

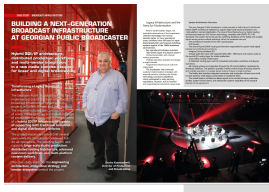
## Building a Next-Generation Broadcast Infrastructure at Georgian Public Broadcaster

Broadcast Infrastructure magazine features a case study about Etere's installation at Georgian Public Broadcaster.

For the full article, please view the attachment.



Etere logo



GPB Case Study



Georgian Public Broadcaster



GPB

Hybrid SDI/IP architecture, distributed production workflows, and multi-vendor integration in a new media complex designed for linear and digital broadcasting.

### BROADCAST INFRASTRUCTURE

Transforming a Legacy Broadcast Infrastructure. The Georgian Public Broadcaster (GPB) has implemented one of the most ambitious broadcast infrastructure modernization projects in Eastern Europe and the Caucasus. The initiative included the construction of a new media complex, a complete redesign of production workflows, and the deployment of a hybrid SDI/IP infrastructure capable of supporting both traditional broadcast and digital distribution platforms.

The project was implemented over several years while the broadcaster continued full on-air operations. The resulting facility now supports large-scale studio production, distributed routing architecture, advanced newsroom workflows, and multi-platform content delivery. This case study examines the engineering architecture, integration strategy, and vendor ecosystem behind the project.

### Legacy Infrastructure and the Need for Modernization

Before modernization began, the technical infrastructure of the broadcaster reflected technology from several decades earlier. In many operational areas, workflows were still based on tape-based production and manual switching systems typical of the 1980s broadcast environment.

#### Key operational limitations included:

- Tape-based ingest and playout systems
- Limited automation and manual routing processes
- Multiple operators required to manage a single channel
- Fragmented infrastructure built over many years

The facility includes integrated newsroom and production infrastructure built on Avid systems, while playout automation is handled by Etere.

The overall system architecture allows signals to be routed between production studios, master control rooms, and distribution systems regardless of the physical location of the equipment.

### Broadcast Automation Platform

Broadcast automation is handled by the Etere automation platform, which manages playout operations, ingest workflows, and broadcast scheduling. The automation system was implemented through Broadcast Solutions and deployed in multiple server racks delivered pre-configured for installation. A vendor specialist from Etere conducted on-site training sessions for operational staff before transitioning to remote support.

#### Etere was selected due to:

- Comprehensive feature set
- Strong support for sports broadcasting workflows
- Competitive pricing compared to alternative automation platforms



Georgian Public  
Broadcaster system



Georgian Public  
Broadcaster

### System Architecture Overview

The new Georgian Public Broadcaster media complex is built around a distributed hybrid SDI/IP architecture designed to support large-scale studio production and multi-platform content distribution. The core of the infrastructure is a hybrid routing environment based on EVS Neuron technology, compliant with SMPTE ST 2110 standards. This system forms the primary switching backbone of the facility and enables signal routing across multiple buildings within the broadcast campus.

The architecture includes three main routing layers.

- EVS Neuron
- The central hybrid SDI/IP routing environment responsible for system-wide signal transport and distributed switching
- Imagine Communications IP3
- A large-scale SDI router with approximately 400 × 400 inputs and outputs used as the central SDI routing layer for studio production
- Grass Valley routing infrastructure
- A dedicated routing layer used for broadcast automation workflows and playout operations

All routing systems are integrated through the HI control platform developed by Broadcast Solutions. This platform provides unified control across all routing systems and enables operators to manage signal routing through a single interface.

*For the full article, please view the attachment.*

### About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere digital technologies and market-proven remote/on-site services, such as consultancy, training, installation, and demonstrations, are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit [www.etere.com](http://www.etere.com)