15/4/2021 Press

Georgian Public Broadcasting is On-Air with Etere

Georgian Public Broadcasting (GPB) is on-air with Etere Ecosystem. Etere empowers Georgia's National broadcaster with a highly resilient automation and MAM for an enhanced system efficiency across the end-to-end workflows of its three channels.



Georgian Public Broadcaster



Georgian Public Broadcaster



Georgian Public Broadcaster



GPB

Georgian Public Broadcasting (GPB) is on-air with **Etere Ecosystem** for the management of its file-based operations across content planning, management and distribution workflows. Leveraging on over 30 years of professional experience, Etere provides GPB with a future-proof solution to streamline workflows, enhance efficiency and accelerate content delivery for its three channels. Etere Ecosystem incorporates all the software features needed to manage a complex multi-channel operation while at the same time, providing exceptional flexibility, reliability and cost-efficiency.

GPB serves as the National public broadcaster of Georgia. Besides content distribution in Georgia, GPB's TV programmes are also distributed via satellite and over the internet in a number of European and Asian countries. Following the installation of Etere, GPB is equipped with a scalable and modular solution that is able to adapt easily to the station's needs. With its integrative workflows and centralized database, Etere allows the team at GPB to manage **Playout Automation, Media Asset Management, Scheduling, Ingest and Resource Management** from a single interface. Not only that, Etere also designed for GPB a customized interface with the option to select either a Georgian language or English language GUI.

Media Asset Management (MAM)
At the heart of the system is Etere Media Asset Management module that orchestrates workflow tasks and streamlines the complete processes of ingestion, metadata indexing, transcoding, storage and retrieval of media assets for the distribution and re-purposing of content. It integrates seamlessly across all system processes and devices to provide a real-time control and visibility. Etere MAM is accessible on both the PC application and web interface.

Etere simplifies user authentication hierarchy across multiple job roles. It is perfectly integrative with Active Directory for a streamlined management of user rights. Each user can have a unique profile with different rights according to stations and functions. Not only that, users can also be grouped by common job roles.

From Etere MAM, users can design automated workflows to manage media processes with the T-Workflow designer tool. System administrators are able to design paths, zoom in, zoom out, restart workflow and modify the appearance of action blocks to accommodate dynamic requirements.

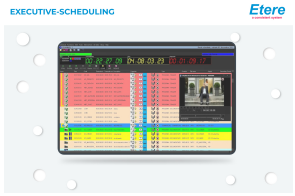
Etere Web lets you Drive your Workflows from Wherever you are
An indispensable tool in today's mediascape, Etere Web provides real-time content search, retrieval, browsing and content editing on the web. It allows you to drive your workflows from any location with an internet connection and on any smart device of choice. With all the main features of Etere integrated on the web, GPB operators are able to manage their media workflows even while on the move.

Etere Resource Management
Etere Resource Management is an all-in-one framework that provides GPB with an end-to-end management of the broadcast production process, it allows the allocation of technical and human resources to the various operations in an enterprise broadcast management, including a tight integration of tasks and appointments. Etere manages all broadcast related activities and helps media

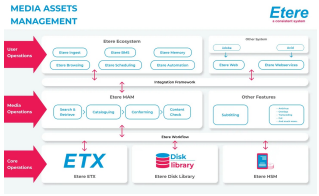
© Etere pte ltd All rights reserved



GPB



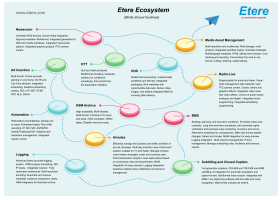
Executive Scheduling



Media Asset Management diagram



ETX and Multiviewer



Etere Ecosystem

companies to improve efficiency and profitability across departments.

As part of Etere Resource Management, Etere Agenda is a convenient and easy to use tool to manage tasks and appointments from a centralized repository. Its real-time updates ensure a seamless operation and effective resource management across multiple departments. In addition, it integrates seamlessly with Microsoft outlook calendar for an easy management.

With the integrated **Broadcast Quality Player**, operators are able to preview videos after running a quality control report, monitor and trim files directly after ingest, preview scheduled files before broadcast, check audio tracks and verify the aspect ratio of files, all without switching screens.

Furthermore, Etere is bundled with a fast-performing **Etere Quality Check** tool for video and audio. It is able to detect video freeze, black frame, out of phase audio, over peak audio and loudness control.

