

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

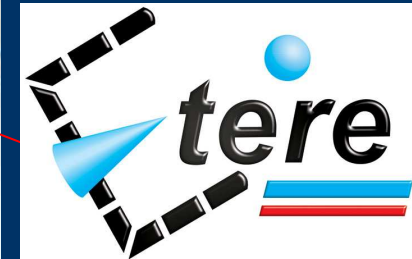
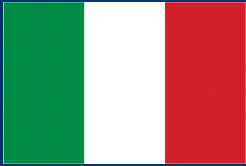


ETERE Company Information

- ✓ 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



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



Financial



Sales



Operators



NLE

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

STAR TREK USB COMMUNICATOR



Power
Indication
Light

Mute
Light

Mute
Button

Volume
Button

Signal
Light

Get ready for the ultimate Star Trek adventure with the only approved Replica of the Original Series Communicator! This has sound effects and clips from the ground-breaking classic series and doubles as your VOIP/SKYPE phone! Don't be caught on your next away mission without one of these handy life savers!

Built-in audio decode chipset, allow to transfer audio signal with USB cable.

Built-in microphone, available for Skype, MSN, AOL, iChat, etc. Individual microphone mute button. Volume up / Volume down button.

Internet connection:

	Aim	Msn	Skype	iChat	Yahoo	Google
Windows	○	○	○	○	○	○
Mac	○	---	---	○	○	---



It's a LifeSmile™ Date: 18/12/2008



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Something to Improve



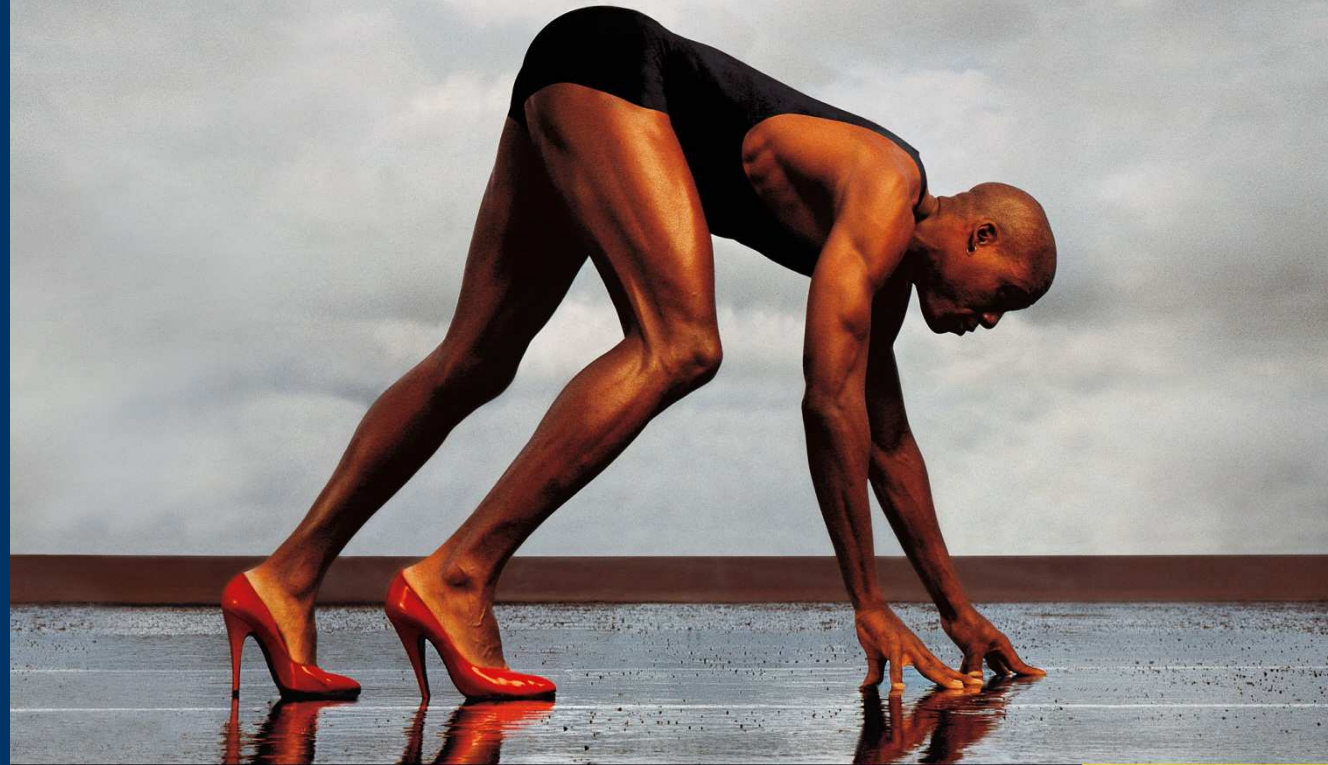
Technological problem

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



Power is Nothing without Control

LA POTENZA E' NULLA SENZA CONTROLLO.



Carl Lewis gareggia per Santa Monica Truck Club

SE VUOI GUIDARE GUIDA DAVVERO.

PIRELLI

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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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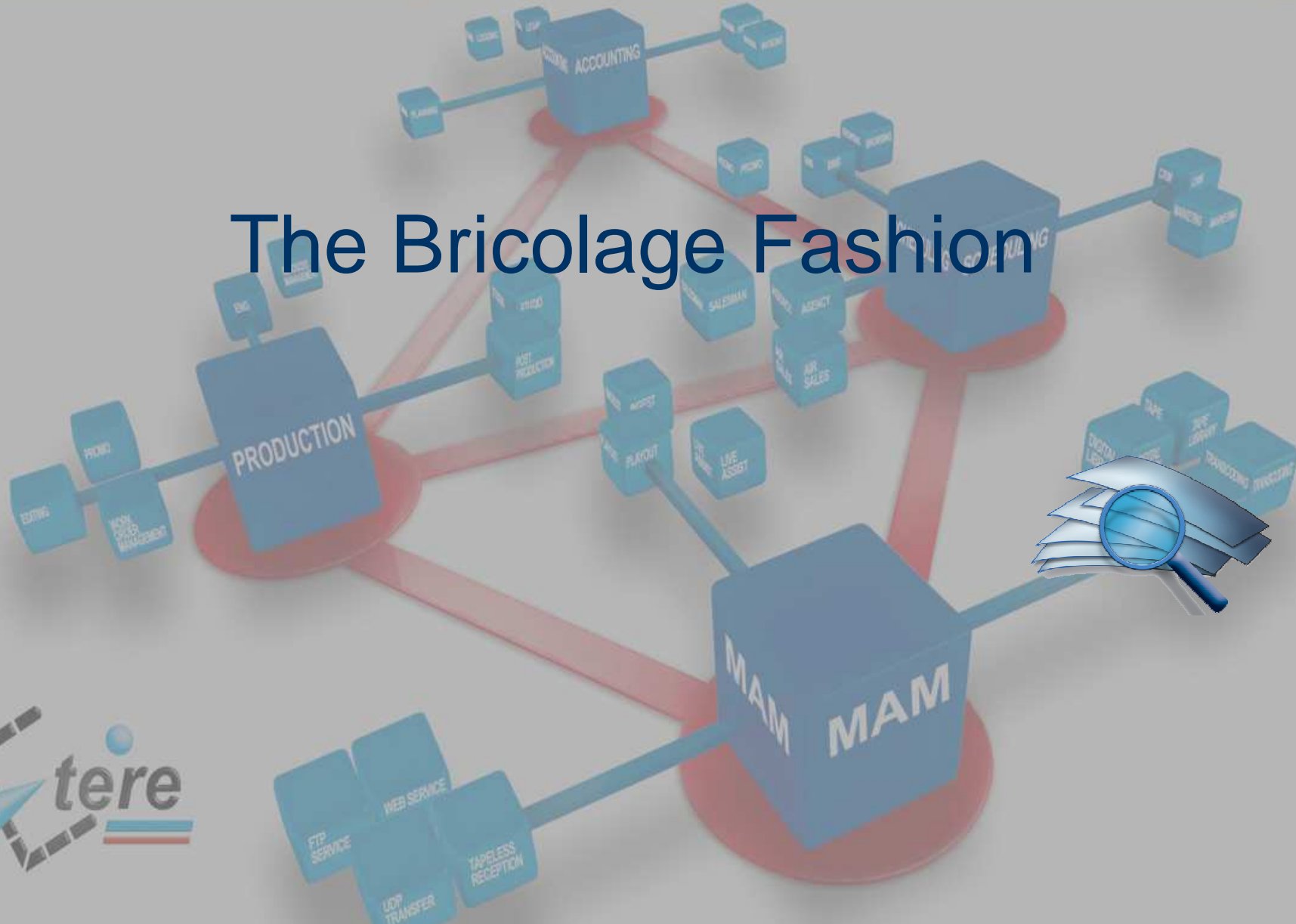
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Edit growing files
ActiveX plug-in



