# Etere STMAN

Special Feature

Etere STMan

- Automatic Titling control
- SMS broadcast
- Channel Branding
- Sqeeze and voice-over
- Parental rating

Etere STMan
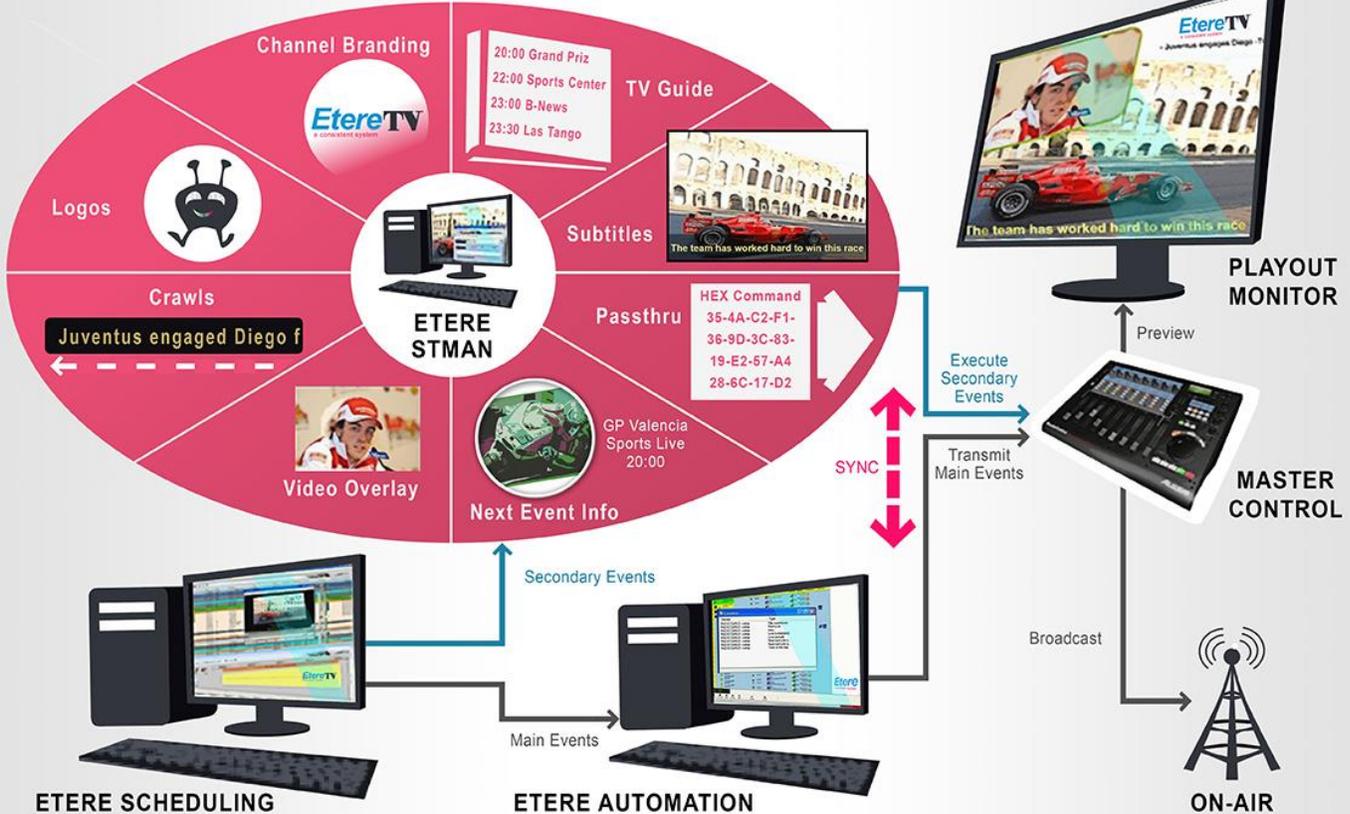
Special Features

Integrated Metadata

- Etere controls the movie titling retrieving data from the database
- Different templates can be used, according to the time of the day
- Special templates related to a program can be used as well
