Etere
a consistent system
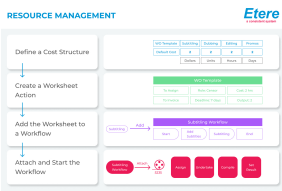
Telecapri: On-Air with Etere

Etere has helped Telecapri to strengthen its role in the local market and achieve its business objectives to be "A Window to the world, a cinema at home and a mirror of the city."

Etere
a consistent system

Etere logo

Telecapri logo

Resource Management

Channel in a box Etere
ETX

Introduction

Telecapri is a leading local broadcaster in Southern Italy founded in 1977 by brothers Costantino and Claudio Federico. It has an independent programming based mainly on classic and arthouse films, Neapolitan and Italian comedies, entertainment programs and cartoons.

Telecapri reaffirms its role as a leading local Campania broadcaster by strengthening its programming and role in the market, especially its association with the local reality market for information, entertainment and sports such as Calcio Napoli. Telecapri envisioned to be "A window on the world, a cinema at home and a mirror of the city."

The TV station is ready to take the next step up in terms of interoperability to achieve a higher level of productivity across multiple departments in the media lifecycle. With the global restructuring, Telecapri will continue to expand its programming to offer sports, cinema, fiction, Neapolitan music and more to its lineup. In addition, the station will leverage on a newly acquired virtual studio for its newsroom to facilitate live outdoors broadcasting with the use of portable radio links. The Etere application enables a remote connection to all devices in the control room including video and audio switcher, light mixer, VTRs, playout, title machines, generic GPI devices and multiviewer.

Etere was selected based on its capability to achieve these business objectives together with Telecapri team, with its tightly integrated and modular solution that seamlessly connects all areas of the production workflow with a single system. All workflows can be customised to fit not only the present needs of the station but also its needs in the future. Furthermore, its modular capabilities and complete scalability support the station's future plans for global restructuring.

Market Opportunities

As part of its vision to enhance its position in the local market, Etere was selected to serve:
■ "Magnificent 7" of Telecapri's channels, namely, TCN Telecapri News, a single-issue broadcast linked to local information
■ TCS Telecapri Sport, a single-issue broadcast on regional sports
■ Radio Stations, Napoli Calcio; Radio Capri, Radio Antenna Capri and Telecapri Super Station
■ National broadcaster, Retecapri, with its three current channels: Capri Store, Capri Casino and Capri Fashion

The radio stations have a history dating back to the earliest monopoly liberation days. Furthermore, Telecapri Super Station, is set to be the voice for the whole of southern Italy.

The Challenge

Telecapri was known for films and entertainment programs. The TV station has planned for a global restructuring project that includes a newsroom with an all-new virtual studio for live outdoor broadcasting. The project is set to facilitate Telecapri's expanded program lineup and elevated program delivery for its audiences with offerings in the categories of sports, cinema, fiction and more, across 6 channels. In addition, Telecapri includes a 24/7 program for its news channel with news journalists located across 2 locations in Capri and Naples.
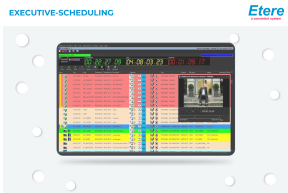
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Etere ETX

Executive Scheduling

Nunzio flowchart

Integrated Nunzio
Newsroom

Etere Nunzio Rundown

In order to achieve its goals, Telecapari needed an efficient system with an integrated management of broadcasting workflows. What sets Etere apart is its highly efficient Ecosystem framework that connects the end-to-end broadcast and pre-planning of workflows in real-time to enhance operational efficiencies and achieve significant cost savings across the entire media lifecycle. As a result, Telecapri is able to bring media to the market quickly to attain higher operational efficiencies and lower costs. With an integrated database, Etere allows a more accurate workflow processing. In addition, the distributed architecture ensures a fault-resilient performance across all stages of the workflow.
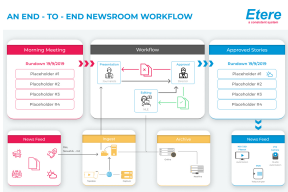
Solution
Telecapri needed a software solution that was able to integrate easily with its infrastructure and allow operators to deliver great content to market quickly and accurately. Etere empowered Telecapri with an efficient, integrated news management that encompasses a centralized management of digital content and associated metadata to facilitate a more efficient way of working. Etere Nunzio Newsroom is seamlessly integrated with the **Etere Media Asset Management** for a collaborative planning of news stories, social media workflows, advanced integration with studio automation system and easy usability.

