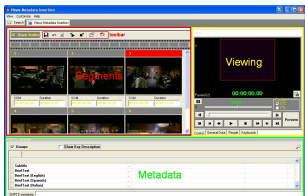# Telenova expands its distribution channels with Etere

Telenova has announced the expansion of its distribution network in itially to 10 television channels to provide consumers with a wide variety of high quality contents.

Etere Traffic
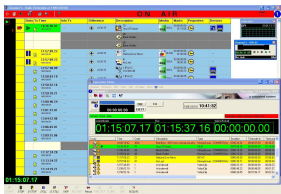

Etere MAM

Etere Automation

The logo of Telenova

Telenova has announced the expansion of its distribution network initially to 10 television channels to provide consumers with a wide variety of high quality contents. Telenova has entrusted Etere for the implementation of a system completely based on Etere MERP approach where all operations are controlled via workflow under a tapeless and paperless environment.

The global playout of Telenova is mainly based on Etere Automation, that provides the station with a redundant transmission for its 10 channels by managing two simultaneous automations (main and clone) for each channel, thus ensuring the overall reliability of transmissions. Etere Automation sends on air all secondary events such as logos and crawls, including those managed by Etere STMAN, the software that provides control over devices for an advanced management of real-time graphics and channel branding.

The automatic transfer of video materials between video servers and NearLine storage devices is performed by Etere Data Mover, the module that permits the availability of contents anytime and anywhere they are required.

Etere has provided Telenova with the further possibility of integrating an Etere HSM module to support automatic archiving and restore of contents onto a digital library which supports LTO tapes.

Proxy files can be automatically generated for the content preview, marks setup and metadata insertion; features broadly leveraged by Etere MAM, the media asset management system in charge of a frame-by-frame indexing of contents, thus implementing a centralized archiving of contents.

A secure remote access to contents is guaranteed by Etere Web, a user-friendly web-interface that allows contents to be easily searched and previewed over an intranet network or internet; contents can also be uploaded and downloaded via FTP from NLE systems.

A frame-accurate commercial programming has been achieved owing to the use of Etere Airsales, the application which offer a complete suite of modules to manage commercials, from their scheduling to their invoicing, caring in this way the most delicate part of overall broadcast process, the broadcasting of advertisement.

The robust compatibility of Etere with almost all broadcast-related devices on the market has allowed Telenova to easily manage all existing equipment including the ones listed below:
• Video Servers Omneon Spectrum,
• Video Servers GVG Profile PDR,
• Video Routers Axon,
• Video Mixers Axon,
• Integrated DSK,
• ClassX CGPlayout and LiveBoard graphic systems.