- Videoclips and titles are always taken as separate digital information
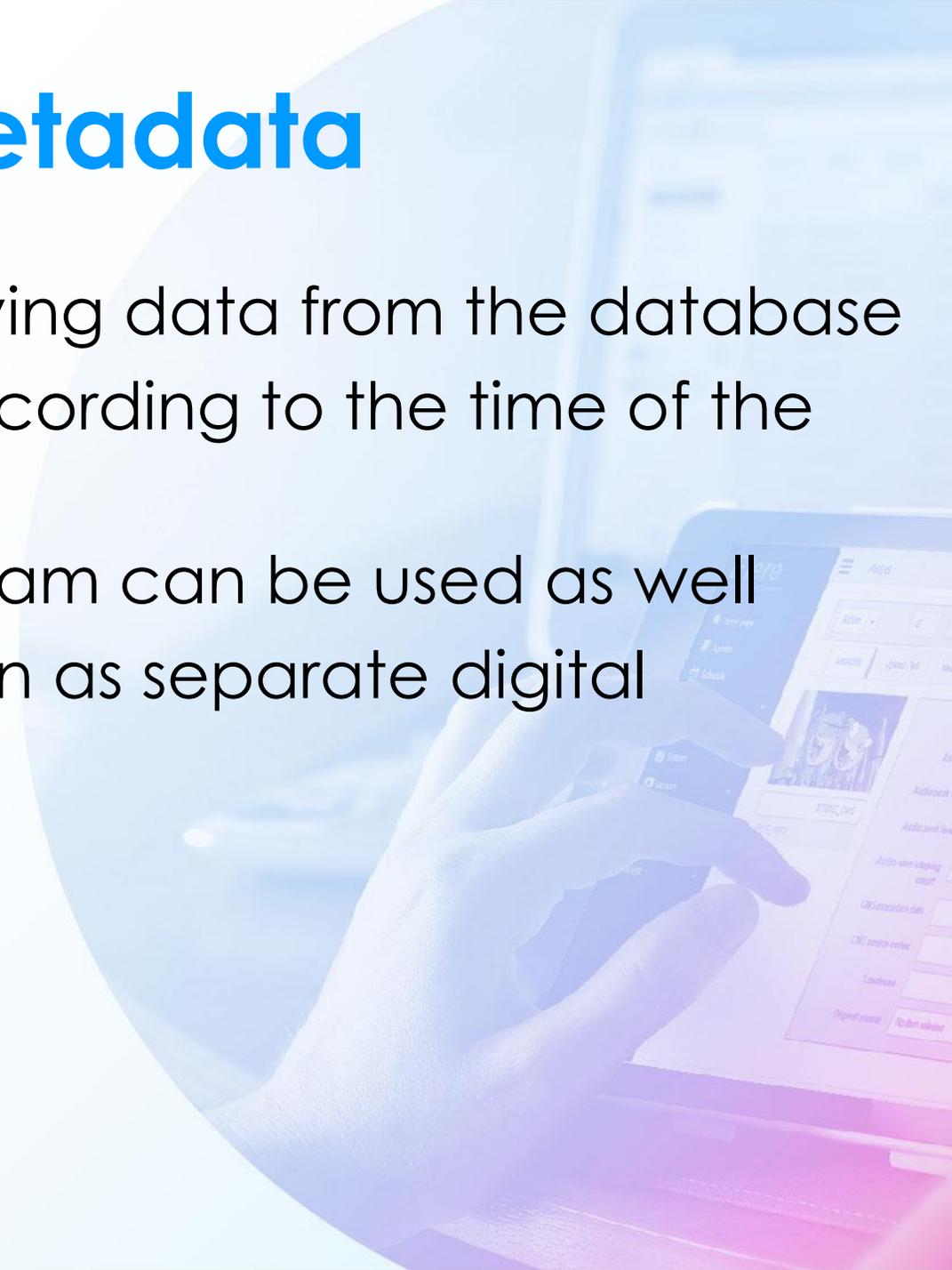
Asset Management for the Graphics

- Based on the category Etere can control and manage the grapics contents

- Etere datamover can move the graphics

- Etere tapeless can receive and manage graphics objects Based on the category, Etere can have a different set of metadata template (ex: 1 set for video and 1 set for graphics)

