

## ETERE launched CensorMX for ultimate censorship

CensorMX is the ideal IT-based tool to censoring your content just before its broadcast, with included custom delays and quick replacements



CENSORMX

ETERE is pleased to announce the launch of Etere CensorMX, the new one-box product for broadcasters who need a reliable IT-based system to accomplish their censorship policies and censor inadequate footage on the fly!

A cost-effective censorship is now possible thanks to Etere CensorMX, the most versatile solution that leverages all the advantages of a delayed broadcast, providing you with a scalable and intuitive system to censor multiple delayed channels efficiently and reliably.

Etere CensorMX integrates Etere MTX, the IT-based solution for SD/HD capture and playout that includes streaming capabilities to preview content from a confidence monitor while still recording, a key feature that eliminates capturing waiting times and significantly speed-up your censorship process.

The further integration with Etere Ad Insertion also enable broadcasters with regional networks to get the most benefit from a localized advertising, allowing them to easily insert targeted advertisements into differentiated playlists.

Choose ETERE and get your censorship process significantly improved thanks to the combination of the following features:

- GUI to foresee, censor and replace inadequate footage
- Preview with current/delayed times and countdowns
- Fixed and dynamic delay of censored footage
- Well-organized repository of user-defined replacements
- Quick drag and drop replacement of censored parts
- IT scalability to fit any SD/HD censorship suite
- Easy insertion of targeted ads on regional networks
- Shared decoder for confidence monitoring and ad insertion
- Compensation of time zone differences
- Full log and reporting on censorship operations

### ABOUT ETERE

Etere is the leading company since 24 years ago in the project and development of the integrated end-to-end workflow solution for media stations. Etere has adapted as first in the world the revolutionary concept of MERP (Media Enterprise Resources Planning), that integrates internal and external management information across the entire organization of the TV stations such as Media Asset Management, Automation, Archiving, Scheduling, Air sales, BMS/Long term Planning, News Automation, Resources Planning and OTT Integration. Many TV stations in the worldwide has chosen Etere system to improve their broadcasting productivity.

Etere a consistent system!