

► PTS HD/SD automation system

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Pts HD/SD Playout

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Etere Marketing Dpt



A. ETERE Company information

A.1.1 Facts at a Glance

Etere: innovation in broadcast - fits your needs perfectly

Headquarters

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Established on : the company was established in 1987, since then Etere has never changed the headquarters nor the management and the main team that creates and coordinates Etere project since. The first release of Etere software was done on 1989.

Employees: 30+

Revenues

2006	2005	2004	2003	2002	2001
€ 3'100'000	€ 2'900'000	€ 2'600'000	€ 2'500'000	€ 2'200'000	€ 1'900'000

A.1.2 Installations

800 channels running all around the world

Hundreds of cities/locations worldwide

Millions of ads, movies, and programs delivered daily

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A.1.3 Core Technology

Thanks to an essential choice we have always believed in, ETERE is software only and does not need expensive dedicated hardware.

To broadcast Your normal PC is all you need.

This is a winner's choice whenever you decide to upgrade your ETERE Automation software also, as the only thing you have to do is a connection to our web site. A few minutes and your software is updated, with no need of new cards or chips

ETERE Automation is suited for all kind of broadcasting stations.

You can have a big, small, thematic or general purpose TV: ETERE is the right solution, it fits your need perfectly.

A.1.4 What is ETERE

Etere is the television industry's leading supplier of integrated automation systems. Based on a distributed software approach and standard computing components, the Etere software allows television operators to automate the scheduling, management and playout of advertising, movies and other programming.

ETERE is a modular software which takes care of all aspects of a TV broadcasting station.

We are experts on the sector: the first release of ETERE took place in 1989. ETERE is used, at present, by more than 650 broadcasting stations all over the world; it allows you to manage commercial schedule, daily schedule and On Air.

With ETERE Automation you can optimize the commercial scheduling, and this will allow you a 20% increase of advertising space.

Etere provides the most powerful, proven, flexible, reliable, cost-effective, state of the art, cutting edge broadcast solutions. It is the only company worldwide able to offer a complete solution for a TV station using a shared and fully integrated framework to manage all the television businesses: TV Automation, Media Asset Management, Traffic, AirTimes sales, News Integration, Web Sharing

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A.1.5 Who does ETERE work with

ETERE is a software, it does not require dedicated hardware, it works on standard PC and interfaces the most widespread devices on the market.

We can be proud of being partners of the best trademarks working in the broadcasting field. Our most important partners are Sony – SeaChange – EVS – Evertz - Grass Valley Harris– IBM – Microsoft – Miranda – Omneon – Spectra Logic – Sun - Thomson

Our cooperation with them began long time ago and it is still alive getting stronger day after day. With Etere our partners always can count on a reliable cooperation, not only for the completeness and simplicity of use of our software, but for our support also which is working twenty-four/seven x 365, that can help clients in all their needs, promoting in this way also our partners devices.

A.1.6 Who does produce it

ETERE is the software entirely produced by ETERE company in Tolentino – Italy.

In our headquarter a group of young people develop the software, update it, supply support to its users since 1989, and commercialize the product all around the world.

A.1.7 Who does distribute it

ETERE Automation has a wide distribution network, all over the world, made of professionals, expert on the field, who help you to create your system or to bring it up to date.

A.1.8 Service

ETERE support service, the only "24 hours a day, 7 days a week" one all over the world, is in English and Italian. To deal with the problem we work directly with the customer PC, as we have direct connections to Internet, to ADSL lines and much more. All this allows us to guarantee a quick and affective answer to your questions, no matter where you are.

A.1.9 Senior Management

Fabio Gattari	president, CEO and chairman
Laura Prisco	vice president, broadcast
Marco Taddei	vice president, sales
Carlo Pagliei	vice president, R&D

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A.1.10 Etere useful contacts

Logistics for order processing, order status, shipping and delivery information:

Mrs. Laura Prisco

Phone +39 0733 956359 Mobile +336 80368173 Fax +39 0733 956335

E-mail laura.prisco@etere.eu

Technical support:

HOT LINE Worldwide

Phone +39 0733 9564 Fax +39 0733 956335

E-mail support@etere.eu

Sales Proposal Asia Pacific:

Ing Fabio Gattari

Phone +39 0733 956350 Mobile +39 336 6007156 Fax +39 0733 956335

E-mail fabio.gattari@etere.eu

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B. System description

B.1 HD/SD facility

New system will be an HD/SD facility that host both content formats.

