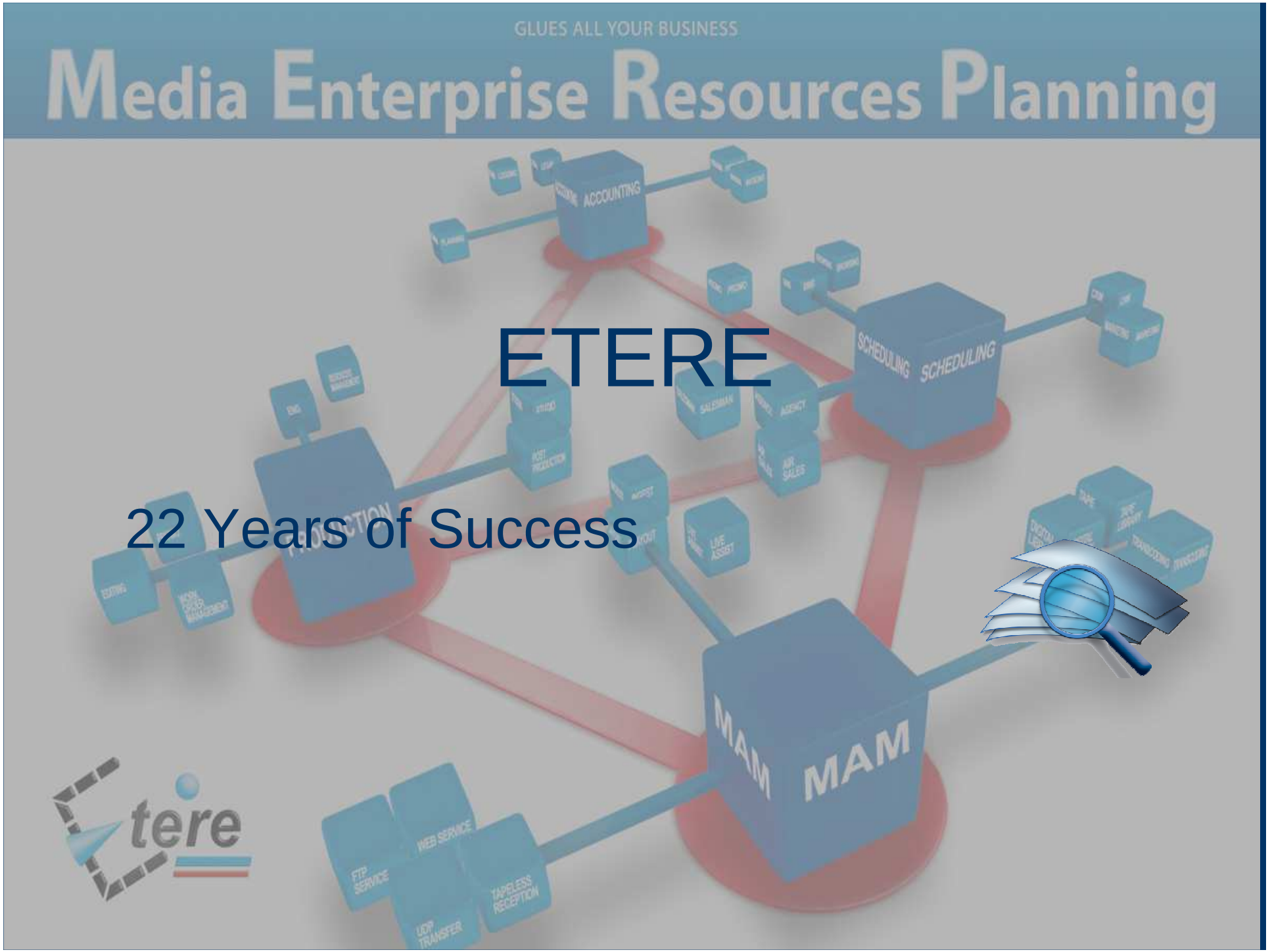
GLUES ALL YOUR BUSINESS

Media Enterprise Resources Planning



ETERE

22 Years of Success

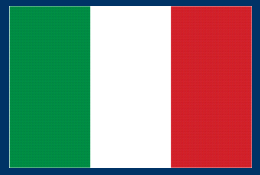
Etere

- ✓ A Company Dedicated to the Best of IT and Broadcast
- ✓ Strongest Market and Edge technology
- ✓ Product Leadership Through Architectural Excellence
- ✓ Industry Best Application Support
- ✓ Industry Best Flexibility

ETERE Company Information

- ✓ History
  - ✓ Founded in 1987
  - ✓ Always on edge technology broadcast systems
  - ✓ Engineering team represents unique cross section of broadcast & IT experience
- ✓ Operations
  - ✓ Headquarters Tolentino, Italy
  - ✓ Development Center in Tolentino, Italy
  - ✓ Distributors in
    - ✓ Europe
    - ✓ Middle East
    - ✓ Asia Pacific
    - ✓ South America
- ✓ More stable company in the software for broadcast
  - ✓ No ownership or core people changes from the start
  - ✓ Always profitable, never close one year with loss

Where We Are



Svizzera
Ungheria
Slovenia
Croazia
Bosnia - Erzegovina
TRENTINO-ALTO ADIGE
FRIULI-VENEZIA GIULIA
VALLE D'AOSTA
LOMBARDIA
VENETO
PIEMONTE
EMILIA-ROMAGNA
LIGURIA
MARCHE
TOSCANA
UMBRIA
LAZIO
ABRUZZO
MOLISE
CAMPANIA
PUGLIA
BASILICATA
SARDEGNA
CALABRIA
SICILIA
Corsica
Sardegna
Tunisia
Sicilia
MAR LIGURE
MAR TIRRENO
MAR ADRIATICO
MAR IONIO
MAR MEDITERRANEO

tere

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A Single MERP System

- ✓ Media Asset Management
- ✓ Automation
- ✓ Archiving
- ✓ Scheduling
- ✓ Air Sales
- ✓ BMS/ Long Term Planning
- ✓ Media Management
- ✓ News Automation
- ✓ Resource Management

Etere MERP Framework

Core

Workflow
User-defined
Automated operations
Full tracking
Powerful operation
Centralized dashboard
Reliable execution
Tapeless & paperless

ERP Designed
Single database design
Realtime updated
Consistent look and feel
Enterprise Knowledge management
Easy to install, maintain, expand and update

Database Management
SQL-based engine
Full Unicode support
Certified operations

Monitoring
SNMP Enabled
Single monitor console

Media Manager

HSM
Proactive cache management
Integrated migration
MAM prefetch
Multiple copies
Media integrity check
Multiple library mngt

File Operation
Tapeless reception
Video conversion
MD5 checksum
Audio normalization
Distributed agents
Concurrent copies
UDP transfer
Antivirus check

Transcoding
Multi-format
3rd-party integration

Quality Check
Black frames
Freeze video
Scene changes
Audio levels
Loudness
Anti-phasing

BMS

Program Management
Advanced programs planning
Dynamic play-out integration
Web interface

Digital Rights
Licensing rights
Purchase orders
Runs and re-runs
Amortization

Diffusion Control
Media
Area
Territories

Inventory
Monitoring
Consultation
Payments

Structure
Programming blocks
Cost Control
Audience target

Air Sales

Proposals
Role-based
Budgets and credits
Approvals
Simulations
Web interface

Structure
Programming blocks
Real-time changes
Price lists
Scheduling criteria

Automatic Scheduling
Background engine
Rules-based
White/black list

Accounting
Invoicing
Sales agents mngt
Double-entry
Payment transacts

Playout integration
Real-time changes
Auto reconciliation

Playout

Automation
Single/Multichannel
Synchronous playlists
Advanced secondary events
Web interface
Split
AD insertion

Redundancy
Clone/Backup
Backup one to many
Disaster recovery
Video Assist

Playlist Editor
Strategic planning
Promo management
Rights management
Alternative schedule
Preview with secondary events

Multichannel
Common programs
Separate spots
Centralized editor
Easy interface to check all channels

IT-Based Playout

Overview
Channel in a box
Extreme scalability
User friendly
Low TCO
Fully redundant
AFD & ARC

Channel Branding
8 layers
Static and animated logos
Multifunction CG
Subtitling

Master Control
Touch Panel
Video transitions
Audio shuffling

Multi Codec
MPG2,DV,HDV,IMX DVCpro,DVCproHD, XDcam,H264,WMV, AVC,DNxHD,ProRes

Multi Wrapper
RAW, AVI, MXF, GXF, QT

MAM

Worksheet
Media/resources management
Cost tracking and reporting
Integrated agenda
Outlook integration

Tape Library
Tape inventory
Tape loan system
Barcoding
Rack space management
Tape life mngt

Key Features
Comprehensive asset management
Frame-by-frame indexing
Full SMPTE dictionary support
OTT integration
Subtitling management
Content delivery
Storyboard
Web interface

News

News management
Ingest
Metadata
Browsing

Edit Plug-in
Adobe Premiere
Avid
Edius
Final Cut Pro
Sonaps

MOS NRCS Integration
Annova
Enps
iNews
Octopus
Transtel

Real time Sharing
File based ingest
Edit growing files
ActiveX plug-in

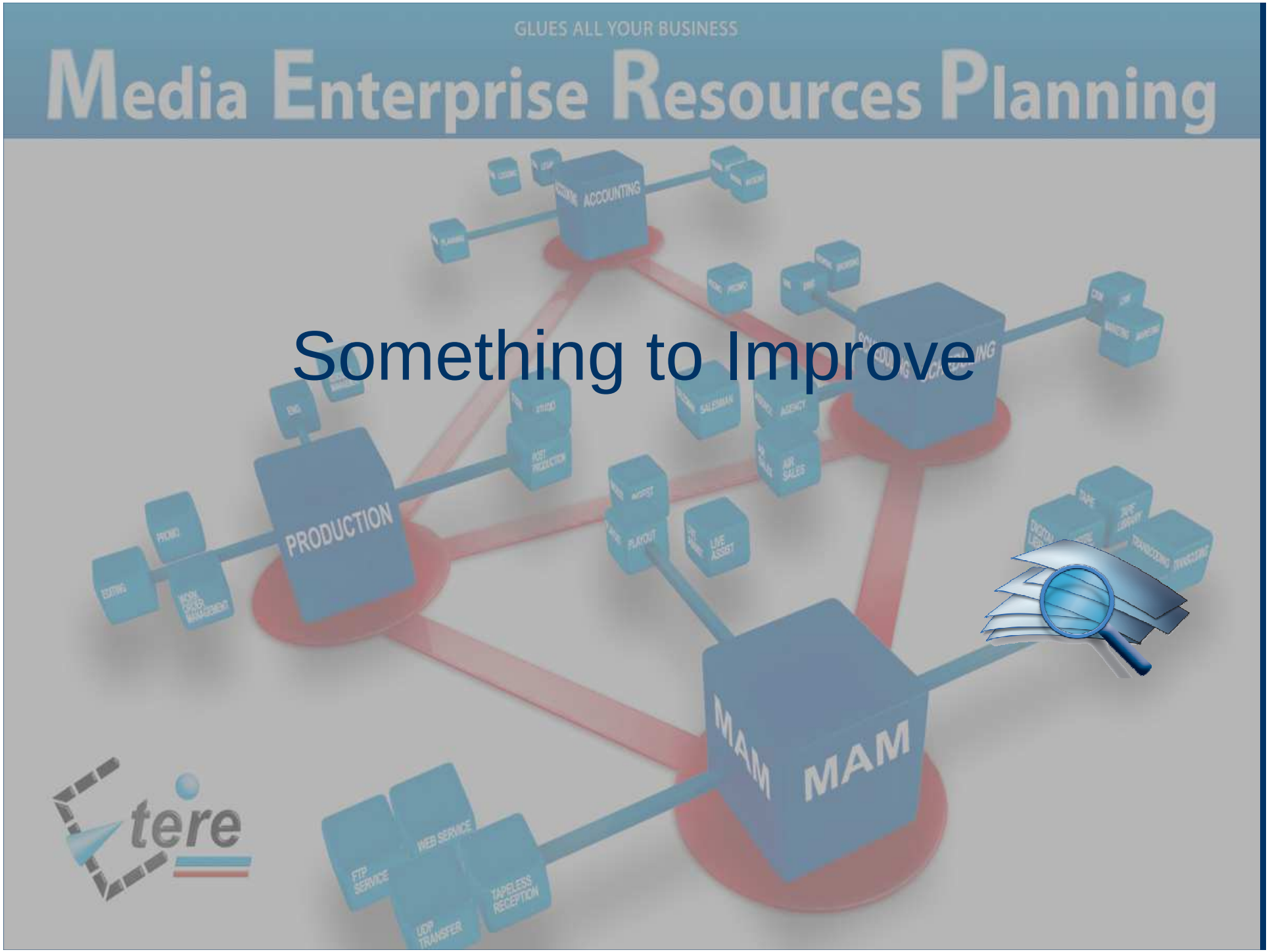
This Speech

- ✓ This speech is about the future
- ✓ I will not talk about something existing, but about something is just arrived
- ✓ What is arriving is different from what you use now.
- ✓ But it’s the evolution of what you use now.
- ✓ In this speech I will talk about evolution

Evolution

- ✓ Evolution is a process no-one is able to stop
- ✓ And it’s a process than will run the easy and most profitable way.
- ✓ And this road can be very different from what you see now

Communicator-Smartphone


GLUES ALL YOUR BUSINESS
Media Enterprise Resources Planning
Something to Improve
ACCOUNTING
PRODUCTION
MAM
MAM
tere
WEB SERVICE
FTP SERVICE
TAPELESS RECEPTION
UDP TRANSFER

Technological problem

- ✓ I choose the faster runner
- ✓ I choose the best shoes
- ✓ I will win ??
- ✓ Perhaps …. No !!

Power is Nothing without Control

The result

- ✓ You have the fastest men
- ✓ And the best fashion shoes
- ✓ But He cannot run
- ✓ This is what will happen when you chose a product without looking at the final solution
- ✓ You must see the Final target not the single areas
- ✓ Even if this was the tradition now you can choose a better solution

Power but not Control

- ✓ Each department try to choose the best product.
- ✓ And put integration in:
  - ✓ Drop folders
  - ✓ Xml files
  - ✓ Txt files
  - ✓ Drag & drop
  - ✓ Reconcile
- ✓ You data, your value, your money will be dispersed in different database with a consistent lack of efficiency
- ✓ You loose money!

Print a document

- ✓ Think this alternative:
- ✓ You must rename the file with some rules
- ✓ You need to drop it in a special directory
- ✓ If you wish to print in a special way as front and back you need also to create an XML file within 5 seconds when you drop the file
- ✓ If you choose the wrong name .. It does not work
- ✓ It seems to you bad or inefficient?
- ✓ But why this is normal to exchange Million dollar content
- ✓ Why you accept this mode in your production ?
- ✓ You see the evolution …..

ERP in broadcast

- ✓ Broadcast station need an extension of ERP
- ✓ ERP need also to manage the value of broadcasters
- ✓ The management system has not to take care of the video files only but also of the value connected to them
- ✓ It also had to plan the workflow and track the costs.

A common Mistake

- ✓ Department A has system XXX
- ✓ Department B Has system YYY
- ✓ We need to interface them !!
- ✓ **THIS IS WRONG**
- ✓ You need one system
  - ✓ One common repository
  - ✓ One coherent GUI
  - ✓ One consistent Database
- ✓ Companies waste Millions because they are not able to integrate.

