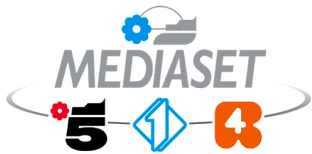


Mediaset Live with Canale 5HD with Etere MTX and MERP

Etere MERP offers a highly versatile set of workflows to the Italian's largest broadcaster: the most integrated solution for Media Management, Ingest and Playout



Mediaset Logo



Last Check before go On-Air



Mediaset System

Etere is pleased to announce that the first real HD Mediaset system is started. Italian's broadcaster runs Etere state-of-the-art workflow to leverage the full playout capabilities of Etere Media Management; content management, playlist management, content Multi-channel ingest, quality check, editing, scheduling, and playout tools are fully integrated within the Etere MERP framework.

Etere currently manages the 3 most important Mediaset channels and it has been updated to an Etere IT based playout, provided with MTX technology which has been integrated with the overall solution workflow to manage.

"Thanks to the flexibility of the MERP framework, the update to the new system was really easy. Moving to the new equipment required as a simple reconfiguration of the system, allowing also to run in parallel for a week the old and the new system for final testing" said Emanuele Porfiri, Etere's Project Manager, Mr. Porfiri also added: "Mediaset is an historical customer, the first installation was held on 2002 (after 2 years of project) in that period Etere producing an amazing increase of reliability and permitting to reduce the percentage of errors in the playout system by the 80% since Etere started. Our platform gives them a fully integrated, full caching workflow that will make staff more productive and get content on-air faster and safer. Mediaset's management team has confirmed –once again – that Etere is the solution that better fits their needs."

"Etere has supported the on-air broadcast of the Mediaset's new channel, this, by integrating within its system some of the major international broadcast vendors. The development of the "Live Assist with MTX" solution will allow the station to keep a parallel playlist to enhance the already high reliability of the entire facility while also permitting a fast and efficient operator intervention, characteristics that will lead Mediaset to its primary objective of a fully end-to-end tapeless process." concluded Mr. Corrado Rosa, the Mediaset playout manager.