The system is designed a 4 channel facility 2HD and 2SD but initially one channel SD and one HD will be used, so the second channel will be used as a backup of the 1st.

B.2 Devices

An omneon server system for a tapeless facility redundant

2 video routers

4 master controls

8 logo generators

4 Character generators

1 flexicart with 3 VTR for ingest

1 spare VTr for ingest

B.3 .Workflow

The workflow must be similar to the actual but some enhancements are requested if possible:

- Simple secondary event GUI and schedule
- Workflow for quality control
- Automatic quality control
- Low res preview
- Automatic management of HD/SD content

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C. Current setup

C.1 System

The system to purchase is brand new, but pts wish to use their experience on actual automation based on harris/louth system.

C.2 Playlist import export

The system import a playlist once in a day but without reconcile key, the playlist is imported once for each day, all the last minute changes are done by the Master control.

The playlist imported does not have evidence of the secondary events.

Daily an as run log is produced

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C.3 Tape cue sheet

Tape cue sheet is generated by the scheduling people using a client of the automation, so the automation database contain from the beginning the correct timecodes.

The playlist is based on timecode not on segments, and there are no sony multisegment tapes.

C.4 Layout

PTS has one operator screen and one master control for each channel, even if one operator looks at more channel, they would like to follow this layout.

C.5 Ingest

Ingest will be performed through both Flexicart and manual ingest, the flexicart ingest require also a barcode station.

After ingest a quality check process is performed to ensure playout quality.

C.6 As run log

As run log is generated daily, off air logging is performed through a disk system not connected with automation.

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D. ETERE upgrade

D.1 Proposed system

The new system is based on the ETERE distributed architecture schema.

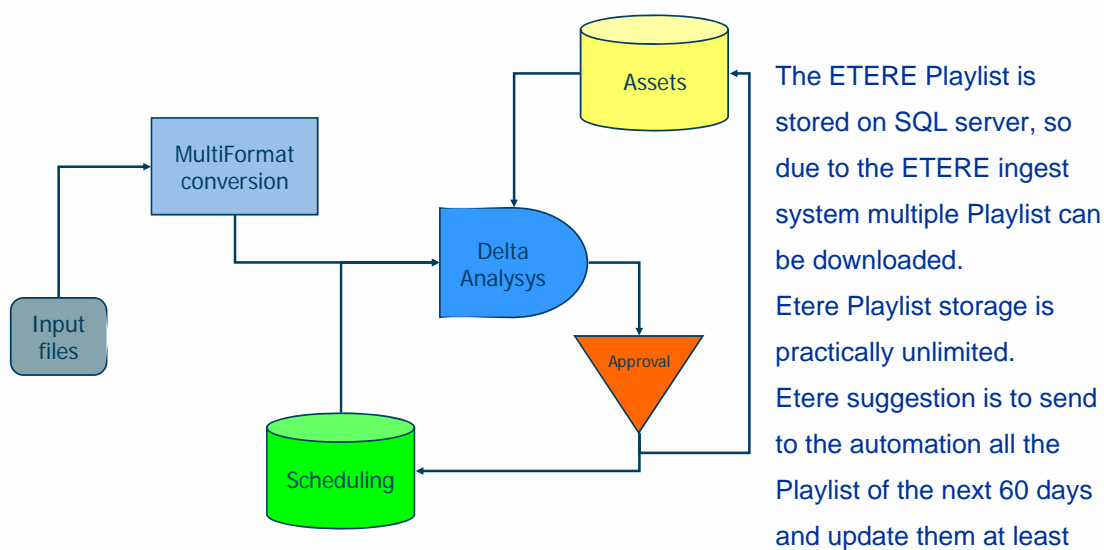
The system layout will be similar to the actual but the new ETERE technology allows an improved workflow, in the following paragraph I will try to point out the main benefits.

D.2 Ingest/out

The Etere system can use the same import file as it's used now, but our experience suggest some improvement in the workflow.

- 1) Use a reconcile key in the playlist, this allows an efficient tracking of the transmission line.
- 2) With the Reconcile key the import can be performed automatically, and multiple daily imports are possible, because the reconcile key guide the import system to replace the correct lines only, plus all the job for secondary events is not lost if we import a new playlist.
- 3) Insert also the secondary events in the playlist to be imported.

The export will be performed automatically by the F90 modules, one a day on multiple subsets Cart machine use.



daily as soon the data changes.

