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ETERE SUPPORTS TOP CRIME LAUNCHES FOR MEDIASET TV

Mediaset continues the partnership with Etere for Top Crime, a new channel on air from next June, choosing the MERP system for an efficient management and control of the broadcasting.

Top Crime

Etere at Mediaset system

Mediaset

The channel range offered by Mediaset TV in Italy is going to be increased by the launches of this new thematic channel. Top Crime's playlist will be focus entirely on famous crime and investigation movies and TV series. As the managers of Mediaset has explained, the challenge of Top Crime will be to represent the choice of an important age range of audience: people from 45 to 64 years old.

Etere partnership with Mediaset has started ten years ago and now with Top Crime, on air from 1st June, is going to be stronger. Etere has provided an automated media contents management system, based on the versatiles and custom designed Etere modules for ingesting, editing, storaging, transferring and monitoring each assets Mediaset need for the broadcasting activities.

After 10 years, Mediaset continues to choose Etere because provides tools that meet their business and their technical needs. No changes in the whole system workflow or in the devices is needed, since Etere is a modular system fully adaptable and flexible to the Tv media requirements. To obtain the best performance with Top Crime, the TV station just needs Etere Automation, in order to broadcast on-air all schedules ready for transmission, across a single or multi-channels. It manages video servers, master controls, switches, titler's and logo generators.

Etere system controls all the new broadcasting equipment in integration with the old devices already existing, with a maximum result in flexibility. These are the new Top Crime's devices:
2 Decoder for main e Clone playout
2 Evertz 7825 for logo generator and Master control features
2 ClassX for Advanced Graphics and Titling
1 MTX Video assist

Etere is the leading company since 23 years ago in the project and development of the integrated end-to-end workflow solution for media stations. Etere has adapted as first in the world the revolutionary concept of MERP (Media Enterprise Resources Planning), that integrates internal and external management information across the entire organization of the TV stations such as Media Asset Management, Automation, Archiving, Scheduling, Air sales, BMS/Long term Planning, News Automation, Resources Planning. Many TV stations in the worldwide has chosen Etere system to improve their broadcasting productivity. Etere a consistent system!

MEDIASET S.P.A.

Mediaset S.p.A. is a communication and broadcasting Italian TVcompany. It has been founded in 1978, has different channels and it broadcasts. Films, TV series, soap operas, cartoons and TV movies which produce the most of the group revenue. Etere manages the three main television channel owned by Mediaset group (Canale 5, Rete 4 and Italia 1) plus a new channel born in 2013 named Top Crime.

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