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The Bricolage Fashion



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 !!!

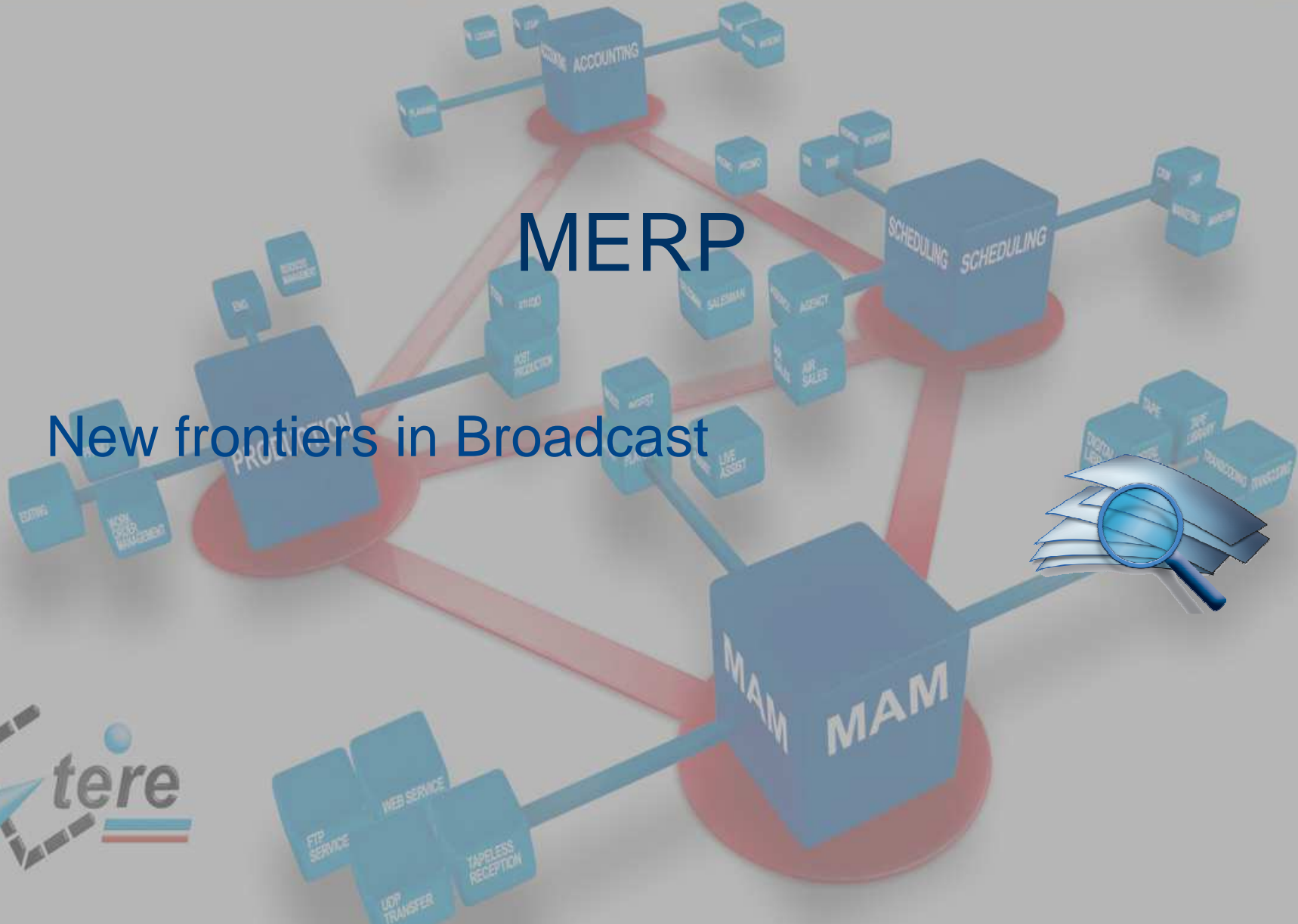


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MERP

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

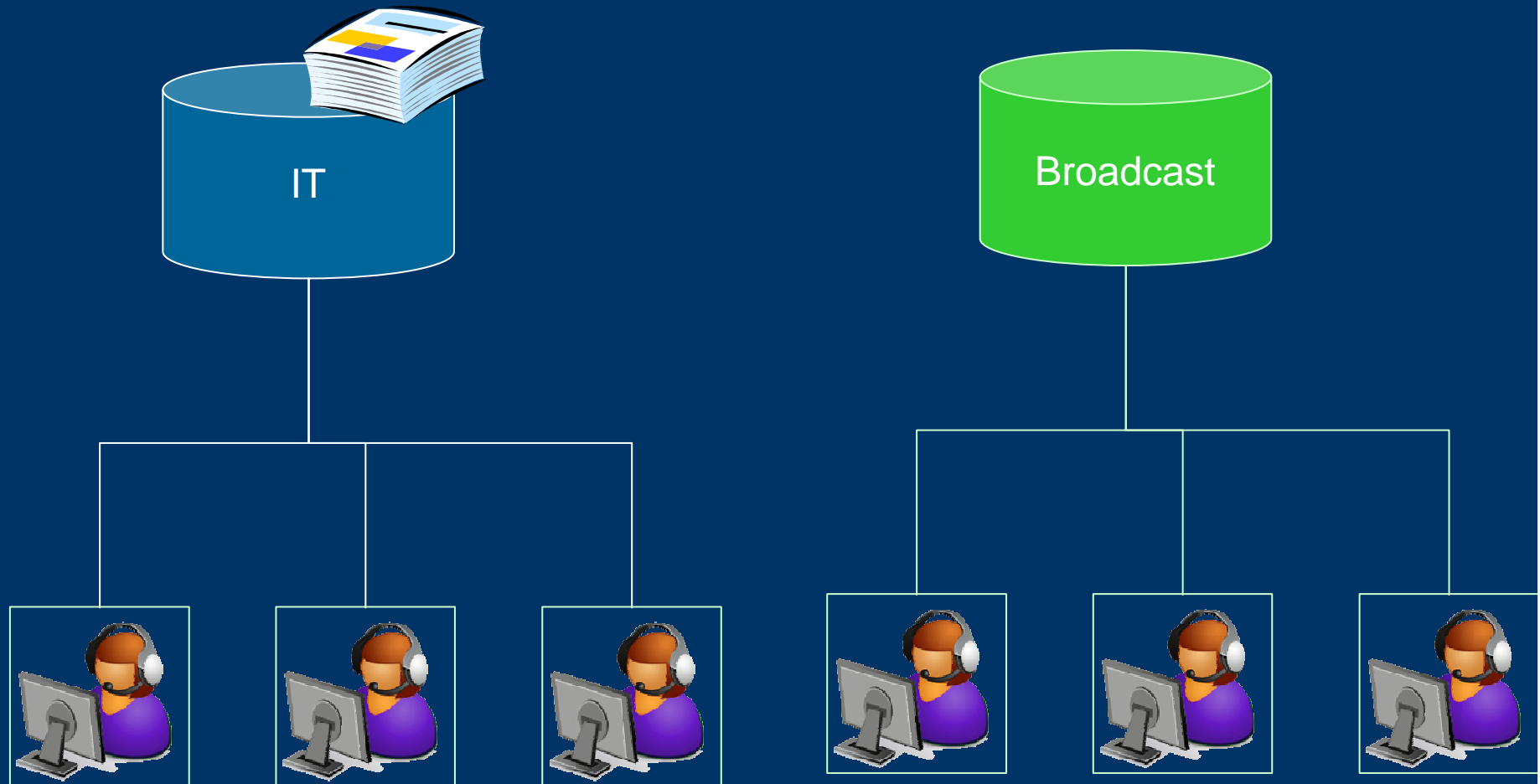


But Now

- ✓ 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

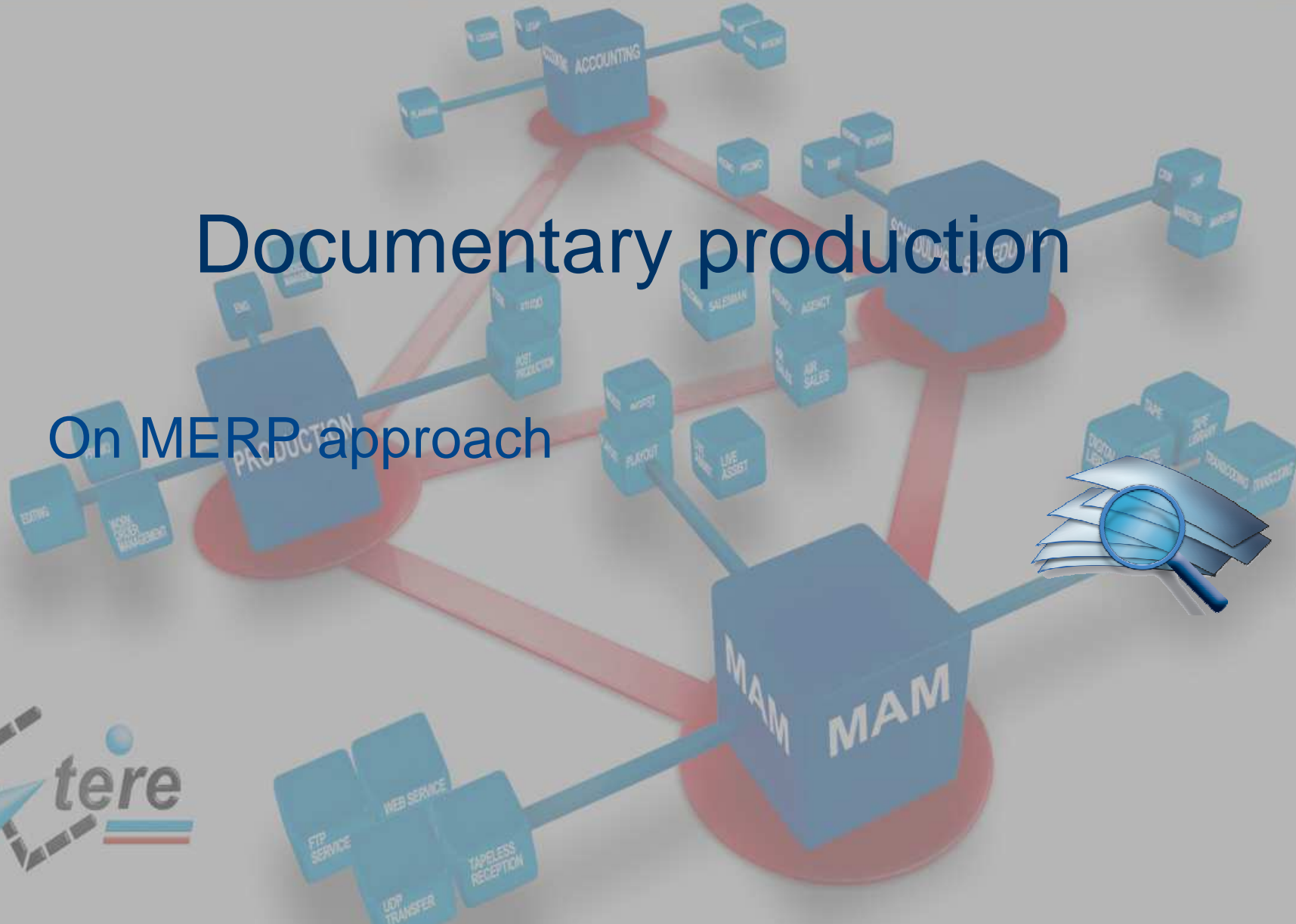


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Documentary production

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



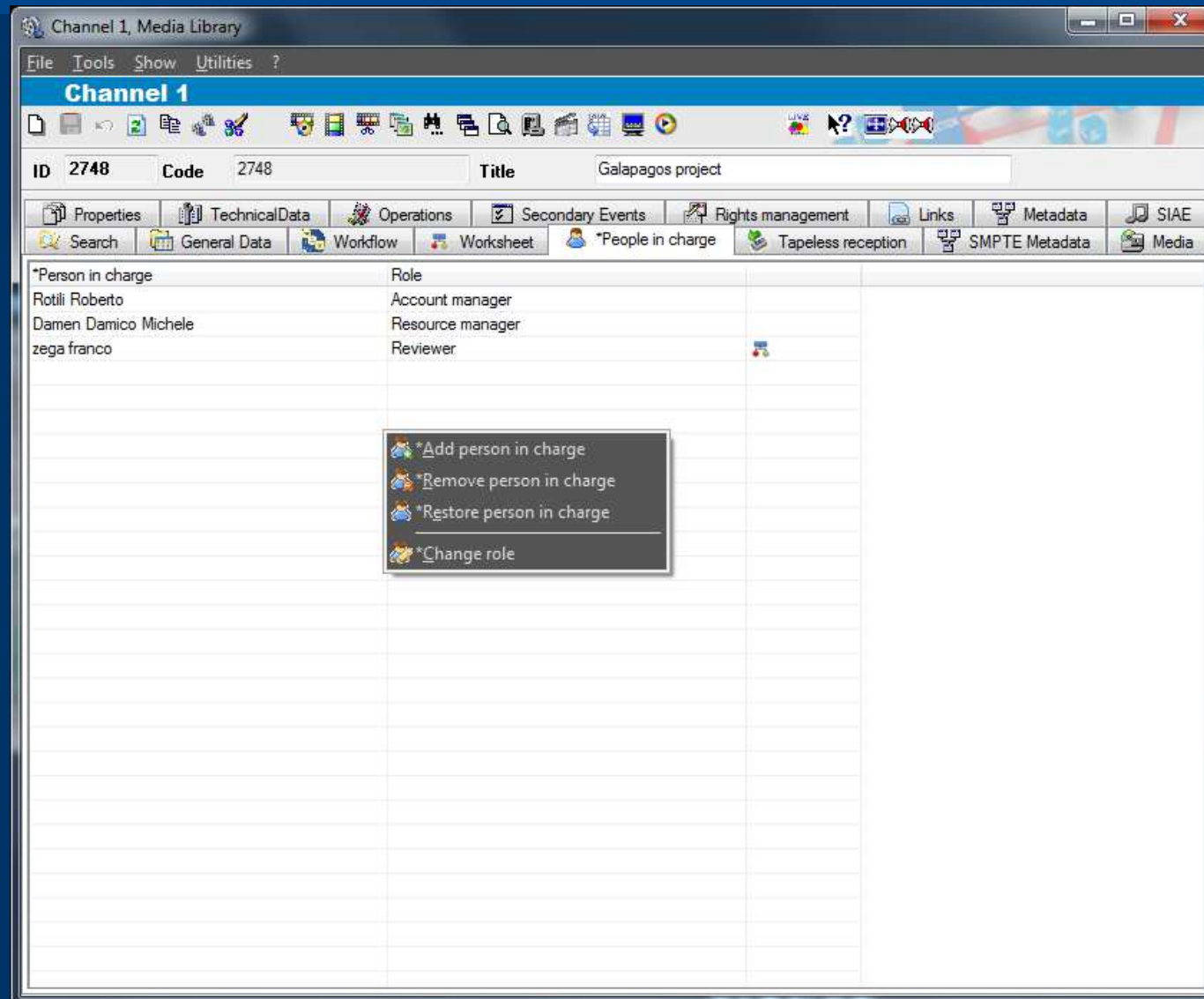
This can be the project screen

The screenshot shows a software window titled "Channel 1, Media Library". The interface includes a menu bar (File, Tools, Show, Utilities, ?), a toolbar with various icons, and a header