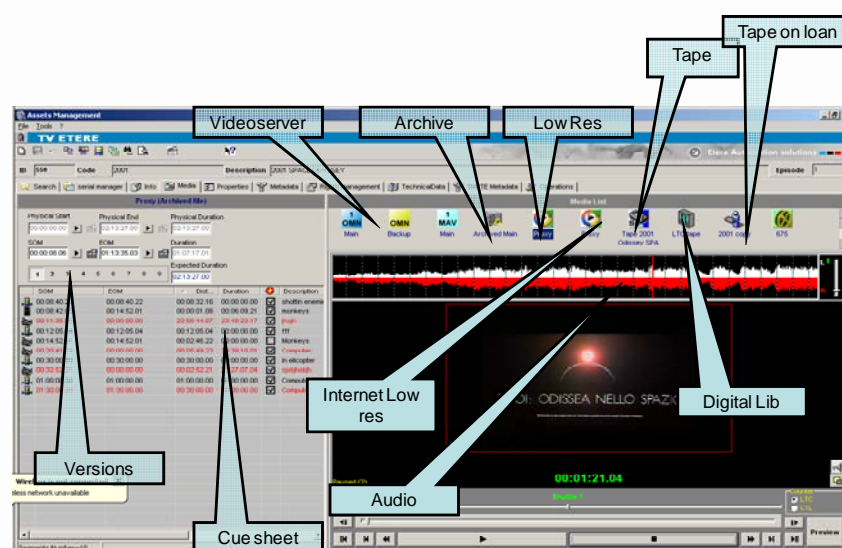
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This will help the master control to manage ingest and to cleanup the unnecessary video from the system

D.3 Scheduling

As Now the scheduling people can create the cue sheet of each tape, because some tape control stations will be located in the scheduling area.

Etere wish to improve this workflow, the scheduling people can also insert secondary events in ETERE database linked with the video events, so each time the primary event will be onair, also a secondary one can be placed.



The ETERE database is able to store at the same all the type of tapes (single segment, multi segment, multi spot) with all the relative codes.

In addition, due to the presence of a lowres browsing

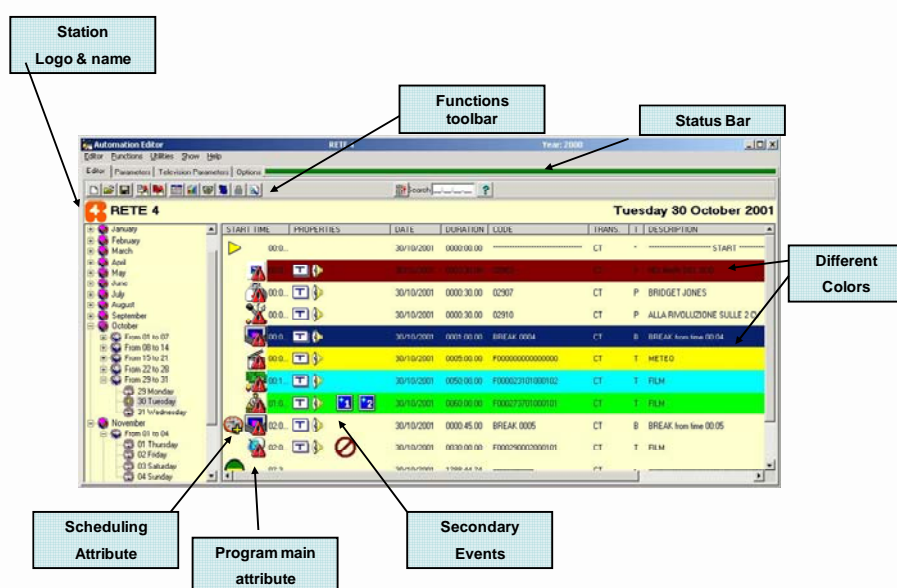
system, the cue sheet can be created after the ingest looking at the lowres file. This allows a more clean tapeless workflow, where the tape is ingested first.

