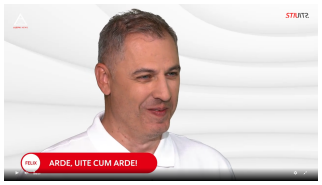
**12/11/2020** Press

# Aleph Media Selects Etere Nunzio Newsroom for over 150 journalists

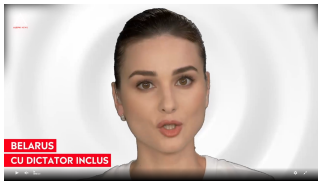
Romanian media enterprise, Aleph Media, selects Etere to revolutionize its end-to-end newsroom workflow. Etere Ecosystem enables a new integrated  and more efficient way of working for over 150 journalists.

Etere logo

Aleph News




Aleph Media News




Aleph Media News

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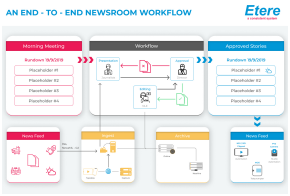
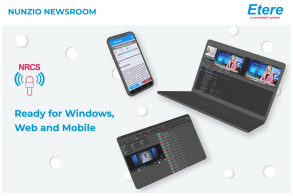
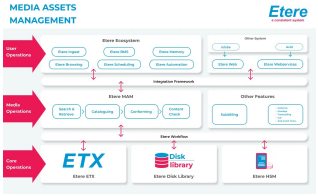



Nunzio flowchart

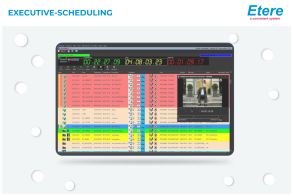



Integrated Nunzio Newsroom




Media Asset Management diagram

ETX and Multiviewer




Executive Scheduling

Over 150 journalists at Romanian TV enterprise, Aleph Media, enjoy a more efficient way of working with **Etere Ecosystem**'s integrated framework of software solutions including **media asset management, resource management, ingestion, logging and newsroom**. With Etere Ecosystem in place, the station is equipped with a reliable, highly efficient and professional news broadcasting system that is capable of managing Aleph Media's dynamic and fast-moving workflows. Etere enhances collaboration and information exchanges between multiple departments in the media enterprise and improves the control and accuracy of workflows.

The setup features **Etere Nunzio Newsroom**, an integrative newsroom software that manages the complete workflow from the planning of stories to the playout. Nunzio features real-time updates, coordinated multi-media planning and collaboration across all production units. From delivery to editing, Nunzio streamlines the newsroom workflow by managing content and metadata effectively, allowing easy access to content, selection of shots and assembly of stories. With real-time updates on **EtereWeb** and the **Nunzio Newsroom mobile app**, journalists at Aleph Media enjoy the flexibility to plan stories, search for media assets, set appointments and tasks, approve news stories and manage workflows even while on the move. Etere Nunzio takes your news stories beyond the newsroom and adapts to the evolving ways the audience consumes information. It provides a complete solution that allows journalists to publish to multiple platforms including E-paper, website, Facebook, LinkedIn, Twitter and Youtube.

Nunzio includes **Etere Media Asset Management** that provides Aleph Media with a perfect orchestration and complete control of the entire media lifecycle. Its active-directory integrative user rights model enables each user and user group to have unique rights according to department and functions. The software solution manages the end-to-end stages of ingest, transcoding, content retrieval, metadata association, **resource management** and asset distribution. With its automated transfers, copy and **Media Manager** features, Etere MAM streamlines the workflow for a more effective performance and higher cost-efficiency. Not only that, with **Etere T-Workflow**, Aleph Media is able to design workflows, define broadcasting rules and have the system integrate perfectly into their production environment.

Etere ensures the accuracy of data imported and exported through the system with **Etere F90** that facilitates a fully automated and paperless information exchange between systems. Its auto-update engine consistently analyses playlists changes and uploads approved updates automatically. Etere system enables the TV station to automate processes and ensure accuracy even when dealing with a large volume of data exchanges. Moreover, **Etere SNMP Console** helps the TV operators at Alpeh Media to monitor and optimises all processes and devices from a single software interface in real-time. The software helps operators to be notified of potential problems immediately and to perform diagnostic tests that keep the system running seamlessly at all times.

Newsroom journalists are able to perform edits from the integrated **video editor** including creation of animated titles, effects and audio. Additionally, Nunzio Newsroom also integrates seamlessly with the **Etere Plugin for Adobe Premiere Pro**. This allows Aleph Media to have a full integration between Etere database and Etere Adobe Premiere Pro without switching between appliations.

The system also includes **Etere Memory**, a compliance logger that records and stores all transmitted media files in a low-res format to fulfill any compliance recording laws.

With the installation of Etere Ecosystem to manage its broadcasting workflows, Etere empowers Aleph Media a system that adapts to their business for the present and for the future as well. Etere Ecosystem redefines newsroom workflows to bring about a new level of efficiency and connectivity.

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## About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in your system. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights.
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