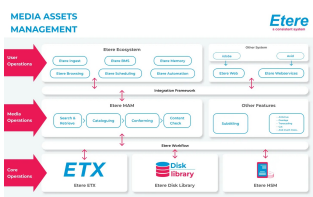


## DigitAlb Selected Etere for its Multi-Channel Broadcasting Center

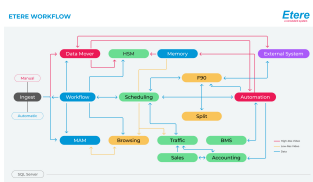
Leading media network of Albania, DigitAlb, has selected Etere for the management and playout of its multi-channel platform. The deployment incorporates the highly scalable and flexible Etere MERP workflows.



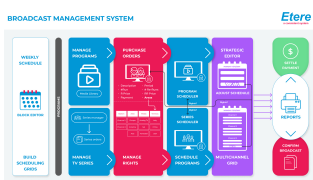
DigitAlb



Media Asset Management diagram



Etere Workflow Designer



Broadcast Management System

The biggest media network of Albania, DigitAlb, manages the playout of its multi-channel television center with Etere software solutions. Etere is selected for its highly scalable, flexible and end-to-end modular solutions for the broadcast and media industry. Launched in 2004 in Albania, DigitAlb broadcasts more than 200 channels including 19 HD channels, featuring a mix of local and foreign television shows. The deployment of Etere solutions allows DigitAlb to connect all its digital workflows and to increase its productivity, operational efficiency and cost savings across all departments in the media network.

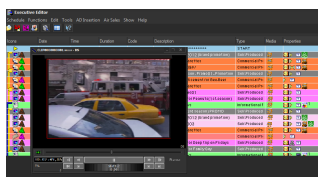
The modularity, integration and flexibility of **Etere Media Enterprise Resource Planning (MERP)** allows DigitAlb to manage large-scale operations with ease, reliability and cost-efficiency. Etere MERP promotes a collaborative workflow across all departments through a connected framework that can be scaled easily to fit the dynamic needs of the company. As a leading broadcaster in Albania, DigitAlb requires a highly reliable, powerful and automated system that is fully scalable for an easy and cost-effective upgrade in the future. Etere expands the capabilities of the broadcast facilities at DigitAlb with an implementation of the Etere MERP framework which is designed to connect all departments of a multi-media company through a centralized database and collaborative workflows. The installation includes the following Etere MERP modules:

### **Etere Media Asset Management (MAM) with Etere Quality Control (QC)**

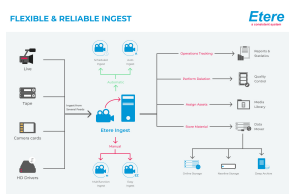
manages and orchestrates all available digital assets and metadata with a centralized management. Equipped with Etere MAM and Etere QC, DigitAlb is able to check, manage and distribute all files and associated metadata with easy controls, even for multiple file deliveries with complex and different requirements. It is able to manage the end-to-end workflow including the process of ingestion, transcoding, content retrievals, metadata association and asset distribution. It also comes equipped with an embedded workflow designer tool which makes it easy to configure and set up broadcasting management rules with its intuitive features including the toolset for the drawing of paths, restarting of workflows and the creation of action blocks.

At the heart of all workflows is the **Etere Workflow Manager** which enables the management and customization of all workflows across the entire system with a completely paperless approach. Etere Workflow makes it easy for DigitAlb users to tune their system and to modify broadcasting procedures quickly and easily. Etere Workflow Manager is capable of managing even multiple screen deliveries, the transcodings of media and the conversions of metadata for broadcast, internet, mobile or any other platforms.

**Etere Airsales** is also incorporated for the seamless management of all traffic, accounting and sales operations. It provides an enhanced inventory management that helps users to make strategic decisions with regards to advertising sales activities including pre and post-sales activities, sales campaigns, customer relationship proposals, commercial planning, invoicing, Accounts Executive and agencies commission. Etere Airsales features an interactive interface that is fully flexible to include the management of inventory across multiple days for a centralized campaign planning and placement, sales force and account management. Etere Airsales is also available as a web module on Etereweb, the web interface tool that supports all main features of the desktop version. With



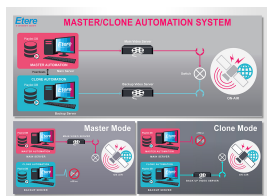
Scheduling GUI



Etere Ingest Workflow Diagram



Etere Player Features



Master/Clone Automation System



Logo of ETX

Etereweb, users are able to access and manage their system from anywhere with an internet connection. Users are also equipped with business intelligence data including post-transmission analysis, real-time reporting and statistics.

### Etere Broadcast Management System (BMS)

Etere Broadcast Management System (BMS) is a complete content management system that enables users to make strategic decisions on the program schedule, payment, rights management and workflows. It is a complete and integrated suite of content management for program acquisition planning, content utilization monitoring and inventory with the integration of Etere Media Asset Management (MAM). It features a highly intuitive, flexible and organised framework. With Etere BMS, users are given the full flexibility to modify their schedule grids, copy and link across multiple channels.

### Etere Executive Scheduling

Etere Executive Scheduling is the complete solution that manages all short and long-term playlists. It empowers users to make strategic decisions and to prepare the schedule grid in advance, even before the acquisition of content, based on planned broadcast and the placement of programs, series, promos and commercials. With the user-friendly Executive Editor, users are able to build and edit schedules easily. Etere Executive Scheduling is also tightly integrated with Etere Automation.

### Etere Ingest

Etere Ingest is designed as a complete and effective solution for all your ingestion needs. It is able to fulfill all types of ingestion requirements including manual, scheduled and automated from a single integrated interface. Etere Ingest supports ingestion from all of the most common feeds based on user-defined workflows. It is capable of capturing in real-time, both SD and HD media from virtually any source.

