

Etere and ABS-CBN Balls

ABS-CBN, the most established TV broadcaster in Southeast Asia has once again selected Etere as a top choice. Balls, a subsidiary of ABS-CBN, is a sports channel driven with Etere system.



ABS CBN



ABS-CBN Balls



ABS CBN

As with Velvet and Maxxx (its sister channels) Balls is also owned by Creative Programs Inc. - an ABS-CBN subsidiary. Balls is a sports channels that offers a vast choice of programs about Basketball, Tennis, Water sports, Badminton, Volleyball and other sports among which you can also find live Boxing matches. For the largest broadcasting network in the Philippines - ABS-CBN runs more than 20 channels in its facility - ETERE was the perfect choice to expand the system using all the existing infrastructures.

The extreme modularity of ETERE allows you expanding simply by adding the necessary pieces.

Its distributed architecture, without a single point of failure, allows easy and unlimited expansion.

ETERE is a TV management system that is based on a SQL Media Asset Management system, able to integrate all functions inside a media company by automating and linking them together in a single consistent system.

ETERE controls the following devices for Balls:

- n. 1 Evertz Logo Inserter
- n. 1 INCA Character Generator
- n. 1 SeaChange Videoserver BMS
- n. 1 Evertz router
- 56 computers

Thanks to the virtualization of the serial port embedded in ETERE, the 56 PCs can share the same resources even with serial control and with no need of any additional Rs422 Router. ETERE is an extremely powerful and reliable system that guarantees a frame accurate Payout. ETERE Scheduling system allows the easy scheduling of complex channel branding events.

The ETERE F90 intelligent import-export links the system to the in-house traffic system: in this way hundreds of users can check the system status and As Run Logs on ETERE web, while previewing the proxy video.

Once again ABS-CBN didn't want to deprive one of its channels of the unbeatable service offered by ETERE.

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. 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 customisable to fit perfectly in your system. 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