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Etere
a consistent system

RTB Manages Playout with Etere ETX and Integrated Master Control

The state broadcaster of Brunei, RTB, reaffirms its confidence in Etere with its implementation of Etere ETX with integrated master control to manage the playout of all channels.

Radio Television Brunei

ETX Logo

Centralized MASTER CONTROL diagram

Brunei's state broadcaster, Radio Television Brunei (RTB) has selected Etere to manage the playout of its channels. As a customer of Etere since 2011, RTB has reaffirmed its confidence in Etere solutions with an expansion of its Etere MERP system to include Etere ETX with integrated Master Control to support the playout of its main channels. The market-proven Etere Media Enterprise Resource Planning (MERP) framework is completely scalable to fulfil not just the present but also the future requirements of any media company, empowering users to adapt quickly to market requirements.

Designed to deliver a highly efficient and reliable performance, **Etere ETX** is a complete channel-in-a-box software with SDI output as well as full IP in and out capabilities. It is integrated with a robust graphics engine that enables overlays of 2D/3D logos and crawlers on up to 8 layers. ETX also supports fast insertion of closed captions including CEA 608 and CEA 708 with ETX inserter. With advanced capabilities including support for 4K, HD and SD, with up and down conversions, HEVC/H.265 encoding, capability to serve as a RTMP sender or RTMP receiver and live subtitling, ETX is fully equipped to fulfill all of RTV's dynamic playout requirements.

To complete the IT-based playout experience, RTB is equipped with **Etere Master Control** which enables control of multiple channels from an intuitive touch-screen interface. Redesigning the nature of master control systems, Etere Master Control integrates all the functionalities of a master control system, including playout, preview, dual monitoring and playlist browsing in a single software without hardware requirements. Etere Master Control is highly integrative with other Etere MERP modules including Etere Automation for automated playout switching, Etere Scheduling for a streamlined playlist preview, Etere Video Assist for a facilitated emergency playout, Etere Ingest for improved acquisition operations and Etere Media Asset Management for a centralized management of digital content and associated metadata. The implementation of Etere ETX and Etere Master Control at RTB enhances the facility's capabilities to manage and automate its file-based production and digital delivery workflows, with the same reliability and innovation that Etere has been renowned for since 1987.

To know more about how Etere solutions can give you the results you need, please write to **info@etere.com**

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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. **E-mail: info@etere.com**

About Radio Television Brunei (RTB)

Radio Television Brunei (RTB) is the state broadcaster of Brunei. RTB made its first broadcast on 2 May 1957, with a television service that started on 1 March 1975. RTB also monopolies the free-to-air television and radio in the country until 1999 when the country's only commercial radio station, Kristal FM was founded. RTB's logo was based on the national emblem of Brunei. On 11 April 2017, RTB launched a major rebranding project for its TV stations. RTB1 and RTB5 merged to form RTB Perdana, while RTB2 and RTB3 HD combined as RTB Aneka and RTB4 was renamed as RTB Sukmaindera. The rebranding was launched as part of RTB's plan to transition its analogue television broadcasting to digital television. **http://www.rtb.gov.bn/**

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