### Etere Tapeless Reception

Etere Tapeless Reception facilitates the move to a fully tapeless environment with the automatic transfer of any digital content across all workflows. It features full monitoring capabilities as well as post delivery workflows. With this deployment, DigitAlb users are able to manage content reception remotely with a web service-based portal framework. Etere Tapeless Reception also enables the integration of NLE systems and other file-based sources.

### Etere Media Manager

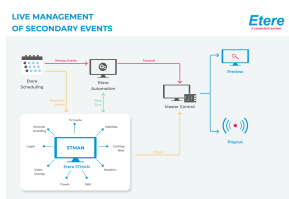
Etere Media Management enables a highly effective management of the complete process of ingest, indexing, storage and retrieval of digital assets. With Etere Media Manager, companies can increase their cost savings and streamline the process of ingest, indexing, storage and retrieval of digital assets. It allows connectivity with multiple devices and the integration of newsroom. Its advanced data storage and retrieval system establish an automated root-path relationship between devices and video content. Browsing and preview capabilities for all archived video materials are also inclusive.

### Etere Proxy Transcoding

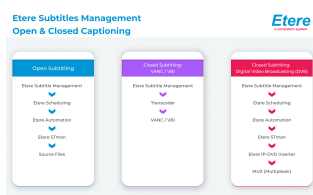
Etere Proxy Transcoding is a robust transcoder based on the powerful FFMPEG conversion tool with smart workflow-based management. Embedded with inclusive web integration, Etere Proxy Transcoding automates high-volume transcoding and deliveries to any platform including support for any format and wrapper. It supports H264 encoding at different resolutions, AAC and MP3 audio encoding. It also supports major format conversions for production, post-production, broadcast and distribution environments.

### Etere Proxy Browsing

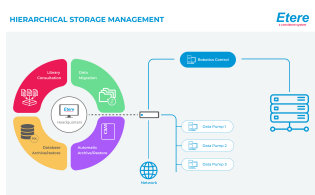
Etere Proxy Browsing is designed to enhance both internal and external information for greater efficiency across the complete workflow and to facilitate information exchanges between all modules including Etere Media Asset Management (MAM), Etere Executive Scheduling and Etere Ingest. Etere Proxy



Live Management of  
Secondary Events



Etere Subtitles  
Management workflow



HSM Diagram

Browsing is also completely scalable, enabling an easy expansion of the system at any point of time. Its capabilities include the encoding of HiRes and LowRes media files.

### Etere Broadcast Quality Player

Etere Broadcast Quality Player provides professional quality video and audio monitoring, browsing and playback capabilities of all file-based content with a full-resolution dual-monitor for quality control tasks. It supports SDI-output with multi-language closed captions and audio tracks.

### Etere Automation

Etere Automation offers real-time device control and Media Asset Management in a single product, with a powerful mix of solutions and capabilities. It is able to transmit streaming events according to the videosever capabilities and play in A/B switch modes. As a database-independent solution, Etere Automation offers different levels of fault-tolerance including backup mode, master/clone mode and disaster recovery mode.

### Etere ETX

Etere ETX is a software-based channel-in-a-box with full IP in and out for multiple frames capabilities that is capable of driving all 4K, HD and SD conversions. It is a complete HD/SD digital video, audio and graphics platform that is capable of managing SDI outputs as well as Flash graphics. It is also capable of managing closed captions, live subtitling, multiple layers of graphics, animations as well as text crawlers. Additionally, HEVC and H.265 encoding is also available on Etere ETX. Etere ETX supports the insertion of closed captions including CEA 608 and CEA 708 with ETX inserter. It is a versatile multi-channel solution that is able to manage video acquisition, real-time compression and network transmission with full support for a mix of video codecs between channels.

### Etere STMan

Etere STMan, also known as secondary events management, is a software application that is capable of managing all your secondary objects associated with scheduled events, including graphical elements such as logos, crawlers, subtitles and video overlays as well as device commands such as script, hex pass-through, and channel switch. Even in fast moving environments, Etere STMan is always synchronized with both the scheduled and automation schedule, thus ensuring that your adjustments are always updated in real-time.

### Etere Subtitle Management

Etere Subtitle Management is a digital solution that is capable of managing the complete creation, management, burning, airing and conversions of subtitles, including captions or other text services. With the addition of the Etere Subtitle Management module, DigitAlb is well-equipped to produce open and closed captioning in multi-languages for multiple programs.

### Etere Hierarchical Storage Management (HSM)

Etere HSM is a software solution that simplifies archive management with its support for a mix of proprietary and/or industry file systems. It is capable of moving and optimizing content between different media, from a single and unified platform that is able to provide information on archives located on-site as well as across multiple geographical locations. Additionally, Etere HSM comes with deep archive capabilities. At the DigitAlb site, Etere HSM interfaces a 30 slots digital tape library equipped with 2 LTO6 drives.

### 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.

### About DigitAlb

Launched in 2004 and owned by Top Media Group and based in Tirana, Albania, DigitAlb is the top media network of Albania. The network broadcasts more than 200 channels and 19 HD Channels, including 54 channels on terrestrial network, 79 channels on satellite and 5 radio channels. DigitAlb also broadcasts 7 movie channels, 2 HD movie channels, 3 documentaries channels, 1 HD channel, 3 children channels, 11 sport channels, news channels, music channels, adult channels as well as other Albanian National Channels and International Channels (Fox channels group, Discovery channels group, Viacom channels, Eurosport channels, Disney Channel, Nickelodeon, Travel Channel etc.).

<http://digitalb.al/>

