Etere
a consistent system

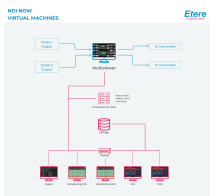# KlasikTV and DoxTV Moves to MondoTV NDI Playout with Etere BMS for Scheduling

KlasikTV and DoxTV leverage on the benefits of Etere NDI solution to reduce infrastructure costs and enhance performance with a seamless centralized solution.
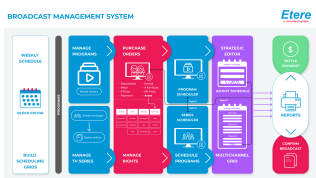
KlasikTV and DoxTV

NewTek NDI
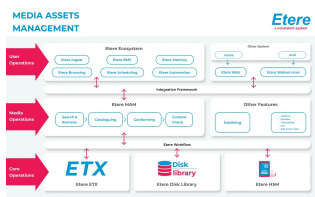
Virtual Machines IP Playout

Broadcast Management System

Klasik and DoxTV boost scheduling and playout efficiencies with **Etere Ecosystem**'s integrated software solutions to transform operational efficiencies. DoxTV is an IPTV channel specializing in documentaries. Klasik TV is a Croatian 24-hour film channel that broadcasts Yugoslav films. Both stations are managed by MondoTv in Belgrade, Serbia. This latest project marks another successful milestone in Etere's relationship with MondoTV, following a transformative deployment of Etere Ecosystem in January this year for the end-to-end management of 40 channels at MondoTV, the world's biggest NDI® broadcast facility. Etere provides the software tools to streamline technical complexities so that you can focus on core business priorities.

After a series of evaluations by Klasik and DoxTV, Etere was selected for its market leading software innovations and future-proof concept. Central to the project is the integrated **Etere NDI Playout** system based on **Newtek's Network Device Interface (NDI)**, an open standard for live production IP workflows over Ethernet networks. NDI allows multiple video systems to identify and communicate with one another over IP, to encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real-time. Its streamlined setup empowers the stations to manage complex workflows with fewer hardware requirements and manual inventions. Furthermore, Etere NDI playout solution enables a lower total cost of ownership as it requires only standard Gigabit cables and standard IT components. Klasik and DoxTV selected Etere based on several benefits it brings including its ability to integrate easily with NDI to create a seamless IP workflow. Etere Ecosystem allows the broadcaster to have a single system to manage the end-to-end playout and scheduling workflows. It is completely scalable to future requirements. Furthermore, Etere incorporates regular and free updates for all users on a support contract, future-proofing the system against technological evolutions.
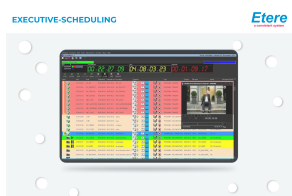
Benefits of Etere NDI Playout
■With compression that is virtually lossless, Newtek NDI® has a signal quality that is virtually identical to baseband SDI
■Ready for virtual machines that makes it easy to scale and allows more than 50% in hardware and maintenance costs
■Cloud-ready
■Connects to your Etere Ecosystem to allow you to manage any type of playout including live playout over IP
■Integrative with Etere Multiviewer which allows you to manage unlimited sources and run up to 30 sources simultaneously
■Inexpensive and low total cost of ownership with only standard IT components needed
■Easy as it requires only standard Gigabit cables
■Flexible and easy to manage: With a latency rate of one field or less, only a single frame is required to encode and transmit videos across the entire network
■Supports Unicast and Multicast User Datagram Protocol (UDP), with Forward Error Correction (FEC) along with unicast TCP
■Ready for VM and Cloud
■Open to the future, it manage SD/HD/4K signals without any changes
■Redundant with the use of standard IP adapters
■Low latency rate of one field or less, only a single frame is required to encode and transmit videos across the entire network
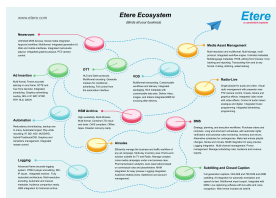
www.etere.com   19102021

Media Asset Management diagram

Etere Web Multiplatform

Executive Scheduling

Etere Ecosystem

Etere Ecosystem provides real-time updates from a centralized database that enables an easy connectivity between systems and devices across production and scheduling departments. Klasik and DoxTV are also equipped with **Etere Broadcast Management System (BMS)** which provides a centralized management of acquisition planning, licensing rights management, content inventory and utilization monitoring.

Etere BMS provides a full range of program planning tools across program acquisition planning, content utilization monitoring, licensing rights and inventory management modules. From the dashboard, users can manage and centralize all their content, associated metadata, broadcasting rights and contracts with visibility and speed. Etere BMS also brings about extensive integration possibilities with other Etere Ecosystem modules or third-party solutions, making it perfectly scalable to your future needs.

Etere BMS plays a important role in streamlining content rights utilization, payments and distribution for the two stations. With Etere BMS's seamless synchronizations, Klasik and DoxTV have maximum freedom to manage last minute changes in programming. Through the As-Run logs, operators have a clear record of the content and advertising inserts that are broadcasted.

Etere BMS integrates seamlessly with **Etere Media Asset Management** which enables content to be easily customized with flexi-metadata fields and for processes to be automated with customizable T-workflows. Users can organize content and create content segmentation to adjust them to the needs of their broadcast. Etere also features the reporting tool which enables business users to download operational insights data on demand. On top of that, the inclusive **Resource Management** module empowers broadcasters with a real-time agenda that tracks, logs and updates tasks/approvals/appointments across departments, making team collaborations easy even in remote working environments.

Another critical element in this project is **Etere Executive Scheduling**, the one-stop scheduling solution that enables strategic pre-planning of schedules and accurate synchronizations of last-minutes changes. With Etere, users can plan and schedule their TV programming on a daily, weekly or long-term basis. The integrated enterprise framework automatically synchronizes planned schedules with the associated licensed content, contractual commercials, imported material and regional ad insertions. Using virtual scheduling blocks that can be predefined, moved and populated with content in advance, broadcasters have maximum freedom to prepare the schedule grid in advance and optimize their scheduling strategy.

Klasik and DoxTV users have access to Etere's web and PC platforms for all core functionalities of the system, allowing them to take their workflows wherever they are, even while on the move. All features on **Etere Web** have been designed to make the operator's job easy and efficient with a mobile responsive design that is optimized for smart devices including tablets, laptops and mobile phones. All that is needed is a secured log in from any internet browser.

All in all, Etere helps operators at Klasik and DoxTV increase performance and improve management of their workflows through efficient use of inventory and resources, comprehensive business data insights and customizable automated tools.

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 DOXTV

DOX TV is an IPTV channel specializing in high-quality documentaries from all over the world, focusing on auteur films. DOXTv's specialty is reflected in showing films that first and foremost deal with people, from new and unexpected perspectives. The subjects we are choosing are at the same time fun, educative, but also provocative. Films on DOX TV always take the viewer a step further, so there you will also find films with controversial and taboo topics.

For more information, please visit **www.dox-tv.com**

About KlasikTV

Klasik TV is a Croatian 24-hour film channel that was launched by Televizija Classicum d.o.o. in 2010. The channel broadcasts Yugoslav films and is available in Croatia, Bosnia and Herzegovina, Montenegro, North Macedonia, Serbia and Slovenia.

For more information, please visit **www.klasiktv.com**