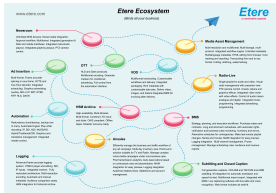# Etere Delivers a Next-Gen Playout to Tele A

Tele A, an established private broadcaster in Italy, upgrades its playout and Airsales system with Etere for better efficiencies and quality.
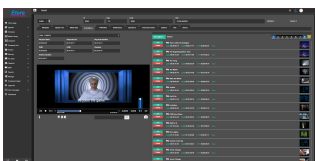

Etere logo

TeleA Logo

Etere Ecosystem

Media Asset Management
Web View

Etere ETX

Tele A, an established private broadcaster in Italy, upgrades its playout system with Etere for better efficiencies and quality. With its increasing popularity, Tele A needed to upgrade its playout system, and Etere Ecosystem proved to be an ideal choice for the broadcaster.

At the heart of the system, **Etere ETX** is a 4K-ready channel-in-a-box software based entirely on IT technology. ETX is a fully integrated playout system with streamlined workflows enabling operational and cost efficiencies. With its easy scalability, it offers users the flexibility to expand the system as business needs evolve. Built to support next-generation IP technology, Etere ETX features full IP/NDI/SDI in and out capabilities.

Etere ETX integrates all the features needed to bring a channel to live on-air. It can manage the end-to-end workflow, including ingest, 4K playout, closed caption/subtitling insertions, webGL graphics overlays, text over live videos, RTMP input, and integrated time delay, all with a single software.

Another of the system's central components is the **Etere Media Asset Management (MAM)**, a one-stop solution for effectively managing digital assets. With its implementation, Tele A is empowered with a system that can efficiently and effectively manage thousands of files and perform operational tasks efficiently.

To support the collaborative initiatives at the station, Etere supplies the broadcaster with Etere Web, which empowers users to drive their workflows even while on the move. With an authenticated login, users can access all the core functions of Etere Ecosystem with a streamlined web interface accessible from any web browser.

As part of Etere MAM, **Etere T-Workflow** allows users to design, customize and automate workflows across the end-to-end media lifecycle. It features a T-Workflow monitor that enables users to monitor all workflows on a centralized dashboard. With the workflow designer, you can view and redefine a digital representation of each process step in the workflow.

Furthermore, integrated into the system is the **Etere Airsales Lite**, an integrated approach that manages a station's end-to-end commercial, program, and series planning activities. It helps broadcasters to invoice commercial orders and reconcile them with the accounting system.

Etere also manages Tele A's scheduling, multichannel editing, and tape loan management.

Etere Ecosystem features easy scalability and excellent operational efficiencies while delivering the best viewing experience. It facilitates seamless connectivity across all workflow stages to allow a more effective way of automating processes based on pre-defined workflow rules. As a result, there is a better flow and fewer manual processes. Not to mention, Etere Ecosystem offers better cost and time efficiency. The system empowers Tele A with a strong foundation and a future-ready playout system that can adapt to the station's evolving needs as it is straightforward to add channels when needed. Etere is also easy to upgrade even as technology evolves. The installation boosted Tele A's efficiency and productivity across the entire organization.

Channel in a box Etere
ETX

About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its portfolio of digital technologies and market-proven remote/on-site services such as 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 most innovative software tools to drive your business to greater heights.

About Tele A

Founded in the 70s in Italy, Tele A is a private television broadcaster with interregional broadcasting. Tele A covers the entire territory of the Campania Region.
www.teleatv.it