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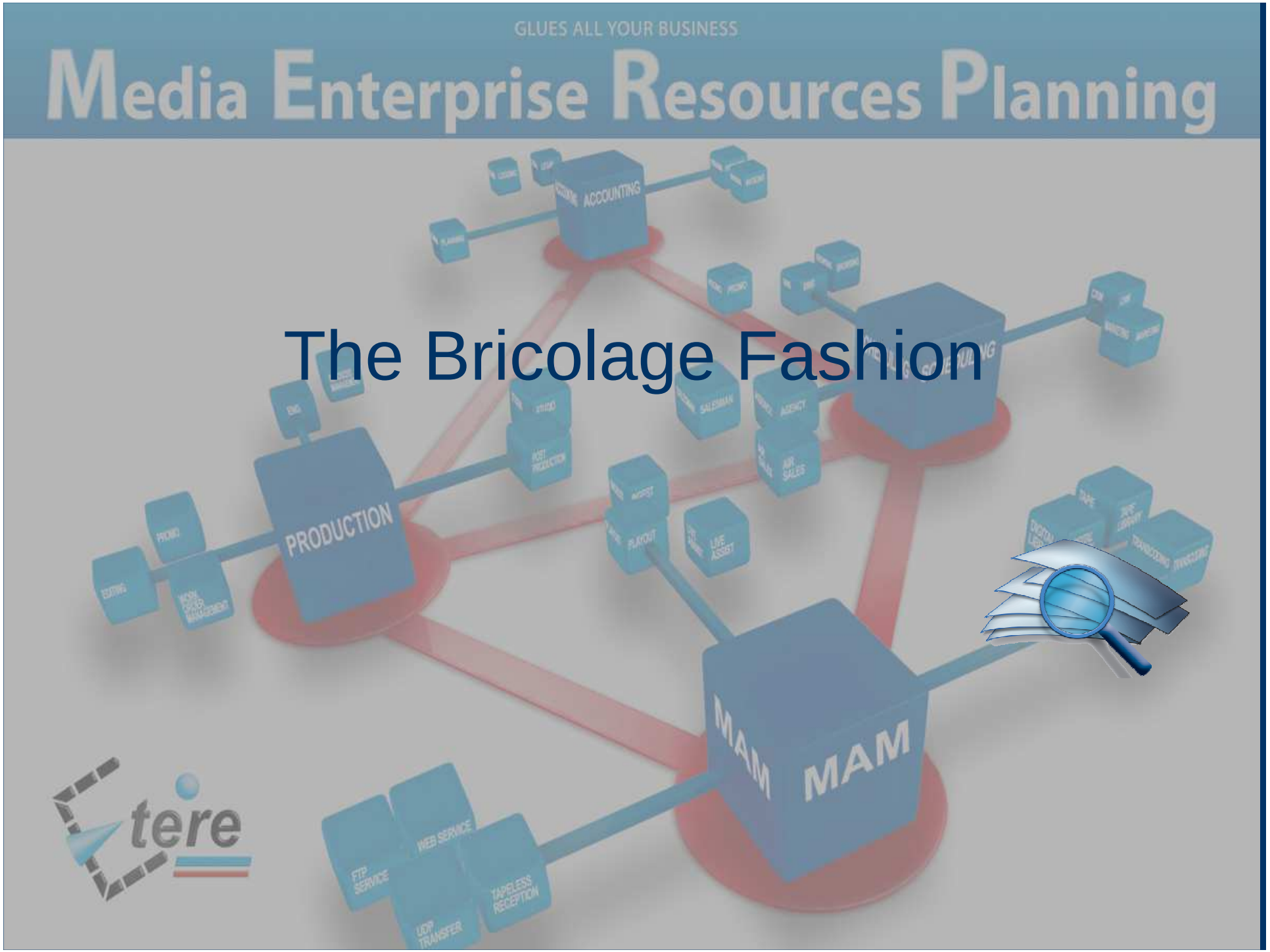
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Media Enterprise Resources Planning
The Bricolage Fashion
ACCOUNTING
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When Bricolage is needed

- ✓ 15 years ago My company produces
- ✓ Rack mount PC

- ✓ Why ?
- ✓ Because at that time they were unavailable on the market.
- ✓ No HP, IBM, Digital, Dell, Compaq have Rack mount units on the catalog.
- ✓ So if you wish to have it you need to assemble by yourself.

But Today

- ✓ Several models exist
- ✓ Very sophisticated and complex
- ✓ Why you need to do a Bricolage ?

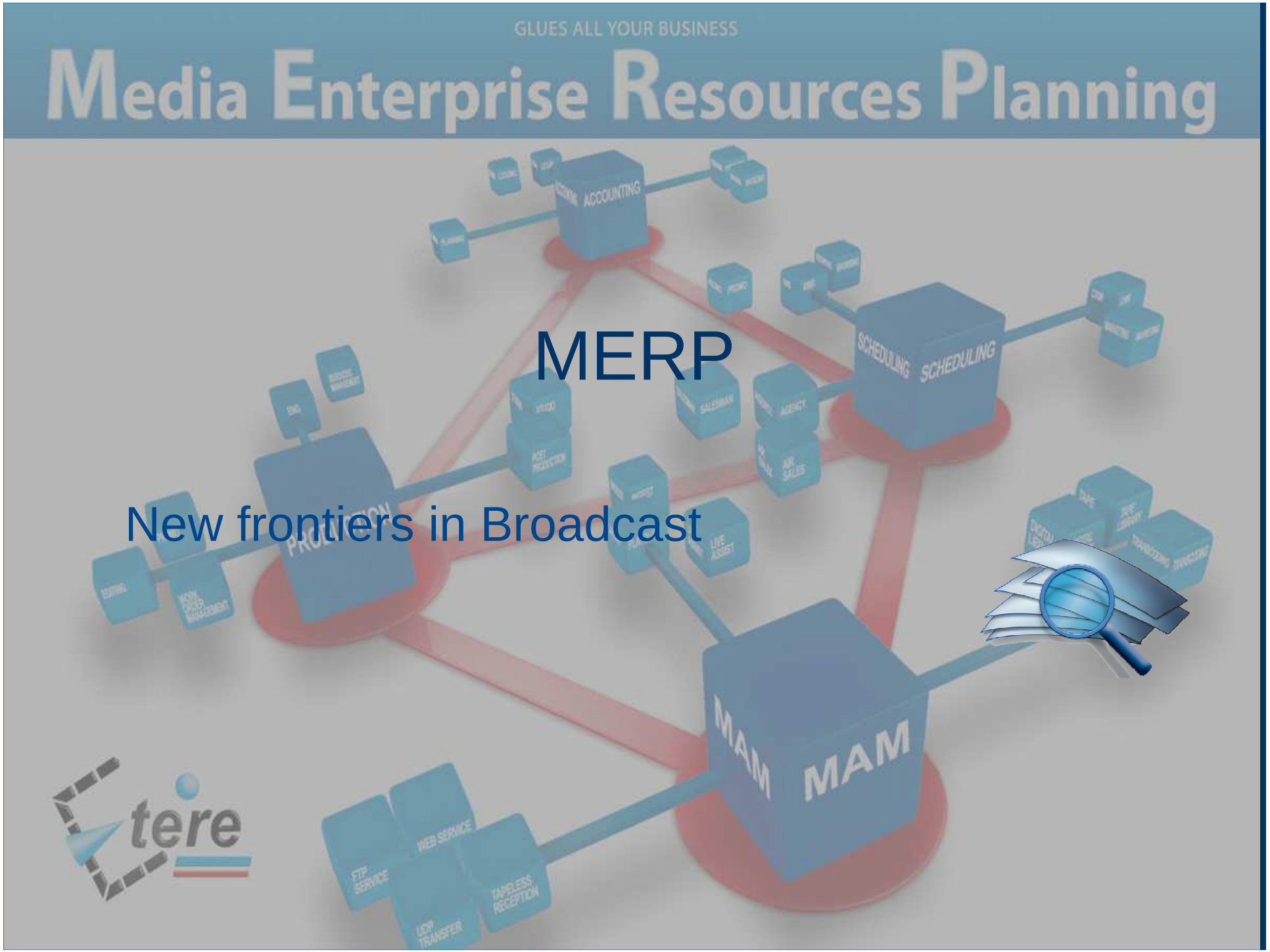
What about systems

- ✓ 15 years ago does not exist a system that do most of the function needed by a broadcaster.
- ✓ So Bricolage was needed
- ✓ Assemble together for example
  - ✓ Automation
  - ✓ Video server
  - ✓ Scheduling
  - ✓ Air sales
  - ✓ Broadcast management system
  - ✓ Resource management

  ……
- ✓ But now you can find some complete products that covers all your needs

WHY BRICOLAGE

AGAIN !!!



MERP

New frontiers in Broadcast

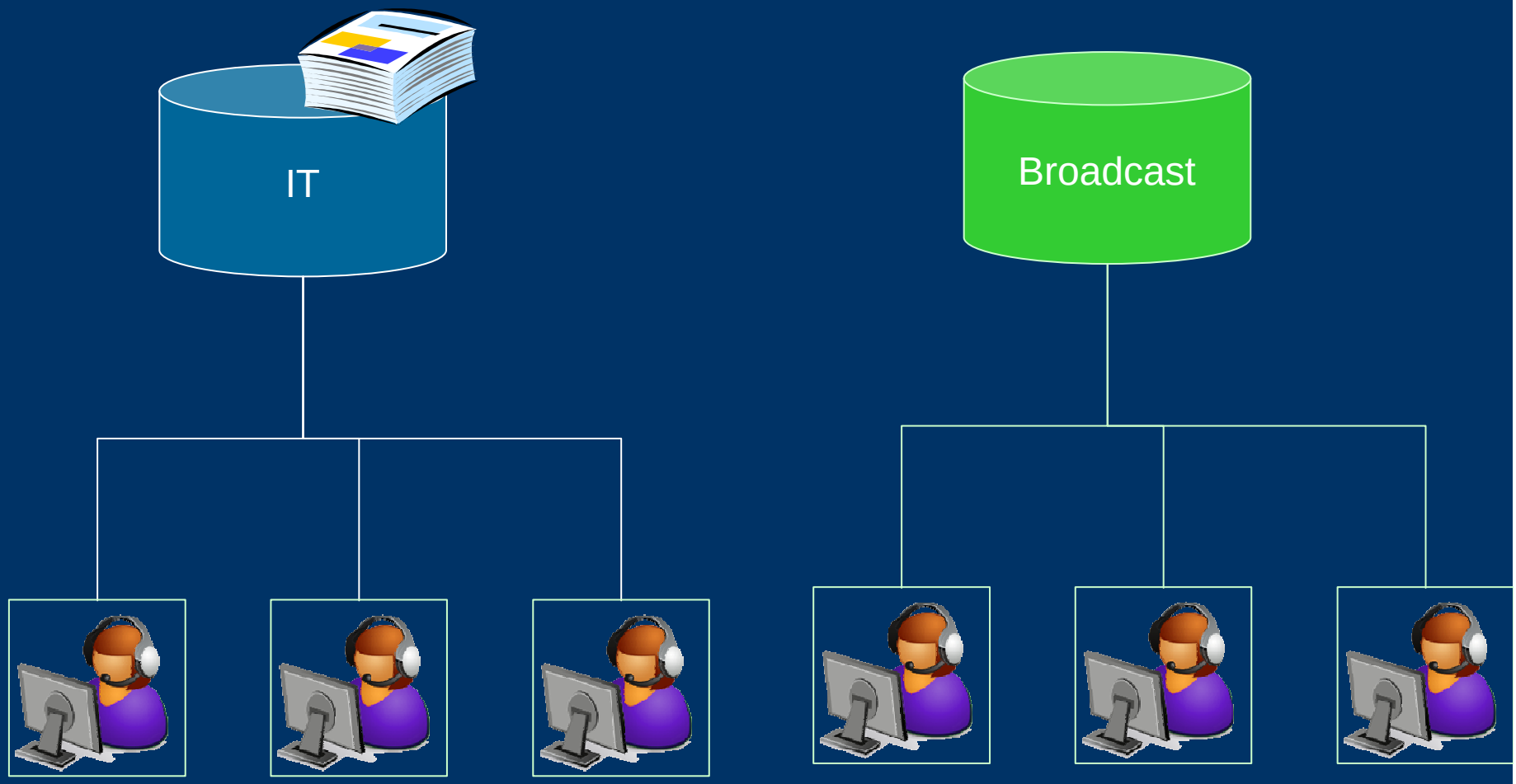
Broadcast Traditions

- ✓ Historically broadcast develop 2 different areas
  - ✓ IT for management, planning, cost control
  - ✓ Video, to manage video materials
- ✓ The 2 areas were completely disconnected
- ✓ Production orders arrive from IT and the video is managed in a different system.
- ✓ Some pieces of paper provide reconciliation between resource management and video products
- ✓ No real interaction between systems

But Now

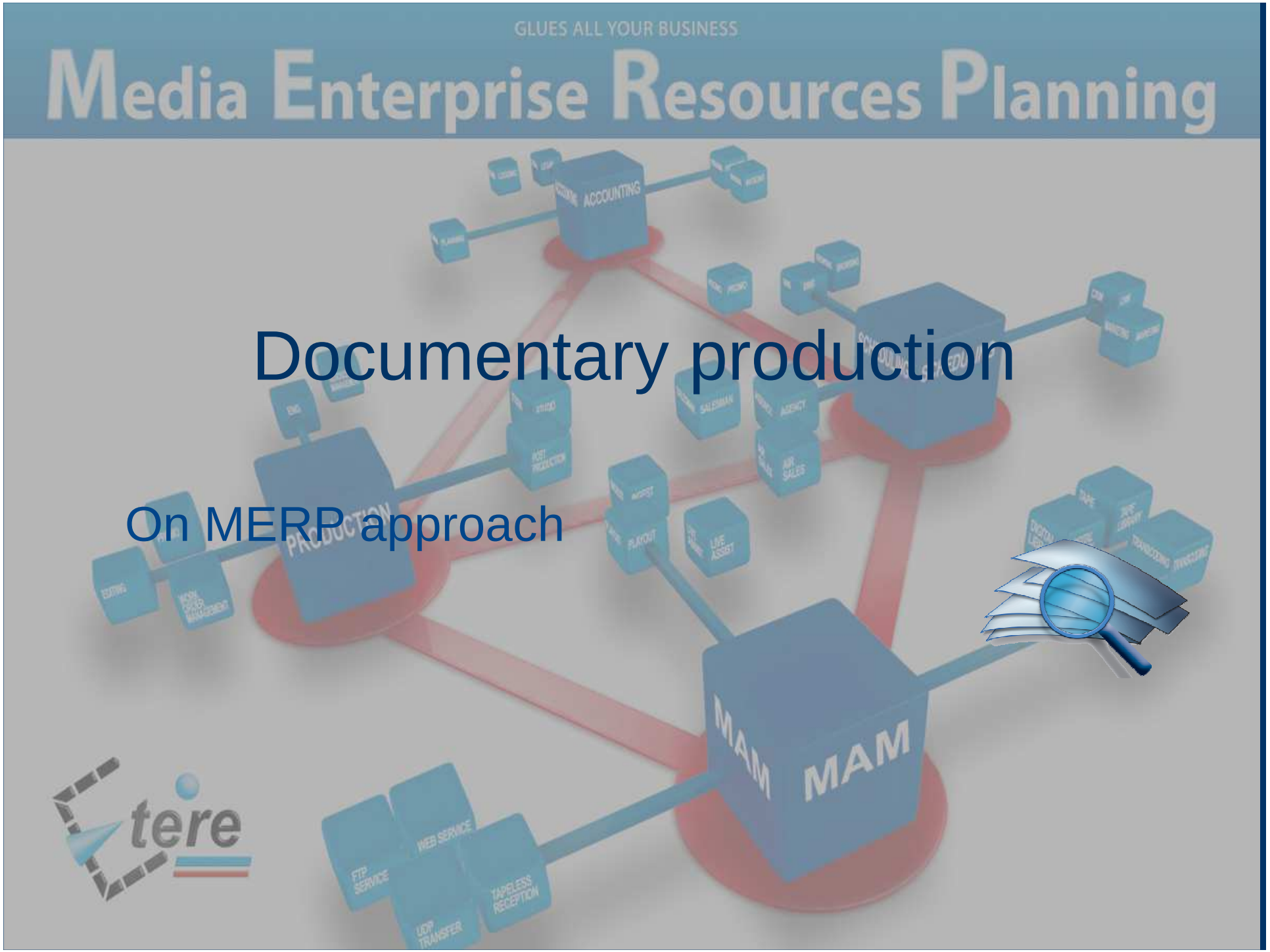
- ✓ Now everything is a File
- ✓ A file is managed inside a ‘Video broadcast system’
- ✓ While It’s properties and costs in a ‘IT system’
- ✓ But both use the same computers and same It infrastructure, the same network
- ✓ And still are connected only by a piece of paper.

