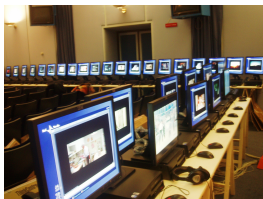**Etere**
a consistent system

TVB Europe RAI

Leading media publication group, TVB Europe has featured Etere's success with RAI group as it has selected Etere for its volume control compliance.

RAI logo

TVB Europe RAI Article

RAI

RAI chooses Etere: Please view the attached article.

Etere will support the RAI group as it embarks on the verification and correction of excessive loudness throughout its entire archive according to ITU recommendations.

The Italian Communications Regulatory Authority (AGCOM) has recently approved the n.34/09/CSP legislation concerning noise pollution. It mainly consists of the determination of standard maximum volume levels for commercial advertisement broadcasting, and, according to this legislation, it will be forbidden to broadcast commercials considered "excessively noisy or strident." That covers those that exceed the standard levels established and specified in the previous ITU-R BS1770 and ITU-R BS1771 recommendations.

All Italian broadcasters must therefore check the audio level of their entire archive. The RAI group intends to be one of the first broadcasters to adhere to this legislation by achieving a consistent loudness output, and has chosen Etere to accomplish this goal.

Thanks to Etere, the RAI group will be able to control loudness level of assets at both ingest and automation phases, by using Etere Workflow to automatically normalise the commercial advertising assets under a file-based Etere system, drastically simplifying the job of RAI's operators.

Etere Ingest is the module on charge of launching an action to analyse the perceived loudness level of both manually ingested and electronically received media through the Etere Tapeless Reception web service. Etere will use Rhozet's Carbon Coder software to automatically normalise all assets without time differences between audio and picture, while fulfilling the new standard loudness recommendations.

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.

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