

## Alpha TV Network Selects Etere for the Management of 8 Channels

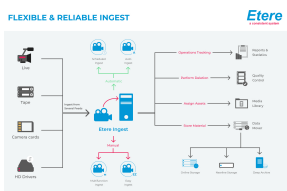
Arabic broadcasting network, Alpha TV Network has selected Etere solutions to drive the tapeless workflow of eight TV channels that it manages.



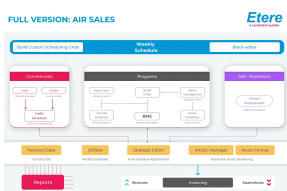
Alpha TV Network logo



Etere logo



Etere Ingest



ETERE AIRSALES KEY FEATURES

Alpha TV Network, an established Arabic network that manages a series of television channels has selected Etere for the complete management of its Traffic and Broadcast Management System. Etere tapeless workflows manage the delivery of media files to the station's transmission centre located in the Republic of Cyprus.

Etere solutions are highly integrative, enabling it to work seamlessly with the existing architecture of Alpha TV Network which already includes a playout system. Etere Media Enterprise Resource Planning (MERP) solutions goes beyond a structural approach. Etere offers a complete management of all resources in a company and the flexibility to integrate modular components according to the requirements. It is able to manage the complete end-to-end workflow of any media lifecycle. Designed to be a solution that is able to adapt to the dynamic requirements of a company, Etere is highly scalable and incorporates a forward-thinking framework to provide the best returns for its users.

Etere was appointed to drive eight Arabic channels managed by Alpha TV Network, including Al Yawm, Music Now, Fann, Al Safwa, Cinema 1, Cinema 2, Series HD and Series HD +2. Etere offers a complete end-to-end orchestration of the workflow:

### ■Etere Airsales

For an integrated software solution to manage the advertising lifecycle including commercials planning and invoicing, Alpha TV Network has selected Etere Airsales for a complete commercials planning and invoicing management. It features inventory management and real-time updates for a strategic management.

### ■Etere Broadcast Management System (BMS)

BMS supports a centralized management of licensing rights, rights management, program planning and scheduling to ensure the highest level of accuracy and operational efficiency across the entire broadcasting lifecycle.

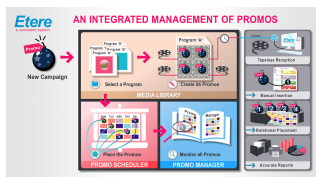
### ■Etere Executive Scheduling

Etere Executive Scheduling is a complete planning and scheduling system that manages the broadcast planning workflow and improves the efficiency of both short and long-term playlists. It empowers Alpha TV Network with the tools to strategize, collaborate and plan the placement of all types of content including programs, series, promos and commercials, even prior to the acquisition of content. It also provides operators with a clear view of all workflows, thus eliminating repetitive tasks and minimizing human errors.

### ■Etere Workflow

Etere Workflow provides a simple way to personalize, manage, modify and monitor all broadcasting procedures from a single console. It provides a real-time graphical view of all workflow processes to identify performance bottlenecks, task errors and inefficiencies quickly. It also provides Alpha TV Network with the freedom to create or modify broadcasting procedures easily without the assistance of external parties.

### ■Etere Resources Management



Integrated management  
of promos

Etere Resource Management is an all-inclusive framework of real-time monitoring and assignment of resources across all departments within Alpha TV Network. The multi-functional and reliable tool is capable of managing all resources including equipment, materials, systems and financial information with a single interface. It helps the TV network to improve efficiency and profitability with optimized structures.

#### ■Etere Database Management and User Rights

Etere Database Management enables a centralized configuration of all the system settings while Etere User Rights defines user permissions in a secure, reliable and efficient way.

#### ■Etere Media Manager

Etere Media Manager is a highly effective digital content management system that streamlines the process of ingest, indexing, storage and retrieval of digital assets.

#### ■Etere Ingest

Etere Ingest is a cost-effective, flexible and reliable platform that is capable of ingest for a wide range of file formats and it includes support for all major wrappers and software codecs.

#### ■Etere Tapeless Reception

Etere Tapeless Reception effectively manages the automatic transfer of any digital content, thus bridging the gaps in any tapeless workflow and enables the TV stations to bring media to the market faster. It also integrates seamlessly with NLE systems and other file-based sources within the station's archive.

#### ■Etere Proxy Browsing, Basic Transcoding, Hires Player

Etere Proxy Browsing allows operators to perform ingest, edits, preview, playout and archive with a productive digital newsroom. It can be integrated into existing Etere modules, any clip can be searched, browsed, selected and even edited with all related secondary events. Etere Hires Player provides a powerful browsing solution with all the features needed for media playback and browsing capabilities for a seamless experience. Etere Transcoder is an automated and reliable transcoder that is able to provide all major formats conversions needed in production, post-production, broadcast and distribution environments.

#### ■Etere SNMP Console

Etere SNMP console provides a centralized real-time system monitoring of all processes and devices in the system. It offers graphical warnings, acoustic alarms, email messages and even SMS notifications from a unified cockpit.

#### ■Etere Media Asset Management, MAM indexing with QC

Etere MAM streamlines the end-to-end digital content management workflow including the process of ingest, index, storage and retrieval of digital assets.

#### ■Etere Promo Placement

It is a robust tool for the complete management and monitoring of all promo activities including campaigns.

#### ■Etere CAL (Windows Client Licence)

Etere CAL licence is identified by computer not by username and multiple users can access the same PC without additional licences.

#### ■Etere F90 for the Import and Export

Etere F90 manages the automatic import and export process between different systems, frees up resources and ensures a high level of accuracy in the process.

Find out more about the advantages that Etere can bring to your company, chat with the Etere team at [info@etere.com](mailto:info@etere.com)

## 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 Media Enterprises 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.

**E-mail:** [info@etere.com](mailto:info@etere.com)



## About Alpha TV Network

Alpha TV Network manages a network of Arabic-language television channels which feature entertainment, infotainment, TV programs and talk shows with broadcast in Middle East countries, North Africa and the rest of the world. Its network of television channels includes:

### ☐ **Al Yawm**

Live daily talk shows, premium entertainment, exclusive Orbit productions

### ☐ **Music Now**

A channel offering a unique blend of regional music productions and programming offering concerts including Mahrajanat, Gulf singers, classic and tributes to the key regional artists

### ☐ **Fann**

A unique blend of musical entertainment showcasing viewers concerts and regional artists

### ☐ **Al Safwa**

Documentaries, Health & Knowledge Programs, exclusive orbit productions

### ☐ **Cinema 1**

Directly from the cinema screen to your home screen. An Arabic movie channel presenting a wide range of cinema premieres & contemporary films from all over the region

### ☐ **Cinema 2**

Cinema 2 is an Arabic movie channel that offers classic movies with uninterrupted and uncensored broadcast

### ☐ **Series HD**

Best Arabian drama & action series in HD format with 2 hours view back

### ☐ **Series HD +2**

Best Arabian drama & action series in HD format with 2 hours play back

<http://www.alfatv.com>

