

PBC chooses Etere to manage its complex broadcast operations

Leading media network in Palestine to use Etere for absolute reliability and zero downtime for its suite of channels



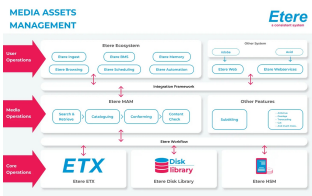
Palestine Public Broadcasting Corporation

Etere is pleased to announce today that it has been chosen to provide the media management system for PBC (Palestinian Broadcasting Corporation). This is the first Etere system to be used by PBC, Palestine's leading media network, and will provide comprehensive media management and automation for its suite of channels.

KEY FEATURES

Etere will provide automation for five channels with redundant automation system. Along with a K2 server, there will be five CG system controlled by Etere STman and one router. This will enable low res browsing and low res transcoding, and will also consist of media management that will restore clips from the archive system to the playout server.

The broadcast operation is fully redundant taking advantage of Etere's back-up technology and full caching automation. Full caching offers flexibility, independence from mechanical systems, and also negates the need to prepare commercials in advance. It further allows for the on-air schedule to be changed at any time, even seconds before air time and independent from the format used. Being fully redundant, the on-air operation will also be unaffected by any single component failure.

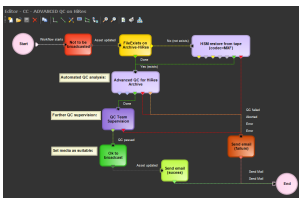


Media Asset Management

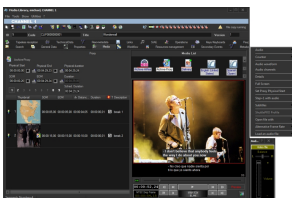
ZERO DOWNTIME IN PALESTINE

This is also the first Etere system to be used in Palestine. Etere's famed reliability means that PBC is able to continue its broadcast operations seamlessly without any downtime in the event of any unexpected scenarios that may traditionally disrupt on-air operations.

Fabio Gattari, Etere President and Head of Software Architecture, said, "We are very pleased that PBC has chosen Etere as its broadcast solutions partner. PBC faces very unique challenges in its role as Palestine's leading media network, and our collaboration here is the result of Etere working tirelessly with PBC in designing a dedicated system that can efficiently handle their complex operations with zero downtime. We look forward to a long working partnership with PBC".



Workflow for QC



scheduling window