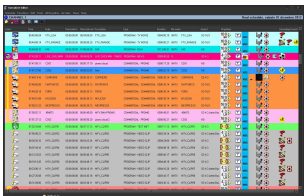# Etere Provides MERP for Persidera

Persidera, the leading independent network operator in Italy, has chosen Etere's powerful and reliable Media Enterprise Resource Planning platform.

Etere logo

Persidera Logo

Etere Executive Editor

Etere deployed its integrated and comprehensive MERP platform to Persidera for managing dozens of TV channels belonging to most important Italian and international publishing groups which includes Discovery Networks (Deejay TV, DMAX, Real Time, Focus, Giallo, K2, Frisbee), DeAgostini (DeA Junior, DeA Kids, Super, Explora), LT Multimedia (Alice, Marco Polo, Alice kochen, Nuvolari) and Agon Channel.

Etere Media Enterprise Resource Planning (MERP) is an all-in-one solution that delivers a cutting-edge automated workflow, designed to provide a streamlined and integrated system that improves operational efficiency and productivity.

Workflow is the backbone of any production and broadcasting process and Etere offers an integrated and professional **workflow management system** that enables customers to design any workflow they wish for multiple platforms content preparation, QC, media transcoding, media transfer, content approval and delivery, archiving, editing and broadcasting.

The MERP solution enables Persidera's digital content to be managed effectively with the implementation of **Etere Media Asset Management (MAM)**. Etere MAM is an end-to-end software solution to fully optimize the value of your assets through a centralized management of digital content and associated metadata. Its implementation increases operational efficiency, maximizes the return on investment of digital media and allows the integration of NLE systems (e.g. Adobe Premiere, FCP, Avid, Edius, etc.). Persidera takes advantage of **Etere Media Manager** for a reliable and automated workflow-driven file transfer from any device to any device (NAS, SAN, video servers, etc.) with the integration of the latest file transfer technologies.

Etere TV Automation Main & Clone modules allow Persidera to manage playout of primary and secondary events (advanced graphics, bugs, itinerant, menus, DVE effects, audio over, MC transitions, EPG) for all the TV channels, in fully redundant environment that guarantees the continuity in case any part of the playout chain fails.

Etere Scheduling is a tightly integrated and automated planning solution to manage various scheduling levels. **Executive Editor**, with its multifunctional and user-friendly interface, allows the building and editing of multichannel advanced playlists for both primary and secondary events. Persidera can provide its customers with cutting-edge planning and controlling functions through the **Etere Traffic** package. It includes **Etere Airsales** module to help customers manage their complete advertising lifecycle and all sales management-related operations from ordering to planning and reporting and **Etere BMS** module for content orders acquisition, rights management and inventory and long term planning for TV series and programs. Operators can work on scheduling from inside Persidera or remotely (intranet or internet).

Etere F90 is a module that provides an efficient connection between two different systems and guarantees the maximum accuracy in the importing and exporting processes, through a fully automated and paperless data flow application. Etere F90 provides automation for import/export of playlists, assets metadata, EPG, AsRun, etc.

Etere Ingest is an all-in-one package that enables you to capture media from all

common feeds and apply to it any required workflow while **Etere Tapeless Reception** manages all digital contents from external sources (e.g. production companies, advertising agencies, etc). **Etere Proxy** plug-in is included in Persidera 's installation for the automatic creation of Mp4 H264 Low Resolution copy of the contents for different purposes (preview, clips marking, EDL settings, etc.). Quality control is made easy both manually with Etere Ingest or automatically with **Etere Content Management Server Light (CMS)** a module that automatically detects audio/video issues (e.g. video freeze, black frames, scene changes, audio loss) and marks them on assets' EDL, setting also a default quality rating at the end of the process.

Etere Web Interface is also available to allow users access to the media library. With this user-friendly platform, users will be able to search and preview the content and also to upload/download clips via internet or intranet.

Persidera is equipped with the following devices controlled by Etere:

■ Omenon MediaPort and MTX video server platforms
■ MC and Graphics engines: Miranda IS750 & LGK3901
■ Hitachi 10PB NAS
■ Omenon MediaGrid
■ Carbon ProMedia's Hi-res/Hi-res and Hi-res/proxy transcoding

The implementation of this fully integrated MERP system equips Persidera with a workflow system that has an unmatched consistency, reliability and adaptability.

About Etere

Etere, a leading software developer and system integrator, was founded in 1987 with the mission to design a portfolio of end-to-end workflow solutions for the broadcast and media industry. Etere's team of engineers represents a unique cross section of broadcast & IT experiences.

Etere is the Italian word for Luminiferous aether, which explains the wave-based light that has the unique ability to penetrate empty spaces, something which is not a common property of waves. Similarly, Etere Pte Ltd represents the commitment to deliver and achieve exceptional excellence backed by its mark of quality, consistency and reliability. Etere has achieved great success as a worldwide leader with expansive distribution networks in Europe, Middle East, Asia Pacific and South America. The company has its headquarters in Singapore and development centre in Italy.

About Persidera

Persidera SpA is a joint venture between two existing network operators: Telecom Italy Media Broadcasting (TIMB), belonging to the Group and Telecomitalia and Network A, owned by Gruppo Editoriale L'Espresso.

Persidera SpA is the leading operator of independent network with five national digital multiplexes and offers DTT broadcasting services, playout, connectivity and multimedia services for television editors that operate in the Italian market and abroad.