



## **RTVE awards its cloud content management project to VSN**

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VSNE Explorer MAM has once again been the system of choice for RTVE's HUB Innovation project, a pilot program aimed at studying the process of news generation with cloud tools in the Territorial Centers of Castilla La Mancha, the Valencian Community and Extremadura.

### **VSNE Explorer MAM is in charge of managing the media in the cloud**

This pioneering initiative consists, in essence, of capturing content through state-of-the-art digital devices (lightweight and cellphone cameras) that are permanently connected. These capture flows naturally generate large amounts of footage in the cloud, and that is where VSNE Explorer MAM comes in, to manage the generated media and explore the possibilities that these digital flows offer, such as metadata extraction or automatic subtitling.

The VSNE Explorer Media Asset Management system has successfully met all the requirements requested by RTVE, which included, for example, the reception of files via pc or ftp, their storage, customized management and distribution in the cloud, web access to the system, the configuration of different user profiles that could work simultaneously and collaboratively and the sending of content to news production systems or for direct publication in social networks.

### **The Artificial Intelligence system is responsible for key metadata generation**

It is also worth mentioning the most interesting functionalities for the project that the public corporation will be able to enjoy thanks to the Artificial Intelligence components incorporated in VSNE Explorer, which will allow the system users to access audio services such as speech-to-text transcription, as well as entity recognition and classification and time code generation (timestamps). Regarding metadata derived from video, the AI engine will also enable the recognition and extraction of information about people, places, image description and optical character recognition.

In addition, VSNE Explorer's web video editor, Wedit, also enables functionalities required by RTVE, such as media editing by cutting or voice-over. From a technical point of view, the corporation will benefit from more user licenses and storage than required, in addition to operator training and VSN's 24x7 support service.

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## **About VSN**

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, master control room (MCR) automation and news production. VSN has delivered innovation and media solutions to clients in more than 100 countries globally, including TV channels, content distributors, news agencies, public institutions, service operators and others. Headquartered in Barcelona, VSN has offices in Alicante, Dubai, Hong Kong, Miami, Montevideo and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, please visit [www.vsn-tv.com](http://www.vsn-tv.com).

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