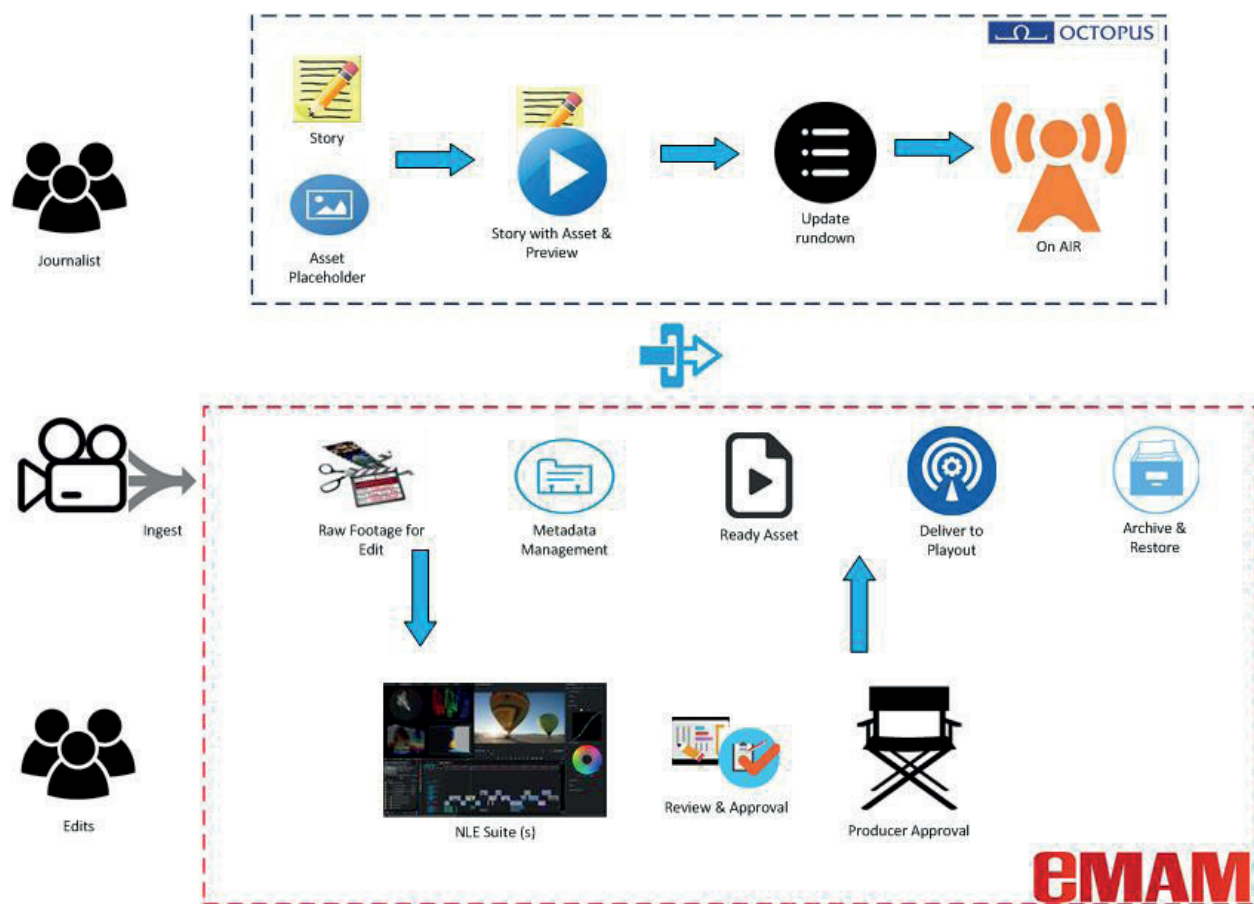# Octopus Newsroom 8 and eMAM 3.8 combine to meet newsroom workflow challenges

With a continuous news cycle, tight deadlines, and tighter budgets, successful media management can be a critical factor. Octopus Newsroom 8 and eMAM 3.8 provides a powerful combined solution to meet these demands.

The eMAM media asset management is a complete asset lifecycle system.   It can ingest content to any number of on premise or cloud storage and archive locations. Editors can manage media and workflows directly in their desktop, interacting with non-editors through the web and tablet interfaces.   After review and approval, editors can finalize a sequence.

Both systems are tightly integrated through a standard MOS Gateway. While the editors work on ingested asset and process the Review & Approval of story in MAM, the journalist can continue to write the script in NRCS. Once approved, the video is automatically associated with the story and preview made available on NRCS. A simple confirmation will trigger delivery of this asset to Playout!

The story (ies) now remain available on eMAM to editors and journalists alike for searching, previewing and reusing in complete or parts as required at a distance of few mouse clicks.

eMAM can archive the content, but will always hold metadata and a proxy copy for search and browse.

Together both systems offer a complete & integrated Media Management inside and outside Newsroom

eMAM	Octopus
Simple browser and tablet interfaces	Desktop and tablet interfaces
On Premise / Cloud / Hybrid	Create a story
Collaborative editing	Assign tasks
Review & Approval – Internal or External	Collect the media from any source
Private Screening, Branded emails.	Create rundown
Digital delivery with transcoding and formatting	Social media sharing
Archive and restore	Share to CMS and other systems