



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 payout.

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 EditShare's 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.