Video Asset Sample

Image Asset Sample

SMPTE customized metadata

Database

Titles – Sample 1

Titles – Sample 2
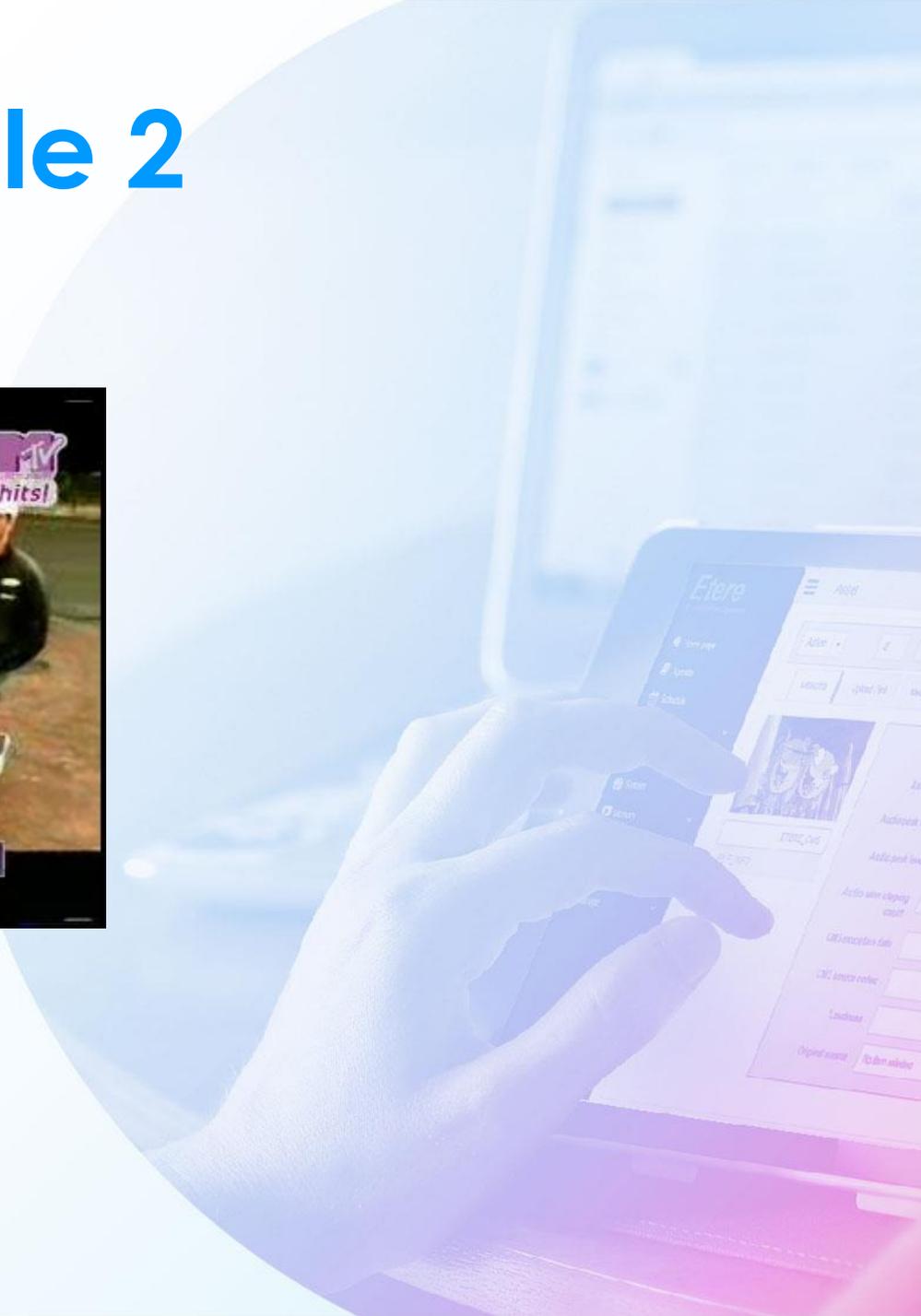
Secondary Events Timeline

SMS Broadcast

- The SMS broadcast is divided into 2 parts
- SMS messages during videoclip breaks
- SMS messages meanwhile the clip runs
- The video message arrive with a mpeg file played by a PC
- The txt message can contain also a picture.
- All the messages arrive as xml file through a Ftp site protected by a firewall
- Etere STMAN make the necessary computation to avoid the SMS broadcasting during the video is titled, so only one graphic device is required.

