

## TVB Europe Kalev Sports

Leading media content provider, TVB Europe has featured an article on Etere's success with Estonian sports channel Kalev Sport. For more information, please view the article.



Kalev Sport



TVB Europe

### Etere aids sports TV in Estonia

Video Media Group recently acquired the Estonian sports channel Kalev Sport and turned to Etere for its passage to the new digital era, writes Fergal Ringrose.

Kalev Sport is Estonia's first ever sports channel. It was launched in late 2007, offering viewers various sporting events, both domestic and international. Kalev Sport shows include English Premier League, motocross, Estonian club football, volleyball, basketball and also some Baltic Basketball League games.

Kalev Sport has recently changed owner, and the new philosophy of the channel is now focused to work as a fully commercial channel, basing its incomes on advertisement sales. Kalev Sport's daily schedule is drawn up with Etere Scheduling: by using this module all the assets to be aired are carefully programmed. It also allows for the management of secondary events received from logo generators, crawl generators and subtitles.

The recording of video material is carried out through Etere Ingest, which permits - besides manual and automatic ingestion - the fulfilment of various post recording functions such as file checks, quality checks, file removals and statistics calculations.

Etere Automation combines realtime device control with media asset management in a single product; Etere Automation sends on-air the entire programming of Kalev Sport, displaying contemporaneously both Estonian and Russian subtitles.

The sale of Etere's system to Kalev Sport was made through Etere Estonia Distributor, Pro Media Inc. As part of its project, Kalev Sport has installed a Harris Nexio video server (with two inputs and four outputs), a Kramer 16x16 matrix, two FAB subtitling systems and a logo generator.