

Case Study: eMAM allows Acun Medya to protect and secure its valuable media while allowing dispersed staff to work on current productions.

Background

With its established international team of more than 3000 members in 15 countries, Acun Medya provides complete turnkey production services, delivering content ready to broadcast and executing every step by dedicated professional teams from casting to broadcasting.



Acun Medya delivers full production services for both scripted and non-scripted content across its footprint in numerous countries and owns the world's largest open-air reality production hub in the Dominican Republic, hosting more than 10 countries.

From the most-watched reality shows and dramas to international hit talent formats, it has produced them all with the vision to create and share the most captivating, compelling, and enjoyable entertainment around the world.



Acun Medya Group has developed tremendous experience in broadcasting and commercializing strategies and cutting-edge technologies through its own TV channels, TV8 and TV8.5, and its OTT platform, Exxen, which has reached millions in less than a year, with compelling content in drama, entertainment, reality, and sports programs. It is expanding in media and entertainment, while it continues to invest in several other sectors such as sports, gaming, e-trade, and retail

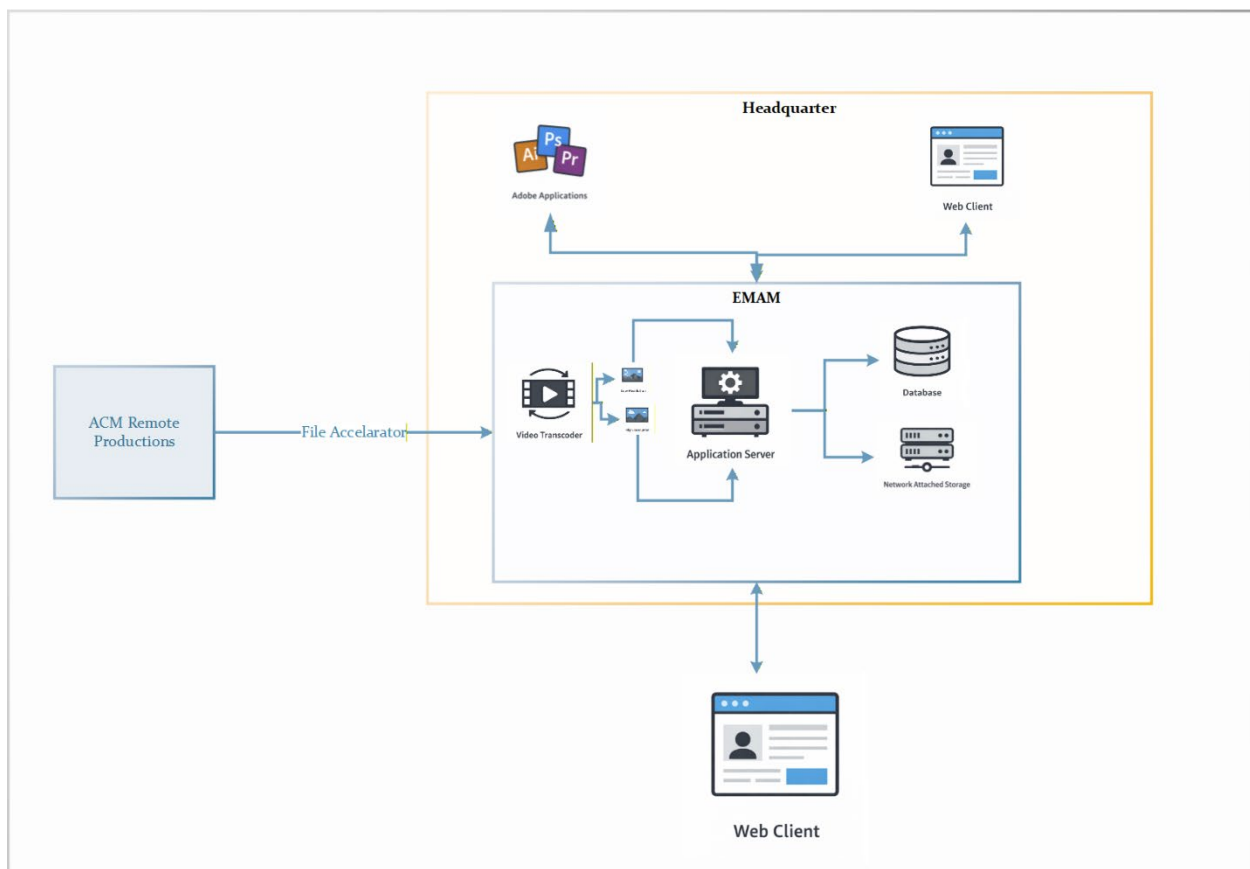
Challenge

Over the years, the company has produced a vast volume of content, including entertainment shows, reality formats, international adaptations, and original productions. This continuous content creation resulted in a large, diverse media archive spanning multiple file formats, storage systems, and production eras.

