

## Etere Enables Tapeless Workflow at Alpha

Pro Audio central features Etere enables tapeless workflow at Alpha. For the full report, please view the attachment.



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Alpha TV Network Logo

CYPRUS: Alpha TV Network has installed a number of Etere solutions to drive the workflow of eight television channels. These systems facilitate a tapeless workflow and handle the Arabic broadcaster's traffic and broadcast management system, as well as the delivery of media files to the transmission site.

Etere Media Enterprise Resource Planning (MERP) solutions have been integrated with the network's existing architecture, which includes an existing playout system. Other Etere systems integrated include Airsales, BMS, Executive Scheduling and Resources Management. This builds a complete, end-to-end workflow for the eight channels, including: Al Yawm, Music Now, Fann, Al Safwa, Cinema 1, Cinema 2, Series HD and Series HD +2.

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