*Etere*
a consistent system

# TV2000 CHOOSES ETERE FOR ITS BROADCASTING PERFORMANCES

## TV2000 confirms the partnership with Etere trough the application of MERP system tools.

TV 2000

TV2000 is a 24 hour channel owned by CEI (Italian Episcopal Conference). It is broadcasted both on DTT and satellite platforms and it has been on air since 1998. Thanks to the collaboration with Vatican TV Center, this television network focuses with its playlist on social and catholic themes.

TV2000 has chosen Etere solutions since it needed a flexible and integrated solution to manage all the different processes and devices of a TV channel. Etere has an original MERP architecture, shaped on workflows fully custom designed. MERP stands for Media Enterprise Resources Planning and it is an innovative approach. The traditional media industry is composed by different department isolated one to another and this lack of non-sharing of the information among the sections is a negative point for the broadcast services. MERP system, instead, make the difference because establishes a connection among all the operations with the use of the same-whole-workflow.

Etere system for TV2000 also interfaces Quantum tape library.

Etere MERP allows TV2000 to run its media operation on a fully digital and paperless system which has at the same time powerful perfomance, possibility of upgrading and a easy-to-use interface.

In details Etere provides this key solutions to increase TV2000 broadcasting perfomance:
■ Redundant multichannel TV automation system. The Etere Automation module provides the playout of the main and secondary events. Etere Automation can control two independent copies of the same playlist, ready to switch in case of defective operations. Having this system running is the best warranty against fault events.

■ An automatic transfer of digital content. Etere Tapeless reception enables TV2000 to receive digitally the contents both via Internet and intranet with an undoubtedly saving in cost and time. With this tool, the TV station receives the files and their metadata from internal or external providers (in this case NLEs and production). The tapeless workflow of the files based on custom rules is managed by Etere Data Mover tool. TV2000 can transfer the events from the different devices of the media station, such as from UML online video servers storage and also from NAS archives to video server. This is the smart solution to have the correct media TV station requires at the correct time and place. Media content stored in the LTO-based deep archive is managed by Etere HSM, which automizes the storage process and allows the system to retrieve them easily. The revolutionary feature of all of these tool is the integration with the custom workflow.

■ An accurate management and planning of all the commercial and advertisement operations with Etere Airsales module. The benefit of this tool is that the information is always visible in real-time. In addiction there is the Etere BMS module for monitor and control of the rights system about the long-term planning series, while Etere Executive Editor allows operators to create, check and publish frame-accurate playlists for main and secondary events with helpful integrated features.

■ An automatic generation of multi-format content for multiple purpose (e.g. proxy preview, web, playout, etc.). In this specific case Etere workflow converts the

contents coming in different format (AVI DV25, MPEG2) into the once suitable for TV2000s SeaChange MCL videoserver and proxy preview.

■ Easy import/export of assets with Etere F90 tool. Etere F90 is the engine that manages metadata import/export, automatically. It's able to detect if a new asset is available and to start a workflow that creates a new entry in the Etere Media Library and performs other actions. In TV2000 case, they receive news wires and files from Reuters and Ansa agencies and Etere automatically creates the asset with metadata, links the media file, generates a proxy copy and stores the files on both archives (nearline and deep archive) for future use.

Etere, a consistent system!

DEVICES IN TV2000 INTEGRATED BY ETERE

TV2000 improves its productivity controlling in Etere system all of these devices:

-SeaChange MCL videos ervers linked to their UML
-Graphic system ClassX
-Grass Valley Saturn master control
-Audio/Video routing switcher
-2 Nas Infortrend 16 TB as a HiRes and Proxy Storage Archive
-3 LTO4 stand-alone drives
-Editing system Adobe Premiere