Systems



My Experience

- ✓ I see broadcasters spending Millions to increase the bandwidth
- ✓ As example to allow to receive a file 5 minutes faster, 5 minutes instead of 10!
- ✓ But it's management system approval is manual and take 1 hour!!
- ✓ So they spend one hour to decide, but then they wish to save 5 minutes, and i listen a lot people thinking about the difference between 70 minutes and 65 minutes
- ✓ As it's easy to understand the Key factor in not the 5 minutes of file transfer but the hour for the decision.
- ✓ This is because decision and properties stay in a different system, manually updated



Documentary production

On MERP approach

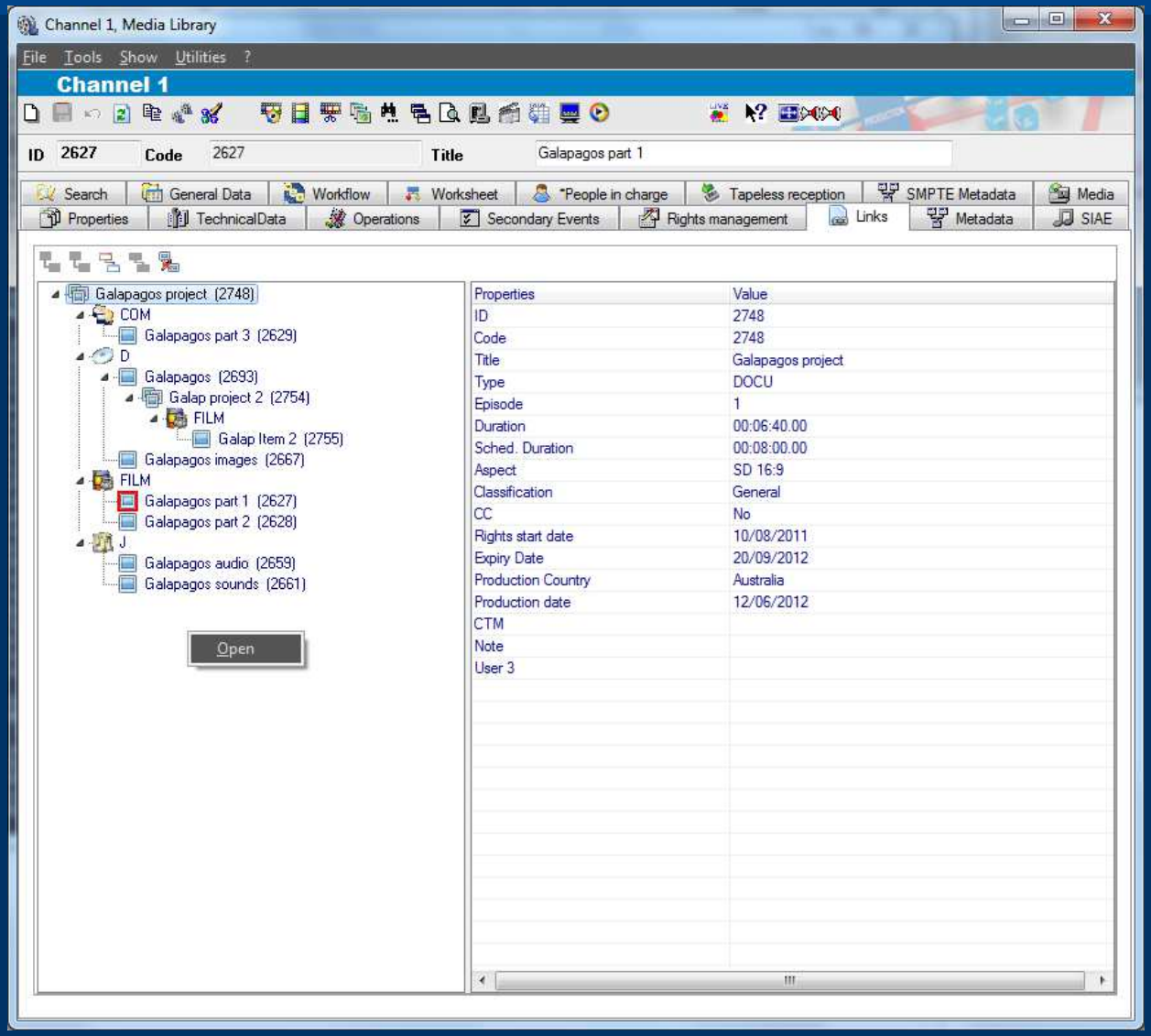
Production

- ✓ To allocate resource for production it’s necessary several hours
  - ✓ Studio allocation
  - ✓ People assignment
  - ✓ Resource assignment
- ✓ After production millions are used to save minutes on transfer
- ✓ Then some days are necessary for cost calculation !
- ✓ There is a lot of work to do

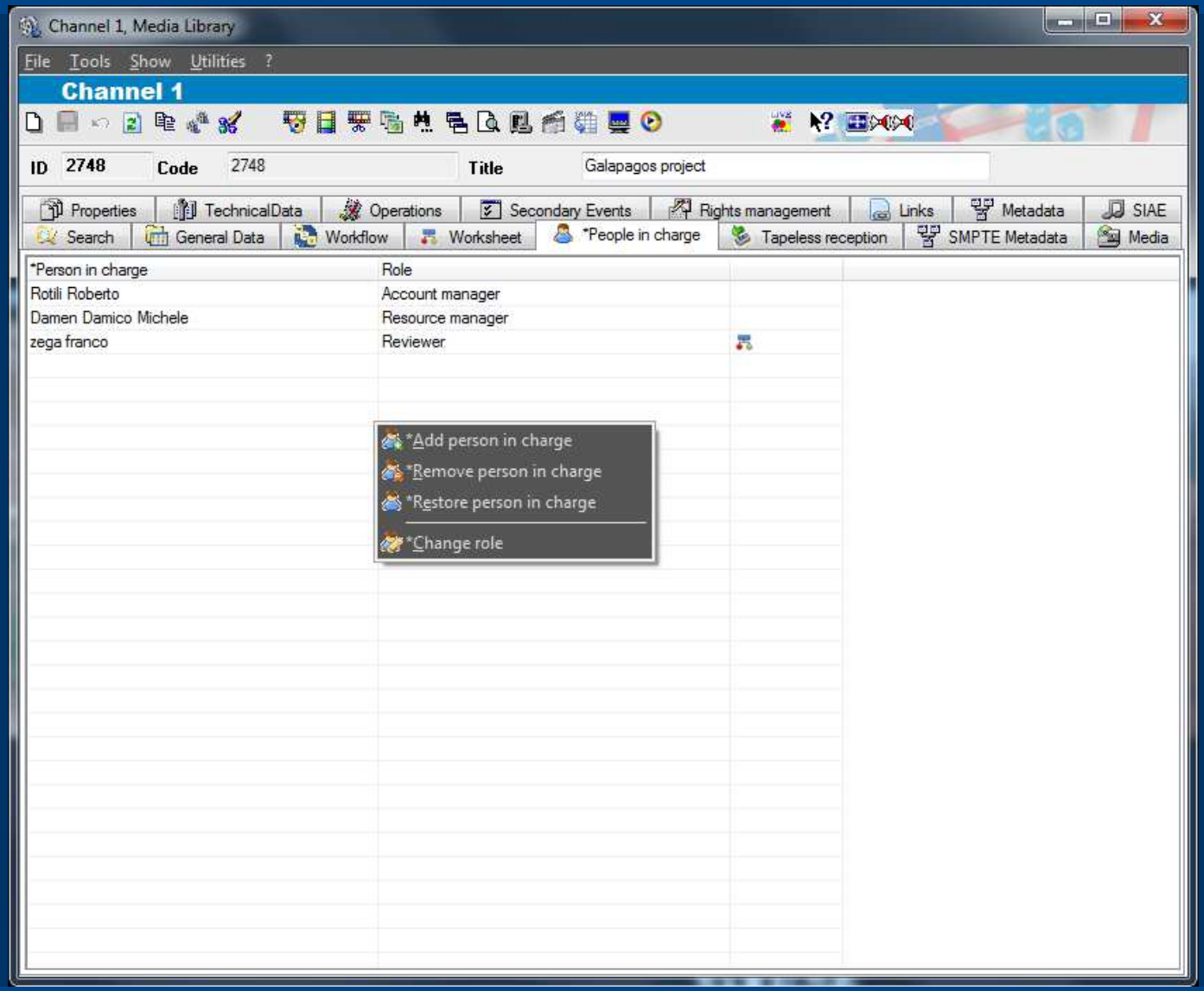
How to Start

- ✓ Open the MERP and start a project
- ✓ The project will be opened for everyone in the station