SMS Sample With Picture
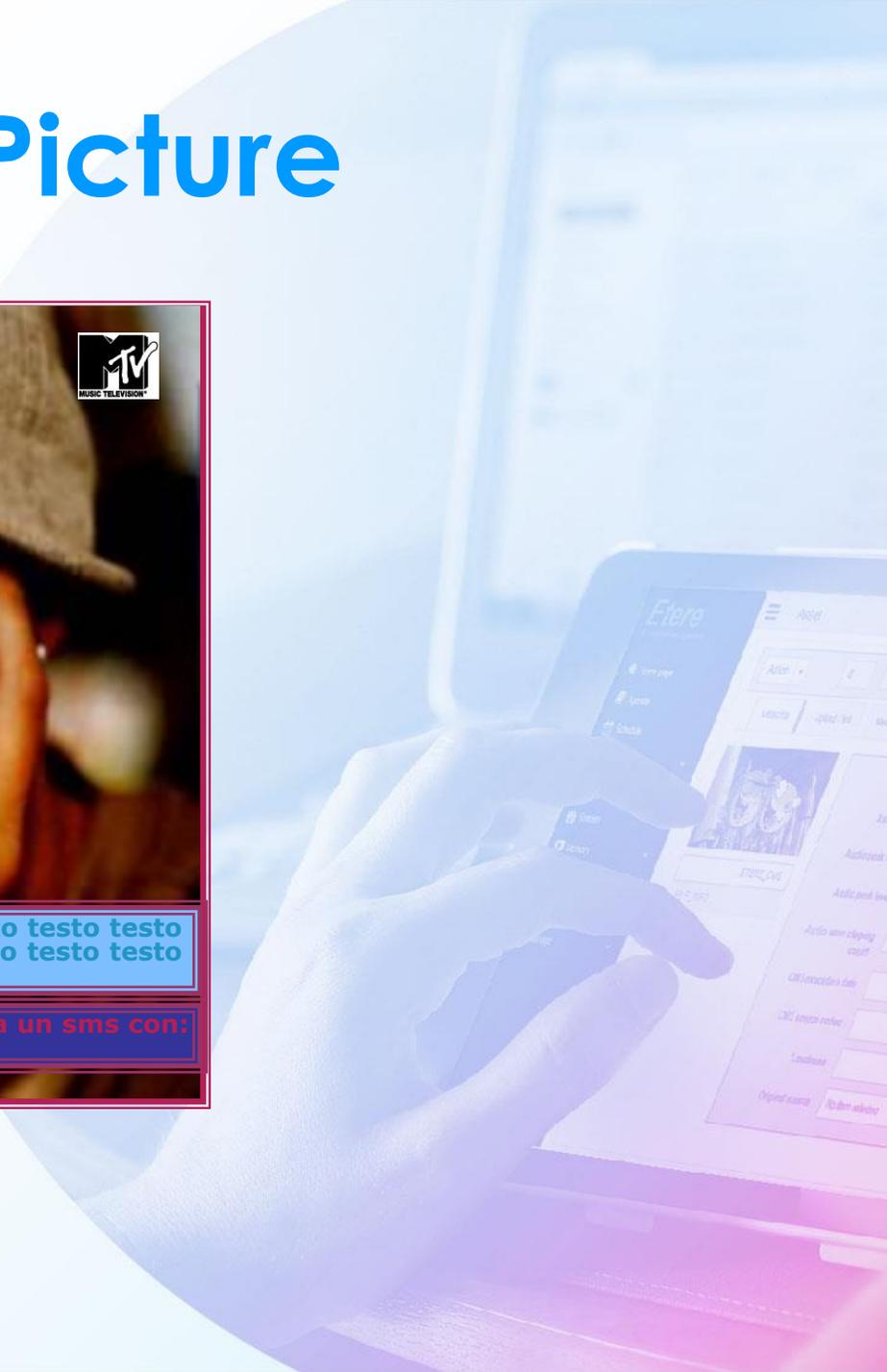
Nick: nickname

Testo testo

Invia i tuoi sms al 48468. Per iscriverti a TheClub manda un sms con: mc star.....

Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del Teletext.