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D.4 Scheduling changes

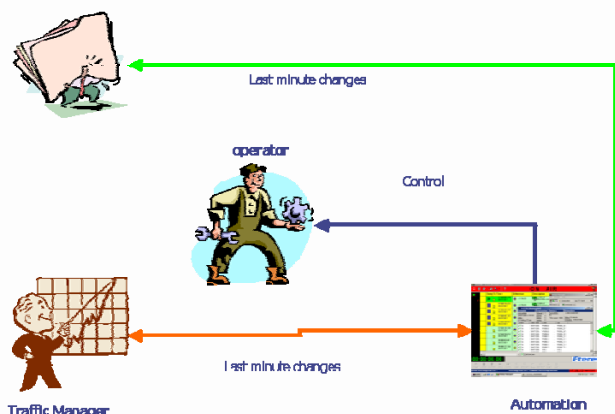
Scheduling will host also an Etere scheduling modules, with this they can review and a preview of both primary and secondary events change the schedule, even of the onair scheduling.

With ETERE scheduling it's possible to see a graphic image of the primary and secondary events.



A safeguard interval for actual schedule is set.

Scheduling Manager



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D.5 Ingest

The Ingest system works as now, if a tape is in the cart, is ingested there, otherwise manually. But after ingest a browsing copy is produced, and the video is analyzed to find some defects:

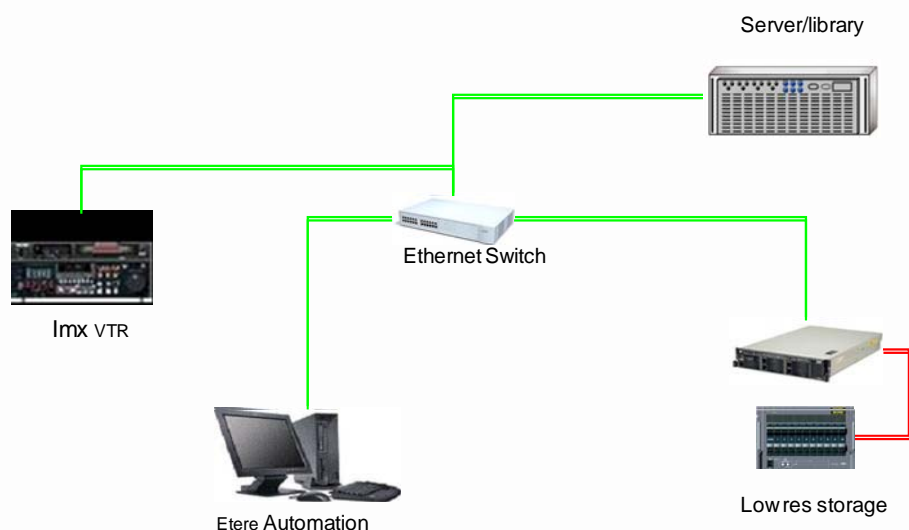
- Black video
- No audio
- Freezed video

Those potentially defects are added to the cue sheet for manual control.

All the video to be aired must have a quality control.

D.6 Ftp ingest

The system is also able to run FTP ingest from E-vtr or Xdcam, the Ftp ingest is autosensing for HD/SD content. The FTP ingest also include FTP dubbing, Ftp ingest allows to expand the number of I/O without adding sdi input to the server.



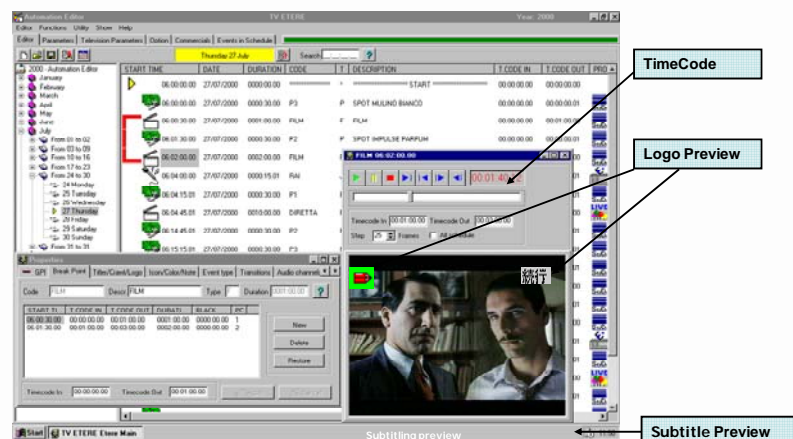
D.7 HD/SD

ETERE MAM system manages the HD/SD content and automatically detect wrong use of content, as an option the system will be able to automatically insert up/down converter if necessary

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D.8 Low res browsing

The lowres browsing system is based on ETERE transcoding technology, it provides a MPEG4 browsing copy to all the pc of the system, and to the external connected via Etere web.