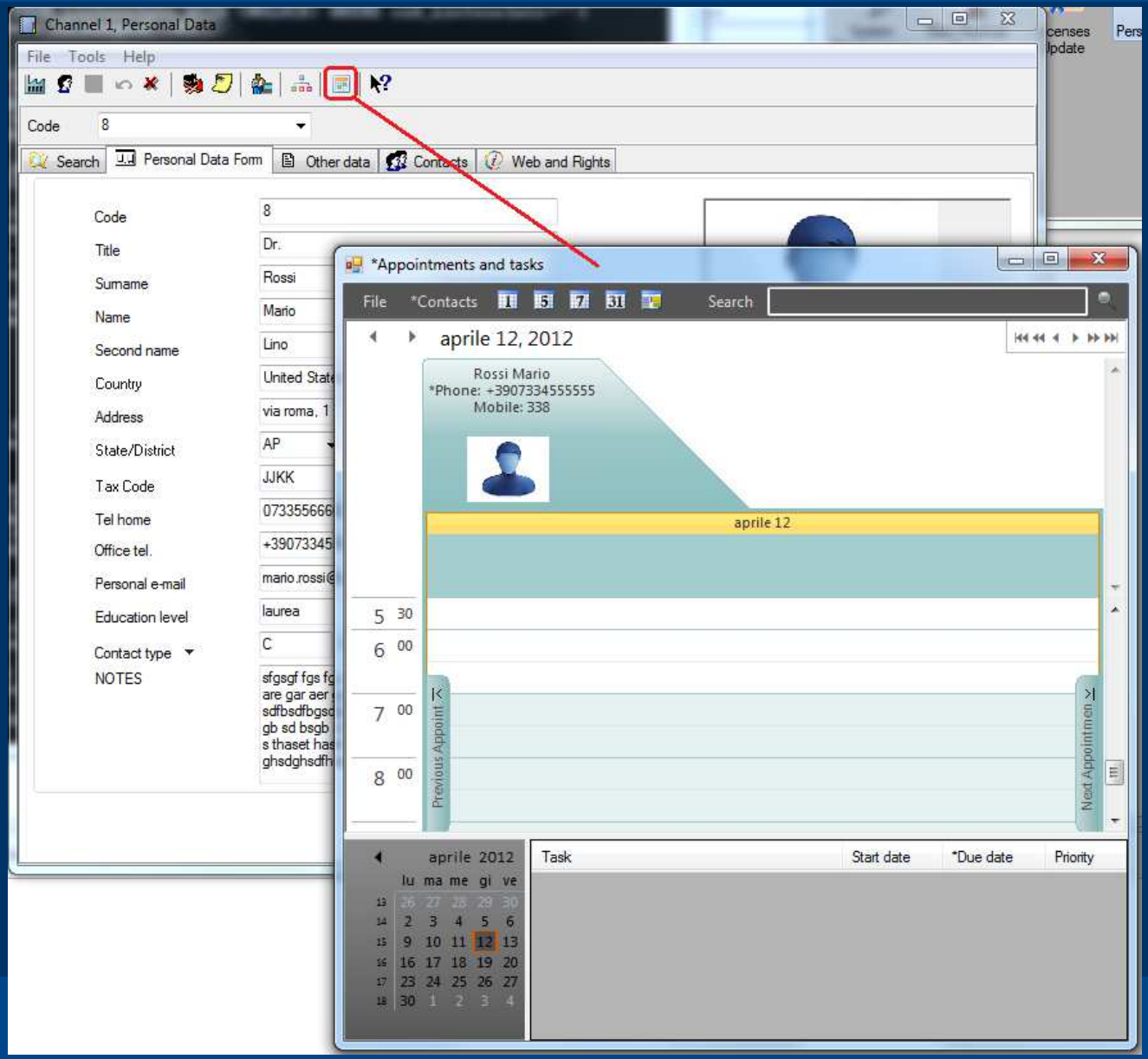
This can be the project screen



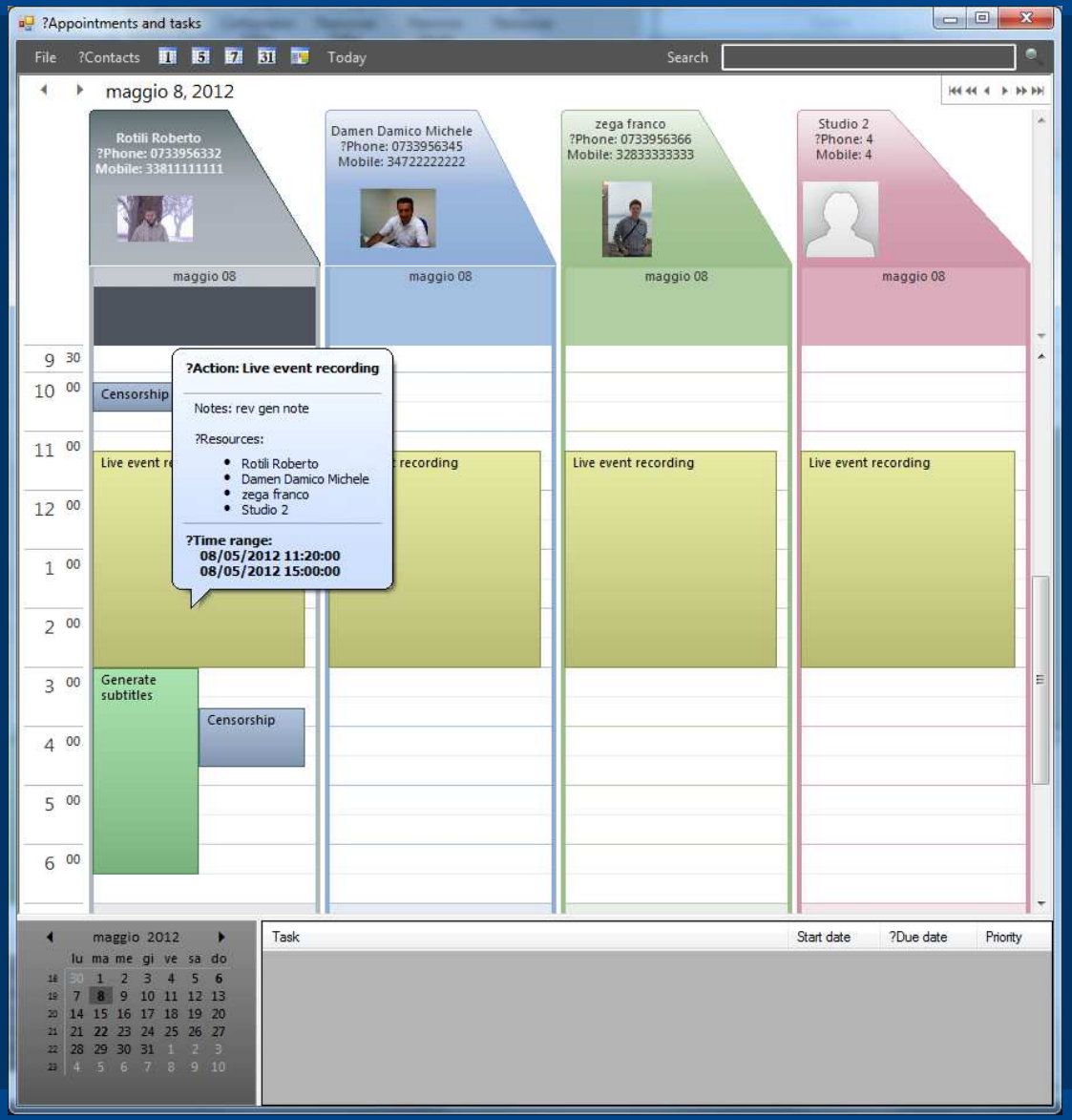
Assign the people to the project



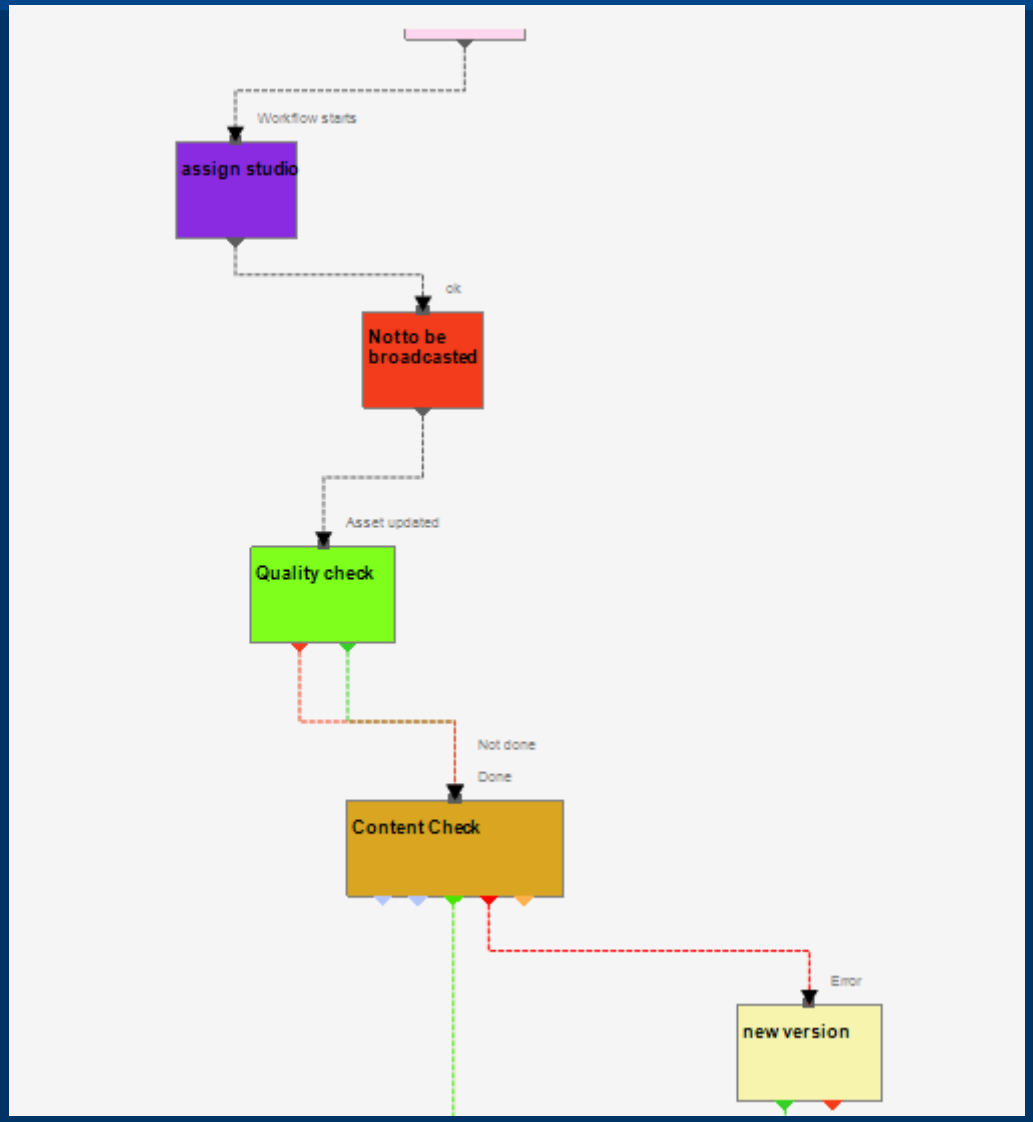
Check the agenda of people



People and resources



Multi purpose workflow



Cost report

Project costs

2281 - Pyramids of Death

Workflow	Action	Status	Cost type	Value	Measurement unit	To invoice	Economic value
Content check	Generate subtitles	Complete	Editing	1,00	Hours		30,00
Content check	Generate subtitles	Complete	Editing	2,00	Hours		60,00
Content check	Audio level check	Complete	Number	14,00		x	280,00
Content check	Audio level check	Complete	Number	12,00		x	240,00
WSheet	Censorship	Complete	Money	250,00			250,00
						Total to invoice	**520,00**
						Total	**860,00**

Efficiency and quality

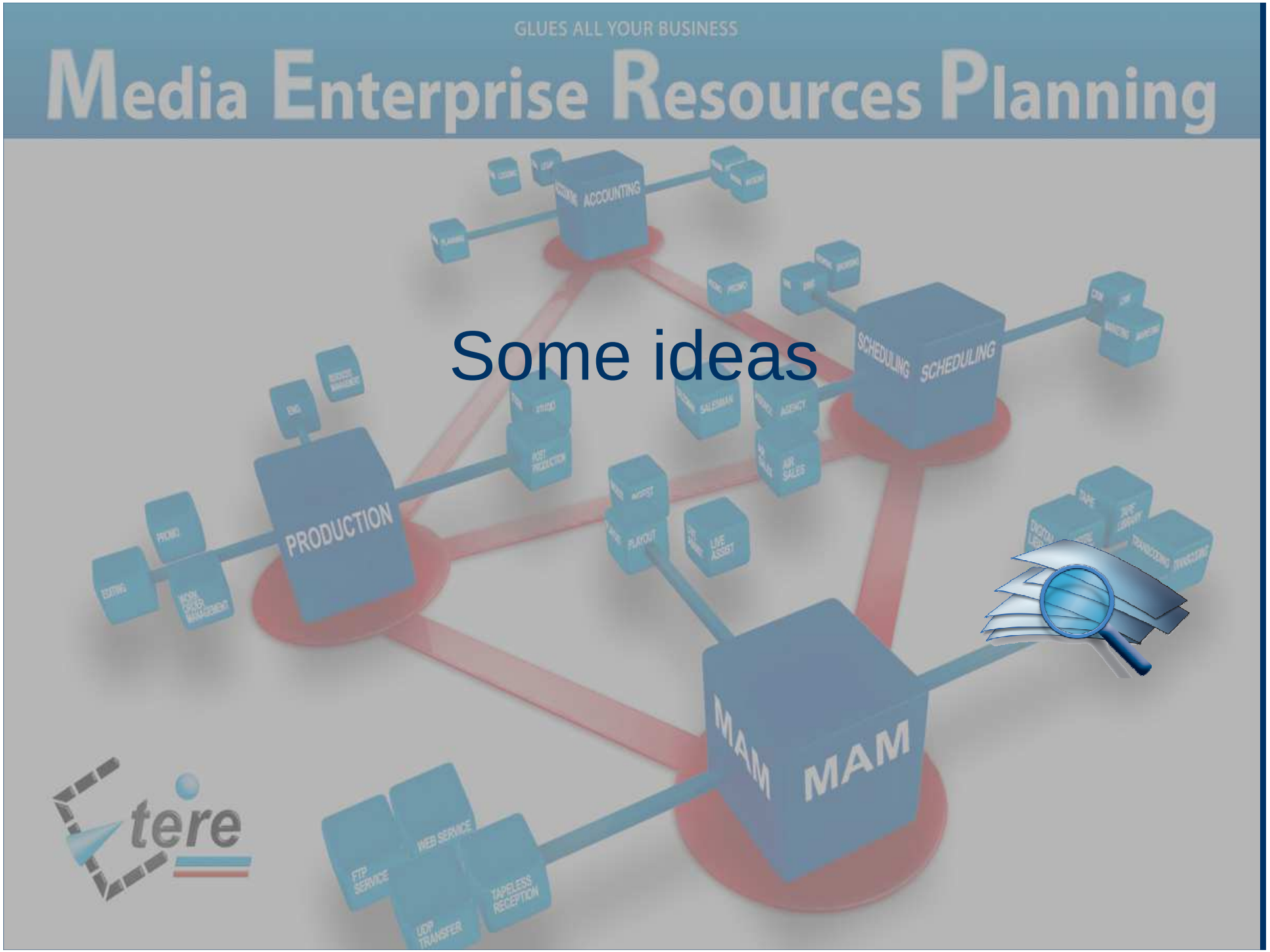
- ✓ This can be only created with an integrated system
- ✓ The correct decision must be activated as soon as it’s possible
- ✓ All the data must be available
- ✓ The correct workflow must be enforced

