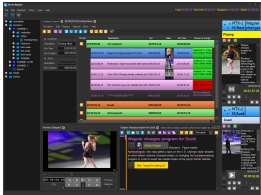


Metro TV upgrades with Etere

Metro TV, the Indonesia's first all-news channel, upgrades its newsroom with Etere and move to ETERE MAM in a complete MERP cloud system.



Metro TV - Indonesia Now



Etere Nunzio Rundown Screen



Metro TV Servers

ETERE is pleased to announce that the Indonesia's leading news television channel, Metro TV, has recently signed a contract with ETERE to implement a MERP Cloud system able to fully manage its newsroom operations as well as the media capture, asset management and playout automation of its three new digital channels.

KEY FEATURES

Metro TV will be provided with a cost-effective unified system with full NRCS capabilities, video editing integration, fast voice-overs, virtual stories playout, workflow control and resources management. The entire tapeless workflow of Metro TV's newsroom environment will be managed by ETERE, starting from news planning to on-air playback control.

INNOVATIVE NEWSROOM

NUNZIO will be implemented as the core of the newsroom, providing all flexibility needed to adapt ETERE to Metro TV's broadcasting workflow. During news broadcast, NUNZIO will be able to send the rundown to playout, CG and prompter in a synchronized fashion.

Etere NUNZIO make jobs within the newsroom easier, helping managers to place stories in rundowns, guiding journalists to develop their assigned stories, enabling editors to quickly deliver material and letting directors to approve news stories.

MERP APPROACH

The new system, based on Etere's MERP Cloud technology, will include other than full newsroom management also media management and playout of 3 new digital channels. Etere INGEST will provide both baseband and file-based media capture, integrating MAM for media management and archiving as well as AUTOMATION for a reliable playout.

Etere MERP Cloud is the suite of integrated applications that give broadcasters and media companies the functionality, collaboration and analytics features they need to dramatically improve efficiency within their organization, ensure compliance of their broadcast workflows and automate integrated operations (ingest, QC, media management, newsroom tasks, etc.).

###

ABOUT METRO TV

Metro TV is Indonesia's first 24-hour news channel based in West Jakarta. Since its launch on 2000, Metro TV offers quality news along with documentary, business, entertainment, technology, culinary and informercial programmes, through multiple platforms (Terrestrial, Satellite, Cable and IPTV) and in different languages (Indonesian, English and Chinese).