area with "Channel 1" and a title field containing "Galapagos part 1". Below the header is a row of tabs: Search, General Data, Workflow, Worksheet, *People in charge, Tapeless reception, SMPTE Metadata, Media, Properties, TechnicalData, Operations, Secondary Events, Rights management, Links, Metadata, and SIAE. The main area is split into two panes. The left pane shows a hierarchical tree structure under "Galapagos project (2748)", including folders like COM, D, and FILM, and items like "Galapagos part 1 (2627)". The right pane displays a "Properties" table for the selected item.

Properties	Value
ID	2748
Code	2748
Title	Galapagos project
Type	DOCU
Episode	1
Duration	00:06:40.00
Sched. Duration	00:08:00.00
Aspect	SD 16:9
Classification	General
CC	No
Rights start date	10/08/2011
Expiry Date	20/09/2012
Production Country	Australia
Production date	12/06/2012
CTM	
Note	
User 3	



Assign the people to the project



The screenshot shows a software window titled "Channel 1, Media Library". The window has a menu bar with "File", "Tools", "Show", and "Utilities". Below the menu bar is a toolbar with various icons. The main area displays a table with the following data:

ID	Code	Title
2748	2748	Galapagos project

Below the table is a toolbar with several tabs: "Properties", "TechnicalData", "Operations", "Secondary Events", "Rights management", "Links", "Metadata", "SIAE", "Search", "General Data", "Workflow", "Worksheet", "*People in charge", "Tapeless reception", "SMPTE Metadata", and "Media". The "*People in charge" tab is active, showing a table with the following data:

*Person in charge	Role
Rotili Roberto	Account manager
Damen Damico Michele	Resource manager
