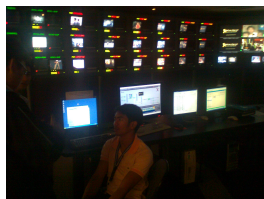


## ABS-CBN Moves to MTX

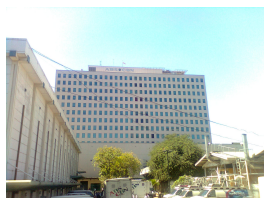
ABS-CBN is planning a refurbishment of its regional stations across the country, this will include an Enterprise MAM video exchange based on Etere technologies.



ABS CBN



ABS CBN



ABS CBN

In addition to the main channels starting from Manila, ABS-CBN also owns other 17 regional stations that produce their own content and broadcast it nationwide, other than relay the main video.

ABS-CBN has a plan to refurbish and innovate all its regional stations to allow their playout systems to be synchronized with the main playout facility. The 1st installation will be performed in Dagupan, the project is expected to be completed in 2 years. Today, regional stations are mainly running low-cost, low performance hardware and software, far away from broadcast affordability and performances. In order to achieve this goal they will extend their Etere systems to all the regional stations.

The playout and video management system will be based on MTX, with a pure “software only” approach, all the traditional video hardware is replaced by software, including master switcher and logo generator. The MTX-MC offers performance multi-format, and master control capability, all this, in a compact, affordable and easy to maintain enclosure.

The system will be easier to use, to upgrade, and to maintain. No more special hardware will be needed since common IT technologies perform all required tasks. With no extra cost stations have an SD/HD system able to play any content regardless of the codec, format, wrapper or resolution. Moreover, each station will be also able to exchange files with any other through Etere MAM and the Etere UDP file transfer accelerator included in Etere Media Management.

Etere, a consistent system!



Etere logo

### About ABS-CBN

ABS-CBN Corporation (PSE: ABS and ABSP) is a diversified Filipino media conglomerate and the country's largest media and entertainment company. Founded on July 11, 1946 by James Lindenberg as Bolinao Electronics Corporation (BEC), it was incorporated as the ABS-CBN Broadcasting Corporation on February 1, 1967, shorted to simply ABS-CBN Corporation in 2010.

ABS-CBN assets include two national television networks (ABS-CBN and Studio 23), two radio stations in Mega Manila (DZMM Radyo Patrol 630 and Tambayan 101.9), a regional networks of AM stations (branded as Radyo Patrol) and FM stations (branded as My Only Radio For Life!), five international premium television networks (ABS-CBN News Channel, Bro, Cinema One, Myx TV, and The Filipino Channel) along with subsidiaries dealing in print publication (ABS-CBN Publishing, Inc.), cable television (Creative Programs, Inc.), communications (Sky Cable Corporation) film production (Star Cinema), digital visual effects (Roadrunner Network, Inc.), music production (Star Records), new media (ABS-CBN Interactive), talent development and management (Star Magic) and other related businesses. ABS-CBN Corporation and its subsidiaries are part of the Lopez Group of Companies.



### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

