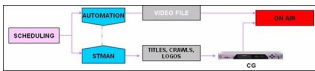


## Etere and ABS-CBN MAXXX

### ABS-CBN keeps on growing with ETERE increasing MAXX



ABS-CBN MAXXX



Workflow Scheduling

Maxxx is a brand-new channel owned by Creative Programs Inc. – an ABS-CBN subsidiary – whose broadcasting is supported by ETERE. Geared towards a predominantly male audience, Maxxx offers programs on wrestling and martial arts, car show and reality shows, and then to make sure they really satisfy their audiences’ tastes, Maxxx also broadcasts amazing programs full of fear factor.

ABS-CBN’s system is comprised of 72 workstations controlling 20 channels, ETERE was the perfect choice to expand the system using all the existing infrastructures. The extreme modularity of ETERE allows you expanding simply by adding the necessary pieces. Its distributed architecture, without a single point of failure, allows easy and unlimited expansion.

ETERE is a TV management system that is based on a SQL Media Asset Management system, able to integrate all functions inside a media company by automating and linking them together in a single consistent system. ETERE controls the following devices for Maxxx:

- n. 1 VTR for Ingest
- n. 1 Evertz Logo Inserter
- INCA Character Generator
- n.1 SeaChange Videoserver BMC
- n. 1 Quartz router via the Etere Sarvaji software
- 56 computers

Thanks to the virtualization of the serial port embedded in ETERE, the 56 PCs can share the same resources even with serial control and with no need of any additional Rs422 Router.

ETERE is an extremely powerful and reliable system that guarantees a frame accurate Playout.

ETERE Scheduling system allows the easy scheduling of complex channel branding events and, combined with STMan – the ETERE Subtitles Management module – it represents the ideal solution to match music programs with the appropriate titles, logos and crawls by automatically reading video asset forms and then working in synchronization with Automation.

Fig. 1 STMan

The ETERE F90 intelligent import-export links the system to the in-house traffic system: in this way hundreds of users can check the system status and As Run Logs on ETERE web, while previewing the proxy video.

Once again ABS-CBN didn’t want to deprive one of its channels of the unbeatable service offered by ETERE.