zega franco	Reviewer

A context menu is open over the table, showing the following options:

- *Add person in charge
- *Remove person in charge
- *Restore person in charge
- *Change role



Check the agenda of people

The screenshot displays a software application window titled "Channel 1, Personal Data". The interface includes a menu bar (File, Tools, Help), a toolbar with various icons, and a search bar. Below the search bar, there are tabs for "Personal Data Form", "Other data", "Contacts", and "Web and Rights".

The "Personal Data Form" tab is active, showing a form with the following fields and values:

- Code: 8
- Title: Dr.
- Surname: Rossi
- Name: Mario
- Second name: Lino
- Country: United States
- Address: via roma, 1
- State/District: AP
- Tax Code: JJKK
- Tel home: 073355666
- Office tel.: +39073345
- Personal e-mail: mario.rossi@
- Education level: laurea
- Contact type: C
- NOTES: sfgsgf fgs fg
are gar aer
sdfbsdfbgs
gb sd begb
s thaset has
ghsdghsdhf

The "Contacts" tab is also visible, showing a list of contacts. A red arrow points from the agenda icon in the toolbar to the "Appointments and tasks" window.

The "Appointments and tasks" window is titled "*Appointments and tasks" and shows a calendar view for "aprile 12, 2012". The calendar displays a grid of time slots from 5:30 to 8:00. A yellow bar highlights the time slot from 5:30 to 6:00, labeled "aprile 12".

The contact information for Rossi Mario is displayed above the calendar:

- Rossi Mario
- *Phone: +390733455555
- Mobile: 338

Below the calendar, there is a small calendar for "aprile 2012" and a table with columns: Task, Start date, *Due date, and Priority.



