

## Etere for MTV PULSE

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The channel first started transmission the 1st October 2007 to celebrate ten years of MTV Italy. MTV Pulse scheduling is mainly dedicated to video clips but it will be enriched with new productions. The channel will become a benchmark for teenagers.

The new channel uses Etere MAM to manage and deliver a huge amount of video clips. It works with an integrated environment with MTV digital libraries; the videos required are moved and delivered to the correct platform. 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:

- Videosever 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](http://www.etere.com)