

## Etere Wins GPB New Playout and MAM System

Georgian Public Broadcaster invests in Etere's future-ready and software-defined workflows to manage the ingestion, automated broadcasting, planning, playout and media assets of three channels.



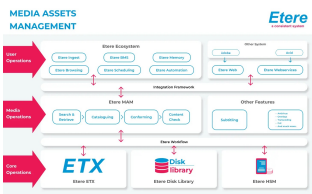
Etere logo



Georgian Public Broadcaster



Georgian Public Broadcaster



Media Asset Management diagram

Georgian Public Broadcaster (GPB) selects Etere to manage the complete broadcasting workflow of three TV channels. Etere streamlines workflows and simplifies complex tasks across the media lifecycle. With Etere's future-ready technology and continuous innovations, GPB will be equipped with software-defined solutions that delivers high-levels of operational efficiency and resilience.

Etere is tasked with the implementation of a complete workflow solution to manage GPB's channels. The implementation includes a customised interface with the option to select either a Georgian language or English language GUI. With one united workflow, Etere empowers GPB with scalable modular solutions that work in tandem with one another for a seamless 24/7 operations. The workflow covers the multiple functionalities of **Playout Automation, Media Asset Management, Scheduling, Ingest and Resource Management**.

As an integral part of the system, **Etere Media Asset Management** offers tight integration with all Etere modules, providing total control and visibility of processes in the organisation and paving the way for an enhanced operational efficiency. It provides a centralised management of digital content and workflow orchestration across the organisation. With Etere MAM, complex tasks are simplified and the real-time content search, retrieval, browsing and content editing on the web interface enables the GPB production team to drive their workflows no matter where they are. One important feature of Etere MAM is the agenda that allows users to create, assign, approve, accept and preview tasks. The progressive status of each task can be viewed in real-time for an effective resource planning across departments. It also integrates with Microsoft outlook calendar for an easy management.

On top of that, Etere's Channel-in-a-Box software, **Etere ETX**, is a turnkey solution that integrates all the software capabilities GPB needs to bring its channels on-air including scheduling, ingest, storage, file management, monitoring, playout, multiviewer, subtitle management, CG and graphics management. The ETX platform provides multi-resolution support and enables GPB to manage SD, HD and 4K formats. The system features an open interface that allows the production team to run SDI/IP/NDI inputs and outputs. ETX integrates with **Etere ETX-M Multiviewer** to allow multi-channel monitoring on a single screen. It includes an automatic loudness control that monitors and corrects transmission volume errors.

Etere invests in research and development to leverage smart technologies and innovative system architectures. It delivers software solutions that enable users to work better and faster. The synchronization of Etere solutions ensures complete control, simplified operations as well as a fast and accurate information exchange between multiple departments in the organisation. Etere delivers solutions that help GPB to meet the dynamic demands of its content delivery and broadcast. Etere's versatile Windows and web platforms provides GPB with the agility to run workflows on multiple devices including laptop, tablets and PC, from any location with an internet connection. Etere's distributed system architecture ensures a fault-resilient performance even in fast-paced operations. Above all, Etere is a system that is ready to adapt to the needs of today and tomorrow.

The distributor for this project is **Broadcast Solutions GmbH**

**Etere**  
a consistent system



ETX and Multiviewer

## About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready 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. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including 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 software tools to drive your business to greater heights.

Etere is proud to celebrate its anniversary for over 30 years in the business.

Please visit [www.etere.com](http://www.etere.com) to find out more.

## About Georgian Public Broadcaster

Georgian Public Broadcasting is the national public broadcaster of Georgia. It started broadcasting radio in 1925, and Georgian TV started broadcasting in 1956. Today, 85% of the Georgian population receive the First Channel, and 55% receive the Second Channel. Georgian TV's programmes are also received by satellite and over the Internet in a number of European and Asian countries.

Please visit [1tv.ge](http://1tv.ge) to find out more.

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