

ABN doubles its channels with ETERE

ETERE is very excited to announce that ABN (Asian Broadcasting Network) has confirmed ETERE as the core system for the management of its digital cable television offerings which now includes a new channel.



Company logo of ABN
Xcess



ABN playback



Photo of ABN studio

The implementation of a second channel comes as result of the success of the first channel, where the MERP approach has demonstrated to be the best ABN could have in terms of speed and efficiency. With Etere MERP (Media Enterprise Resources Planning), ABN has been provided with fastest, efficient and flexible workflows that ensure a high level of performance while maintaining a low cost of ownership.

ABN's facility has been designed relying on a full MERP solution formed by a wide set of tightly integrated products ready to fit nowadays needs. ABN manages its programs and promo scheduling through Etere BMS and Etere Promo, traffic activities from booking to billing are performed by Etere Airsales, all those functions are extended to the second channels.

As a key service, an EtereWeb server has been implemented to allow remote users to access ETERE through a secure web portal powered with Air Sales functions as well as tapeless reception of media material (e.g. from NLE systems).

Etere Media Asset Management takes care of the entire media lifecycle providing also ETERE Quality Check for a file-based QC. The tight integration with Etere MTX allows detecting/verifying the codec of stored media thanks to the ability to retrieve media information from files and compare it against predefined codec mappings.

Etere Workflow manages all the activities of the station, increasing reliability and efficiency; it integrates Etere HiRes Transcoding to ensure an easy and any-to-any media activity.

The playout of broadcast playlists is performed by a redundant Etere Automation system, which along with Etere MTX and Xor-Media servers gives a truly multi-format playout that doesn't require media conversions. Etere MTX is the best of breed IT solution for media servers, it provides fast access to video contents while providing Logos and Crawls overlaying and traditional Master Control capabilities.

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.