



The Christian Broadcasting Network Inc. (CBN) has a very large repository of media assets. Several years ago, CBN started the MAM project to connect the media workflows between the departments and geographically dispersed offices. CBN's vision was to deploy an enterprise media asset management system to combine the silos and build a shared asset library that the hundreds of employees at CBN could use to assist them in finding, using, organizing, sharing and distributing these assets in their daily work. After the careful evaluation of multiple DAM/MAM products, in 2014, CBN decided on the eMAM Media Asset Management platform from Empress to fulfill their vision.

The use of eMAM has grown over a few years and CBN now has hundreds of thousands of assets in their library. Multi-tenancy in the eMAM system helped CBN to configure different departmental workflows in the system leveraging the same infrastructure without additional overhead costs in the IT department. Using a distributed hybrid architecture, it was easy for CBN to connect different offices to the same platform, making their workflows more seamless.

It has become a key element to how CBN works. The team at Empress has helped CBN manage the implementation, migration, workflows, users and ... yes... the troubleshooting of this platform. "Empress has been an outstanding partner in our quest to develop an environment where we can easily manage this large library and facilitate workflows for our production teams" says Trish Gertner, Senior Project Manager at CBN.

#### **CBN's workflows include:**

##### CBN News

The CBN News department has multiple locations and asset sharing across these locations is very important to their workflow. CBN News teams were doing that sharing in the typical way – using folder structures on servers, using FTP, sometimes even using personal cloud storage – anything to get the job done! The end users adopted the product very quickly and soon after launch, they were bringing all kinds of workflow ideas to the implementation team. The ability to share assets quickly between teams in different locations has improved how they work in the fast-paced environment of the 24/7 news cycle.

##### 700 Club

The 700 Club is one of the longest running programs in television broadcast history. It is a mix of news and commentary, interviews, feature stories, and Christian ministry. 700 Club has an extensive library of programs, stories and clips to manage. Before eMAM, CBN had separate libraries and archives that required assistance to search. Now, 700 Club teams can search their entire digital library themselves, having the ability to find and manage their own assets has changed the 700 Club's way of doing business. It has enabled processes that were not possible before eMAM.

##### Superbook

Superbook is an animated television series about the Biblical adventures of Chris, Joy and their robot friend, Gizmo. This series has now been broadcast in over 100 countries, translated into 40 languages, and viewed by over 500 million people. These productions and all their accompanying assets (Bible study resources, mobile

apps, etc). are difficult to manage. Currently, CBN is using eMAM with the production team to manage the flow of these assets. Next year, CBN will be adding international users and assets to create a broader library and take advantage of the features of eMAM.

**About Empress**

Empress Media Asset Management, LLC is a privately held company providing media asset management and workflow management solutions for broadcast, media, and corporate clients including its eMAM Online, Vault, eMAM Publish, eMAM Workgroup, and eMAM Enterprise product lines. It is part of the Empress family of companies, which includes Empress InfoTech, specializing in customized software development, Empress Digital, one of the largest distributors of blank recording media and supplies, and Real Big Hits, a distributor and agency promoting original creative content. For more information visit our website at [www.empressmam.com](http://www.empressmam.com)