

CNBC Indonesia Selects Etere

CNBC Indonesia leverages the technology of Etere ETX to manage its channel automation. Etere empowers the news channel with its highly intuitive master control complete with touch screen features.



CNBC Indonesia



ETERE MASTER CONTROL



ETX Logo



Ticker Insertion

Etere empowers CNBC Indonesia with a powerful automation software to streamline operations and enhance its operational efficiency in any media and broadcasting workflow. CNBC Indonesia leverages the advantages of **Etere Media Enterprise Resource Planning (MERP)** framework to power its automation and playout. Etere MERP is capable of connecting and integrating all data in a company workflow, including internal and external information across distributed departments. The result is a seamless integrated workflow with updates in real-time, enabling CNBC to leverage the benefits of having faster content deliveries which in turn allows it to respond and adapt quickly to market demands.

CNBC Indonesia advances with **Etere ETX and Etere ETX Master Control** system to streamline its playout workflow. CNBC Indonesia uses Etere software to insert tickers showing breaking news and financial market updates. With the integrative advantages of Etere MERP framework, information is delivered seamlessly across every step of the workflow even when the involvement of multiple departments and stakeholders is needed. Etere manages rights management, graphics insertion and approvals with a single interface, enabling CNBC to deliver content faster and more accurately.

Etere ETX is a powerful channel-in-a-box system that reduces overall operating costs and enhances operational efficiency. Etere ETX combines the best of IT into an integrated, software-based channel-in-a-box solution for a seamless video management and playout. Etere ETX features full IP in and out capabilities as well as support for multiple frame rates. It comes equipped with a powerful ingest and playout engine that produces professional 4K video quality. Additionally, it supports all major essences and wrappers in the broadcast industry and is capable of a fully compliant DVB (Digital Video Broadcasting) stream as well as multiple layers of 3D and 2D graphics. Etere equips CNBC with all the tools they need in a channel-in-a-Box.

Etere ETX Master Control enhances the video and graphics capabilities of CNBC Indonesia's IT-based playout. It features a digital screen with touch-screen capabilities, customized transition effects, tickers and crawlers, preset and preview bars for fast switching, unlimited number of input channels, crawl, CG effects, video switching including transitions effects as well as support for multiple PC installations.

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 CNBC Indonesia

CNBC Indonesia is a television station and business news site in Indonesia that is affiliated with CNBC International. It was launched in February 2018. Beyond statistical data and numbers, many other interesting aspects of economic and business events are sometimes not conveyed. For this reason, CNBC Indonesia is present to deliver information, macroeconomics, capital markets, banking, other financial industries, commodities, manufacturing, international economics and politics, law and defense and security which affect national economic dynamics comprehensively.



On the other hand, CNBC Indonesia realizes that the rapid development of information technology has formed groups of readers who have their own uniqueness. The baby boomers and millennials have different ways and interests in absorbing information. For this reason, they not only deliver this information through website channels, but also through social media with various platforms. Therefore, CNBC Indonesia wants to convey economic events to readers with many perspectives. The presentation method is also simple but strong, so that readers can easily understand the information through text, graphics, moving images and videos.

[CNBC Website](#)