- ✓ The future is on MERP

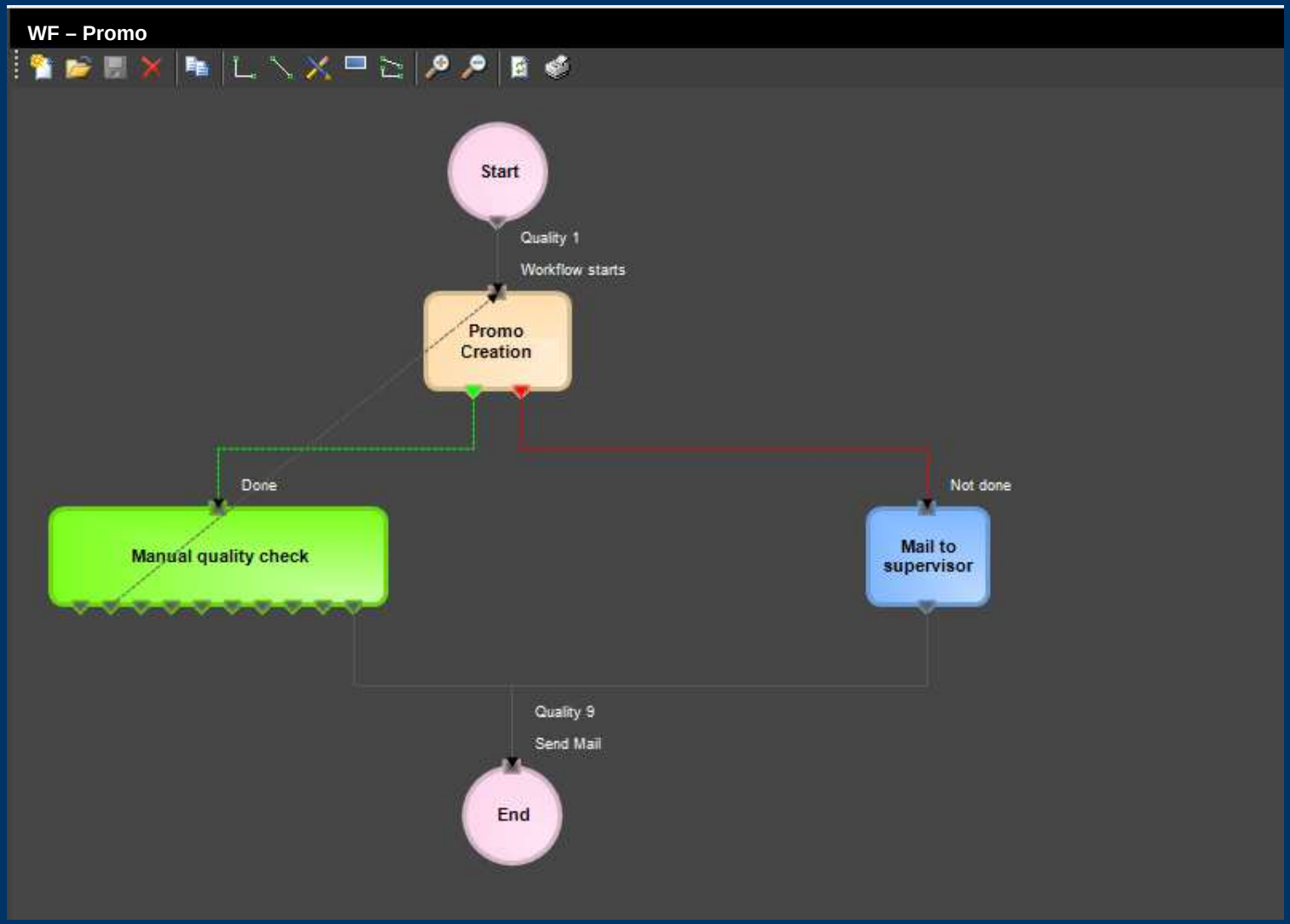
GLUES ALL YOUR BUSINESS

Media Enterprise Resources Planning

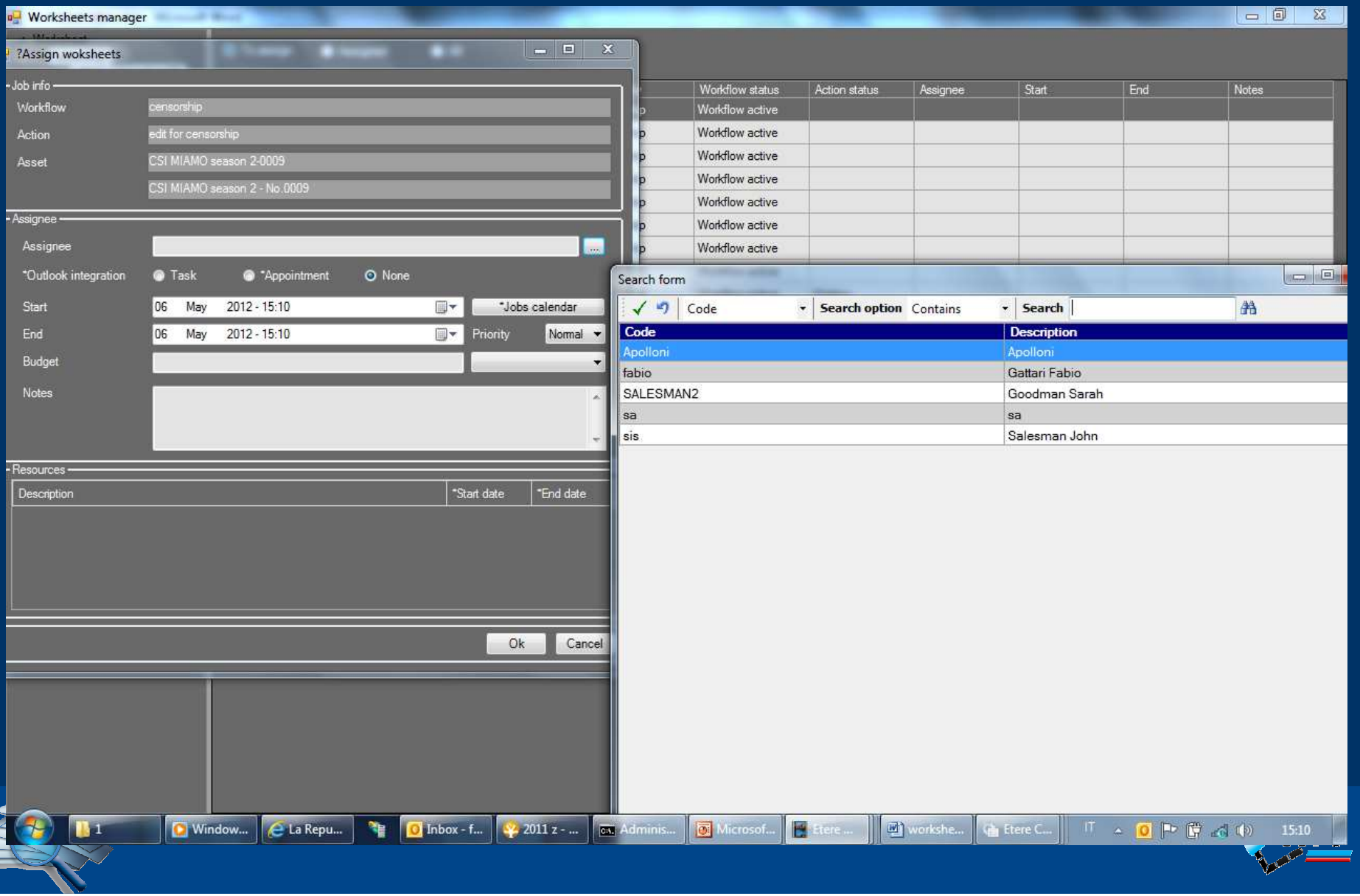
Some ideas



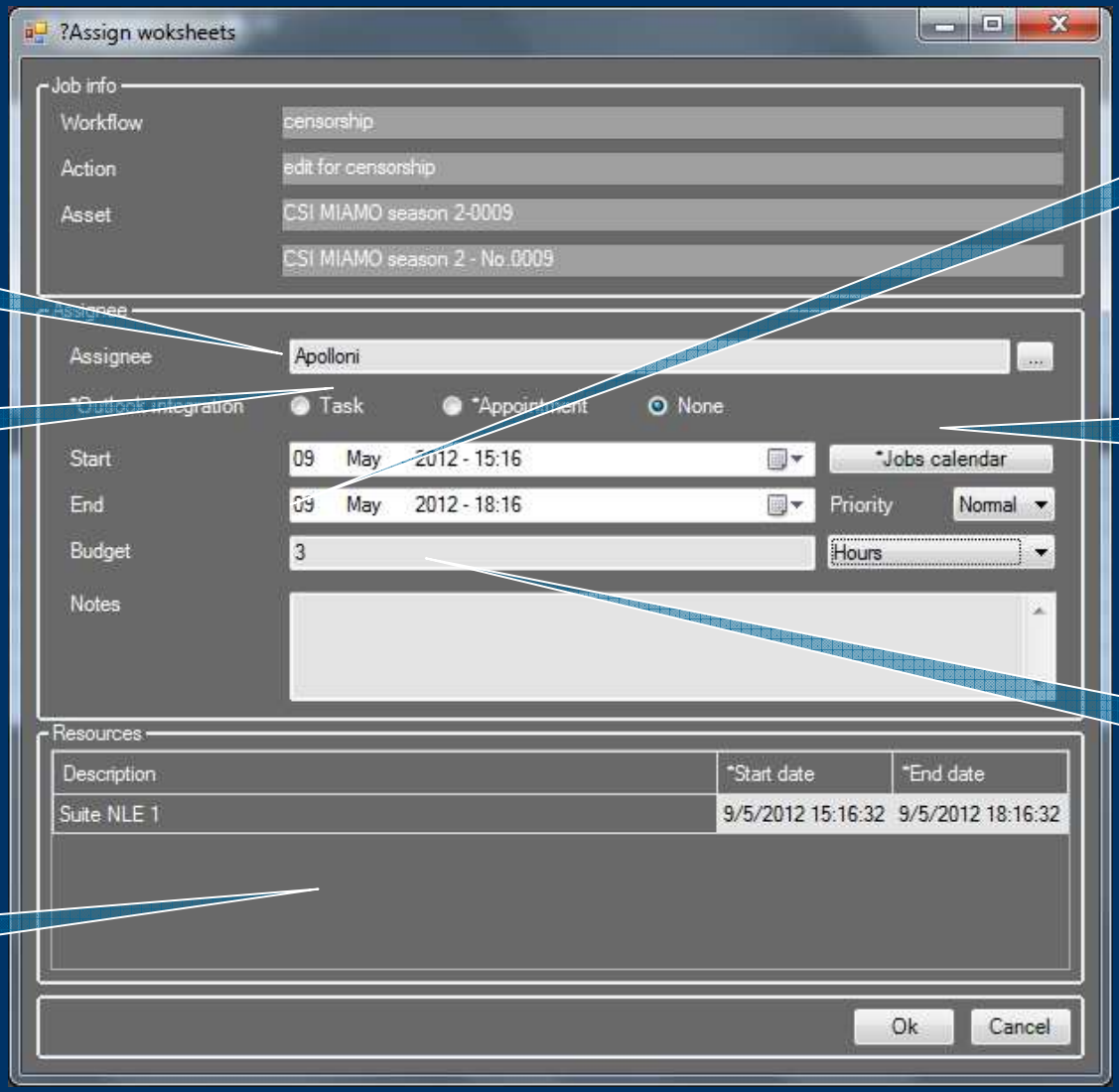
To be assigned: Promo creation



Assign Job


Worksheets manager
?Assign woksheets
Job info
Workflow
censorship
Action
edit for censorship
Asset
CSI MIAMO season 2-0009
CSI MIAMO season 2 - No.0009
Assignee
Assignee
*Outlook integration
Task
*Appointment
None
Start
06 May 2012 - 15:10
*Jobs calendar
End
06 May 2012 - 15:10
Priority
Normal
Budget
Notes
Resources
Description
*Start date
*End date
Ok
Cancel
Workflow status
Action status
Assignee
Start
End
Notes
Workflow active
Search form
Code
Search option
Contains
Search
Code
Description
Apolloni
Apolloni
fabio
Gattari Fabio
SALESMAN2
Goodman Sarah
sa
sa
sis
Salesman John
15:10

