

CONTENT CREATION AND MANAGEMENT

WEDNESDAY, 22 JULY ■ 11:15AM – CONFERENCE ROOM 2

Title: Tape-based Efficiencies in a Tapeless Environment

**Presenter: Fabio Gattari
Etere SRL**

Abstract

The broadcasting industry as a whole is proactively looking to migrate towards a more digital based workflow due to the evident efficiencies a tapeless environment can bring. In many areas of the workflow this is increasingly possible with internal media content management being a prime example.

The fundamental area of third party media content provision (from external agencies, content producers etc) has yet to be fully digitized and where digital files appear to be used, such a process seemingly relies on an undefined tapeless workflow. Some of the issues that arise from this .undefined. approach can lead to inaccurate tracking, lack of visibility of the transfer process and inadequate notification of media receipt resulting in idle media time.

This paper reviews the process of third party media content provision focusing on the need to introduce tape-based efficiencies into the new digital environment.

Bio

Fabio Gattari is the founder and President of Etere srl (formerly SIS srl). The combination of more than 28 years experience in media communications twinned with his entrepreneurial spirit has driven Etere from strength to strength. Focusing on architectural excellence and intuitive solution-based software has taken him around the globe meeting and exceeding customers' expectations with innovative broadcasting software solutions.

In 1986 Etere was the first broadcasting software company in Italy. Since then the company has grown dramatically and the software is now used by over 650 broadcasting stations worldwide.