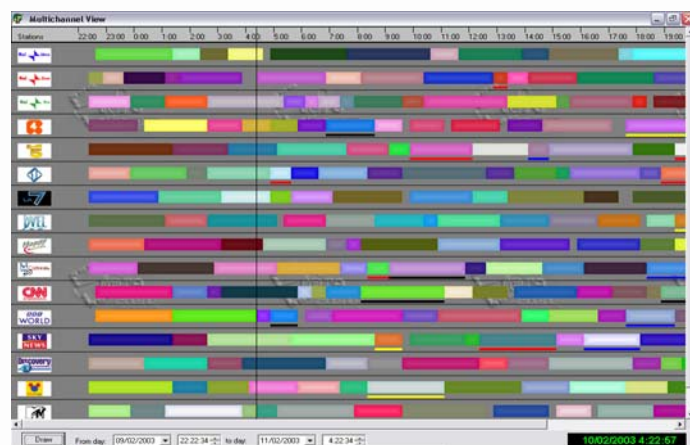
The browsing copy can also be used to preview secondary events and subtitling

D.9 Monitoring

ETERE allows a single point of monitoring of the system, using the SNMP capability of ETERE.

A snmp console will receive and display all the errors and warning of the system in a single point.

Etere snmp console allows also to send e_mail and Sms.



Plus a multichannel control view will be added, to have a single control image of what will be broadcasted.

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D.10 Logging

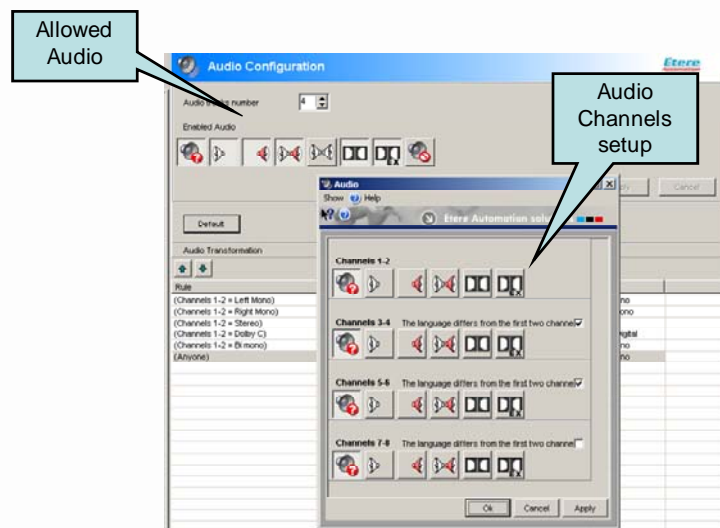
The ETERE memory system is integrated for video logging.

Using a simple PC the video can be stored in digital format.

Etere memory allows the control of an item simply clicking on the palylist line.

D.11 Audio control

Allows complete audio control of the asset, when the file is recorded, audio properties will be set as metadata in the database. Etere automation transform function allows to change the audio properties of the master control during payout

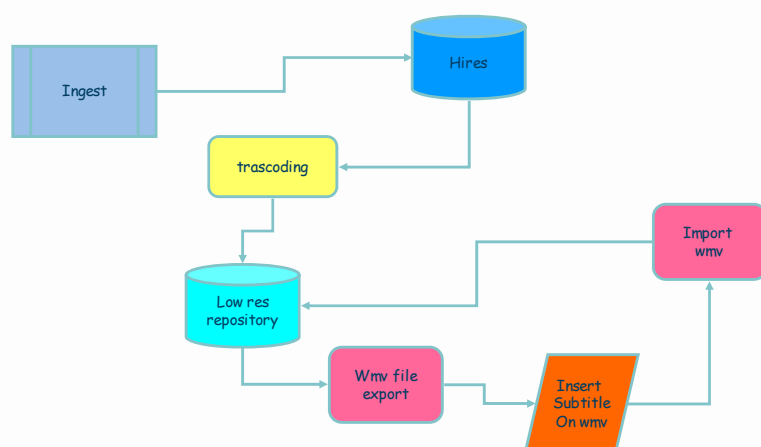


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D.12 Subtitling

The ETERE subtitling system is a complete subtitle production system and playout using standard off the shelf systems.

