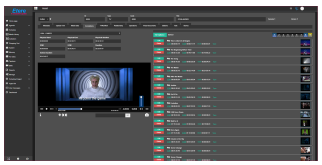
22/10/2026 Technology

Etere - An Ideal MAM and DAM on One Powerful Platform

Etere MAM encompasses the best of both worlds - Media Asset Management (MAM) and Digital Asset Management (DAM) with all the core capabilities you need including storage, metadata, search, security and access control for a smaller footprint.

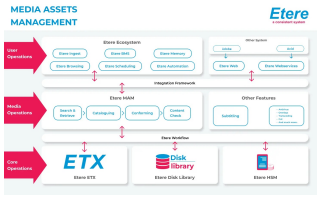
Etere logo



Media Asset Management Web View



Etere Web Multiplatform



Media Asset Management

While Digital Asset Management (DAM) and Media Asset Management (MAM) have traditionally served different purposes, however, what matters today is a more unified, flexible approach. Here are six ways Etere MAM puts you in control of your media strategy.

■**Target Audience**
DAM has traditionally supported business teams and external partners. MAM, meanwhile, was designed for media-production professionals, including editors, media operators, and production teams.

Modern organizations now require a robust user rights structure that can adapt to individual job functions and responsibilities. With **Etere User Rights**, every user can be assigned multiple permission levels by station, workgroup or job role, simplifying management across evolving, cross-functional media environments.

■**Storage and Archiving:** DAM commonly relies on hot storage, including cloud-based solutions. MAM typically manages tiered storage across hot, cold, archive, and tape environments.

Etere HSM revolutionizes archive management by bringing every storage tier into a single integrated environment. AI-driven capabilities help move and optimize media files across different storage levels, while Etere streamlines metadata exchange with third-party systems, helping teams unlock more value from your assets.

■**File type and size:** While DAM is generally optimized for images, documents, and finished media. MAM is built to manage large-format files and raw production assets.

In today's digital media landscape, file formats alone no longer distinguish MAM from DAM. Fast retrieval and delivery, together with the scalability to adapt to changing business needs, are now the new indicators of a robust asset-management platform.

■**Format support:** DAM commonly manages formats such as JPG, PNG, and MP4. MAM often extends to a broader range of professional codecs, including ProRes, RED, and XDCAM.

Etere bridges this gap with **Etere Transcoder**, providing mainstream format conversions and proxy generation for production, post-production, broadcast and distribution environments.

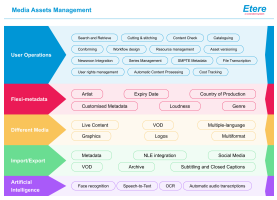
■**Workflows**: DAM is typically used to manage approved-content distribution workflows, whereas MAM supports the entire journey from production through archive.

Etere T-Workflow integrates the end-to-end broadcast workflow, from pre-production to post-production. Eliminate siloed workflows and disconnected media departments with a fully customizable, automated workflow that connects your entire broadcast operation.

■**AI-Integrated Technologies**

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Etere MAM

Etere AI

Etere Ecosystem integrates AI technologies that help media businesses work smarter, faster, and more efficiently in a constantly changing landscape.

Etere AI Engine enhances operations with automation tools including face recognition, Optical Character Recognition (OCR) for accurate text extraction, speech-to-text capabilities for closed-caption generation, and AI-powered media control that automatically analyzes media files and identifies potential quality issues in advance.

There is no need to choose between MAM and DAM. With Etere MAM, you can have the best of both worlds on one platform that redefines what Media Asset Management can achieve!

For a media management strategy that works for you, contact us for a personalised consultation.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

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