

## NTV selects eMAM as the solution for Media Asset Management

### Background:

NTV is a privately owned television station, one of only two remaining in Canada. Being a small, independent station, it is of utmost importance to maximize every dollar; leaving most all-in-one NRCS out as plausible solutions. This local station was looking for a modern way of keeping track and organizing legacy and new media. In the past NTV has used excel documents to catalog tapes as a way of locating assets, a task that continues to be a responsibility of the broadcaster's photojournalists.

### Challenges:

- NTV does not have a large internal support staff. The solution must be user friendly so that employees with average computer skills will use it.
- The station's current hardware and software must integrate well with new products. Hardware can be expensive so it's important that there are no hidden costs with the implementation.
- Must be flexible and expandable. Technology changes rapidly and NTV requires systems that are capable of keeping up with the ever-changing broadcast industry as well as providing continued support for legacy equipment.
- Cost per seat as well as support must be low. It's imperative that the purchased products and services meet the budgetary constraints of a small to medium-sized company.

### Solutions:

NTV demoed multiple vendors including Empress eMAM. After extensive testing and a trial period for each, eMAM was deemed the best option. The user interface is a simple one and can be modified on a per user level. NTV's current workflow quickly assimilated with eMAM; a missing link that helped streamline the flow of production. eMAM's wide range of price points gave NTV an added bonus of selecting the best fit option while maintaining the ability to expand in the future.

### Results:

NTV is currently using eMAM to catalog massive amounts of media on a daily basis. All stored data is readily available to incorporate with any project. Media being available at a moment's notice is invaluable to a broadcaster, knowing that it's secure and reliable is absolutely priceless.

#### Training and Support:

Implementation was done quickly, it took the eMAM engineer one week to install and train the station's staff. The few times that eMAM support was needed they were prompt and helpful.

#### Future Plans:

NTV will be looking at integration with an archive server. Choosing eMAM gives NTV flexibility when it comes to third party archive vendors. The station will also be looking to integrate eMAM with the existing newsroom control system.

#### Summary:

"Empress was an easy choice" says Dexter Decker, Creative Producer, NTV

#### ***About Empress***

Empress Media Asset Management, LLC is a privately held company providing digital asset management and workflow management solutions for broadcast, media, and corporate clients including its eMAM Online, eMAM Vault, eMAM Publish, eMAM Workgroup, and eMAM Enterprise product lines. It is part of the Empress family of companies, which includes Empress Cybernetic Systems Private Limited, specializing in customized software development, and Empress Digital, one of the largest distributors of blank recording media and supplies.

#### ***About Newfoundland Television***

NTV, Newfoundland Television is owned and operated by Stirling Communications International. Located in St. John's, Newfoundland and Labrador, Canada. It's one of two remaining privately run television broadcasters in the country.