

## MTV Thessaloniki, on-air with Etere

MTV Thessaloniki chooses Etere's cutting-edge software solutions to go on-air.



MTV Thessaloniki

MTV+ is a digital entertainment television channel available in Thessaloniki, in northern Greece.

Etere has provided MTV+ with the latest workflow-based modular broadcast software solutions based on the Etere MERP concept. Thanks to this innovative approach MTV+ Thessaloniki is able to automate and control the channel management and playout, building a reliable and truly tapeless, integrated, flexible and cost efficient distributed architecture. Etere Ingest module is used by MTV+ to manually/automatically capture video contents into the SeaChange server while Etere TV Automation is the tool used to broadcast their programming including secondary events such as logos, crawls, cg and router switching. Etere STMAN is the software module that provides control over devices for an advanced real-time graphics and channel management. Since Etere is unicode MTV+ can input metadata and also send data strings directly to devices in any language. The daily channel schedule is prepared using Etere Executive Editor that permits a frame accurate planning of all those assets intended to be aired and a comprehensive management of the related secondary events. Etere scheduling system is completed by an import/export engine that allows to import musical playlist generated with a third-party tool and MTV+ operators can also create and manage channel schedule locally or remotely from Athens. Besides the channel playout system, Etere provided an integrated tool to play video clips manually during live and in-studio productions, named Etere cartwall/jingle machine.

Finally MTV+ Thessaloniki keeps track of the broadcast programming by using Etere Memory, a video logger which implements a low resolution archive (WMV format) of all transmitted programs and allows to search and review a specific date and time recording.

Etere controls all the equipment used by this channel, which is composed by the following devices:

- 1 VTR ingest Sony
- 1 Video server Seachange MCL / MSV
- 1 Audio/video routing switcher Evertz
- 1 Logo & CG Chyron ChannelBox
- 8 workstations

Etere, a consistent system!