

ETERE UPGRADES OMROEP BRABANT TO MERP

ETERE is pleased to announce that OMREAP BRABANT has decided to be supported again, using the unique MERP approach.



Omroep Brabant Logo



OMROEP BRABANT

Etere M.E.R.P. (Media Enterprise Resources Planning) is the core of a comprehensive software solution able to connect all the activities and manage the complete lifecycle of a Media/IT company, in a newest way. It integrates internal and external information across an entire organization and facilitate the flow of information and media among all departments, thanks to the use of 'smooth and intelligent' user designed workflows, thus becoming into the most effective way to integrate lots of processes, improving the overall company quality and efficiency while cutting time and cost. With Etere M.E.R.P. companies have now the opportunity to have a unique suite for production, playout and administration tools.

Omroep Brabant, the most important Dutch regional broadcaster for the Noord-Brabant province, is located in Eindhoven and broadcasts a main channel plus different commercial breaks in 5 different regional areas (split).

ETERE manages the airing of the 5 regions for the promotion service, using the following main models:

- Etere Scheduling for the asset creation, the programs/commercials manual planning and the management of the playlist
- Etere F90 for the automatic import of the commercials scheduling created by a 3rd party application and to recalculate constantly the duration of the filler programs
- Etere Ingest for the ingestion (manual, automatic, scheduled recording)

In Omroep Brabant's installation Etere runs on 8 workstations and the devices controlled by ETERE for the ingest and playout chain, are:

- 3 VTRs for the ingestion
- An Omenon Spectrum video server with 10 I/O mediaports 7000 series ports connected to a SAN
- A master control GVG Maestro
- A Pixelpower 3000 graphics engine
- A Venus audio/video routing switcher
- A FAB subtitling system

ETERE, the leading company that upgrades the broadcast productivity, developing a fully integrated range of enterprise-level software modules, as: Media Asset Management, Archiving, Automation, Tapeless Reception, Air Sales, Broadcast Management, Scheduling, Transcoding and OTT Integration, helps the Dutch broadcaster to integrate solutions that controls everything for scheduling, split management, ingest, automation and commercials playout, as easy and automatic as possible.

ETERE, a consistent system!

OMROEP BRABANT

Omroep Brabant is the regional public broadcaster service of the Dutch province of North Brabant. It is located in Eindhoven and broadcasts a main channel plus different commercial breaks in 5 different regional areas. Daily, 530.000 people watch their TV programs and 200,000 of people listen Brabant Radio. The web site has a monthly average of 11.5 miljoen of visits. For more info, visit <http://www.omroepbrabant.nl/>.

