Etere
a consistent system

Etere ETX-G MAM Launches Live Playout Features

The only Integrated system to manage graphics advertising during live playout with immediate invoicing. New graphics MAM capabilities improve the management and retrieval of graphics.
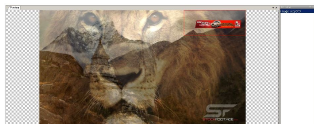
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Etere logo

etx-G

Logo of ETX-G

ETX-G Media Library

ETX-G Graphics Overlay

Etere has released a series of new live playout features for **ETX-G**, expanding its graphics Media Asset Management (MAM) and dynamic ad insertion capabilities. Live graphics insertion play an important role in the world of broadcast, especially in advertising; however, there are no other management systems in the market that cater to this requirement. ETX-G is a commercial graphics playout software that is an extension of **Etere ETX** and can also be used as a separate graphics software in any playout. It is a highly integrative software-based solution. ETX-G is able to manage the complete live commercial graphics workflow from proposal to planning, graphics management, invoicing, playout and delivery.
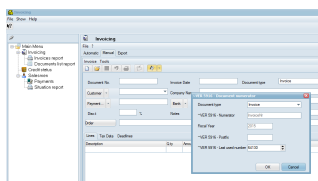
New Capabilities for Live Programming
ETX-G users are able to insert graphics dynamically into live programs, as long as the files are inserted at least 30 seconds before playout. This feature plays a critical role in live broadcast as dynamic advertisements allow broadcasters the flexibility to insert targeted advertisements for a specified group of audience or theme, based on live programming. As soon as the graphics have appeared on-air, it will be automatically removed from the playlist, thus ensuring a frame-accurate and updated playlist at any stage of the workflow. Operators are also able to view the list of graphics that were already broadcast as well as refresh the data at the touch of a button, all from a single interface. Additionally, operators have the option to create alternative playlists of programs and switch between different playlists of a selected station. For an enhanced visibility, the advertising list and scheduled playlist will be displayed alongside the selected station and program. Operators are able to preview the advertising list before the upload, thus minimizing human errors and costly mistakes in the process. ETX-G provides real-time operational and business visibility, enabling broadcasters and advertisers to make strategic decisions regarding dynamic ad insertions, a critical factor in the fast-paced landscape of advertising and broadcasting.

ETX-G users are able to trigger the insertion and playout of graphics manually, a feature that is highly valued in live programming. The flexibility of ETX-G prepare operators for any last-minute changes to be made before broadcast. During live broadcast, an integrated and streamlined system allows the operator to have a real-time update of the processes and preview control before playout. With Etere, every action is strategic and every invoice is accurate.
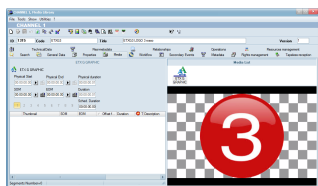
Accurate Invoicing, Manual Scheduling and Playout
ETX-G's seamless integration with **Etere Airsales** supports the logging of invoices and scheduling of air time planning for both automatically and manually triggered graphics. Once the invoices are logged, authenticated users are able to approve the processes instantly from a centralized database. This is a much more efficient process as compared to the traditional configuration with multiple levels of approvals across distributed departments. Once commercial graphics invoices are approved, users are able to send real-time updates directly to the video editing departments. Editors manage multiple layers of graphics, transition effects, 3D graphic animations and logo insertions from the same interface. Subsequently, ETX-G's integration with **Etere Executive Scheduling** ensures that the planned broadcast and placement of graphics can be managed centrally from the same interface. Etere's real-time updates facilitates the strategic placements of commercial graphics to ensure the optimization of resources at every step of the workflow.
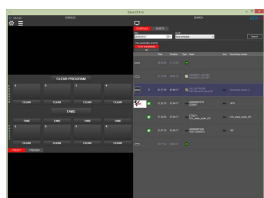
A Single Graphics Repository with Real-time Updates

Airsales manual invoicing

ETX-G preview

ETX-G Live Playout

ETX-G features a simplified graphics insertion process with real-time synchronization to the main automation channel as well as through a centralized SQL database. Its integration with **Media Asset Management (MAM)** library allows operators to organize all available graphics in a single location and improve operational efficiency when searching for an image. As a software-based solution, users of ETX-G can make adjustments on the graphics and preview real-time graphics with visible alpha channel in asset form, all without the use of any dedicated hardware.

The Benefits of Etere MERP
Etere's unified and modular **MERP (Media Enterprise Resource Planning)** framework is designed with the highly personalized experience in mind. It is capable of managing the end-to-end broadcasting lifecycle, with the option to interface a wide range of third-party solutions. Solutions can be configured to fit the needs of a company while taking into the account its future needs, including the ease of scalability. Etere future-proofs its systems with software releases that incorporates the latest technology to keep customers at the forefront of technology and to keep the systems' performance at an optimum level. Etere manages assets with a centralized and reliable database that facilitates the seamless flow of multiple files and data across distributed departments, thus reducing complexity, cost and latency in the process. Etere systems are built for both performance and resilience. Its distributed architecture ensures a fault-tolerant and fault-resilient performance.

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 Media Enterprises 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.