# Telecapri is On-air with Etere for its Newsroom and 6 Channels

## Italian TV station, Telecapri, invests in Etere Ecosystem to modernise its newsroom and improve operational efficiencies across 6 channels.
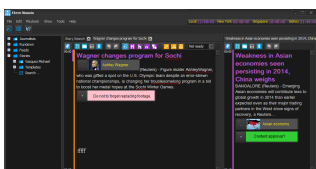


Telecapri logo



Nunzio flowchart



Integrated Nunzio Newsroom



Etere Nunzio Rundown

Telecapri, the leading local broadcaster in Southern Italy, has selected Etere to manage its end-to-end playout and newsroom workflows for 6 channels. Telecapri runs Etere Nunzio Newsroom in an advanced setup distributed between Naples and Capri in Italy.

After a series of evaluations, **Etere Ecosystem** was selected as an advanced replacement for the Si Media system that was previously in place at Telecapri. Etere was selected for its flexibility, ease of use and unrivalled integration of workflows to streamline multi-media planning and collaborations across multiple media production units. What sets Etere apart is its market-proven Ecosystem framework that connects the end-to-end broadcast and pre-planning workflows in real-time to enhance operational efficiencies and achieve significant cost savings across the entire organisation.
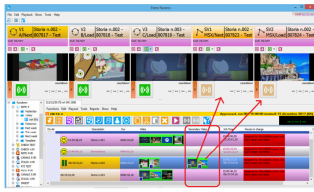
Telecapri needed a software solution that was able to integrate easily with its infrastructure and allow operators to deliver great content to market quickly and accurately. Etere closes the gap between multiple broadcast operations, production planning and post-production units at the TV station with the innovative Etere Ecosystem that connects the end-to-end production units in real-time with a centralised database, streamlined management console, efficient planning tools, and automated workflows.

**Design, evaluate and drive your newsroom workflows from wherever you are**
**Etere Nunzio Newsroom**'s feature-rich client, integrative web, mobile and PC platforms facilitates collaborative planning and makes it easy for news journalists to deliver news stories from any location conveniently, breaking down geographical boundaries and providing the maximum freedom to bring the newsroom to wherever the news is. This provides Telecapri with the flexibility to run its newsroom system for both Naples and Capri locations with a single system. Etere provides collaboration tools and feature-rich modules that enhances your newsroom capabilities without increasing your production budget.
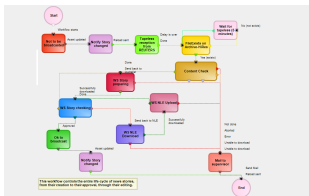
Etere Nunzio Newsroom is a flexible and scalable software solution that incorporates all the features needed to bring a story from conceptualization to on-air with only a few easy steps. Etere Ecosystem's integrative framework and centralised database ensure that news creators are empowered with the software tools needed to bring great content to audiences without unnecessary delays or complexity. Etere reduces manual tasks and enhances news production with advanced automated workflows and a user-friendly interface that makes it easy for different members of the news team to share content and collaborate in real-time.

Etere Nunzio Newsroom facilitates collaborative workflows and allows multiple users to work on the same scripts simultaneously. News editors are able to edit the script while another team, can prepare the production cues for the script at the same time in the same system. This results in faster delivery of breaking news to the audience. Furthermore, Nunzio features a story operations log that effectively tracks all versions of a story automatically, reducing manual tasks and improving the accuracy of news content at every stage of the operation.
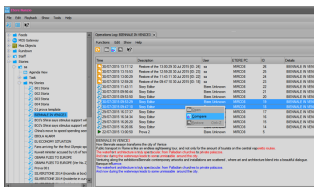
Etere worked closely with Telecapri to customise the integration and to design workflow solutions that fit their requirements while providing opportunities to improve operation efficiencies. For example, Nunzio's story basket features a centralised dashboard with a quick and easy view of all news stories that require processing before being moved to the rundown for publishing. The panel also consolidates the pending tasks and statuses of a news story as well as the person-
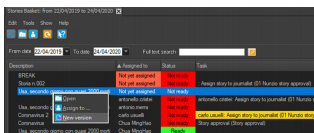
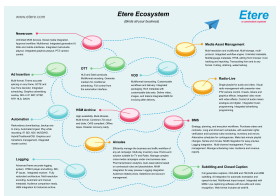Complex Stories with Multiple Secondary Video



Nunzio workflow



Nunzio Story Operations Log



Nunzio Story Basket



Etere Ecosystem

in-charge of the task. With its integrated real-time updates, news editors can monitor the progress of the news stories coming in, approve stories and assign tasks to user or user groups instantly.

Etere understands the importance of relevancy in news reporting and it supports the rapidly changing news delivery mediascape with an integrated and ever expanding social media features. With the ever-expanding audience on social media, Nunzio's integrative Linkedin, Twitter, Youtube and E-paper publishing features enable journalists and content creators to publish stories to digital platforms directly from Nunzio interface without switching between screens. From a single interface, Etere Nunzio Newsroom allows you to connect to your viewers on multiple platforms quickly.

Etere Nunzio features a complete lineup of reporting tools that facilitates the addition of stories, video and photos easily to the rundown. With a quick and easy drag-and-drop feature, journalists can create playlists of curated content in just a few minutes. The curated playlists can be inserted into on-air graphics, content management systems and other external systems instantly. For example, Etere Nunzio features a direct integration with NLE systems including Adobe Premiere. When a journalist inserts a placeholder for a video, a workflow begins. The workflow triggers a new asset creation and subsequently, a request to NLE to create the approval process or a tapeless reception request for someone to download the file is triggered.
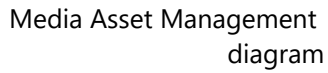
Furthermore, Etere Nunzio brings its flexibility to another level with a seamless management of complex stories with multiple videos. The integrative Etere Nunzio platform allows the automatic/manual playout of all videos and video elements. Operators can also play the individual video elements of complex stories individually. The software features multiple playback windows on a single platform, enabling the playback of multiple video elements without switching screens.

The Nunzio Newsroom software supports the latest version of MOS. With the integrated Etere MOS Gateway, newsroom systems can seamlessly integrate with the existing functions of Etere including ingest, media asset management, browsing, automation and as run log. It allows the fast searching of media stored on the media servers from the newsroom computer system and easy restoration of required media files automatically with automated and customisable workflows.

Switching to Etere Nunzio Newsroom has enabled Telecapri to enhance the quality of the news channel with the implementation of quick and easy workflow management. Etere provides the market-proven software tools that will create a positive impact on your business and daily workflows.

**MOS-compliant and seamless integration with Media Asset Management**
Etere Nunzio Newsroom is MOS compliant and allows the system to communicate with video servers, audio servers, still stores and character generators for broadcast production using a standard protocol. Additionally, it integrates seamlessly with **Etere Media Asset Management** to orchestrate the complete management of your media library including managing, storing, retrieving and re-purposing to get the best returns on your media assets. When a program is inserted in the schedule, the media information is automatically captured and linked with the media asset. Additionally, Etere Quality control runs automatic scans on video files to detect and mark any potential audio/video issues including freeze frames, black frames, scene changes and audio loss on the assets. Furthermore, it is also able to check all the main videofile codec and wrapper of any resolutions including 4K.

Media Asset Management diagram



EtereWeb

## 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 Telecapri

Telecapri is a leading generalist local broadcaster in Southern Italy founded in 1977 by brothers C ostantino and Claudio Federico. It has an independent program based mainly on classic and arthouse films, Neapolitan and Italian comedies, entertainment programs and cartoons. **www.telecapri.it**