Videomessage
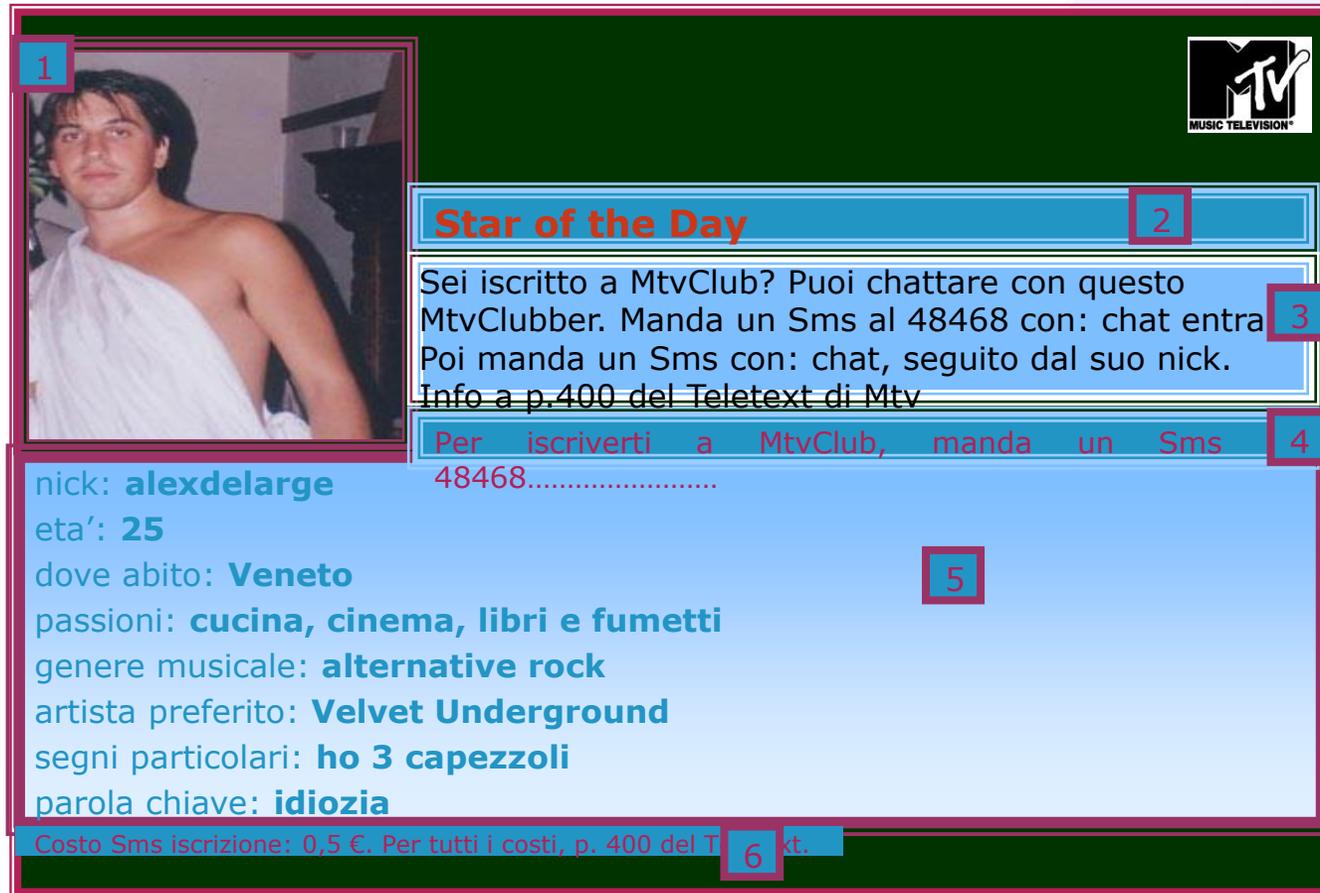
Star of the Day

Sei iscritto a MtvClub? Puoi chattare con questo MtvClubber. Manda un Sms al 48468 con: chat entra
Poi manda un Sms con: chat, seguito dal suo nick.
Info a p.400 del Teletext di Mtv

Per iscriverti a MtvClub, manda un Sms 48468…………………

nick: **alexdelarge**
eta': **25**
dove abito: **Veneto**
passioni: **cucina, cinema, libri e fumetti**
genere musicale: **alternative rock**
artista preferito: **Velvet Underground**
segni particolari: **ho 3 capezzoli**
parola chiave: **idiozia**

Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del Teletext.

Itinerant Command & Voice Over

IPM

DVE & Voice Over

Elevator Sponsorship

STMan can control a Third dedicated decoder for play a second clip in MXF

Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		09:38:31.00	DNE Clarity Itin...	00:00:10.00	00:01:30.00		Itinerant	ITN1	ITN1 - 1		P6091

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		10:00:23.00	Voice Over End...	00:00:15.00	00:00:18.00	^	DVE Next An...	Cut 007	DNE/R504231A - 18	TBA	

Bugs for Parental Rating

DNE INF1 24 BUG –
Additional graphic around the channel Bug.
In this example it's the yellow line on top of the Bug.

