, audio, images, text and files in general), being able to set up several metadata templates and workflows according to customer needs.

Some key features we can mention are:

- Ingest:** M-MAM accepts multiple ingest options such as Watch Folders, FTP Folders, NLE interfaces, recording systems, etc.
- Save:** M-MAM seamlessly drives files physical storage, supporting different IT formats according to facility needs. On line, near line and off-line storage levels supported.
- Catalogue:** M-MAM catalogues assets using presets for each type of content. Fields in the database, reports and statistics spreadsheets are customizable. Catalogues allow to rapidly and safely search every asset.
- Search:** M-MAM allows customized searching to give a quick and easy access to any asset. Each user may define their own search parameters or use global searching for any field in the data base.
- Version Control:** M-MAM automatically controls versions of every asset, this means that each time an asset is modified, it is filed as a new version without changing the original. Each asset will be linked to all of its available versions.
- Users Control:** M-MAM is able to handle different access permissions for every user, defined by assets or system level depending on user role in the organization. Each asset can, at the same time, have different security level assigned avoiding non-authorized users to access confidential or copyright protected content.
- Process Control:** M-MAM allows to set up different workflows for every kind of asset, notifications, approval, publishing, send to archive, etc. in a fancy automatic and seamless way.
- Publish:** M-MAM can define different publishing templates for each kind of asset (text, image, video, audio) including: send to Play Out Server, YouTube®, websites, social networks (Facebook®, Twitter®, Instagram®), in automatic or manual modes.
- Archive:** M-MAM manages files archiving whether in automatic or manual mode. It can send files to off-line storage, archiving High Quality media and keeping an Low-Res proxy copy always available for preview, trim and control purposes.
- Protocols:** M-MAM adds communication protocols to allow controlling of Play Out, CG, Branding and Recording systems, among others.
- File Transfer:** M-MAM provides high speed file transferring tools, minimizing needed times for transfers of existing assets.

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