

Etere Wins the tender for Band Campinas

Band Campinas replaces its playout automation and commercial management system with Etere.



Band Campinas Company
Logo



cluster view

Etere scored another important goal in South America winning the tender for Band Campinas, a Brazilian channel that has chosen Etere Solutions for the on-air and its commercial program scheduling.

The Bandeirantes Communications Group is media group that since 1937 covers major events in the history of Brazil and the world. In recent years, the group has grown and acquired new brands created and established itself as a great multimedia communications company.

Currently the group owns: two broadcast television networks, three pay TV channels, six radios, a newspaper, a distributor of TV cable content, the major music label and the largest platform of interactivity in Brazil.

The challenge of Etere was to provide Band Campinas TV with a simple and efficient solution for the on-air and commercial management of its three split networks; a challenge that was successfully met by Etere due to the supplying of its famous, reliable and affordable Etere Automation software tightly integrated with Etere AD Insertion.

ETERE handles the entire commercial spot management and playout automation across three split channels, providing a low quality output for monitoring and previewing all clips recorded on the server.

With Etere AD Insertion the operators have a centralized interface that allows them to manage the three split networks on real-time while all the split processes are performed automatically waiting for Etere Automation to indicate which clusters to load and when to send them on-air.

Thanks to the implementation of Etere solutions, Band Campinas TV can boast now of an easily controlled and managed system for commercial and program playout, where Etere leverages the potential of the equipment used by Band Campinas that is mainly composed by the following devices:

- 2 Omneon Spectrum Media Server
- 2 VTR for ingest
- 1 Master Control Nvision
- 1 A/V router Nvision
- 1 Logo Generator Nvision

Etere, a consistent system !