Etere Executive Scheduling
Etere Executive Scheduling is a complete scheduling and planning solution that brings new efficiencies and a seamless integration between media and its associated licensed content, contractual commercial, imported materials, advertising insertions, primary and secondary events. GPB leverages Etere user-friendly interface to plan their broadcasting schedules in advance, manage alternative schedules and manage amendments even just before going on-air. Not only that, with Etere Executive Scheduling, broadcasters can track audience viewership with customisable reports with the integrated reporting feature which features over 100 reports across 14 categories.

Channel-in-a-Box: Etere ETX
Another important element of GPB's media and broadcast system is its playout automation. To manage its playout needs, GPB invests in **Etere ETX** for a professional performance, smaller footprint and better cost-efficiency. Etere ETX is 4K-ready and integrates all the features you need to bring a station on-air including playout automation, master control, scheduling, file management, monitoring, multiviewer, subtitle management, CG and interactive graphics in a single software for a smaller footprint and lower Total Cost of Ownership (TCO).

Etere ETX is a complete solution on a single server that is able to playout, switch, fade dissolve, insert logos and perform CG functions. It is a versatile solution that is capable of video acquisitions, real-time compression and network transmissions with full support for different video codecs between channels.

Etere ETX integrates with **Etere Master Control**, a revolutionary solution that features all the functionalities of a master control device in a sleek touch-screen compatible interface that can also be installed on multiple clients.

Etere ETX also enables insertion of the full range of channel graphics including fixed logos, animated logos, L-shape squeezes, crawls and transition effects to enhance content. Graphics can be imported in any format and distributed to playout using **Etere Media Manager**. An all-in-one solution, **Etere Media Manager** manages the transfer, duplication, movement and delivery of digital content from one level to another based on configurable workflow rules. Not only that, a low-res copy is automatically generated for preview.

Downstream key (DSK) with Fill and Key,
ETX Integration with the ClassX Graphics system
Etere incorporated DSK fill and key to receive key signals from ClassX graphics. Designed for the insertion of high-quality key signals in the station's production and post-production facilities, the integration provides a complete set of features for the production of Picture-in-Picture (PIP) news tickers and graphics. Featuring an open system with high interoperability, Etere allows broadcasters to manage their end-to-end workflows with a single system.

Virtual Machines for SQL, Media Manager, Etere Web and Domain Controllers

© Etere pte ltd All rights reserved

Etere IP technology allows the use of virtual machines for any stage of the workflow, leading to savings of up to 50% in hardware and maintenance costs. For this project, GPB leverages on the cost-efficiency of virtual machines for the SQL database, Etere Media Manager, Etere Web. The virtual machines allow GPB to have an easy maintenance and enhanced redundancy. The virtual machines replication is scheduled to run automatically every 15 minutes, thus ensuring that the backup copy is always updated at all times.

Client Servers Ingest with Time Delay Instant Replay (TDIR)
TDIR enables the concurrent ingestion, playing and recording of files, taking operational efficiency to the next level. With TDIR enabled, GPB operators are able to incorporate time delay in the playout to perform quick edits to the media just before it goes on-air. This gives them the flexibility to add or remove segments of the media before broadcast.

Use of NDI for Preview with Etere ETX-M Multiviewer
Etere has been using Newtek NDI technology since 2014, paving the way for broadcasters to adopt an IP workflow without the need for new infrastructure or major changes in the system. Network Device Interface (NDI) is a royalty-free standard developed by NewTek that enables multiple video systems to identify and communicate with one another over IP as well as to encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real-time. At GPB, all the ingest and playout streams feature an NDI preview which can be viewed on the **Etere ETX-M Multiviewer**. Etere's game changing channel-in-a-box technology provides a modern, intuitive user experience. ETX integrates with ETX-M Multiviewer to provide live feeds and monitoring capabilities of up to 9 sources concurrently on a single screen. The sky is the limit with Etere ETX-M Multiviewer that allows unlimited SD, HD, and Ultra HD sources feeds. Furthermore, it is also integrated with automated loudness control that monitors and corrects transmission volume errors and prevents audio jumps over the threshold. With Etere ETX, multi-channel monitoring and management of GPB's 3 channels is easier than ever before.

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**

© Etere pte ltd All rights reserved

15/4/2021 Press

About Georgian Public Broadcasting

Georgian Public Broadcasting is the national public broadcaster of Georgia. It started broadcasting radio in 1925, and Georgian TV started broadcasting in 1956. Today, 85% of the Georgian population receive the First Channel, and 55% receive the Second Channel. The station's TV programmes are also received by satellite and over the Internet in a number of European and Asian countries.

Please visit **1tv.ge** to find out more.

© Etere pte ltd All rights reserved