

## Al-Majlis Upgrade to ETERE 31.3 and to ETX

Al-Majlis, the official television channel of the National Assembly of the State of Kuwait, boosts playout and media management capabilities with ETERE 31.3.



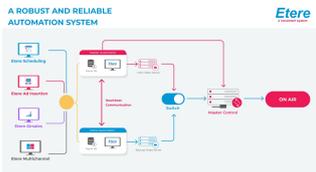
Al-Majlis TV Channel



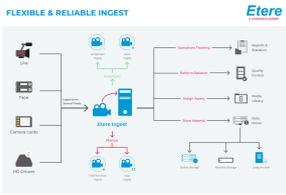
Etere ETX



ETERE MASTER CONTROL  
diagram



Etere Playout Automation  
diagram



Etere Ingest diagram



Executive Scheduling

The official television channel of National Assembly of the State of Kuwait, Al-Majlis, refreshed its system and upgraded to the market-proven Etere 31.3 and Etere ETX to incorporate the latest technologies that Etere offers. As a market leader in innovation, Etere consistently invests in its Research and Development to prepare users for the future.

Central to the design of the tech upgrade is **Etere ETX** with **Etere Master Control**. ETX is a software-based Channel-in-a-Box with full NDI, SDI and IP playout capabilities. The turn-key solution provides professional video technology with support for all major essences and wrappers in the broadcast industry. In addition, it is able to deliver 4K/HD/SD digital video, audio and graphics without the need for middle-ware or proprietary hardware. Etere ETX can be integrated with Etere Master Control to enable a multi-functioning software solution that works with any standard Windows PC. With ETX, you will need only one server to playout, switch, fade, dissolve, insert logos and perform CG functions.

The latest upgrade also includes **Etere Automation Clone and Backup**, a robust and powerful playout automation system which provides Al-Majlis with real-time device control and Media Asset Management in a single platform. Etere Automation database-independent capabilities enable different levels of fault tolerance, allowing it to run on Backup Mode, Master/Clone Mode and Disaster Recovery Mode.

For the ingestion of media files, Al-Majlis taps on **Etere Ingest** to manage both automated and manual ingestion and quality checks. Etere is able to capture SD/HD media in real-time from virtually any video source, broadcast stream, FTP and IP stream.

Al-Majlis also implemented the upgraded **Etere Executive Scheduling** for their strategic planning of programming of playlists. The feature-rich solution enables the segmentation and preparation of broadcast schedule grids in advance based on planned broadcast as well as the placement of programs, series, promos and commercials prior to the acquisition of content. Furthermore, **Etere STMan** manages the multi-layer and real-time secondary objects associated with scheduled events, including logos, crawls, subtitles and device commands. Operators can leverage on the centralized database to integrate data from **Etere Executive Scheduling** and **Media Asset Management** from the same interface. The user-friendly interface is designed to enable seamless and intuitive controls.

The TV station also taps on **Etere Media Management** to streamlines the process of ingest, indexing, storage and retrieval of digital assets. Its seamless integration with Etere Automation enables easy integration with several production systems and it optimizes performance with its fault-tolerant and load balanced architecture.

**Etere T-Workflow** provides the operational flexibility, control and visibility that Al-Majlis needed in its operations. Etere revolutionizes automated content delivery and integrations across the entire media enterprise through the design, customization and automation of workflow-defined processes. A workflow is composed by multiple steps, also known as workflow actions, representing sequentially interconnected actions configured to specific criteria. Workflow actions are used for performing some of the most important operations involved in the management of media content and files, for example, file quality checks, schedule check, media transfers, media transcoding. With the T-workflow design tool, operators can prepare, modify and personalize broadcasting procedures and rules with a simple graphical tool.

Etere's continuing relationship with Al-Majlis sets the path for the future of broadcast.

## 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](http://www.etere.com)

## About Al-Majlis

Al-Majlis is the official television channel of National Assembly of the State of Kuwait. It is operated by the state broadcaster Kuwait Television (KTV) which is managed by the administration of the Ministry of information. The channel was officially launched on October 2014.

