

## TVB Europe GAY.tv

Breaking ground with GAY.tv, please view attached article for the full report.



Logo of Gay TV



Gay TV feature story

Breaking ground with GAY.tv

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### **Synopsis**

Enormous media coverage has been given to GAY.tv, Italy's green field satellite channel project in Milan. As the first multi-platform web site, GAY.tv's goals include giving the general public a positive example of homosexuality. Its first months on-air definitely seem to be succeeding in the intent of offering the gay community a reference point as far as TV is concerned while offering heterosexuals the opportunity to watch and understand their viewpoints. Etere Automation plays a key role for this channel.

"Even if the product installed were selected after in-depth examination of the channel's precise needs, generally speaking, it was preferred not to request any particular custom features, this enables Etere Automation software to dialogue with the two programmable Delta multi-layer graphic effect playback and character generation units by Dutch manufacturer Publitrone."

### **About Etere**

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.