

## EBC Sao Paulo Upgrades its Playout Using ETX

Brazilian TV network, EBC, renews its trust in Etere and rebuilds a new playout after ten years. Etere provides the best support and value in the market, leading to long-lasting business relationships with many of its customers.



EBC

EBC extends its strong relationship with Etere, implementing a new playout system running on **Etere ETX**. The Brazilian broadcasting network has been collaborating with Etere since 2012. Etere software-centric architecture allows the broadcaster to quickly and easily scale its system to meet evolving business requirements.

The project provides EBC with the opportunity to enhance workflow management, content exchanges, and content playout with Etere for better business continuity with minimal manual intervention. With Etere ETX placed at the heart of the facility at Sao Paulo, EBC has the automation software tools and expertise to adapt more seamlessly to changing market demands.



ETX Logo

### Etere ETX - Channel Playout with Precision and Consistency

Etere ETX is a complete software-defined Channel-in-a-Box featuring all the capabilities needed to bring a channel live, including full IP/NDI/SDI (in and out) for multiple frame rates. Running as a software instance on commercial off-the-shelf (COTS) hardware, Etere ETX delivers an integrated playout, master control, closed captions, and graphics on a single interface. ETX runs on a centralized database for real-time updates.

ETX comes with playout features needed to bring a channel on-air, including cloud playout, ingest, automation, master control, and interactive graphics. It can manage NDI/SDI/IP output and multiple graphics insertions. Key features include,



Channel in a box Etere ETX

### Software-based Master Control Integration

Now you can manage multiple ingest and playout channels on a single interface. Etere ETX is integrative with Etere Master Control to enable a multi-functional 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.

### Virtualization and Cloud

Etere streamlines your workflow with integrated support for virtualization and the cloud. Etere provides a virtual environment for unlimited streams without the associated hardware costs.

### High-level Interoperability: Supports NDI/IP/SDI

Etere ETX's flexibility enables broadcasters to receive and playout live videos on SDI/NDI/IP streams. Etere supports a wide range of global standards such as Newtek NDI, SMPTE 2022, and 2110.

### Ultra-Fast Transfers Makes for an Efficient Operation

Etere Media Manager manages the distribution of content and media. The software application delivers the correct video to the designated location according to the pre-set time. Etere ETX video file transfer capability is one of the fastest in the market, enabling an extremely efficient operation.

### Client-Server Application with Redundancy

Etere ETX is a client-server application. Etere ETX servers are controlled remotely by multiple clients to offer the best redundancy and fault tolerance that keeps the system running in perfect tandem.

Etere playout automation's database-independent capabilities enable different



Etere ETX



Etere ETX



ETX and Multiviewer

levels of fault tolerance such as backup mode, master-clone mode, and disaster recovery mode. The distributed architecture provides full redundancy for the system.

### Supports Etere ETX\_M Multiviewer and Loudness Control for a Seamless Management of Multi-channels

Etere ETX is integrative with Etere ETX-M Multiviewer for seamless monitoring of unlimited video sources on a single display, including live feeds. The software supports unlimited SD, HD, and ultra HD source feeds. Users can also view the next event in real-time and make quick edits easily. Additionally, the Multiviewer features multiple clock displays to view different time zones.

ETX also features automated loudness control that monitors and corrects transmission volume errors and prevents audio jumps over the threshold. All that is needed is a simple PC configuration.

- Multiple graphic and WebGL graphic overlays
- Capture web pages as live multimedia sources
- 4K, HD, and SD with Up-and-Down conversion
- RTMP input and integrated time delay
- Serves as an RTMP sender or RTSP receiver
- Full IP support for both HD and SD videos supports NewTek NDI
- Supports multiple layers of graphics
- Fully compliant DVB (Digital Video Broadcasting) stream
- Supports Microsoft ReFS File System, cloud-ready
- The included graphics engine allows the overlay of static/animated logos and crawlers on eight layers
- Able to perform IP in and IP out, with multiple frame rates and independent IP out services
- Integrated IT-based master control with multi-channel ingest/playout
- Easy insertion of closed captions including CEA 608 and CEA 708 with ETX inserter
- Create live subtitling seamlessly with ETX inserter and time delay
- SDI output with support for selected cards (SDI or IP) such as Blackmagic, Matrox
- File formats include LXF, MOV, MXF, GXF, ASF, MPG-TS, MPG-PS, AVI, DV and MKV
- Video codecs include DVCPRO, MPG1, MPG2, MPG4, H.264, HEVC/ H.265, DNxHD, ProRes
- Audio codecs include AAC, MP2, MP3, Flac
- Minimum video duration 75 frames, can vary with format
- Graphics files include TGA, AVI, MOV, SWF, PNG, JPEG, GIF
- Picture-in-Picture (PIP) capabilities: Insert multiple overlays of live graphics and videos over a streaming video
- Supports 64-bits and microservices

## About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its portfolio of digital technologies and market-proven remote/on-site services such as 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 most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit **[www.etere.com](http://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](http://www.ebc.com.br)**

