



EditShare for Broadcast

**Your exclusive
is slated for this
evening's 6pm
news.**

**Your program,
media, and
editorial needs
to be cut, edited,
indexed, logged
and ready for
playout.**

**There are no
second chances.**

**Your content
HAS to be
ready.**

Deadlines Matter

As a broadcaster, you're always working against the clock, but with EditShares integrated tools you can easily find, edit and share your files quickly, streamlining workflows and empowering you to get content ready faster than ever before, so that you never miss that deadline.

Siloed Media Slows You Down

Broadcast, graphics, web, and promotions teams often have their own "islands of content" (created by each team's MAM, PAM, and siloed storage infrastructure) and are forced to move media around using USB sticks, drives, and sending files via transfer and other arduous methods. That's slow, annoying, worrisome and most importantly, unsecure.

Uptime Resilience is a Must-Have

Because content is created so quickly in broadcast, creatives often work with a single copy of their media - and if that gets destroyed, it can be very difficult to get back (and to figure out what else to plug in for tonight's broadcast).

Uptime is paramount: Media needs to be available online and all-the-time so creatives and producers can tell the story without worrying about their system's security or resilience in the background.

Why Do Broadcast Professionals Call EditShare?

You typically don't worry about backing up your personal hard-drive until something goes wrong. Professional storage is no different.

Teams don't want to wait for a critical outage - an accidental deletion, a power surge, or another cause of failed storage - for teams to re-evaluate "what they need" from their storage solution.

More than ever, the top post-production teams want the freedom to choose the tools they prefer. Post-production houses want to decouple their creative side from their infrastructure

Post teams are sick of compromising - they're looking for solutions that don't stifle the creative process while offering:

- Integration with their active directory
- Project-focused deployment
- Different media spaces (e.g., managed, unmanaged, ACL)
- Blazingly fast speed that supports 4K and beyond

"Do I have a resilient system"

"How can I make sure my content is safe - even if something goes down?"

"We need creative freedom"

"How can I keep from being 'boxed in' by my storage solution?"

"I'm sick of compromising"

"How can I buy the storage I need without dealing with a bunch of add-ons?"

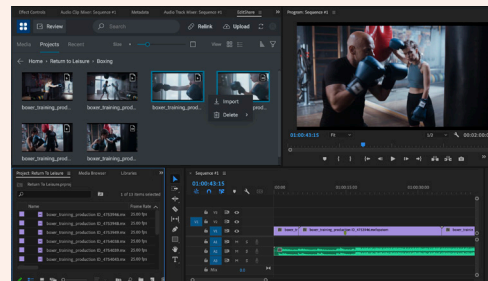
EditShare builds **collaborative storage and workflow solutions** creating media on-premises and in the cloud.



Media Optimized Storage



Simplified Media Management



All built for collaboration across roles, locations and steps in your workflows.



NOT JUST
RELIABILITY
SCALABLE
RELIABILITY



TRUE REMOTE
PRODUCTION
WHILE
WORKING
WITH ANY NLE

EFS Grows with You

Media is growing exponentially – and nobody wants to delete anything anymore. Every broadcast team is creating more + bigger UHD files. And with bigger files, you need more bandwidth.

With EFS, you can start small and grow exponentially. Thanks to its simple building-block approach, scaling capacity and bandwidth is as easy as plugging in additional storage nodes – and EFS even automatically rebalances your distribution of data.

Unlike other storage providers that make you start from scratch when you need more, EditShare storage scales with your team – allowing you to build on your foundation and add capacity at your pace.



Total Flexibility

FLOW is easy-to-use Media Asset Management that works with Avid, Adobe, Final Cut, and Resolve.

FLOW indexes + centralizes all your files regardless of where they sit - making them searchable and accessible through a simple + efficient UI.

Whether working from your desk, remotely connecting from your home, or working in the cloud, your MAM suite is available to manage + simplify your production workflow.



Guardian – The Value of Security and Access Control

Security is paramount when dealing with media. Ransomware, hacks, pirated content are all on the minds of broadcasters. Through the guardian platform, the auditing stack delivers real time analytics about what’s happening in a facility. The 5 w’s - Who has done what to which file when and where.

This is aligned with the EBU best practises of security such as the ebu 148 r and aligned with MPAA/CDSA AND TPN guidelines

Furthermore our solution enables broadcasters to deploy solutions such as crowdstrike across servers, minimizing ransomware from outside sources

FAQs for Broadcasters

“Does EditShare integrate with NRCS/newsroom systems?”

“Does EditShare offer secure single-sign on capabilities?”

“Does EditShare alleviate the islands of content production (ie. promos/news/graphics)?”

“Does Editshare bring resilience to my infrastructure?”



Real-time monitoring with customized reporting and dashboards (incl. auditing)

Record user activity such as media space mounts/unmounts and file opens, reads, writes, and deletes

Monitor your CPU, memory, and disk space usage + **auto-forward to your SIEM**

Allows EditShare support to **monitor your system**

With our open API, EditShare natively integrates with multiple newsrooms and playout vendors. We have another presentation specifically focused on News.

Yes..EditShare delivers SSO capabilities as per your IT team.

Yes – EditShare central storage platform enables all islands to connect without buying proprietary systems across multiple islands or using less-secure methods like transfers, USB, etc.

Yes High Availability for optimal uptime is built into our technology stack. With HA in both the storage and media management, broadcasters can rest assured that media is never lost.