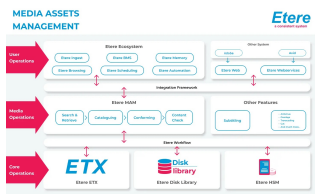


First HDTV in Russia Selects Etere

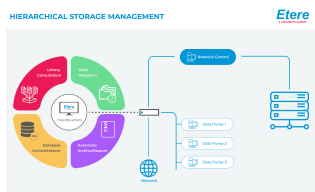
First HDTV, one of the largest TV companies in Russia with over 43 million audiences, selects Etere Media Enterprise Resource Planning (MERP) software solutions to manage its broadcasting workflows.



FIRST HDTV



Media Asset Management diagram



HSM Diagram

First HDTV in Russia has selected **Etere Media Enterprise Resource Planning (MERP)** software solutions to manage its broadcasting workflows. The TV station was a pioneer in 4K broadcast and it has an audience base of over 43 million in Russia.

In the fast moving broadcasting market, technology advances at an unprecedented pace and the innovative design of Etere MERP makes it a system that is always ready for the challenges of the future. Etere MERP is a completely scalable solution that is able to accommodate upgrades without a major change in the system. It includes regular updates that incorporate the latest technology to manage all mission-critical tasks even in the most demanding of environments. The project at First HDTV includes the following modules:

Etere Media Asset Management (MAM)

First HDTV manages 12 production channels including 6 HD channels. It is equipped with Etere Media Asset Management (MAM) for a complete management and orchestration of all digital assets across its broadcasting workflow. The integrated quality control feature automatically manages file-based content checks for both video and audio. Etere MAM orchestrates media assets in broadcasting workflows, increasing operational efficiency and optimizing returns on investments.

Etere F90

Etere F90 facilitates an efficient connection between two separate systems through a fully automated and digital data flow application. It performs export and import operations in both automatic and manual modes. Files can be exported in different formats and in multiple locations. It is also possible to export scheduling and as-run data each time an approval is executed. Etere F90 can also update the accounting system and provide updates through a web-based interface.

Etere HSM

Etere Hierarchical Storage Management (HSM) is a software tool to move and optimize video contents between different media. It is capable of managing a mix of archives from different vendors in a single integrated environment. Users can also keep an archive copy of all critical data on performance storage as well as a second copy on secure storage. Additionally a disaster recovery copy can be stored offsite.

About First HDTV

1TVCH is one of the largest TV companies in Russia, specializing in the production and distribution of thematic channels for satellite and cable broadcasting. First TV HD is part of the investment-industrial holding company GS Group. Its production channels include 12 TV channels, 6 of which are in high-definition. First HDTV has over 43 million audiences in Russia and it is also one of the first in the world to launch broadcast in 4K format.

<http://www.1tvch.ru/>



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Press



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.