Details of the jobs



assignee

Task or calendar

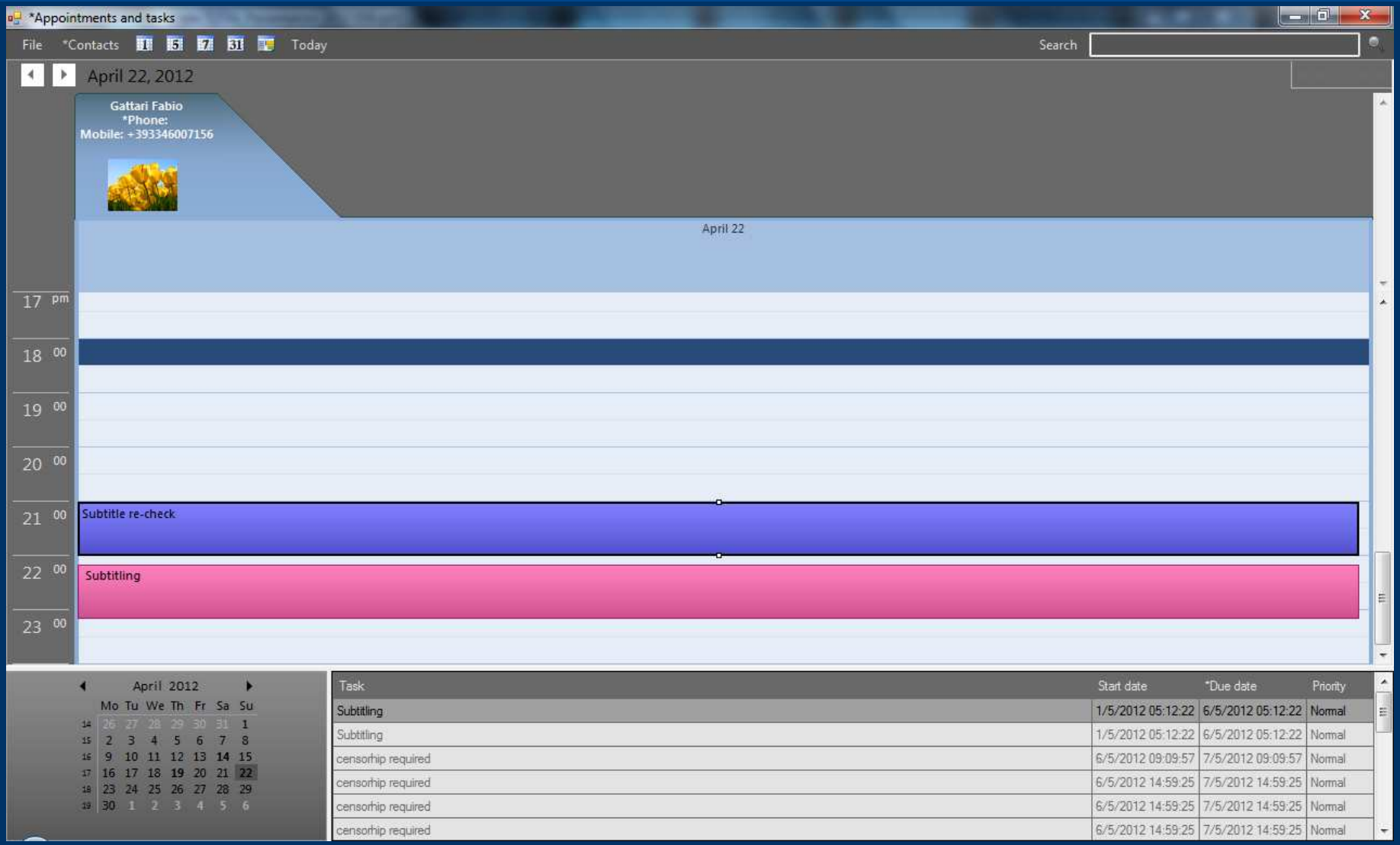
Resources

dates

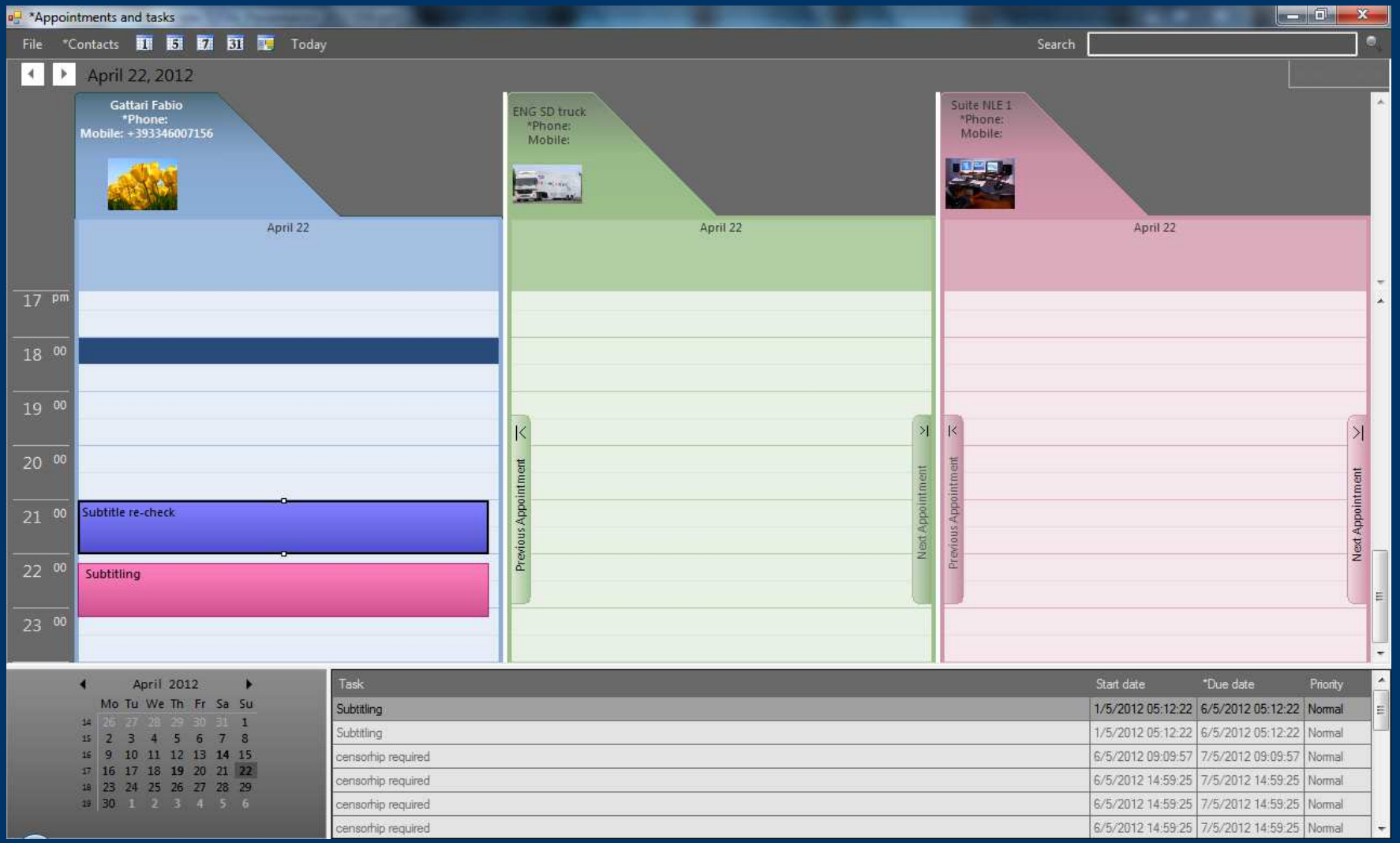
View calendar

Default cost

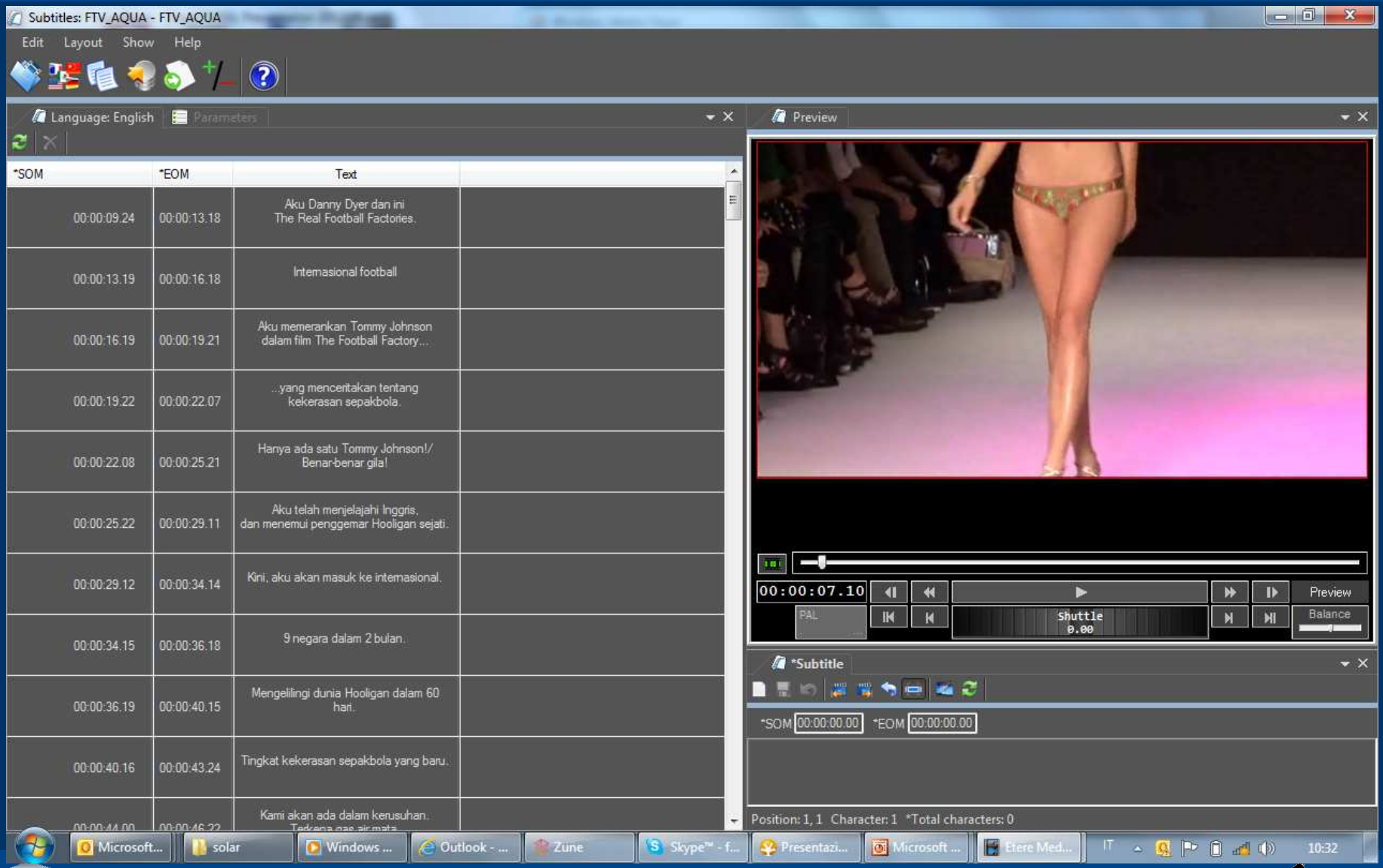
Personal Calendar



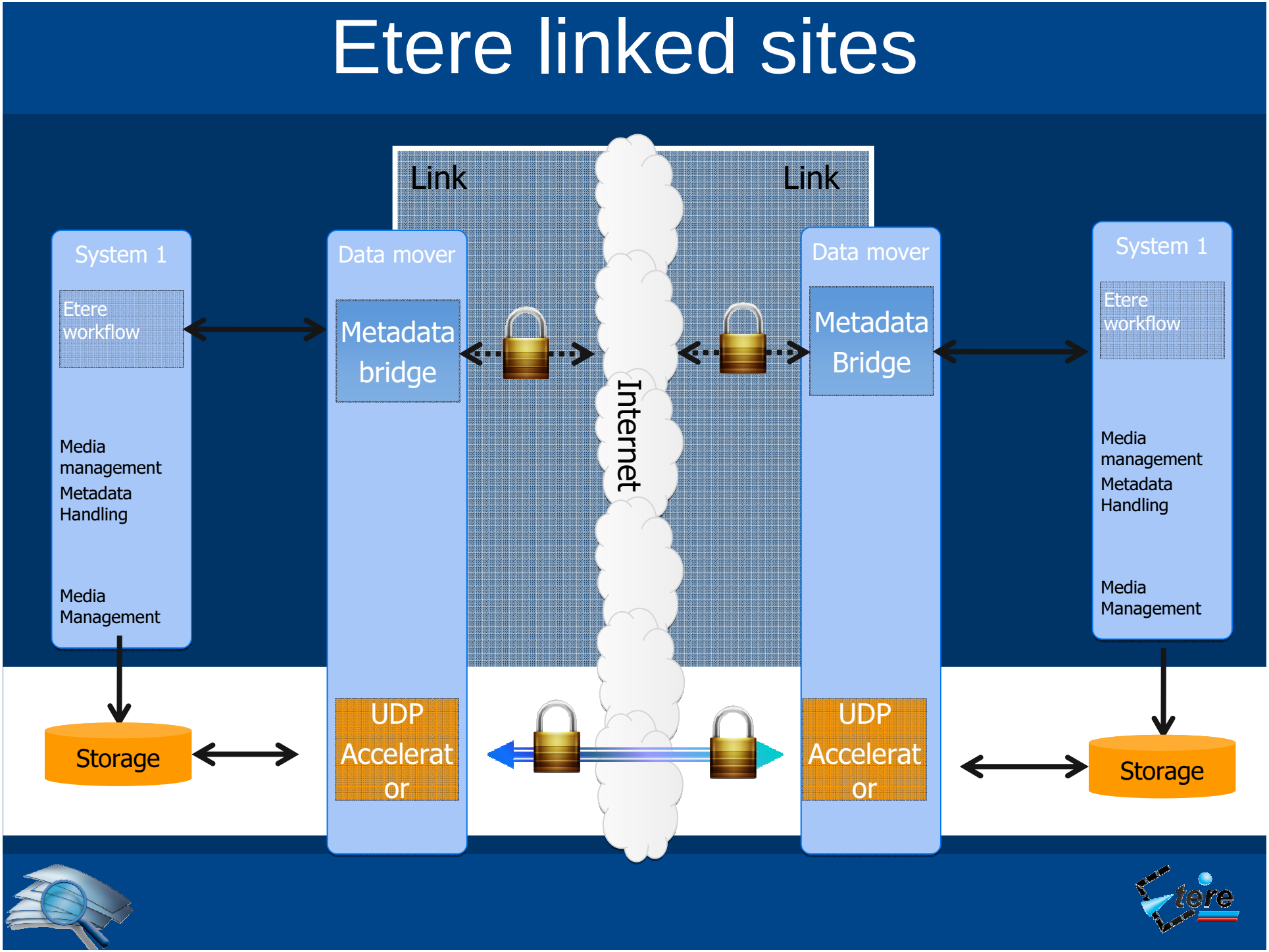
Resources calendar



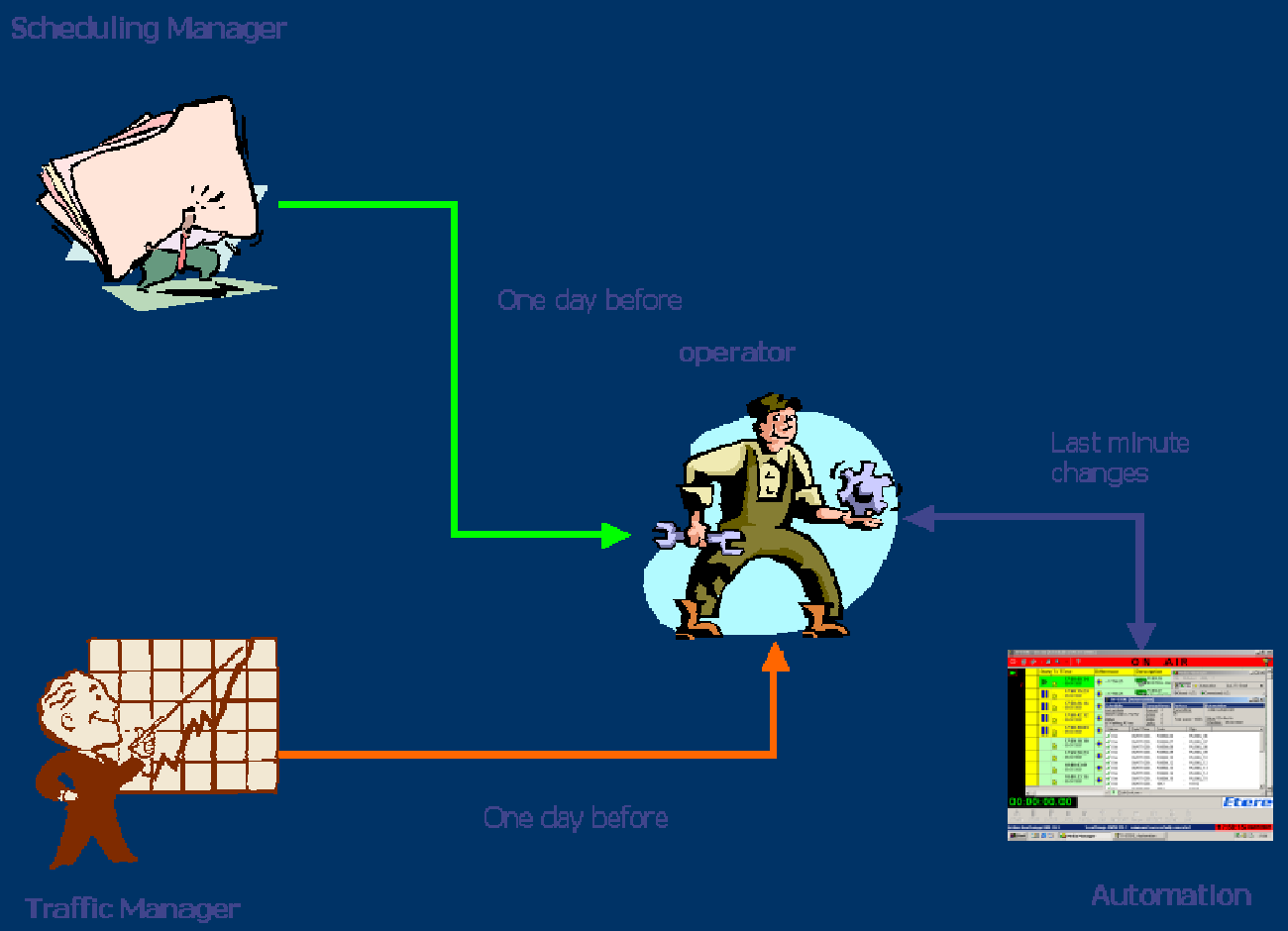
Subtitle Management



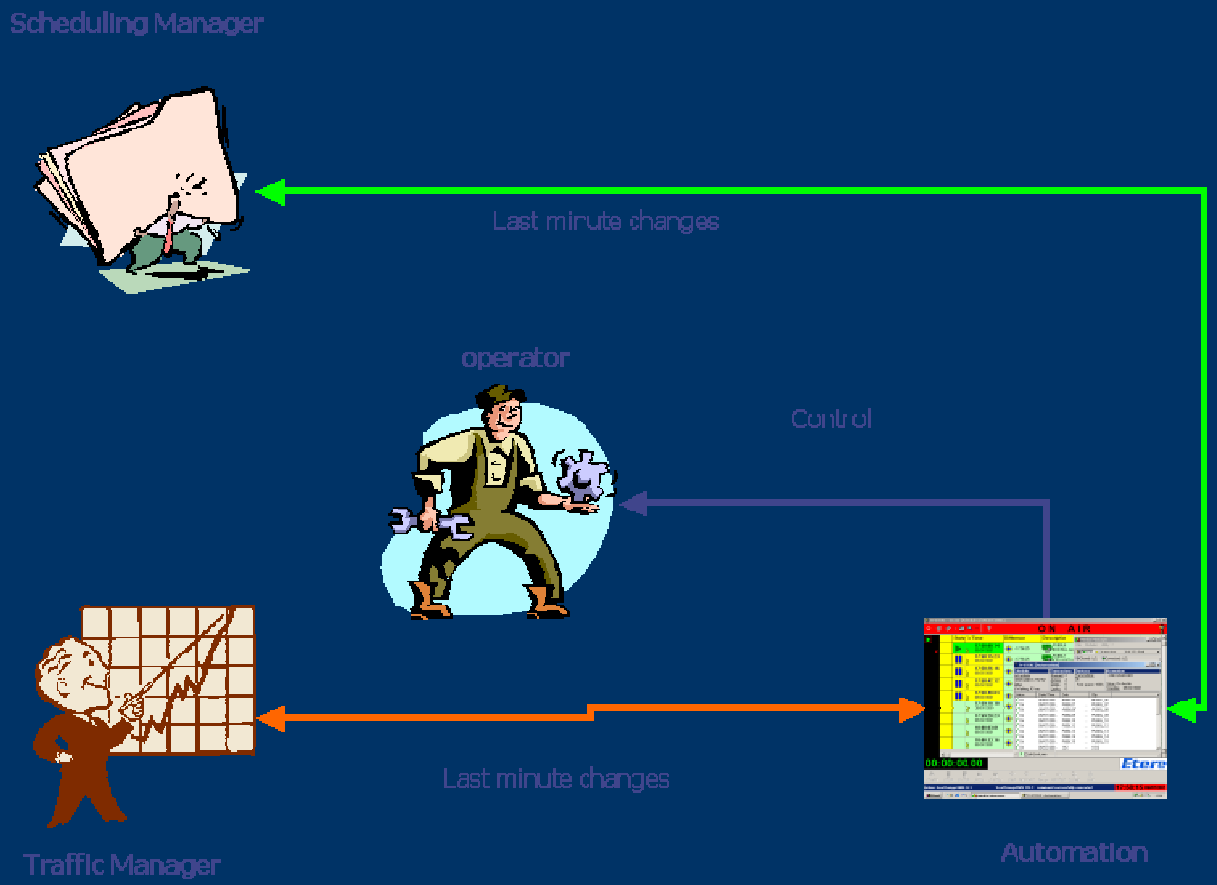
Etere linked sites



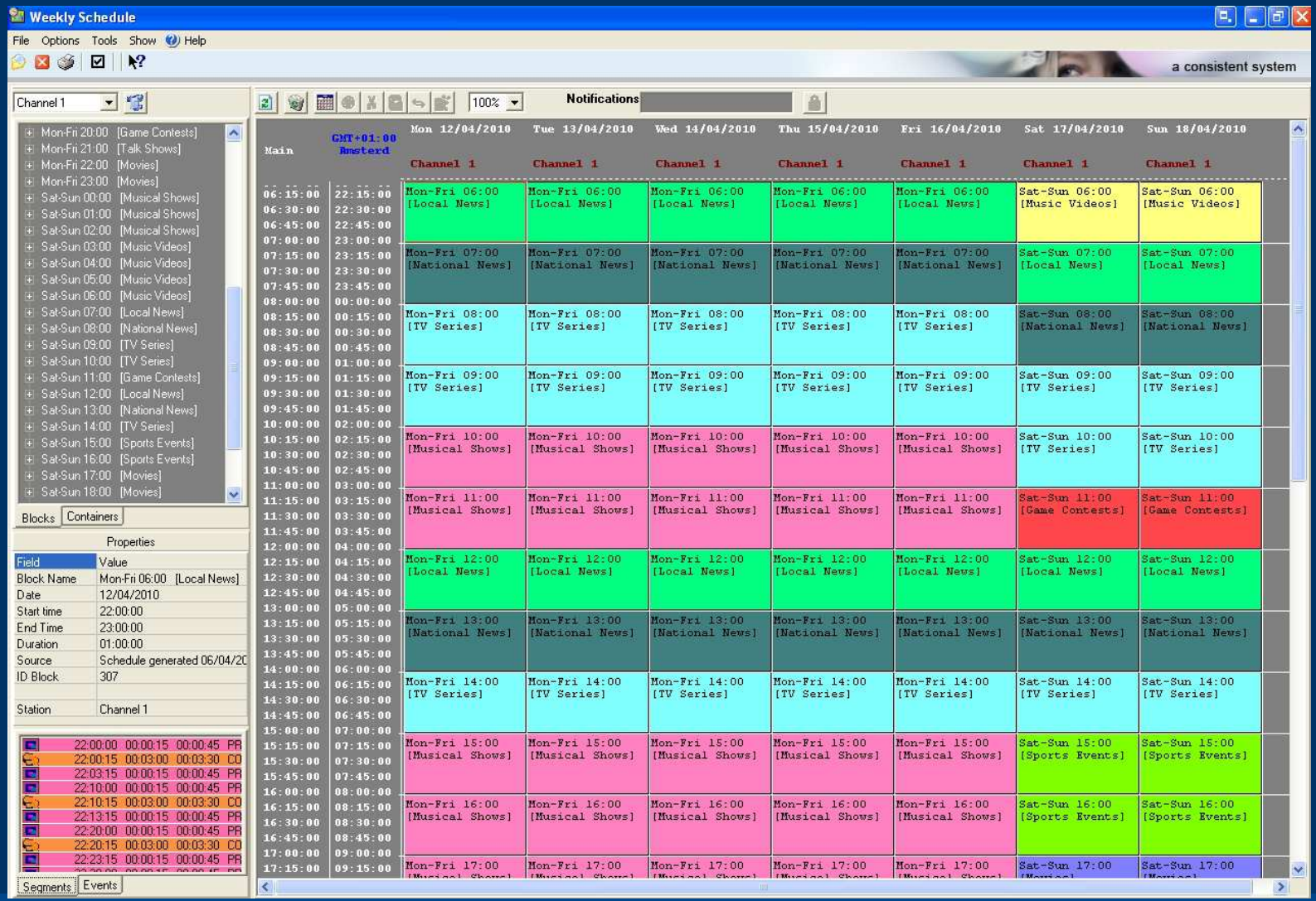
Traditional Approach



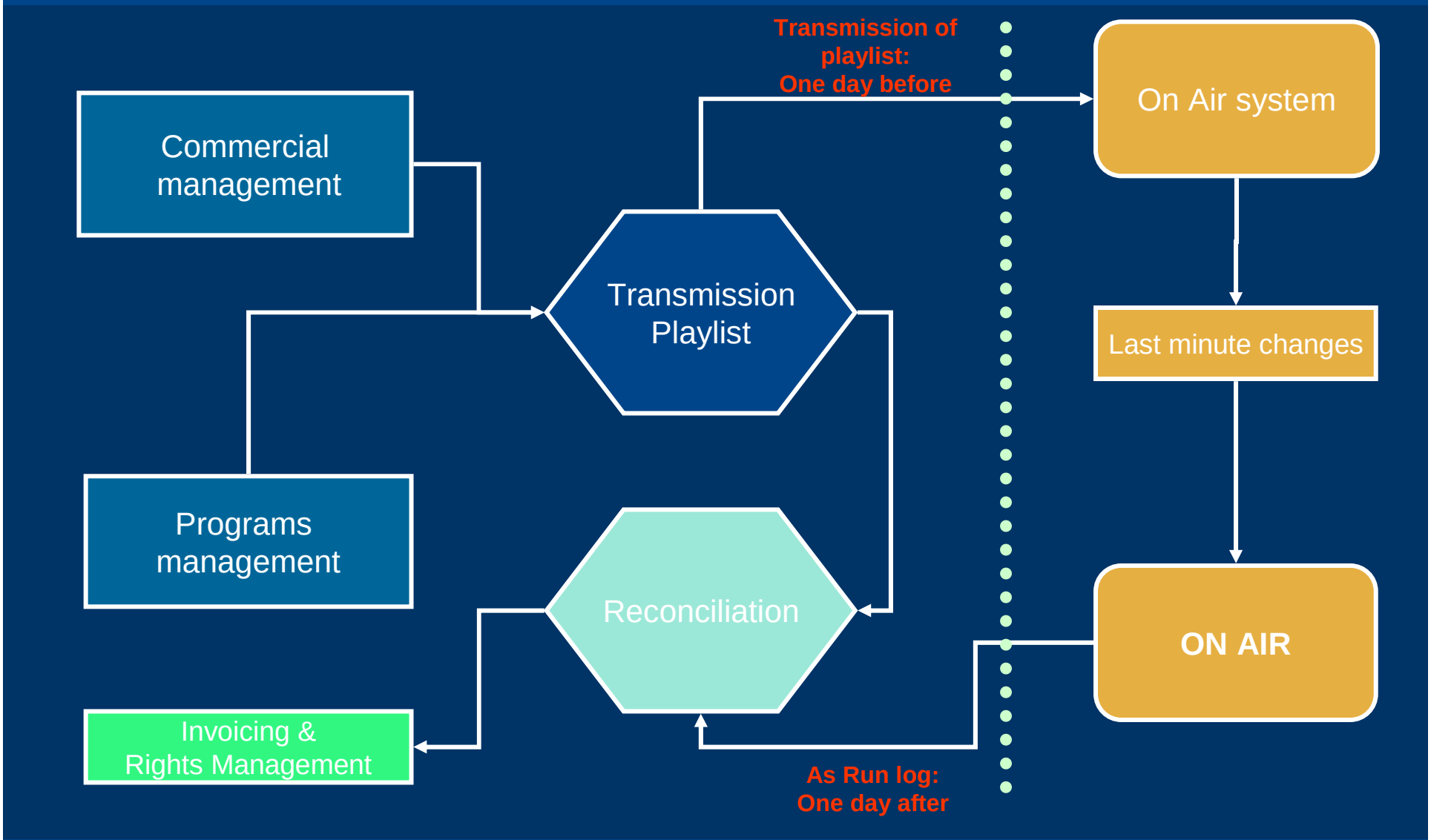
Etere Flow


Scheduling Manager
Last mirute changes
operator
Control
Last minute changes
Traffic Manager
Automation

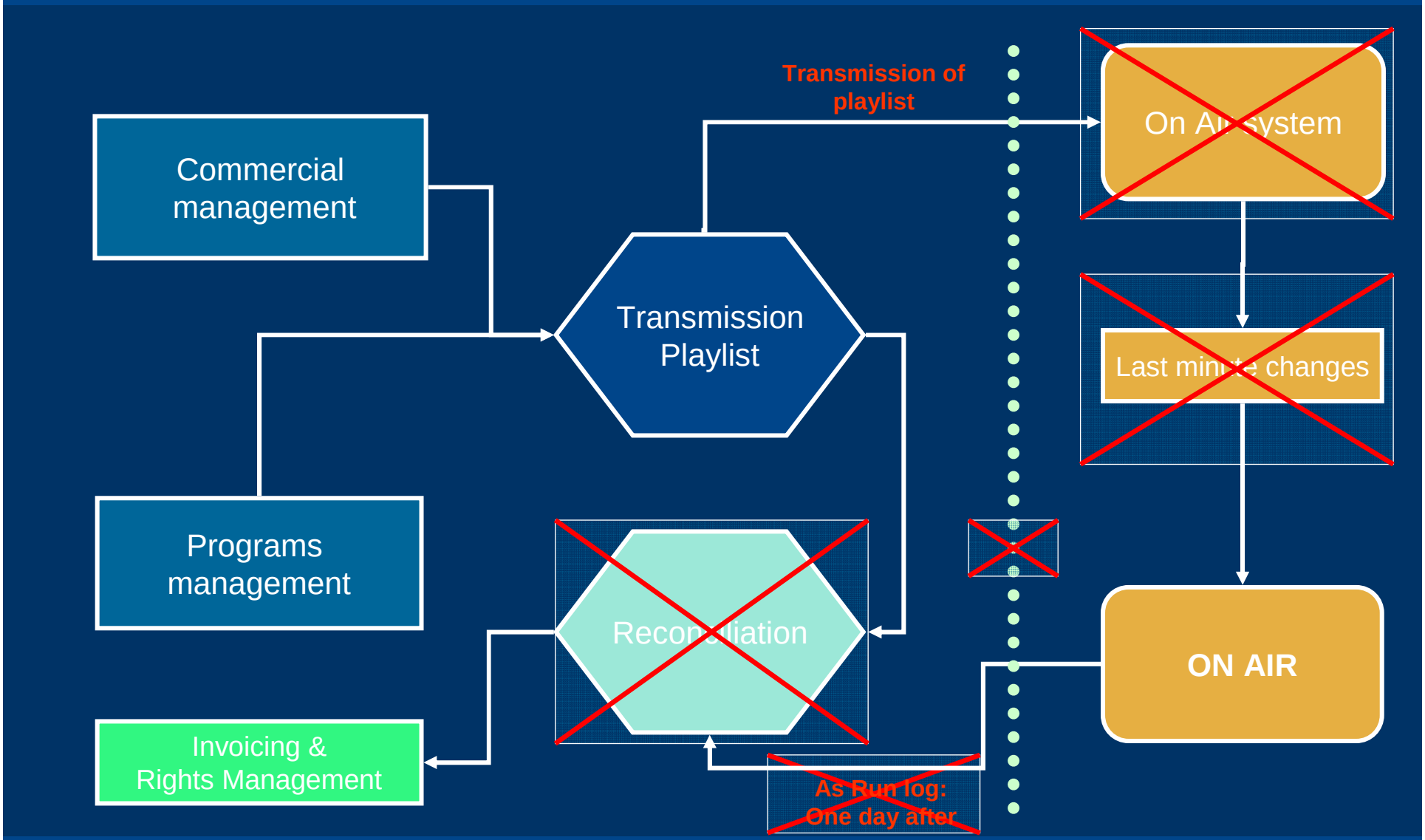
Weekly Grid


Weekly Schedule
File Options Tools Show Help
a consistent system
Channel 1
Notifications
Mon-Fri 20:00 [Game Contests]
Mon-Fri 21:00 [Talk Shows]
Mon-Fri 22:00 [Movies]
Mon-Fri 23:00 [Movies]
