

## ABS-CBN Prepares for the Future with Etere

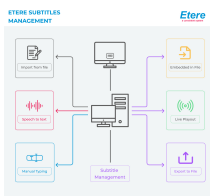
ABS-CBN breaks away from traditions and chose a more efficient way of working with its implementation of Etere Closed Caption Software, the most advanced subtitling software on the market.



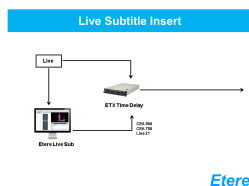
Etere logo



ABS CBN



Subtitling with Closed Captions



Etere

Workflow of Live Subtitle Insert

Philippines's leading media company, ABS-CBN has been a long-time customer of Etere and it continues to renew its vote of confidence in Etere software solutions. More recently, ABS-CBN has selected the Etere Subtitling and Closed Caption Software to manage its closed captioning requirements.

Etere Subtitling and Closed Caption Software provides a fully digital platform for the creation, management, burning, playout and conversion of subtitles including live captions, open captions and closed captions. It is an integrative and powerful system that empowers broadcasters to be highly agile and flexible with the ability to edit captions even seconds before it goes on-air. Its real-time preview capabilities allow more than 300 ABS-CBN employees to preview captions in real-time at any stage of the workflow. The integration of Etere ETX time delay allows a delayed playback to be configured according to the dynamic requirements of the program while ensuring a highly reliable performance at the same time with subtitles that are always in sync with the video. Not only that, operators are able to manage voice-to-text commands, real-time streaming as well as process voice commands and transcriptions in multiple languages from call centres. It is also able to process pre-recorded audio using Google's machine learning technology.

ABS-CBN is also equipped with newsroom integration that supports Google speech-to-text technology for real-time captioning. Etere Subtitling and Closed Caption Software supports up to 120 languages and variants with its Google Cloud Speech-to-Text integration which allows operators to convert audio to closed caption text instantly, supporting live broadcast to an international audience. With Etere, a single but highly redundant Etere Closed Captions inserter is able to deliver to both analog and digital broadcasting platforms.

Etere supports a wide range of formats including DVB and ARIB subtitling, CEA 608 and 708 closed captioning. With its full flexibility to import and export in all major formats, Etere Subtitling and Closed Captioning software is one of the most powerful subtitling systems in the market that prepares ABS-CBN for the needs of the future.

To learn more about the benefits of Etere software, please write to [info@etere.com](mailto:info@etere.com)

## 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. Etere headquarters is in Singapore and it has a worldwide 24/7 support.

[info@etere.com](mailto:info@etere.com)

## About ABS-CBN

ABS-CBN Corporation is the Philippines' leading media and entertainment organization. Primarily involved in television and radio, the Company has since expanded and now owns the leading cinema and music production/distribution outfits in the country and operates the largest cable TV service provider as well.

