Etere
a consistent system

Etere Empowers Shoptime with VANC Support to Drive Revenue

Brazilian shopping channel, Shoptime has selected Etere to manage its channel automation. With Etere's advanced VANC support, it is well-equipped to drive sales revenue and meet all production demands.

Shoptime Logo

Etere logo

Brasvideo

TV Automation Workflow

Shoptime, a home shopping TV network in Brazil has selected Etere to manage its complete channel automation. Etere empowers the TV station with enhanced support of VANC to optimize operational efficiency and increase sales revenue with the ready availability of business intelligence data. Shoptime retails a wide variety of merchandises via its home shopping network. To effectively manage its extensive data and fast pace of content delivery, Etere has equipped Shoptime with enhanced import features that are perfectly aligned with the business objectives of the channel, paving the way for a more streamlined data management with the added advantages of faster performance and reliable automation.

Typically during live broadcast, the automation will be in live mode and there is no data tracking. However, Etere is able to bridge the gap with its customizable VANC and advanced reporting features. Even during live broadcast, Etere Workflow is capable of reading the VANC and it automatically saves a copy in the database.

With the help of Etere software, the TV network is equipped with business intelligence reports with statistics that facilitates strategic decision-making. These include the number of times an asset went on-air in reference to any particular program. Etere enables Shoptime to save time and resources. Operators are able to retrieve and view any data instantly with a query search. They are also able to record all codes needed to manage the video to be aired, including live videos.

During Import
Users are able to extract VANC information from Etere Memory to create a record of the on-air schedule and on-air live events. Etere Memory extracts the VANC containing asset codes and the programs to be stored in the database to support a 24hr broadcast schedule which includes 8 to 10 hours of live programs and replays.
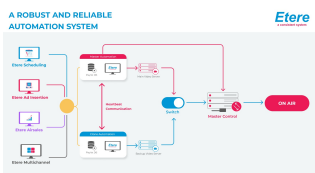
During Live
Etere integrates seamlessly with the graphics system of Shoptime. Etere database automatically returns the information to be published on the graphics when a query is submitted. The information in the VANC will be published while the program is on-air. Etere Memory is capable of recording the materials to be played back in off-air operations. The VANC will also be automatically recorded for future reference.
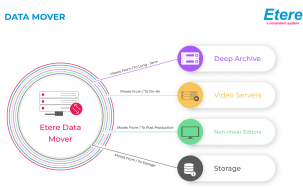
Etere Media Enterprise Resource Planning (MERP) framework of software manages the end-to-end workflow of Shoptime including:

Etere ETX provides Shoptime with one of the most advanced channel-in-a-box systems on the market with with full IP in and out capabilities. It supports multiple resolutions, platforms and formats including HD, SD and 4K. Etere ETX supports SDI outputs, multiple layers of 2D and 3D graphics, H.265 encoding, DVB stream and the Microsoft ReFS file system. It is capable of managing multiple ingest and playout channels as well as different video codecs between channels.

Etere Automation provides Shoptime with a fully automated playout system that features a powerful mix of real-time device control and Media Asset Management in an integrated interface. It is capable of transmitting streaming events according to videoserver capabilities, play in A/B switch mode and remote several devices
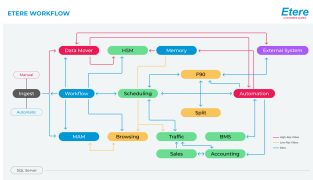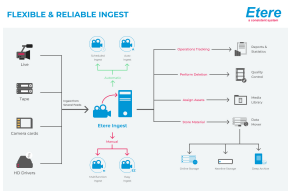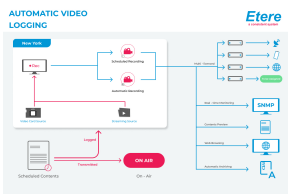
Data mover scheme

ETX Logo

Etere Workflow diagram 1

Etere Ingest diagram

Etere Memory diagram

using network, serial or GPI connections. With its highly scalable, flexible and reliable architecture, Etere Automation provides an integrated environment with Etere Executive Scheduling for a real-time content delivery. Live recordings, both manually triggered and pre-scheduled are also supported.

Etere Media Manager is a workflow-based application that provides Shoptime with the software tools to manage the transfers of files from one level to another based entirely on workflow rules. It is based on media management actions defined in Etere Workflow and it can be customized according to files type, broadcast schedule, target device and scheduled status. Etere Media Manager is also integrated with Etere Transcoder to provide encoding and decoding between media formats, to change video resolutions, to convert bit rates, to playback over devices or to generate proxy files such as wmv and mov.

Etere F90 completes the paperless system with a software platform that automates a fully digital data exchange between two systems. With the integration, Shoptime is equipped with an automation software for the import and export of data.

Etere Ingest provides Shoptime with a flexible and reliable playout server that is capable of fulfilling all ingestion requirements including manual, scheduled and automatic ingest based on user-defined workflows. With Etere ingest, users are able to capture SD/HD in real-time from any video source, broadcast stream, FTP or IP stream into a cloud storage and apply it to any workflow.

Operators extracts VANC information in **Etere Memory** to create a record of the one-air schedule and on-air live events. Etere is also able to record the VANC and the materials to play back in off-air operations. this provides many advantages including statistical report that provides business intelligence insights, even for live programming. Etere also provides users with the full flexibility to divide programs into segments and playback the recorded material in segments.

Etere Scheduling is a complete broadcast scheduling software that facilitates strategic scheduling with leading-edge features including segmentation and preparation of the schedule grid in advance, placement of programs, series, promos and commercials prior to the acquisition of content. With Etere solutions, Shoptime operators are equipped with the most efficient tools to manage licensed content, contractual commercials, missing materials, imported material and regional ad insertions.

Etere STMan is a software application that supports a multi-layer and real-time management of secondary objects associated with scheduled events. It serves as graphics controller for automation playout and features the capability to control multiple graphics including logos, crawls, subtitle and channel branding for a single primary event.

For more information on Etere software solutions, please write to **info@etere.com**

scheduling integration

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. **E-mail: info@etere.com**

About Brasvideo

Brasvideo is a 100% Brazilian company, formed by professionals established in the market and recognized for its competence and professionalism. Brasvideo represents the best brands for planning, consulting, projects, sales, facilities and technical support. **www.brasvideo.com**

About Shoptime

Shoptime is a Brazilian home shopping channel that is based in Rio de Janeiro, Brazil. It was founded in 1995. Shoptime sells products including furniture, computers and electronics through the broadcast of live demonstrations and product recommendations. **Shoptime.com.br**