Sat-Sun 00:00 [Musical Shows]
Sat-Sun 01:00 [Musical Shows]
Sat-Sun 02:00 [Musical Shows]
Sat-Sun 03:00 [Music Videos]
Sat-Sun 04:00 [Music Videos]
Sat-Sun 05:00 [Music Videos]
Sat-Sun 06:00 [Music Videos]
Sat-Sun 07:00 [Local News]
Sat-Sun 08:00 [National News]
Sat-Sun 09:00 [TV Series]
Sat-Sun 10:00 [TV Series]
Sat-Sun 11:00 [Game Contests]
Sat-Sun 12:00 [Local News]
Sat-Sun 13:00 [National News]
Sat-Sun 14:00 [TV Series]
Sat-Sun 15:00 [Sports Events]
Sat-Sun 16:00 [Sports Events]
Sat-Sun 17:00 [Movies]
Sat-Sun 18:00 [Movies]
Blocks Containers
Properties
Field Value
Block Name Mon-Fri 06:00 [Local News]
Date 12/04/2010
Start time 22:00:00
End Time 23:00:00
Duration 01:00:00
Source Schedule generated 06/04/2
ID Block 307
Station Channel 1
Segments Events
Main
GMT+01:00 Amsterd
Mon 12/04/2010
Tue 13/04/2010
Wed 14/04/2010
Thu 15/04/2010
Fri 16/04/2010
Sat 17/04/2010
Sun 18/04/2010
Channel 1

