



D.MAM

ALL ABOUT YOUR ASSETS IN ONE PLACE

MAM (Media Asset management) becomes an important part of every organisation's work flow because of the tireless growth of media archives which need to be manipulated with.

ASSET SEARCH

- D.MAM has an efficient search engine which helps you to find any asset in just a few clicks.
- You can perform search by entered words (you choose whether the asset must contain all entered words or only one of them), but also by the date of entry into the system - today, yesterday, the previous three days, the previous week. The search according to "Today" (assets ingested in the last 24 hours) can be further narrowed to the last few hours within which the asset was ingested.
- The search is also performed by the type of asset, display only: video files, images, audio, commercials, music, created programs (mini playlists) or sequences.

CATEGORIES AND METADATA

- In addition to standard filters, the search can be further narrowed by selecting the asset category within which other filters will be applied.
- You create the categories you need and arrange the assets in those categories - keep in mind that one asset can belong to different categories.
- If you have established a system of categories, the search is significantly improved, but there are other ways to make the search more efficient. Entering metadata for each asset individually ensures that the asset can be easily found by entering a word in the search field, regardless of the fact that a particular word/term is not contained in the name of the asset.



ASSET
SEARCH



ASSET
EDITING



CREATING
SEQUENCES



D.MAM

CREATE WITHOUT BOUNDARIES

MAKE THE BEST OF YOUR CONTENT

CREATING PROGRAM

- Programs (mini playlists) are the perfect addition to your business. You can create an unlimited number of programs that will appear in the list of all available assets, and you can easily select them by searching within the "Program" filter.
- Programs can be useful for creating commercial blocks, combining multiple assets for easier listing, but also for creating templates for an all-day program. When creating a list for a specific day, you can use an existing template and just replace existing movies, shows, and other content with those scheduled for a specific date.

CREATING SEQUENCES

- Creating a sequence has never been easier - you can easily drag assets from the list directly into the sequence editor.
- Each asset can be previewed and edited on the spot - once you have positioned the asset, trim it and adjust it to the current project/story.
- The total duration of the entire sequence is available to you at any point for easier orientation, and you can also drag assets to the footage layer.

RECORDING AUDIO OFFS

- D.MAM offers you the ability to record audio off for your story directly in the sequence - this way video and audio are connected and there is no need to search for the matching pairs later.
- Although it is recorded directly in sequence, each audio off appears as a separate audio file in MAM and you can use it again, for other purposes.



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EXPORT TO DIFFERENT TARGETS

COMMUNICATION BETWEEN SYSTEM USERS

ARCHIVING

- The archiving process can be crucial for controlling the large amount of content that arrives at a newsroom on a daily basis. Therefore, it is important to determine the persons who will be in charge of setting priorities when it comes to storing content and who will be given the privilege of being able to send assets to the archive.
- This way, you reduce the usage of the memory with fast access, and those contents that are intended for later reuse are kept safe.

TRANSCODING

- D.MAM offers you the ability to transfer assets to a specific location, with prior transcoding to another format. The available options are "Move" and "Copy", and you opt for one of them depending on whether you want to keep the original asset or not.

CHAT

- Good communication is the key to success - your employees can now exchange messages directly in the D.MAM application. Any user can be selected from the list to create conversations, and there is also an indicator that shows which users are currently logged in to the system.
- You can also create a chat group in which selected users will exchange information and ideas about a joint project.

SOCIAL MEDIA

- Posting content on social networks has become one of the very effective ways to communicate with a wider audience.
- D.MAM offers the option of posting on a Facebook page, YouTube or Twitter account. You can define a large number of different targets for export on these social networks, and when exporting, you have the option to edit and customize the asset on the spot.



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ABOUT US

We provide our clients with 24/7/365 direct support through all communication channels.

Our clients and we think alike. We use our solutions on a daily basis and we find ways to simplify the job and to make sure that, at the end of a day, the outcome of the work of all employees in television is better.

We are in constant contact with customers and based on their demands, we constantly innovate. Having a year to year growth and learning together with our customers from all around the world is a personal pleasure. We accept their proposals, adapt to their concept and we love the challenges. We are ready to customize our solutions to the specific needs of each of our customers.

Teamwork is one of the main forces of our organization and that is why our solutions tend to be a result of collaboration and synergy.

Today, Dovecher.tv is recognized as the only domestic, 100% Serbian brand and company that produces complete software solutions for the automation of large, but also medium-sized television stations.

Our solutions increase efficiency in work, reduce the cost of program production, increase earnings and minimize the risk of broadcasting errors. All our individual solutions can work completely independently, but also as a single entity, which in this case results in a drastic increase in efficiency.



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