

Estonia's Kanal 2, 11 and 12 Upgrade Payout with Etere ETX

Kanal 2 renews its vote of confidence with its latest installation of Etere ETX for Kanal 2, Kanal 11 and Kanal 12 payout.



Kanal 2 Company Logo



Kanal 11



Kanal 12

Etere announced that Estonia's television channels, Kanal 2, Kanal 11 and Kanal 12 have chosen Etere ETX for payout. The first privately owned television channel in Estonia, Kanal 2 expanded itself in 2008 and incorporated channels Kanal 11, which broadcasts mainly women-oriented programs and Kanal 12 which is more oriented towards men. The project is managed with local Etere distributor, ProMedia, with NAS and hardware supplied by Media Power.

Kanal 2 was first equipped with an Etere system in 2005, empowering the station to bring its broadcasting and scheduling management to greater heights. The advantages brought about from Etere installation included remarkable flexibility, reliability, quality, operational efficiency and cost-effectiveness. Three years later, Etere was involved again to expand Kanal2 system with two more TV channels and today Etere has been chosen to improve and modernize the asset management and payout infrastructure with Etere ETX.

Etere ETX

Etere ETX is the most advanced, tightly integrated and cost-efficient video management system on the market, completely based on IT technology. It is a complete channel in a box software platform able to drive HD/SD video, graphics and subtitles without middle-ware or proprietary hardware. Etere ETX is IP and 4K ready and includes also MC capabilities. As part of the MERP Cloud framework Etere ETX has a distributed architecture that enables it to take advantage of ultimate storage and video hardware to create a high-performance digital media solution to be used as capture/payout servers, graphics/production servers, automation and master control unit and more. The integrated solution reduces manual operations with automated workflows increasing the overall operational efficiency.

The Unparalleled Advantage

Etere ETX offers unparalleled advantages including the software's capability to provide native video playback for Kanal 2's existing proprietary LXF formats and compatibility with the majority of essences and wrappers in the broadcast industry. Additionally, ETX delivers an immersive user experience with its powerful capabilities including the import and overlay of STL subtitles without third-party solutions.

Etere's integrated MERP solutions allows Kanal2 to manage

- Scheduling of primary and secondary events with Etere Executive Editor
- 3 TV channels redundant payout with Etere TV automation main and clone
- Web-based tapeless reception
- File-based and SDI video ingest
- Transcoding
- Player for HiRes preview, manual QC and proxy browsing
- Disk-based archive management (100TB raw NAS)
- HSM for digital tape library with 2 internal LTO5 drives
- HSM for 2 external stand-alone LTO5 drives for emergency
- STMAN for advanced graphics management
- Subtitles management
- F90 automatic import/export engine
- Interface for a new audio/video router (Nevion 128x128)

Etere systems are designed to provide high reliability with its fault-tolerant and load balanced architecture.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.



About Kanal2

Kanal 2 is the first privately owned television channel in Estonia. Its literal name in English is "Channel 2". It was founded on 1st October 1993 by the film producer Ilmar Taska. The channel focused on programs produced in Estonia and has been recognized for its good choice of feature films from all around the world. In 1995, the Scandinavian media giant, Schibsted ASA became a shareholder of the company. By 2001, it has acquired 100% of AS Kanal 2. In September 2013, Schibsted Media Group agreed on selling all the Baltic operations in Eesti Meedia (including also Kanal 2) to a group formed by management of Eesti Meedia and local investor Margus Linnamäe. In the course of time, both the competitive situation in the Estonian television market and the legislation have underwent changes. In addition, TV audiences' preferences have evolved. Kanal 2 successfully adjusted to the changes, updated and expanded itself. On 27 March 2008, Kanal 2 expanded itself and incorporated channels Kanal 11, which broadcasts mainly women-oriented programs and Kanal 12 which is more oriented towards men.



About Kanal 11

Kanal 11 was launched in March of 2008 with a women focused program list that includes talk-shows, reality shows, drama series, romantic feature films and more. Kanal 11 was launched in March of 2008 by sister channel, Kanal 2 and has been a firm favourite for women since then.



About Kanal 12

Kanal 12 is a TV channel catered mainly for men, with a program list that includes thrilling action, engaging sports, fast cars and more. Kanal 12 was launched on June 8, 2011 by sister channel, Kanal 2.

