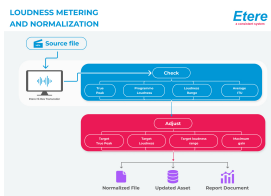# Etere Releases a Loudness Control System with Greater Flexibility

Etere presents an advanced loudness control system, ETX-L Loudness Control, that enables greater flexibility in adjusting the threshold for loudness normalization parameters according to requirements.
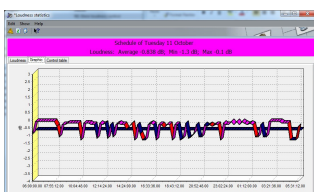

Etere logo

Etere Loudness Control diagram

Etere ETX-L Loudness Normalization

Loudness Average

Etere releases an advanced loudness normalization feature with EBU R128 and ITU BS.1770 algorithms signals to measure true-peak audio levels and adjust to the dynamic loudness range required by the station. Typically, loudness measurements uniformly integrates all programs materials. However, there may be inconsistent loudness levels within the different audio equipments. Additionally, broadcast audio can possess a greater dynamic range due to the use of digital media. As a result, the measurements may not be an accurate representation of the true measured value, thus losing consistency of audio levels between programmes and audio delivery sources.

Etere ETX-L Loudness Control unveils new capabilities to overcome this challenge by enabling loudness levels and dynamic range to be optimised according to the requirements of the station. The algorithm of Etere Loudness Control pre-reads audio data to determine the audio normalization levels. It also allows loudness normalization thresholds to be adjusted and modified as needed. When reading audio data, everything below the threshold will not be automated to avoid incorrect transitions. This enables loudness levels and dynamic range to be optimised according to the requirements of the station. The audio data is saved and used to regulate audio loudness range dynamically in live sources if audio data cannot be pre-read.

Etere ETX-L Loudness Control provides a one-stop solution for an accurate and easy management of loudness metering and normalisation. It helps broadcasters to prevent transmission with excessive volume while maintaining an accurate audio loudness normalization.

Etere ETX-L Loudness Control Key Features
■ Perform all audio controls before, thus avoiding playlists with audio errors to be sent on-air, supporting multiple simultaneous controls
■ Omit using audio compressors thanks to its capability of "predicting" the average loudness before the on-air and acting directly over the loudness to make it meet the loudness guidelines
■ Eliminate loudness problems, making your workflow fast and accurate; thus ensuring that you will never receive expensive fines by the competent authority due to an excess of the permitted loudness limits
■ Up to 100x file-based audio control including also true-peak detection performed across multiple channels to ensure that "peak-program level limits" are adhered for each channel

www.etere.com   19102021

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.
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