Etere
a consistent system

In Broadcast: Etere Powers Lesotho TV

International industry news portal, In Broadcast, features "Etere Powers Lesotho TV", for the full article, please view the attachment.
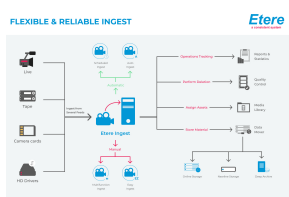
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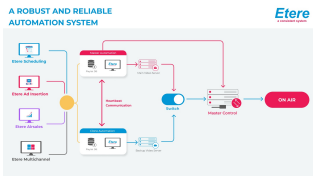Etere logo

InBroadcast

Logo of Etere ETX

Playout Server Workflow

Etere Player installation

Etere Automation Playout

14/06/2017

Etere has successfully implemented a framework of fully flexible and scalable **Etere Media Enterprise Resource Planning (MERP)** solutions to manage the playout of Lesotho Television (LTV). LTV is the National broadcaster of Lesotho. It broadcasts 24/7 transmission of news, sports and cultural programs nationwide as well as to parts of South Africa.

LTV is equipped with the fully digital **Etere ETX** for its ingest and playout. The flexible design of ETX enables a high-performance digital media solution that includes capture/playout servers, NLE systems, graphics/production servers, automation and master control units. 4K-ready ETX is one of the most advanced, flexible and cost-efficient channel-in-a-box systems in the market, able to perform IP in and IP out, with multiple frame rates and independent IP out services. ETX interfaces seamlessly with the Matrox server and the Matrix Switch Corporation (MSC) AV router on-site.

The inclusion of **Etere Ingest** enables ingest from all feeds, including capture in real-time SD/HD media from virtually any video source, broadcast stream, FTP and IP stream. With its robust performance, LTV operators are able to to capture media directly into a cloud storage and apply it to any required workflow. Etere Ingest also facilitates automatic checks for file, duration and timecode issues, combining a host of powerful capabilities in a cost-effective software-based solution that integrates seamlessly into the MERP architecture.

The LTV workflow includes **Etere Executive Scheduling** which empowers LTV with the tools for a strategic management of its planned broadcast schedule. It incorporates an integrated framework of licensed content, contractual commercials, imported materials and regional ad insertions in a single platform. Additionally, it provides LTV with embedded reports, statistical analysis and cost tracking for a clear view of operational and business metrics.

To preview media files, LTV is equipped with **Etere Broadcast Quality Player**, a 4K-ready, professional player that is capable of preview, monitor and playback of media files. It features dual-monitor capabilities for both video and audio with full resolution preview and monitoring. LTV's operators are able to monitor the audio/video stream after an ingest operation or just before an on-air transmission. It also comes with support for multi-language closed captions & audio tracks. The solution provides advantages including embedded real-time quality control information to ensure optimal quality of the files.

The playout architecture is supported by **Etere Automation** which incorporates real-time device control and **Media Asset Management (MAM)** in a single product for a simplified management of playlists. Etere Automation connects to MAM database, incorporating an integrated environment that enables the easy retrieval of assets. It also runs independently from Microsoft SQL server, allowing different levels of fault tolerance, including Backup Mode, Master/Clone Mode and Disaster Recovery Mode.

The system is powered by the highly flexible **Etere Client Access Licence (CAL)** licence which features identification by computer not by username and multiple users can access the same PC without additional licences. LTV's installation also interfaces Etere MTX Driver, Etere VTR Driver and Etere Audio/Video Router.

Published: 14 Jun 2017. Please view attachment for the full article.

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.