Etere MAM is a content management software solution that is designed to simplify the process of ingestion, indexing, storage and retrieval of digital assets in the broadcast production workflow. With a streamlined production and distribution chain, centralised database and end-to-end toolset, Etere MAM allows Telecapri to strategically plan their workflow, fully optimize their digital content and bring media to the markets quickly.
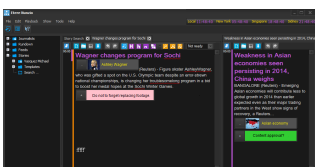
Etere Studio Player facilitates Telecapri's live outdoors broadcasting with the use of portable radio links. The software is an integration in Etere Media Asset Management that allows studio operators to prepare live as well as pre-recorded studio performances for broadcast without the need to switch to another system.

Etere Resource Management is a part of the MAM, it is a framework that manages all broadcast related activities including tracking and reporting of financial information, seamless integration with Microsoft Outlook, tracking and reporting of financial information, real-time monitoring and assignment of resources, tracking and reporting of financial information and automatic workflow processing of media materials. All work orders can be managed with customisable workflow for a more efficient planning. This allows Telecapri to have a more efficient management of resources and tasks.

Etere Agenda allows a one-click access to a centralised repository where all staff can access and track tasks, manage previews and approvals. Tasks and appointments can be assigned directly to contacts. Moreover, all tasks can contain business intelligence data including money, operator time, equipment time and external organization cost which helps the station to increase cost efficiency and optimise workflows for greater efficiency.
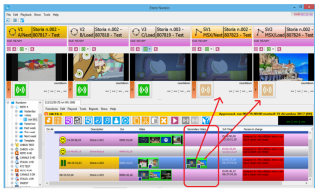
On-Demand Reports
Etere enables the generation of on-demand reports that automates data collection and business intelligence data. It helps Telecapri to revamp itself to become a digitally oriented newsroom that is capable of capturing important data with a single click.
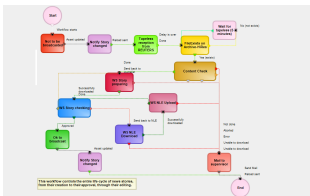
An Integrated System
Etere Ecosystem is a complete software solution that is able to connect and manage the complete lifecycle of a media organisation. It effectively integrates both internal and external information as well as all business processes in the workflow. The collaborative workflows enhances reliability of content delivered and facilitates real-time visibility across workflows.
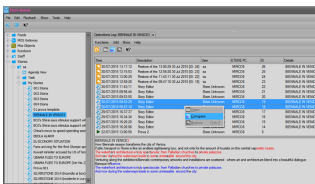
Etere ETX Toolbox
More than just an IT-based playout solution, Etere ETX is a complete Channel-in-a-Box solution that contain all the features needed to bring a channel on-air
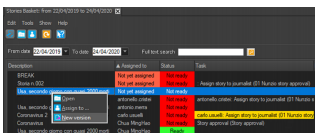
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Complex Stories with
Multiple Secondary Video

Nunzio workflow

Nunzio Story Operations
Log

Nunzio Story Basket

Nunzio Multi-platform

including playout automation, ingest, master control, closed caption insertion and an interactive graphics management.

Etere Executive Scheduling
With the integrated Etere Executive Scheduling, the smart automation features ensures that all planned schedules are managed with the associated licensed content, contractual commercials, missing material, imported material and regional ad insertions. The integration allows for a better administrative control of planned broadcast.

Customised Delivery and Automated Workflow Processing
Etere T-Workflow enables Telecapri to achieve their business goals with customisable workflow solutions. T-Workflow ensures an accurate and automated management of assets. Etere uses SQL to manage the flow of information. Etere allows broadcasting management rules to be set and broadcasting processes to be designed easily with the workflow tool.