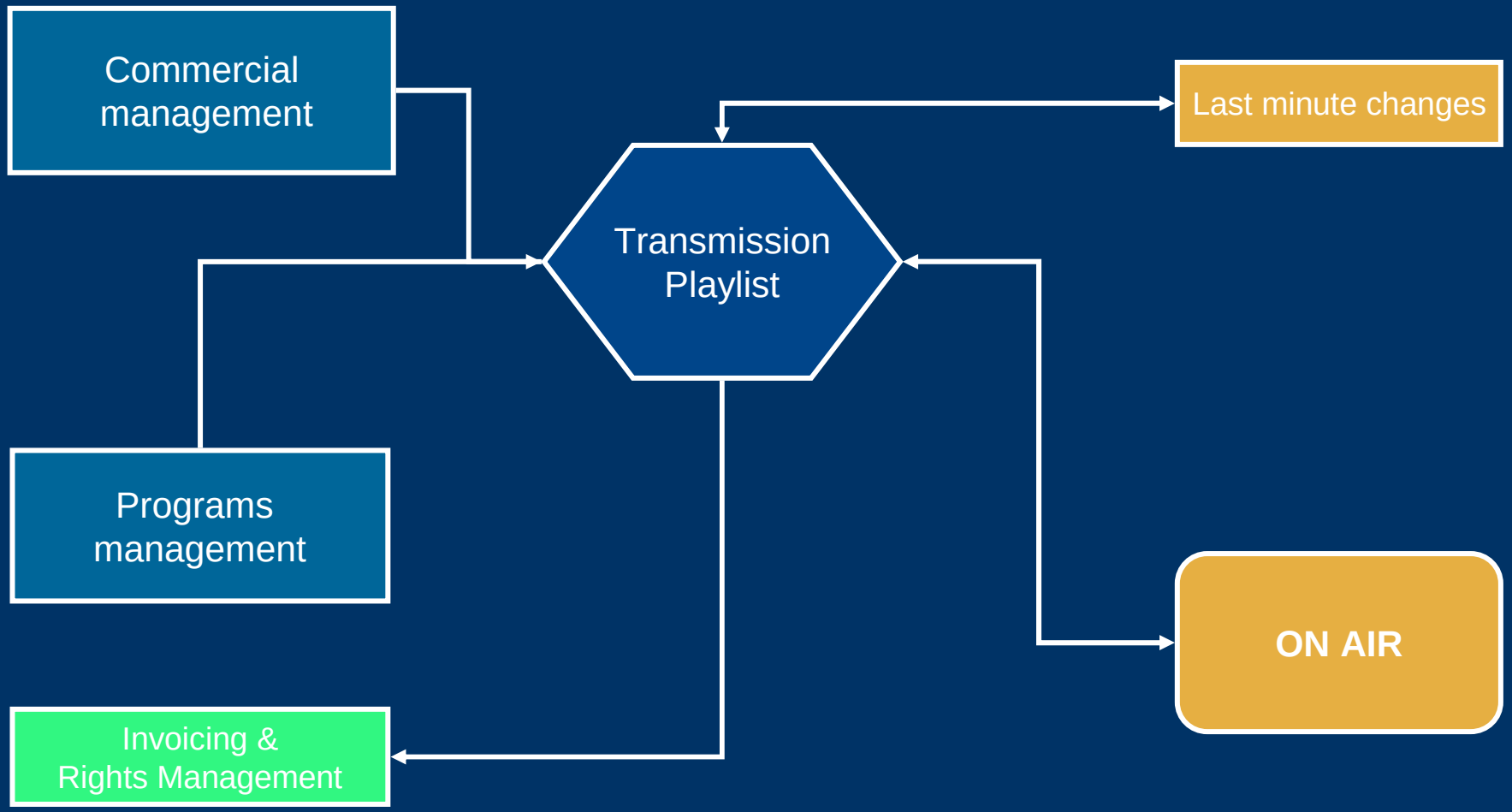
The Traditional Approach



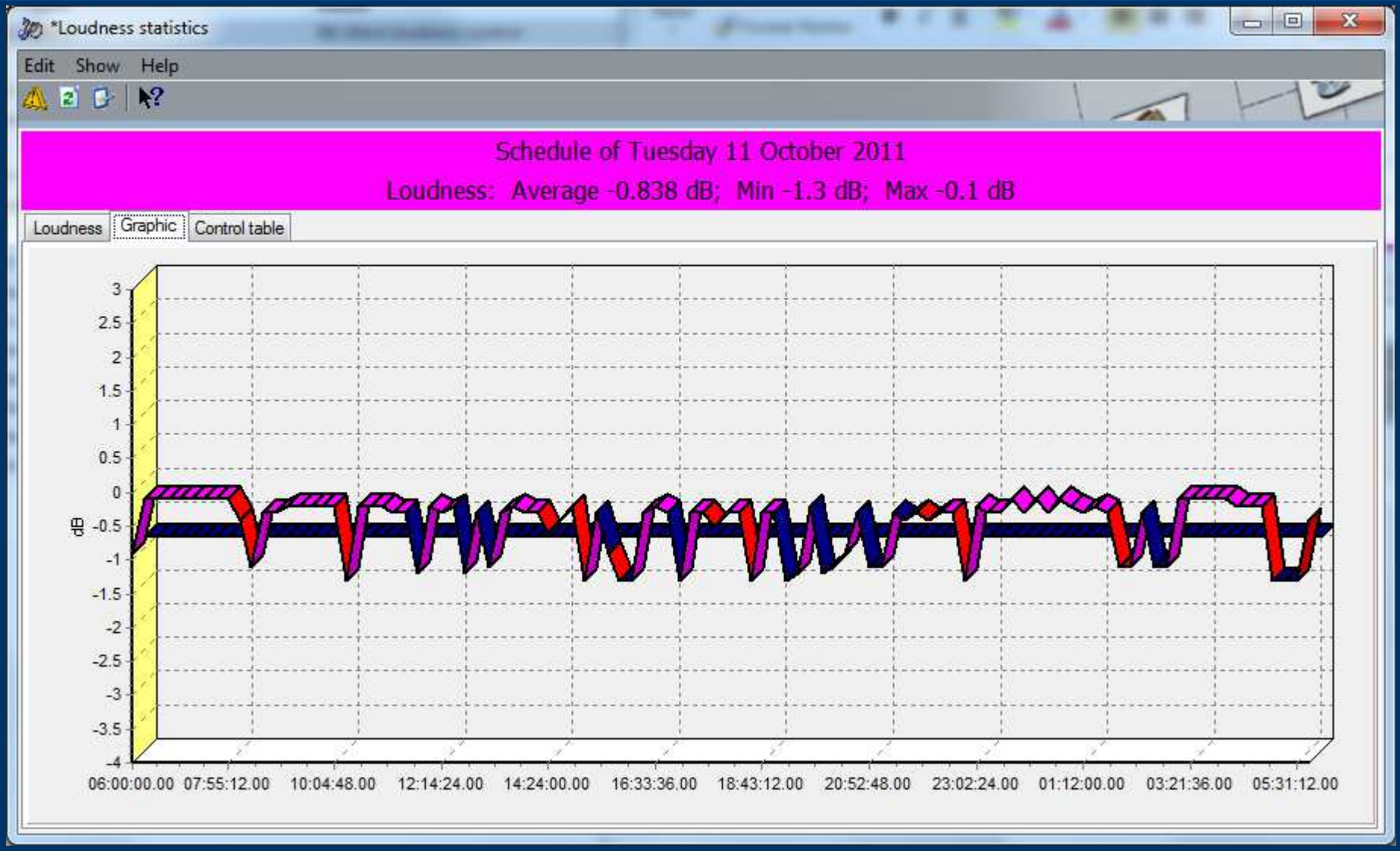
Etere Solution



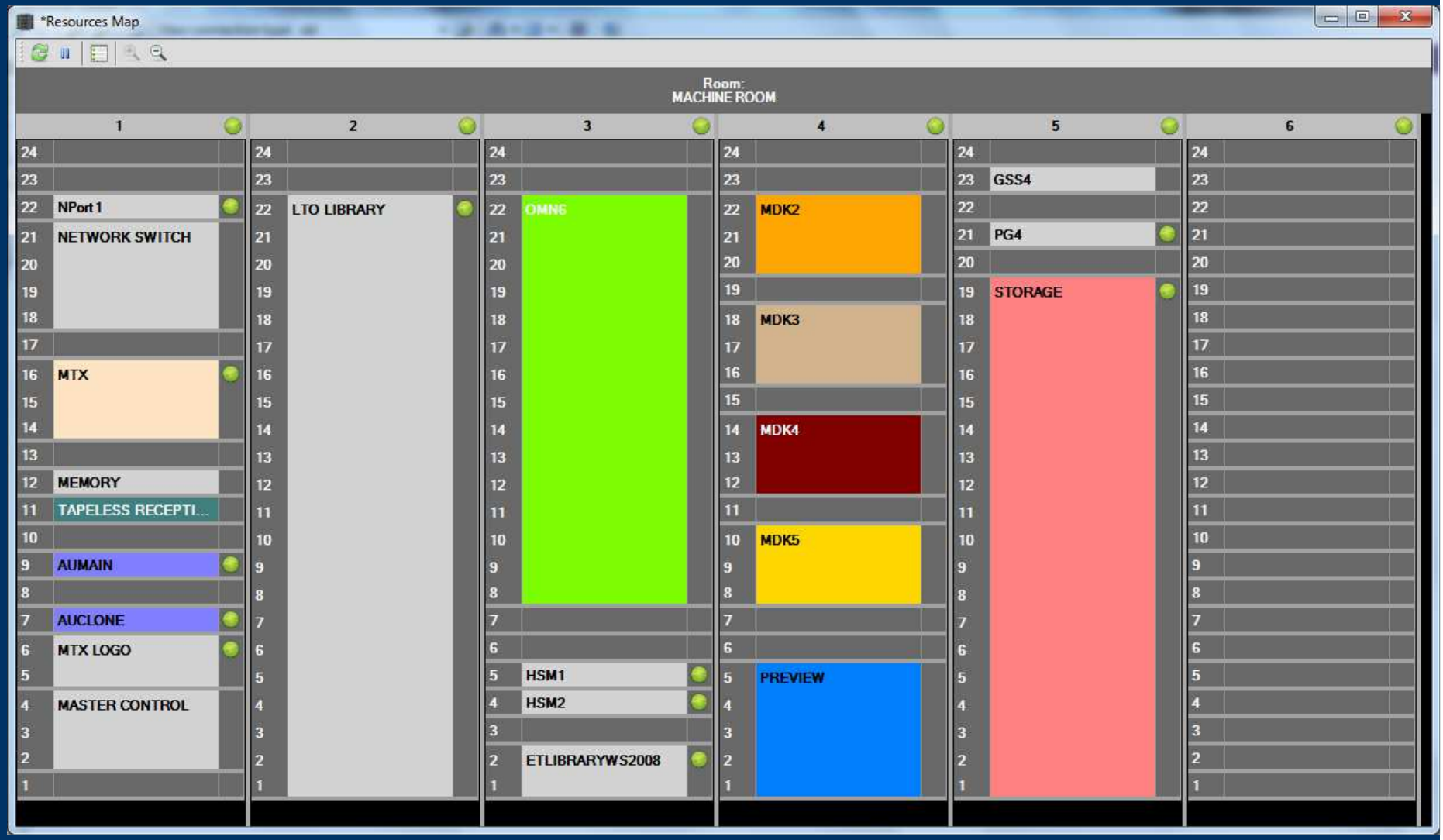
ETERE


Commercial management
Last minute changes
Transmission Playlist
Programs management
ON AIR
Invoicing & Rights Management

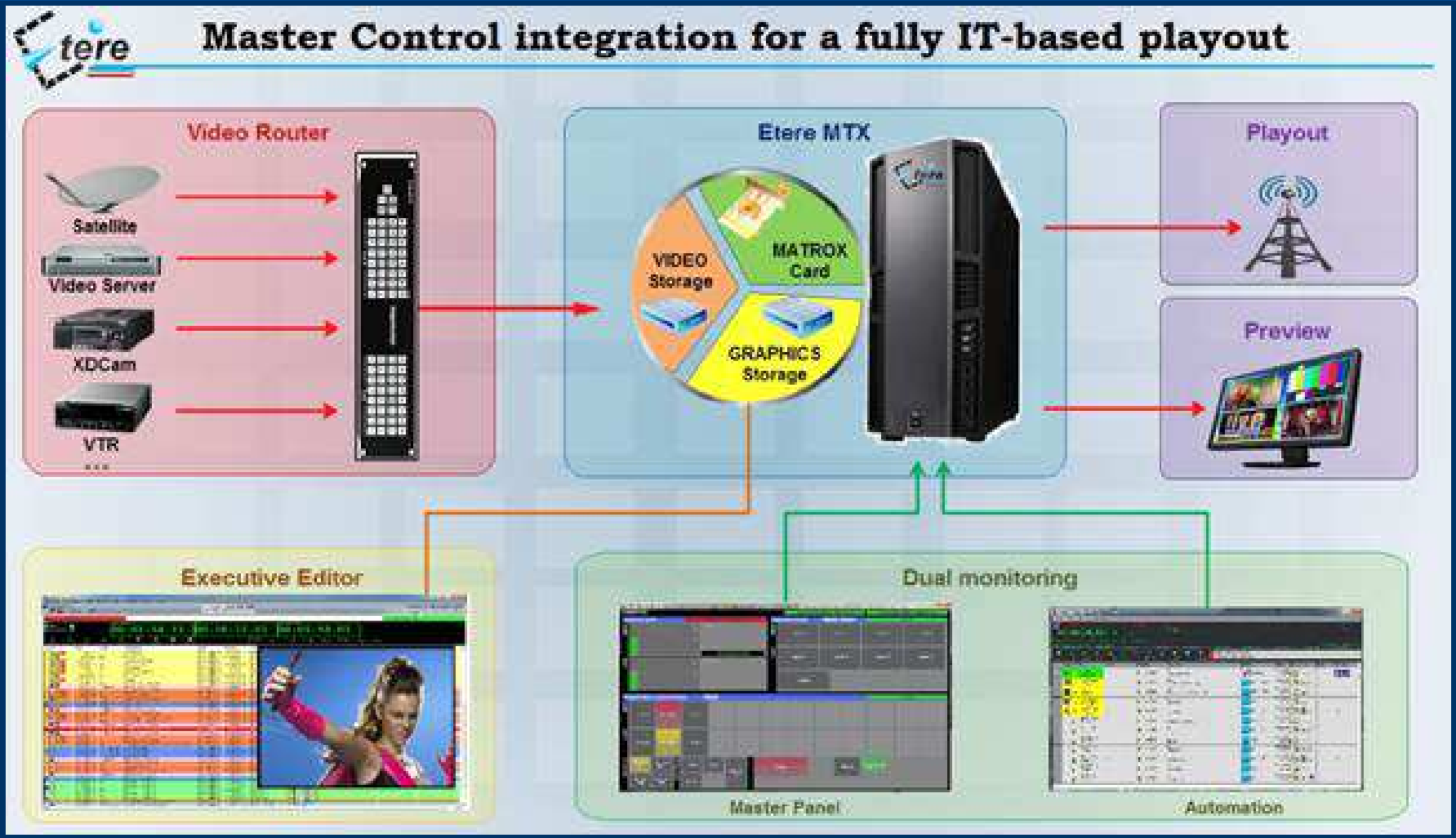
Playlist Predictive Loudness



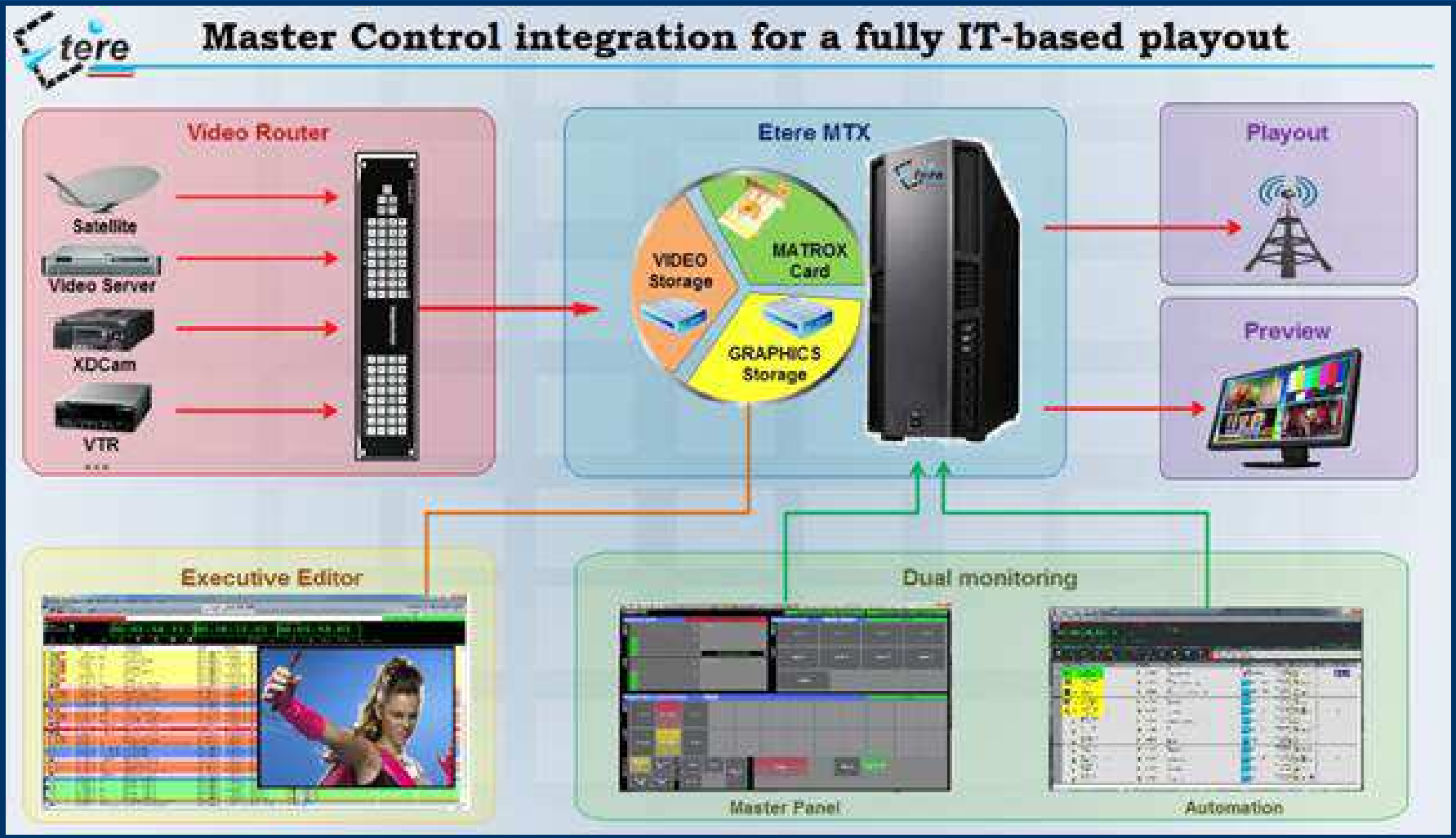
Rack details

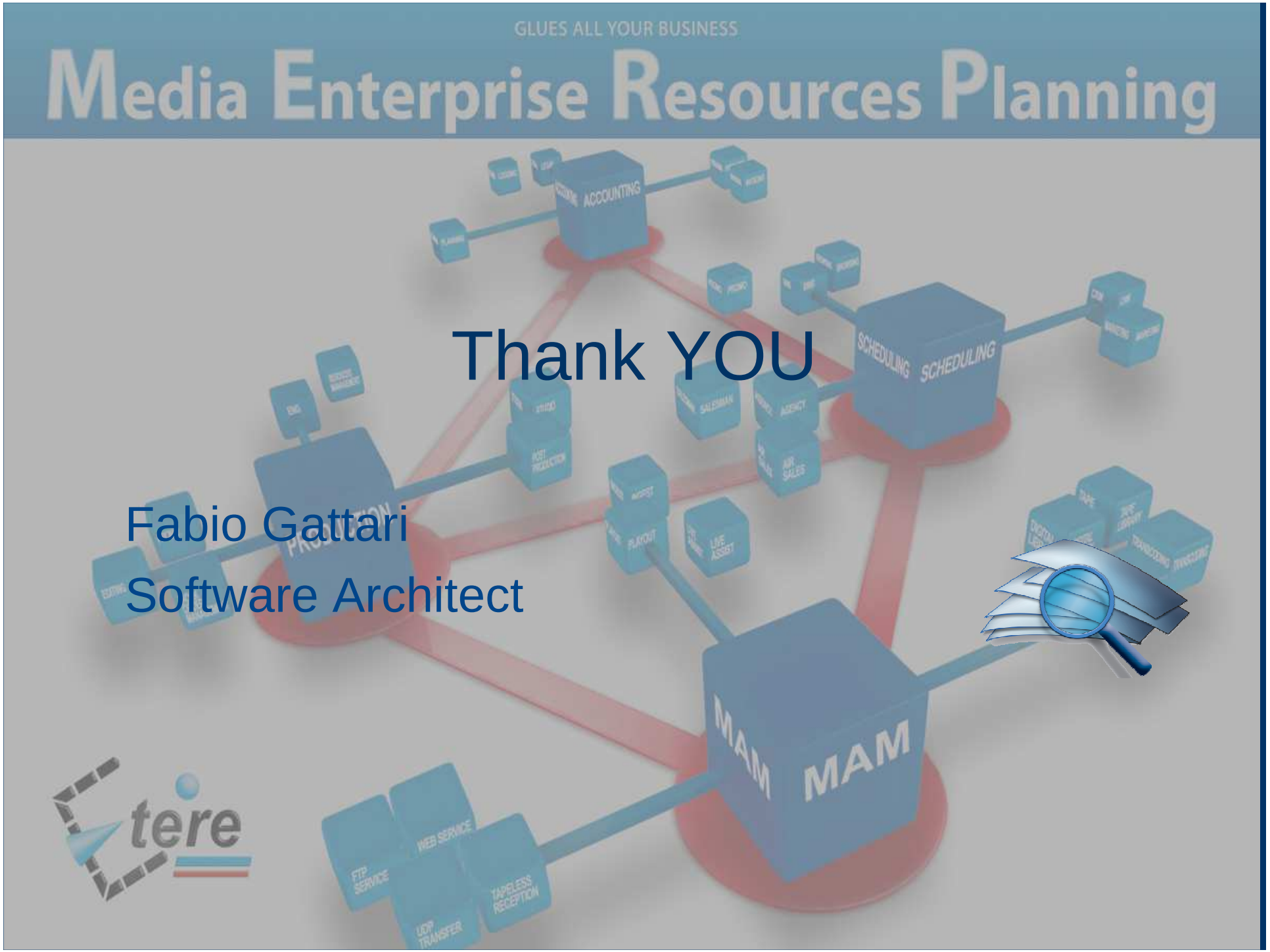


Master Control integration for a fully IT-based playout



Master Control integration for a fully IT-based playout





Thank YOU

Fabio Gattari

Software Architect