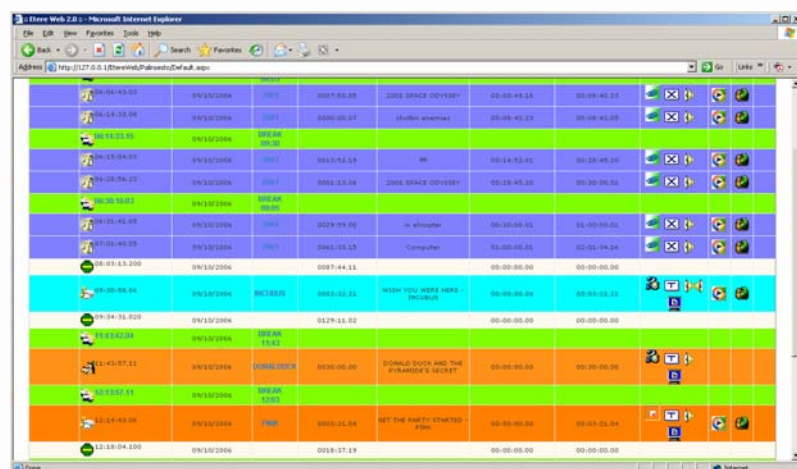
It allows to preview the subtitling before onair using the browsing copy, and to control the DVB inserter for subtitles.



D.13 Web interface

Etere web interface allows to share all the information of the TX system, as playlist, video database, lowres proxy, ingest list as run log, off air logging with external entity.

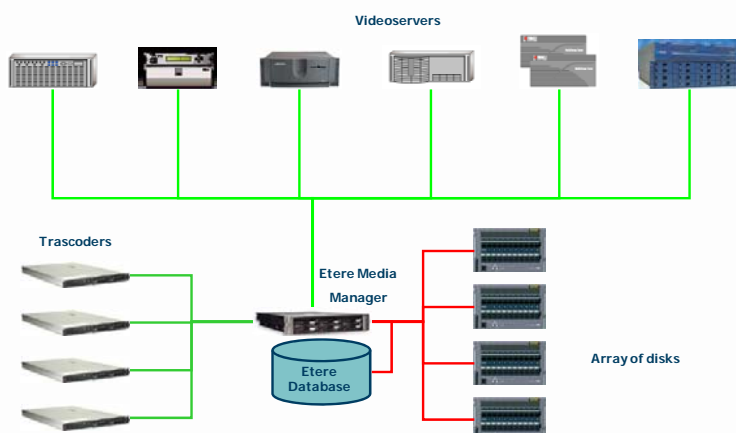
The web system allow selected users of the intranet to request all the information in a complete paperless system



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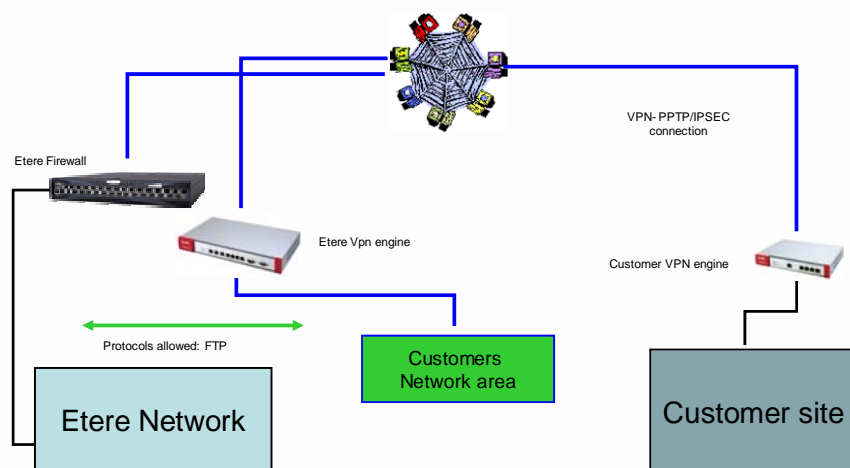
D.14 Disk memory expansion

Etere automation integrate the capabilities of Etere media manager to move the video The use of a standard IT disk archive as secondary storage expand the capabilities of the system at a fraction of the cost of online broadcast memory.



D.15 Support

A VPN generator with the most advanced security features connect the system to the 24h Etere support for immediate answer and proactive support. Also ETERE Snmp console will receive all the alarms for a proactive support.



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E. Block diagrams

E.1 Preferred solution

This diagram shows the complete solution fast reliable and with a lot of memory.

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