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## ***ETERE PRESS RELEASE***

### ***ABS CBN: 4 Filipino channels on-air with Etere Automation***

Manila, December 4, 2003 - ABS-CBN Global Ltd, after making a decision to modernize their broadcast installation, has chosen ***ETERE Automation*** to manage their schedule and automation for the new installation.



The new studios are digitally imprinted which creation has been entrusted to ***Media Convergence Inc.***, Filipino Etere distributor.

Principal innovations regard the organization of archive, complete redundancy, managing schedules and commercials of 4 satellite channels: ***TFC Europe, TFC North America, TFC Middle East and Pinoy Central TV.***

The whole automation and scheduling system of 4 channels is controlled by ***ETERE Automation***, its sources of pride are both the fact of being a 100% software solution and of running on a simple PC.

There are 2 ETERE schedule levels to have the maximum flexibility when creating and managing the schedule:

- ***Presentation Editor:*** the real high-level multifunctional editor for the construction of sophisticated schedules
- ***Instant Editor:*** allows you to modify the schedule even a few seconds before the broadcast.

Thanks to ***ETERE's distributed architecture***, the system is completely configurable, error free and with Fault Tolerance/Fault Resilience.

***ETERE Automation*** is perfectly integrated with ***ETERE Traffic***, which revolutionized the way of programming and managing commercials on TV stations.

Commercials are not sold according to "time slots" but according to the programming. It is finally possible to sell commercials independently from time changes on schedule.

ETERE drives a BMC SeaChange videosever, 2 Sony Betacam VTRs used for the filing (that is, to record some clips from the tape inside the videosever).

All devices are commanded through the RS 422 interface.

The state-of-the-art technologies used for this system allow all the PCs to share the





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same resources even if they are controlled by RS422.

The serial port virtualization is included in the tools of ETERE automation; with this feature you don't need a RS422 router to share the devices.

*Victor Saragoza* said "with **ETERE System**, On-Air operations will be automated, greatly increasing reliability and play-back quality. Rapid addition of the DTH bundle will be accommodated with relatively simple addition of modular components and ETERE configuration that is expected to be more efficient than the current manual play-back system."

#### *About Etere*

*Born in 1980, Etere is a symbol of leadership, technology and dynamism, both in Italy and all over the world. ETERE provides the most powerful, flexible and highly reliable software solution. The Etere solution is a complete, easy-to-use solution that is ready to meet your entire automation, recording, archiving, scheduling, traffic and media asset management needs. Customer is the focus of all ETERE's new marketing, research and development choices. And the challenge goes further on: ETERE intends to anticipate market requirements, fostering new research and development of its software. Future is, for ETERE, uninterrupted effort to anticipate the times and to make real those solutions which, for others, are still future.*

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#### *About Media Convergence, Inc.*

*Media Convergence, Inc. specializes in delivering solutions for content creation, distribution and management. Key partners helping the company to provide great solution at extremely great price are as follows: SeaChange International, Etere Automation, Miranda, Ross and many more. For more information about the products and services Media Convergence, Inc. offers, please contact them at: Phone (+632-4264360), Fax (+632-4264350), or email: [info@mediaconvergence.com](mailto:info@mediaconvergence.com)*

#### *About ABS-CBN Global Ltd*

*ABS-CBN Global Ltd is a subsidiary of ABS-CBN Broadcasting Corporation, the Philippines' leading radio and television network. ABS-CBN Global spun off in June 2002 as a business entity to reach out to the Filipino market outside the Philippines. On-Air operation is located at ABS-CBN Broadcasting Corporation Technical Operations Centre in Manila.*

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