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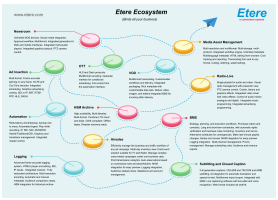
CNBC Indonesia Upgrades to Etere 30.3

CNBC Indonesia upgrades to Etere 30.3 to tap on the new innovations of Etere system. Etere invests in research and development to meet evolving challenges in the industry and to prepare its users for the future. CNBC Indonesia has been using Etere since 2018.

Etere logo

CNBC Indonesia



Etere Ecosystem

Channel in a box Etere ETX

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EtereWeb Multiplatform

CNBC Indonesia announced an update of its playout automation system to Etere 30.3, which brings about new levels of cost efficiency and agility. In today's media landscape, broadcasters embrace next-generation technologies to accommodate evolving media consumption preferences and technology advances. Etere invests in its research and development to provide all users on support contract with unlimited software updates and upgrades. Etere stands by its system to ensure continuous value with the inclusion of simple, fast and easy software updates up to 4 times a year. Furthermore, Etere ensures your system is always optimised to perform at its best with its exceptional 24/7 worldwide support.

Launched in 2018, CNBC Indonesia is owned by Trans Media in collaboration with Comcast's NBC Universal. The station selected **Etere ETX** and **Etere Master Control** to streamline the playout automation of its news programs. Etere empowers the TV station with a robust IT-based playout solution that improves its workflows and provides precise control of operations. With the flexible and scalable **Etere Ecosystem** which seamlessly connects all internal and external activities of a media company, operators are able to reduce manual task, produce more accurate results and deliver content to market faster.

Etere ETX is a complete Channel-in-a-Box software that provides all the features needed to bring a channel on-air. Integrated features include closed captions and subtitling, support for multi-resolution playout (4k/HD/SD), support for NDI, IP and SDI global standards, support for cloud and virtual machines, integrated IT-based master control for multi-channel playout and advanced graphics overlays of up to 8 layers. CNBC Indonesia uses Etere software to insert tickers showing breaking news and financial market updates. With the integrative advantages of Etere Ecosystem framework, information from multiple teams is delivered seamlessly across applications in real-time.

Not only that, ETX can be integrated with **Etere Master Control** to enable a multi-functional and integrated playout system that works on any standard Windows PC. In addition, Etere provides one of the fastest data transfers on the market with **Etere Data Mover**, the application that moves data to where it needs to be via customisable workflows. Etere provides CNBC Indonesia with a system that continuously delivers a reliable performance so that they can focus on creating great content and enhance content engagement.

Etere's unlimited software updates and upgrades for all users with a support contract ensures that your requirements will never outgrow your system. In addition, Etere's agile, scalable and flexible software architecture enables users to enhance operational efficiency and accommodate collaborative workflows across the entire enterprise.

Highlights of Etere 30.3 include
■ Modern new GUI for Etere Studio Player with enhanced features such as asset search panel and saved playlist panel
■ Preview of media files from the relationship tab in the media library
■ View prompter text and layout of story in asset metadata form in Etere Media Asset Management
■ Search by asset's physical start in media library
■ Edit flexi-metadata on new asset form
■ Put a news story on hold in rundown with a single button
■ Generate Service Access Log report in EtereWeb
■ New audio-mapping feature in Etere Executive Scheduling to insert breaks display with group spots, insert counter on break or insert display of cue events in addition to on-air event
■ Insert the language of .mov files as metadata in the asset form for tracks mapping and many more

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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. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. 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 any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. 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. **www.etere.com**

About CNBC

CNBC Indonesia is a television station and business news site in Indonesia that is affiliated with CNBC International. It was launched in February 2018. Beyond statistical data and numbers, many other interesting aspects of economic and business events are sometimes not conveyed. For this reason, CNBC Indonesia is present to deliver information, macroeconomics, capital markets, banking, other financial industries, commodities, manufacturing, international economics and politics, law and defense and security which affect national economic dynamics comprehensively. On the other hand, CNBC Indonesia realizes that the rapid development of information technology has formed groups of readers who have their own uniqueness. The baby boomers and millennials have different ways and interests in absorbing information. For this reason, they not only deliver this information through website channels, but also through social media with various platforms. Therefore, CNBC Indonesia wants to convey economic events to readers with many perspectives. The presentation method is also simple but strong, so that readers can easily understand the information through text, graphics, moving images and videos. **https://www.cnbcindonesia.com/**

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