

## Etere for XYZ Australia

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The weather channel

XYZ networks provides ten of the leading subscription television channels in Australia as well as owning and operating seven of them.

TWC (The Weather Channel) and CMC (Country Music Channel) are two of the aforementioned channels and, most importantly, they are the ones broadcasted by ETERE.

Clearly, it is not by chance that XYZ networks chose ETERE to put to air TWC and here is why:



XYZ networks

TWC The Weather Channel joins ETERE. TWT, as well as CMC, is configured with the ETERE Automation System managing 2 NEXIO which share the same storage.

The Australian 24 hour cable and satellite channel that broadcasts weather news and information has chosen the ETERE Traffic Light for its program scheduling. This choice is predominantly due to the need for up-to-the-minute reports live throughout the day and therefore for commercials events in between.

ETERE Traffic Light's main characteristics are versatility and speed: exactly what a schedule loaded with live events needs.

For this particular channel, ETERE Traffic Light streamlines the scheduling process avoiding its previous strategic editing. In fact, by choosing ETERE Traffic Light there is no need to produce any scheduling structure in advance.

ETERE Traffic Light for TWC represents: "Make the scheduling process simple".

### 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)