

## TVRI Selects Etere ETX-G for Commercial Graphics Payout

Indonesia's state-owned TV station and longtime customer of Etere, TVRI, chose Etere ETX-G for its superior MAM for graphics capabilities and seamless graphics payout integration with Airsales system.



Etere logo



TVRI Logo



ETX-G



ETX-G

Since 2005, Televisi Republik Indonesia (TVRI) has consistently selected Etere as the preferred choice for the management of its broadcast systems. TVRI is the state-owned television station and the only broadcaster in Indonesia with national coverage. Once again, TVRI renews its confidence in Etere with its addition of **Etere ETX-G** for the management of its commercial graphics workflow.

Etere ETX-G is a 4K-ready professional commercial graphics payout software that enables SDI-support, real-time previews, instant addition and deletion of graphics before payout. Its powerful features within a simplified software framework allows it to be easily deployed, commissioned and maintained. TVRI leverages the benefits of Etere ETX-G to manage its graphics payout with **Etere Airsales** integration for an integrated and accurate invoicing process.

### ETX-G Graphics Media Asset Management (MAM)

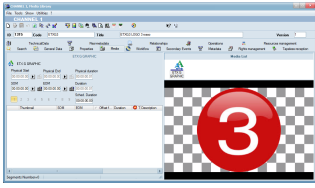
In today's evolving broadcast landscape where there is a need to distribute content to multiple platforms quickly, ETX-G is an agile system that is able to address dynamically changing challenges in the industry. It empowers broadcasters to bring content to the market faster than ever before. ETX-G features an integrated graphics MAM that organizes all graphics clips in a single location for streamlined operations and real-time updates. It allows users to retrieve graphic files quickly and to improve operational efficiency, especially as it may be necessary to move large volumes of graphic files across departments. MAM serves as a centralized monitoring and reporting tool, thus making it easy for companies to monitor the workflow easily. Metadata tracking from a centralized MAM database also makes it easy for operators to browse, preview and retrieve files quickly.

Additionally, graphics objects from ETX-G are saved in the media library with the capacity to group assets according to user preferences for a customized asset search. Etere solutions are also highly integrative and capable of interfacing a wide range of third party solutions. ETX-G comes equipped with real-time preview of visible alpha channel in asset form. With ETX-G, costly mistakes are minimized and requirements can be reviewed, approved and deployed quickly without delays. Empowered with the agile technology of ETX-G, TVRI is well-equipped for an effective graphics payout even for dynamic requirements.

### Approvals and Accurate Invoicing of Content

As part of **Etere MERP**, ETX-G supports an integrated and streamlined workflow. ETX-G's seamless integration with **Etere Airsales** supports the logging of invoices for both automatically and manually triggered graphics. It supports automatic invoice logs for a streamlined commercial graphics approval workflow. TVRI operators are also able to approve commercial graphics on the fly while ensuring the accuracy of the payout via preview control. During broadcast, Etere provides an overview of every stage of the workflow, thus ensuring accurate invoicing when performing manual advertising.

With Etere solutions, TVRI is all set to drive more accurate, relevant and profitable content through streamlined workflows. Through the reduction of time spent on approvals and the search for graphic elements, the content-creation process is error-free and extremely fast. Etere's load balancing capabilities also ensures a fault-tolerant and fault resilient performance.



ETX-G

## 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 are 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, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a worldwide 24/7 support.



## About Televisi Republik Indonesia (TVRI)

Based in Senayan, Central Jakarta, TVRI is a state-owned, public broadcasting television network in Indonesia. TVRI currently owns 22 regional stations and is the only broadcaster in Indonesia with national coverage. It is also the oldest television entity in Indonesia. Along with government digital television, TVRI also own 4 channels namely, TVRI 1 (or TVRI Nasional) which broadcasts national coverage, TVRI 2 which is set to be the regional network of TVRI broadcasters, TVRI 3 with programmes focused on culture and TVRI 4 which screens sport programmes.



<http://www.tvri.co.id/>