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CNN Philippines chooses an Etere end-to-end solution

Etere MERP framework has been confirmed as the core of the News Production and Playout system of CNN's Philippines franchise.

CNN Philippines Studio

CNN Philippines Studio

ETERE, worldwide provider of software solutions for broadcast and media companies, has announced that following the partnership deal signed between 9News and CNN, the Philippine group has confirmed ETERE as the end-to-end production and media asset management platform for the company's news content.

Reliable Choice

CNN Philippines was launched in March 2015 as the rebranded channel of 9TV, featuring a newly revamped news studio, a CNN rich programming and in-house quality productions.

The ratification of a MERP solution as the core of the new system is owed to the strong relationship between Etere and 9Media (formerly Solar Television) based on several years of successful management and playout, grating best efficiency and quality expectations.

End-to-end Solution

CNN Philippines will be provided with Etere MERP, the robust and flexible framework able to manage the workflows and content for different kinds of operations and services, from ingest through production to playout and archiving.

The broad suite of Etere modules include Etere MAM to provide lifecycle content and metadata management with comprehensive and customizable layouts aimed to streamline content cataloguing and distribution and Etere Data Mover to easily exchange media and metadata with other systems. Additionally, the production chain will be streamlined with the availability of desktop and web-accessible interfaces.

A consistent commercial solution will manage the entire management of commercials and programmes from proposals through scheduling to invoicing and reporting; from their acquisition with Etere Ingest and Etere Tapeless Reception to their playout with Etere Automation and Etere STMan.

Last but not least, Etere has ensured seamless integrations with industry-standard systems including Harmonic, Nexio, Baton and Vantage. Moreover, Etere Web Services has taken integration a step forward, rendering available Etere data and functions to Non-Etere systems.

ABOUT CNN PHILIPPINES

CNN Philippines (CNNPH) is a Filipino news and current affairs channel on free TV owned and operated by Nine Media Corporation (formerly Solar Television Network) together with Radio Philippines Network (RPN). CNN Philippines is the local franchise of CNN (Cable News Network), one of the most trusted international cable & satellite news channels worldwide.

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