**9/11/2016** Press

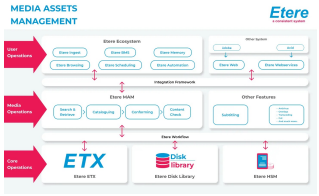
# Italy's Regional News Channel, UltimaTV Selects Etere

## Italy's regional news channel, UltimaTV selects the Etere approach to manage their news channel playout and assets management.

Italy (Sicily)'s regional news channel, UltimaTV, selects Etere for its broadcast management and playout system. Ultima TV broadcasts mainly news programs, local productions, sport events and entertainment.

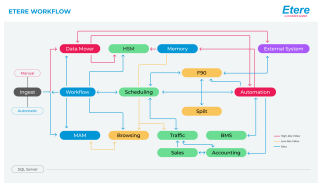
**Etere ETX**
Etere ETX is an IT-based video management system that combines cost-effectiveness with cutting-edge technologies. It is a complete channel-in-a-box that provides professional performance and full flexibility with its compatibility with all major essences and wrappers in the industry. Some of its integrated features include SDI output, insertion of overlays, closed captions, animated logos and crawlers on multiple layers of graphics. In addition, it supports fast streaming of content to popular media servers including Youtube, Wowza and Adobe Media Server using RTMP & RTSP protocols.

UltimaTV




Media Asset Management

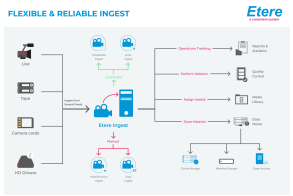
**Etere MAM**
UltimaTV is equipped with Etere's comprehensive enterprise-class Media Asset Management solution for a flexible, modular and effective management of their digital assets. Etere MAM is an end-to-end software solution designed to fully optimize the value of media assets through a centralized management of digital content and associated metadata. Its effective implementation both increases operational efficiency and maximizes the return on investment of digital media. Etere MAM simplifies the process of content management by streamlining the digital workflow, bringing media to the market faster and in multiple formats while ensuring exceptional and frame accurate content.




Etere Workflow

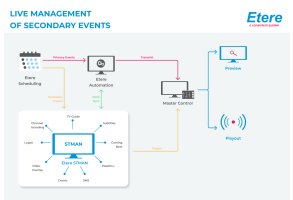
**Etere Executive Scheduling**
Etere Executive Editor's multifunctional and user-friendly interface allows UltimaTV to create and plan frame accurate schedules for main and secondary events, including last minute edits and scheduling just before broadcast.

**Etere Workflow**
Etere Workflow is a powerful tool that redefines the broadcasting processes of media enterprises. With Etere's integration, UltimaTV is empowered with an automated and streamlined solution that equips operators with the tools to create or modify broadcasting procedures from a single platform. Etere Workflow is a fully scalable solution that is able to optimize the performance of the entire broadcast eco-system. Backed by a distributed and fault-resilient architecture, Etere systems supports mission-critical operations with a renowned reliability.




Etere Ingest

**Etere Resource Management**
Etere Resources Management allows the station to design optimized structures that is able to fully integrate video, process and resources effectively within a single framework. UltimaTV is also equipped with automatic workflow processing of media assets, tracking and real-time reporting, monitoring and assignment of resources.




Secondary Events Stman

**Etere Ingest**
With Etere Ingest, UltimaTV is able to capture SD/HD media in real-time from virtually any video source. More than just ingest, the multi-functional solution also allows the channel to conduct quality checks, manual and automatic capture. Designed to create an exceptional user experience, Etere Ingest also allows single-click ingest based on user defined profiles. With its cloud storage and statistical report feature, Etere Ingest allows operators to capture media from all common feeds into a cloud storage and apply it to any required workflows.

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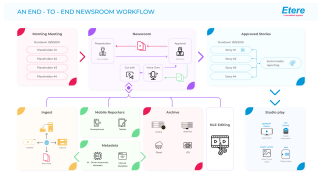
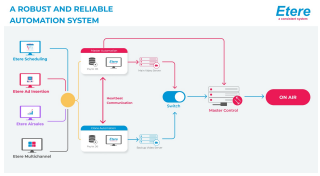
Etere
a consistent system

ETX




NRCS Newsroom Diagram




Etere Automation

**Etere Proxy Browsing** ,**Etere Player** and **Basic Transcoding**
Etere Proxy Browsing allows operators to perform ingest, edit, preview and playout with a productive digital newsroom. Combined with Etere Basic Transcoding and Hires player, UltimaTV is fully equipped to manage not only high performance transcoding and playback but also full resolution preview with quality checks.

**Etere Media Manager**
With Etere Media Manager, UltimaTV is fully equipped to streamline the process of ingest, indexing, storage and retrieval of digital assets. With capabilities including multi-device connection, system fault tolerance, libraries management, low-res video transcoding, proactive cache management, scheduling/MAM prefetch and newsroom integration, Etere Media Manager is a trusted solution for a highly effective digital content management solution.

**Etere Nunzio Newsroom**
UltimaTV is also equipped with Etere Nunzio, a fully empowered newsroom solution with NRCS capabilities to manage the entire tapeless workflow of a Newsroom environment. Etere Nunzio taps on Etere Media Management engine for transfers and to facilitate integration of multi-site systems.

**Etere Automation**
Etere Automation supports mission-critical operations with a powerful, reliable and modular broadcasting system that enhances broadcaster's potential in terms of functionalities and workflow design. Etere Automation is able to transmit streaming events according to the video server capabilities, and play in A/B switch mode and remote several devices among the large list of the supported ones, using network, serial, and GPI connections.

**Etere Automation Clone and Backup**
Etere Automation database-independent capabilities enables different levels of fault tolerance, allowing it to run on Backup Mode, Master/Clone Mode or Disaster Recovery Mode, thus ensuring a reliable performance at every stage of the workflow.

**Etere STMan**
Etere STMan is the application that provides broadcasters with a multi-layer and real-time management of secondary objects associated to scheduled events. Etere STMan allows on-air broadcast including complex graphics, with the extraction of data from Etere scheduling and Etere MAM.

In addition, UltimaTV is also equipped with Snell Audio/Video router driver, ClassX logo generator and CG/Titler driver as well as Etere NLE integration which allows easy access to Etere MAM from NLE stations for a quick and easy drag and drop of files to NLE timeline.

## About Ultima TV

ULTIMA TV

Ultima TV is a regional news channel in Sicily, Italy. It manages 2 channels, Channel 87 and 877, which broadcasts sports events, entertainment and local news reporting. Ultima TV disseminates local news through various platforms including web news and television.

http://www.ultimatv.it/

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## About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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