

EBC Upgrades to Etere 31 and Etere ETX

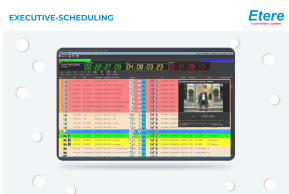
Brazilian public company, Empresa Brasil de Comunicação (EBC), upgrades to Etere 31 and expands content delivery capabilities with a move to Etere ETX, enabling a seamless exchange of metadata and media across EBC's 8 systems located in different cities.



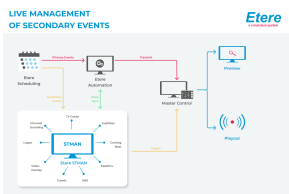
EBC



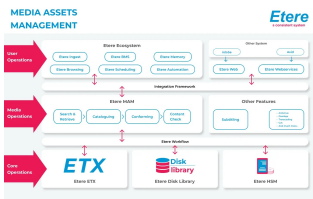
Channel in a box Etere
ETX



Executive Scheduling



STMan Diagram



Media Asset Management diagram

Etere and Empresa Brasil de Comunicação (EBC) extends their strategic partnership for the next 5 years to drive new revenue creation opportunities. EBC upgrades to Etere 31 and migrates its playout system to Etere ETX to tap on next-generation system architectures. EBC is a Brazilian public company that was launched in 2007 by the government of Brazil. Since 2013, EBC has been leveraging Etere Ecosystem's integrative framework to manage the playout automation of their channels. EBC selects Etere through its real-world demonstration of delivering exceptional scalability, flexibility and cost-efficiency through an innovative software framework that connects tailored workflows across the end-to-end system.

Etere 31 connects and enables a seamless exchange of metadata and media across EBC's 8 systems located in different cities. The systems can be controlled remotely to achieve a highly efficient and collaborative environment.

Etere delivers the fully software-defined playout solution, **Etere ETX**, to manage the playout of EBC, including main and secondary events across its systems. The software integrates all the playout features needed to bring a channel on air including ingest, 4K playout, closed caption/subtitling insertions, dynamic overlays, text over recorded/live videos, NDI, IP and SDI inputs/outputs in a single software. Etere ETX brings greater efficiencies with its easy deployments, operation and upgrades.

Additionally, the coordination between Etere ETX and **Etere Executive Scheduling** provides a seamless content delivery workflow. Etere Executive Scheduling delivers a full suite of features including schedule management capabilities, import/export of playlists and the management of last minute changes. Furthermore, the secondary objects associated to the scheduled events (such as logo, subtitles and more) are managed by **Etere STman** module. STMan provides a multi-layer and real-time management of secondary objects associated with scheduled events.

At the heart of the system, **Etere Media Asset Management** orchestrates business processes and workflows to ensure a complete integration across the media lifecycle. Etere MAM empowers broadcaster operators to optimize assets through a centralized management of digital content and associated metadata. **Etere T-Workflow** is an indispensable part of Etere MAM that empowers users with the most efficient software tools to design, automate and monitor workflows across the end-to-end media lifecycle. It is an essential part of Etere MAM and it taps on the SQL database to manage the flow of information across systems. Etere T-Workflow designer allows users to design their workflow on a user-friendly interface, run thousands of workflows concurrently and monitor them in real-time on a centralized dashboard. With its intuitive interface and centrally-managed workflows, Etere MAM simplifies and automates complex tasks across the media lifecycle.

As an industry innovator, Etere continues to invest in its R&D capabilities to roll-out software updates and upgrades to all users on an Etere support contract. Etere 31 users have access to new capabilities including the 64-bit data mover, new web GUI for configuration and monitoring and the new log system with enhanced centralized tracking.

EBC and Etere shares a common vision to deliver high-performance and multiformat capabilities across multiple channels and a wide range of productions. Etere's continuing relationship with EBC 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 customizable 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 Empresa Brasil de Comunicação (EBC)

Empresa Brasil de Comunicação (EBC) is a Brazilian public company, created in 2007 to manage the federal government's broadcast network, TV Brasil. EBC is responsible for the content and management of TV Brasil, TV Brasil Internacional, eight EBC radio stations (Rádio Nacional do Rio de Janeiro, Rádio Nacional AM de Brasília, Rádio Nacional FM de Brasília, Rádio Nacional da Amazônia, Rádio Nacional do Alto Solimões, Rádio MEC AM do Rio de Janeiro, Rádio MEC FM do Rio de Janeiro, e Rádio MEC AM de Brasília), the news agency Agência Brasil, audio news agency Radioagência Nacional and the EBC Portal. As part of the services provided by the holding, EBC is responsible for the government's official channel TV NBR, and the radio program A Voz do Brasil. EBC is a station that is constantly improving its programming, always focused on the interest of the citizen. www.ebc.com.br