Nunzio Newsroom allows Telecapri to modernise its newsroom with key features including
■ Rich client that supports cross-system operations, low-resolution browsing and seamless integration with NLE
■ Integrated management of agency feeds
■ MOS-compliant
■ Advanced rights/access management
■ Story Basket provides a quick overview of all news stories
■ Etere Media Manager automatically and seamlessly manages the transfer and integration of information across multi-site systems
■ Instant chat feature to enhance collaboration
■ Compatibility with E-paper and website upload
■ Social media compatibility
■ Built to support the management of complex stories containing multiple media elements including video files, live streams, graphics and secondary media files
■ Add or update playlists directly from social media platforms directly from Nunzio interface

Social Media Integration
Social media reporting, including on Facebook and instagram is an integral part of Telecapri's news reporting workflow. The role of the newsroom is constantly evolving and new media platforms such as social media are empowering content creators including Telecapri to reach out to a wider group of audiences on multiple devices. Etere Nunzio is an integrated solution that streamlines social media reporting, E-paper and web reporting on a single interface. Its real-time reporting features allow the compilation of real-time audience feedback, live comments, social media polling and live results. The live reports empowers Telecapri with the option to connect with its audience and optimize content effectively.
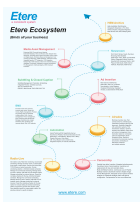
Benefits
■An integrated system
Etere Ecosystem features a single software to manage the end-to-end broadcast and media workflow. It is completely scalable to fit any requirement and it is also easy to expand with the business, all without a major change in the system. Etere Ecosystem integrates both internal and external information, leveraging on the easy usability of Etere T-Workflow to manage the flow of information between all departments. Etere Ecosystem manages and tracks the entire workflow across, enabling greater visibility and higher efficiency across the production workflow.

■Scalability
Etere Ecosystem is completely scalable to streamline workflow, reduce complexity, keep operational overheads and overall costs low.

■Efficiency
Etere allows users to plan workflows in advance and manage the automatic execution of preset workflow actions. It also allows multiple users to work on the same scripts simultaneously.

Etere Ecosystem

Media Asset Management diagram

EtereWeb

Etere QC

Etere User Rights Image

■Multiplatform Rich Client
With the integrative web, mobile and PC support, it is extremely easy for journalists and news editors to stay connected from any location. The centralised database of Etere ensures real-time updates and tracking across the workflow. The collaborative tools play an important role in newsroom where news journalists and editors often work on the same scripts at the same time but from different locations. The integrated tablet, PC, laptop and mobile phone connectivity allows journalists to connect to their audiences from any location.

■Quick Access Dashboards for an Efficient Workflow
Etere Nunzio Newsroom features the story basket dashboard which showcases a quick easy view of all news stories that need to be processed before being moved to the rundown for publishing. It also compiles all pending tasks, updates the statuses of news stories as well as the person-in-charge of the task.

■MOS Compliant
Etere is MOS Compliant and enables an easy communication with video servers, audio servers, still stores and character generators for broadcast production using a standard protocol. Furthermore, Etere Nunzio also features a MOS Gateway which allows external newsroom systems including ENPS, Annova and transtel to interact in real-time with Etere. This gives users direct access to MOS active rundowns and allows NRCS users to create placeholders for future content.

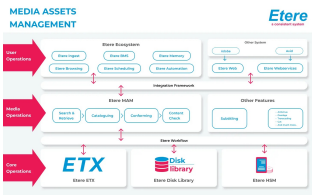### ■Reliable User Rights Management
With Etere user rights management, Telecapri has complete control over user permissions including the restriction of specific media, metadata and operations to specific users. Etere integrates its user permissions with Microsoft Active Directory to allow an easy and customisable management of user permissions. Even with hierarchical structures across 6 channels, Telecapri is able to design, plan and customize their user permission structures easily.
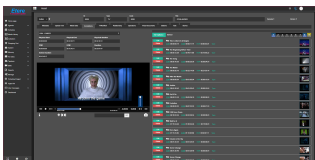
■Integrated Quality Control Workflows
Etere MAM is integrated with Etere Quality Control which is able to detect audio/video issues including freeze frames, black frames, scene changes and audio loss on the assets. The software is able to check all the main video file codec and wrapper of any resolution including 4K.
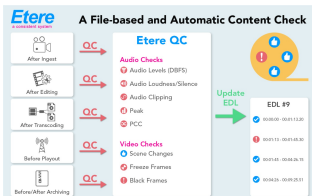
■Third-Party Integrations
Besides Etere Ecosystem's built-in features, the Telecapri workflow has been enhanced with the ability to integrate with third-party solutions including NAS; Matrix; Grass Valley; NVISION; Quasar; EPF.
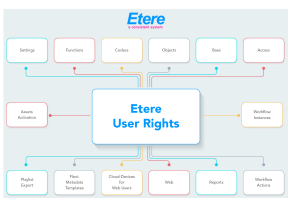
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About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. **www.etere.com**