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Etere and Telelombardia

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Telelombardia is the most watched regional television in Italy.
It was created in 1974 and since then has drawn in other 2 local network channels: Canal 6 and in 2004 Antenna 3 (a historic Lombardy broadcaster).

In the ’90s thanks to successful programs such as Buongiorno Lombardia and Tuttun'altramusica Telelombardia overtook Antenna 3, its historical rival.

Etere looks after all of Telelombardia’s 6 television channels (Telelombardia, Antenna 3, Rock TV, Hip Hop, Canal 6 e Telelombardia SAT).

All of these channels use a basic level of ETERE MAM to organize, store and retrieve their video assets.

They also all use the following ETERE applications: a redundant Automation system to guarantee continuity in broadcasting in case of fault; Traffic which is used to manage, insert and edit commercial contracts.

Etere Asset Management connected to NLE and production for a fully tapeless environment and finally Etere Data Mover to manage the automatic moving of files to and from nearline archives, the videoserver and NLE stations.

Using Etere, Telelombardia is able to manage a fully tapless workflow which increases productivity, centralizing asset management and in turn decreasing costs and time to market.

Etere manages 2 music channels (Rock TV and Hip Hop) where ETERE Music Manager creates the music scheduling according to user-defined parameters. Furthermore ETERE STMAN is used fro advanced branding and graphics management of these channels.

Telelombardia also uses ETERE F90 to automatically export information about the commercial planning and the related financial information, to their invoicing and accounting system.

Thanks to the integrated nature of ETERE, Telelombardia is easily and efficiently able to manage all relevant broadcasting equipment including:

- 50 PC and Servers
- 4 SeaChange MCL 2 in/4out connected to a BML
- 1 Harris Platinum Router A/V
- 2 Orad Maestro Graphics systems
- 6 ingest VTRs
- 40TB of nearline storage (hard disk)

The scalability of Etere allows expansion and integration at any level (channel numbers, control devices, advanced media asset management, HSM for long-term archiving in tape libraries, etc.) without primary service interruptions.

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