

## JTV: The New Look of Juventus TV uses ETERE

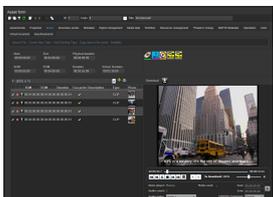
Juventus has launched JTV, its new television channel that features a new name and places ETERE at the core of its broadcast management



Juventus TV



Memory Screen



JTV automation



JTV automation

ETERE is pleased to announce that its suite of software solutions has been chosen for JTV, the new brand name of Juventus TV channel. ETERE has provided JTV with an end-to-end tapeless system to effectively manage the entire production & broadcast process through a robust media management environment and a comprehensive playout automation tightly integrated with Omneon video servers and Miranda graphics systems.

The choice of an Etere MERP approach has provided JTV with an enterprise-class integrated modular solution to acquire file-based materials, index content and insert metadata, transfer and archive media, schedule and broadcast programs. ETERE takes care of JTV's production and broadcast management in partnership with television production and broadcast service provider, 3ZERO2.

Once again, ETERE has demonstrated to be the sole solution in the market able to provide latest workflow-based technology for the creation, execution, monitoring and control of all the activities of a broadcast station while assuring the maximum flexibility, scalability and cost benefits. The features and benefits provided to JTV includes:

- Digital tapeless ingest of media content
- Highly customized and automated workflows
- Integrated effective QC controls
- Automatic generation of proxy files for browsing
- Content indexing and metadata insertion
- Scheduling and preview of primary and secondary events
- Remote creation of airing schedules
- Fully redundant playout automation
- Hierarchical storage of online, nearline and offline content
- Tailored planning and control of resources
- Multi-user web interface for a complete content control
- Web portal for the tapeless reception of file-based content
- Tight integration for post-production systems