DNE INF1 24 OFF –
Command to remove INF1 24 BUG

Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		13:55:21.00	Programme Part	00:10:20.00			Unti E Bisunti ...	# 1 (8) Episode 8	EHD/936913B - 1	Yes	
		13:55:21.00	DNE INF1 24	00:00:01.00	00:00:00.00		Dmax 3.0 Sta...	DXIT YELLOW	DNE/R453629A - 1	TBA	
		14:05:41.00	Programme Part	00:13:38.00			Unti E Bisunti ...	# 2 (8) Episode 8	EHD/936913B - 2	Yes	
		14:19:19.00	DNE INF1 24 OFF		00:00:00.00	^					

Coming Next are Managed like a Primary Event

Menu   **PROMOTION**

Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		16:38:15.00	Menu	00:00:20.00			Dmax 3.0 Cla...	DXIT Clarity Menu Bed - ...	DNE/R449096A - 3	No	

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
			Promotion	00:00:45.00			Dmax River ...	DXIT From Thursday 31...	DNE/P224741A - 2	No	

STMan for Live Events

Graphics on Live

- During a live transmission, graphics are managed through a list of events (usually commercials)

- Listed events are manually triggered by user

- The order of the list can be modified

- All user actions (e.g. start) are recorded into an As-Run log, enriched with accurate timecodes
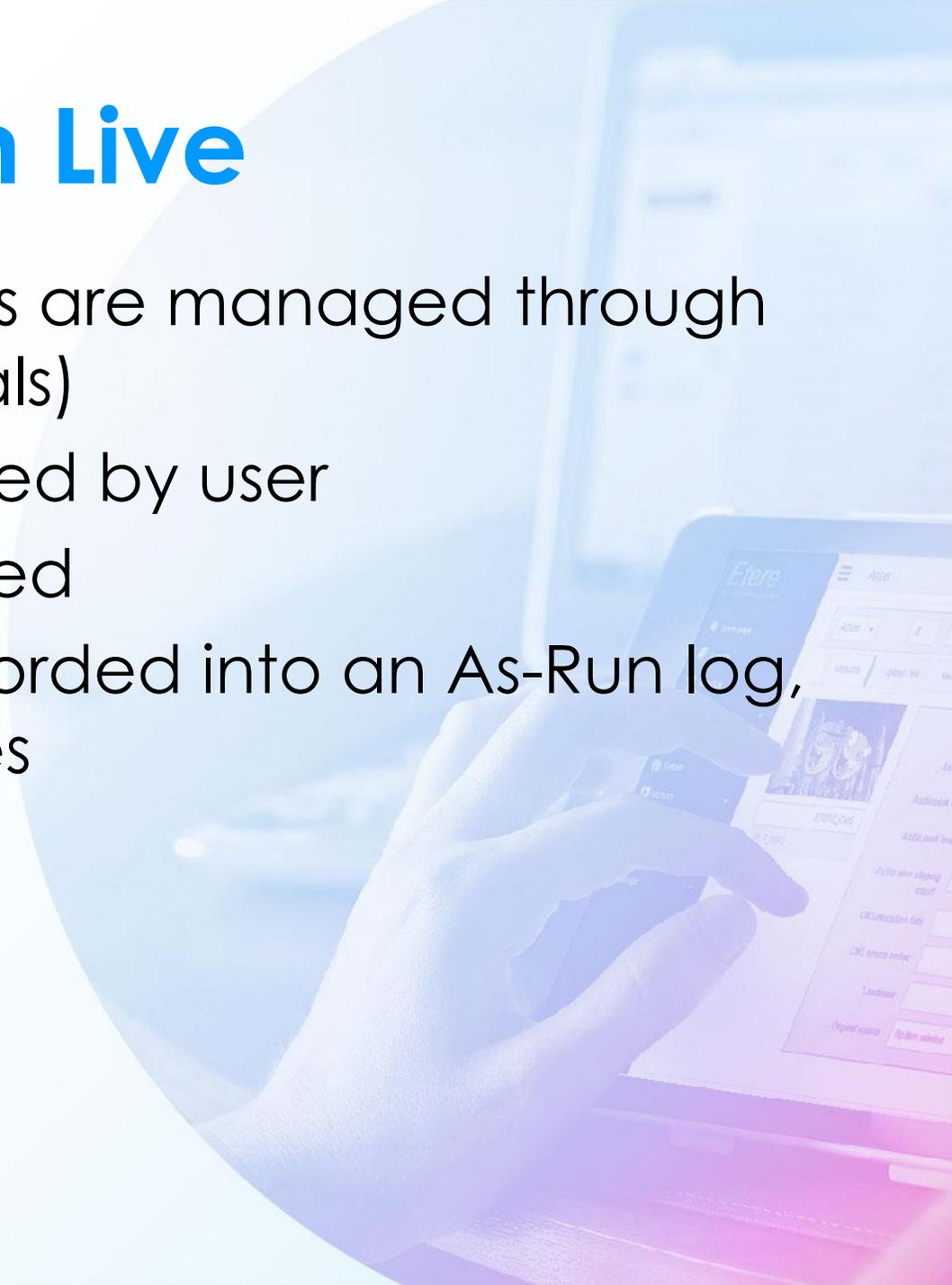
«Graphics on Live» Panel
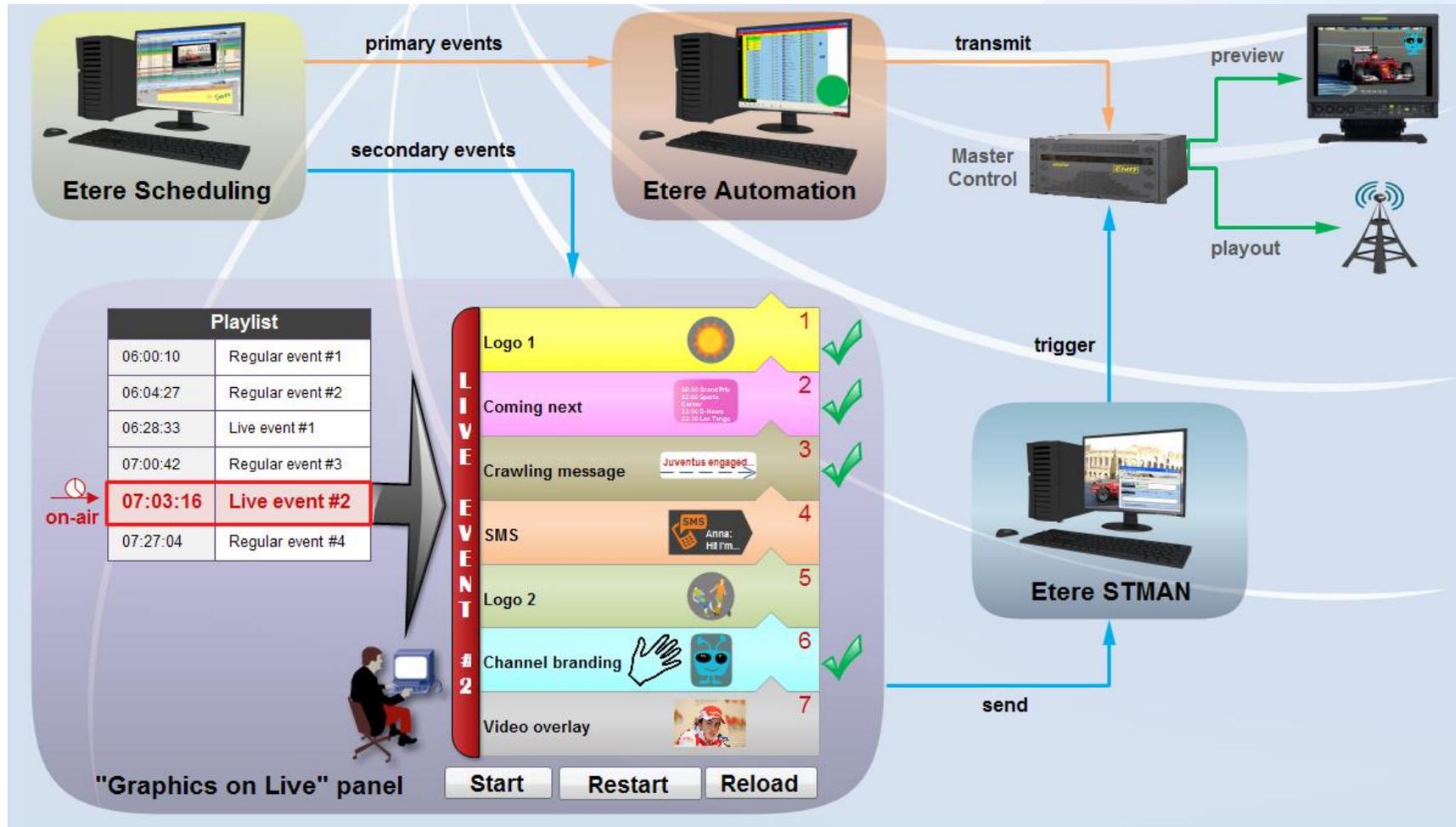
Schedule Events in a Playlist

