

## **ETERE integrates Telestream to optimize Production and Distribution Workflows**

***Vantage has been integrated into the MERP workflow to enhance multi-format and multi-platform transcoding.***

ETERE, the worldwide leader in software solutions for broadcast and media companies, today announced the integration of Telestream Vantage video transcoding with its MERP Cloud file-based workflow framework, thus making available a powerful, cost-effective and time-saving way to accelerate the production of content for multiplatform and multilanguage distribution.

### **STREAMLINED TRANSCODING**

The integration of Vantage brings to ETERE MERP a comprehensive and automated way to create and distribute multiple versions of content while maintaining all kinds of essential information, such as metadata, rights, formats, languages, branding, subtitles and business rules.

The API-based integration of Vantage transcoding with ETERE MERP allows bi-directional communication between systems, making the integration even more powerful as ETERE is able to drive via workflow all the different content paths managed by Vantage as well as link newly created content to the original assets.

### **ENHANCED WORKFLOWS**

Telestream Vantage has been seamlessly integrated to streamline your workflows by simplifying the creation of as many content versions as needed, bringing essential metadata from the MAM directly into the Vantage system, and thus enabling the transcoding and delivery of the correct content version in virtually any format.

It's worth mentioning that ETERE's QC workflow analysis tools ensure source and output video quality of transcoded media by automatically detecting issues such as black segments and loudness.

### **MERP CLOUD**

ETERE MERP Cloud platform unifies many different broadcast, IT and business solutions to provide comprehensive lifecycle media and metadata management across all types of systems and for all types of workflows in news, sports, program preparation, archiving and broadcast.

ETERE MERP Cloud framework embraces a comprehensive content catalogue and a powerful workflow engine that automates many tasks and processes to increase productivity and provides operational and business visibility.

