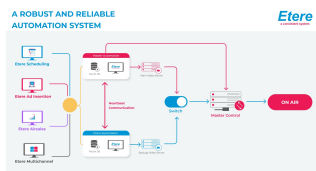*Etere*
a consistent system

Media TV Upgrades to Etere

Croatian cable TV channel, Media TV has reaffirmed its trust in Etere software solutions with its latest upgrade to Etere ETX, a highly versatile and cost-efficient channel-in-a-box with 4K capabilities and support for all major media essences and wrappers.
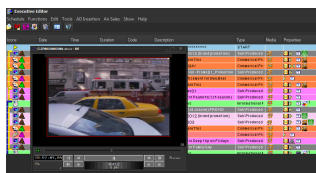
M1 Film

ETX Logo

Playout automation software

scheduling integration

Media TV, a commercial cable television movie channel based in Croatia has selected Etere once again for the upgrade of its channel-in-a-box software system. Media TV has been using **Etere Media Enterprise Resource Planning (MERP)** framework to manage its playout automation, scheduling, ingest and video management. For its latest upgrade, Media TV is equipped with Etere ETX, a highly effective video management solution with 4K capabilities and support for all the commonly used HD and SD digital video, audio and graphics platforms without the need for middle-ware or hardware.

Multiple Channels and Master Control
Etere ETX is a complete digital ingest and playout engine that is able to support all the major essences and wrappers in the broadcast industry. With the integrated software-based master control, Media TV users are able to manage the ingest and playout of multiple channels seamlessly.

Closed Captioning and Live Subtitling
Etere ETX is integrated with ETX inserter which facilitates the insertion of closed captions including CEA 608, CEA 708, Digital Video Broadcasting (DVB) and Association of Radio Industries and Businesses (ARIB) closed captions. With the use of ETX inserter and time delay, Media TV operators are also equipped with the tools to create captions, including live subtitling with quick edits before playout.

Overlay of Static and Animated Graphics
Etere ETX includes a graphics engine for the overlay of animated logos and crawlers, both static and animated, on up to 8 layers. Supported graphic formats include TGA, AVI, MOV, SWF, PNG, JPEG and GIF.
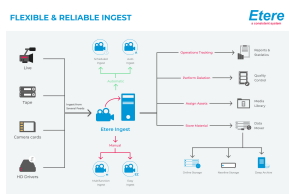
Connectivity With the Etere MERP Framwork Provides a Winning Edge
Etere ETX provides real-time content delivery and automated workflows between **Etere Ingest, Etere Automation and Etere Scheduling**. Etere Ingest is a highly effective software that manages all types of ingestion requirements including manual, scheduled and automated. It is also able to capture SD/HD media in real-time from all common feeds into a cloud storage and apply it to any required workflow.

Integration with Etere Automation and Etere Scheduling manages automated workflows to play cued clips automatically at any scheduled time. The operators at Media TV are also are able to capture HD and SD video from either scheduled or manual content feeds while managing automation remotely via the remote status panel. With an integrated Automation status panel which provides real-time updates, Media TV operators are equipped with the software tools to drive operational efficiency, optimize resource management and shorten the time needed to deliver content to market.

Seamless Movement of File Transfers
Etere Media Manager is a software application to manage the transfer of video files based on the workflow. With Etere Media Manager, Media TV users are able to copy video files from one server to another even if the servers are located in different locations.

www.etere.com   19102021

Etere Ingest diagram

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a worldwide 24/7 support.

About Media TV

Media TV is a Croatian commercial cable television movie channel based in Zagreb, Croatia. It broadcasts content in Croatian language to cable systems and IPTV platforms throughout the Bosnia and Herzegovina and Croatia. The network works with Croatian and international film studios and distributors to bring a wide variety of films from European and Asian cinema to their audiences, including animated films for children and award-winning documentaries. **www.m1film.hr**