Etere for MTV GOLD

Etere strikes gold with MTV's new satellite channel.

MTV GOLD

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MTV Gold is a new satellite channel produced by MTV Italy in collaboration with MTV Networks Europe. The channel, which started transmission the 1st October 2007, hosts music from the 1970's, 1980's and 1990's. MTV Gold's target is the general public ranging from 25 to 45 years old.

"MTV relies upon Etere software for its excellent performance and efficiency. This has meant a beneficial simplification of operations, and what's more the Etere system has made the addition of extra channels easier" says Giuseppe Rolla. "The new channel, MTV Gold, has been entrusted to this software in terms of functions to manage archives in a single integrated environment."

The new channel uses Etere MAM to manage and deliver a huge amount of video assets. It shares the digital music libraries of MTV. The archive is also composed of both disk and data tapes. The software has been integrated with an editing system.

Together with its software solution, Etere controls the following devices:
• Videoserver Seachange BMC800 five nodes
• Logo Generator Evertz
• Pinnacle Dekocast
• PESA Router
The system is integrated with the MTV archive that includes 30 Tb of hard drive plus a LTO library SL500 for long term. Also the system has a web interface for remote control and low resolution browsing system.
Playlist upload-download is using the Etere F90 intelligent import-export system; this integrates the channel in all MTV worldwide environments.

About Etere
Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in your system. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. www.etere.com