Primary Events

Secondary Events

Trigger Graphics from a Panel

- Events are loaded **as primary events**

- Additional events can be loaded **any time**

User Functions

- Start graphics
- Restart graphics
- Load past graphics (i.e. from transmitted events)
- Load unsent graphics (i.e. skipped graphics)
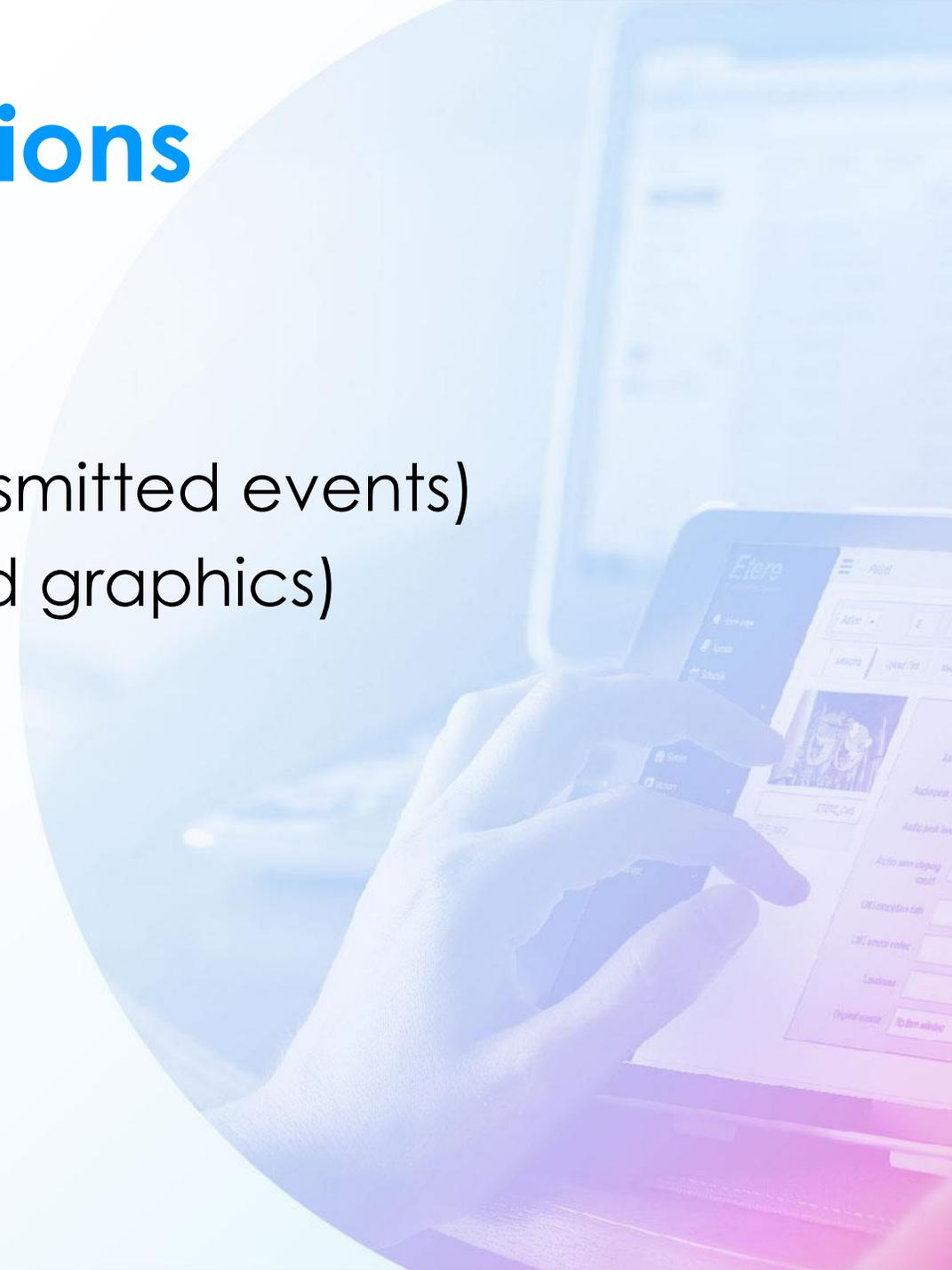
Advantages

- Independent from graphics engine
- Multiple graphics engines can be controlled
- Always sync with broadcast playlists
- On-the-fly parameters (e.g. next event, time)
- Reliable manual management of events