Fragmented storage across on-premise systems in multiple locations made it difficult to maintain asset consistency. As the archive grew, accessing media quickly and efficiently became increasingly challenging. Media assets were distributed across different locations and systems, making it difficult for production, post-production, and editorial teams to collaborate effectively. In addition, the high pace of ongoing content production and the need for simultaneous access by multiple teams highlighted the requirement for a centralized, secure, and scalable media asset management solution. The primary challenge for Acun Medya was to preserve its extensive media library while enabling fast, controlled, and reliable access across the organization.

Solution

To address these challenges, Acun Medya implemented the eMAM™ Enterprise solution from EMAM, Inc. Designed for large-scale media environments, eMAM provided a centralized system for ingesting, managing, and archiving all media assets in a secure, organized manner.



The eMAM system was deployed in the virtual environment with additional on-premises “app nodes” in other locations to handle local transcoding and storage. The platform was integrated

into Acun Medya's production and post-production workflows, covering the entire lifecycle of media assets—from creation and review to archiving and reuse.

eMAM provided a centralized, intuitive web UI to organize, view, and manage assets across storage locations. Advanced metadata management, powerful search capabilities, and proxy-based preview features enabled teams across the world to quickly locate and access content without disrupting high-resolution media storage. eMAM's native Active Directory integration enabled Single Sign-On (SSO) and enhanced security across the organization.

Using the eMAM panel in Adobe Premiere Pro, editors could search for, preview, and drag assets directly into their timelines without leaving their editing environment. The production teams could immediately upload low-res proxies to the eMAM web interface. Remote editors could start "rough cuts" using proxies while the high-res original files were being transferred in the background. eMAM allowed editors and other users to collaborate on projects through the web interface, the Adobe panel, and email. Role-based access control ensured that the assets were shared securely across departments while maintaining operational flexibility.

Business Outcome

With eMAM in place, Acun Medya achieved a centralized, scalable, and future-ready media management infrastructure. Centralized control over the entire media lifecycle, increased efficiency in ingest, review, versioning, distribution, and archival. The media access times were significantly reduced, enabling teams to work more efficiently and collaboratively on multiple projects. Redundant file creation and manual processes were minimized, resulting in improved operational efficiency and cost savings. User authentication strengthened security and simplified user management, while distributed app nodes ensured high-performance transcoding and local processing across regions. Most importantly, Acun Medya secured its valuable media archive, ensuring the long-term preservation of its content while supporting the company's ongoing production growth.

“As Acun Medya, operating at scale across international productions and fast-paced content workflows, we required a MAM solution that is both robust and adaptable. Our collaboration with EMAM has enabled us to streamline media asset management, optimize transcoding and storage processes, and provide our teams with efficient, user-friendly access to content across the organization. EMAM's flexible architecture and reliable performance have supported our operational needs without unnecessary complexity, making it a valuable component of our evolving media technology ecosystem.”

--Murat Kızıllırmak, Director of Information Technologies, Acun Medya

By implementing the eMAM™ Enterprise solution, Acun Medya transformed its media infrastructure into a modern, scalable, and collaborative ecosystem designed for high-volume, global content production. The solution empowered teams to work faster, access content more easily, and operate with stronger security and governance — all while reducing technical holdups and improving creative efficiency.

About EMAM, Inc.

Since 2006, leading organizations have been using the eMAM platform to collaboratively create, share, and distribute media. The eMAM product line (eMAM Vault, eMAM Publish, eMAM Workgroup, eMAM Enterprise, eMAM Cloud Service, and eMAM Cloud Platform) meets the media asset management and workflow management needs of broadcast, media, government, and corporate organizations in local, hybrid, and cloud environments. With dozens of system integrators and over 110 technology partners, users can have automated, integrated workflows to work faster and wiser. EMAM, Inc. is a closely held Delaware C corporation headquartered in New York City.

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