People and resources

?Appointments and tasks

File ?Contacts Today Search

maggio 8, 2012

Rotili Roberto
?Phone: 0733956332
Mobile: 3381111111

Damen Damico Michele
?Phone: 0733956345
Mobile: 3472222222

zega franco
?Phone: 0733956366
Mobile: 3283333333

Studio 2
?Phone: 4
Mobile: 4

maggio 08

9 30
10 00
11 00
12 00
1 00
2 00
3 00
4 00
5 00
6 00

?Action: Live event recording

Notes: rev gen note

?Resources:

- Rotili Roberto
- Damen Damico Michele
- zega franco
- Studio 2

?Time range:
08/05/2012 11:20:00
08/05/2012 15:00:00

Generate subtitles

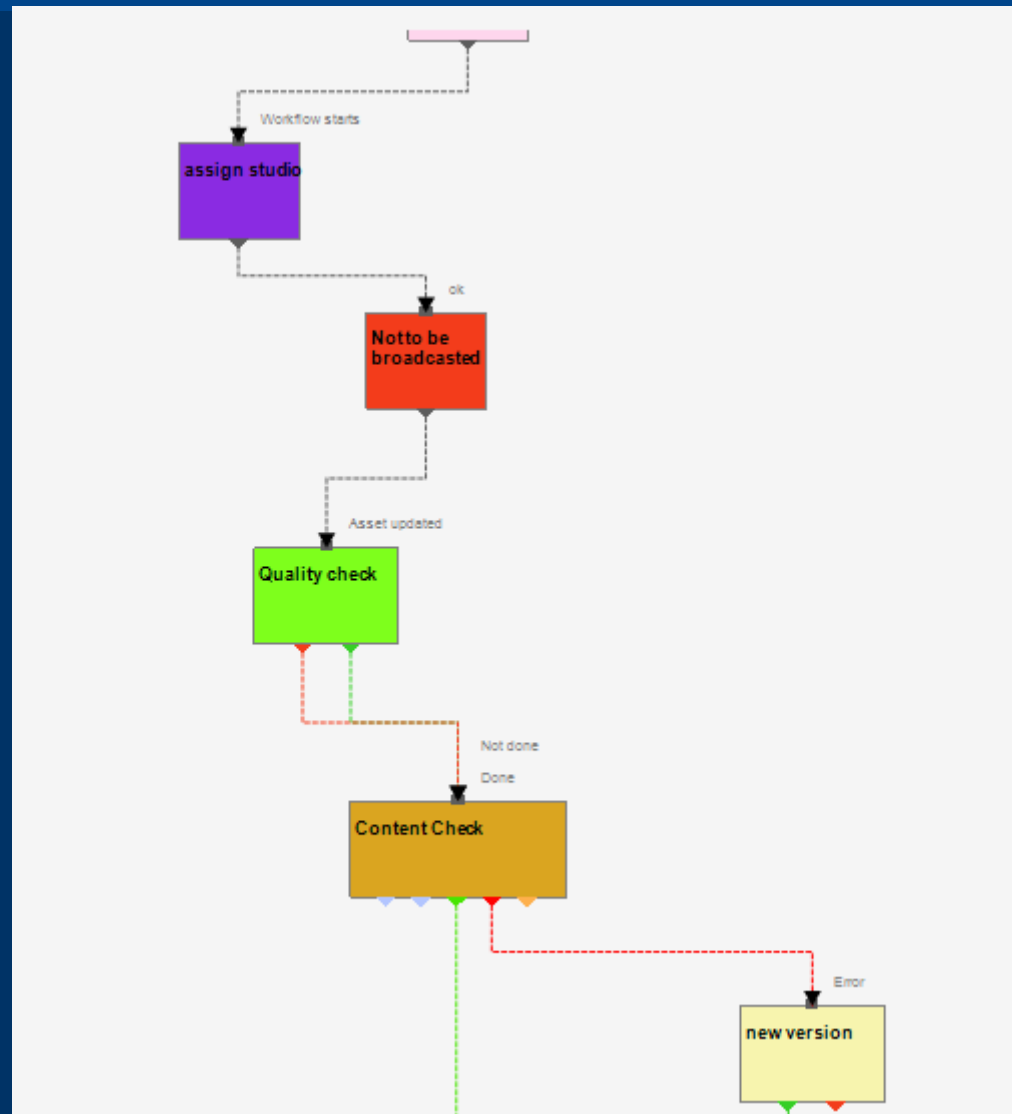
Censorship

maggio 2012

Task	Start date	?Due date	Priority



Multi purpose workflow



Cost report



Channel 1

Project costs

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

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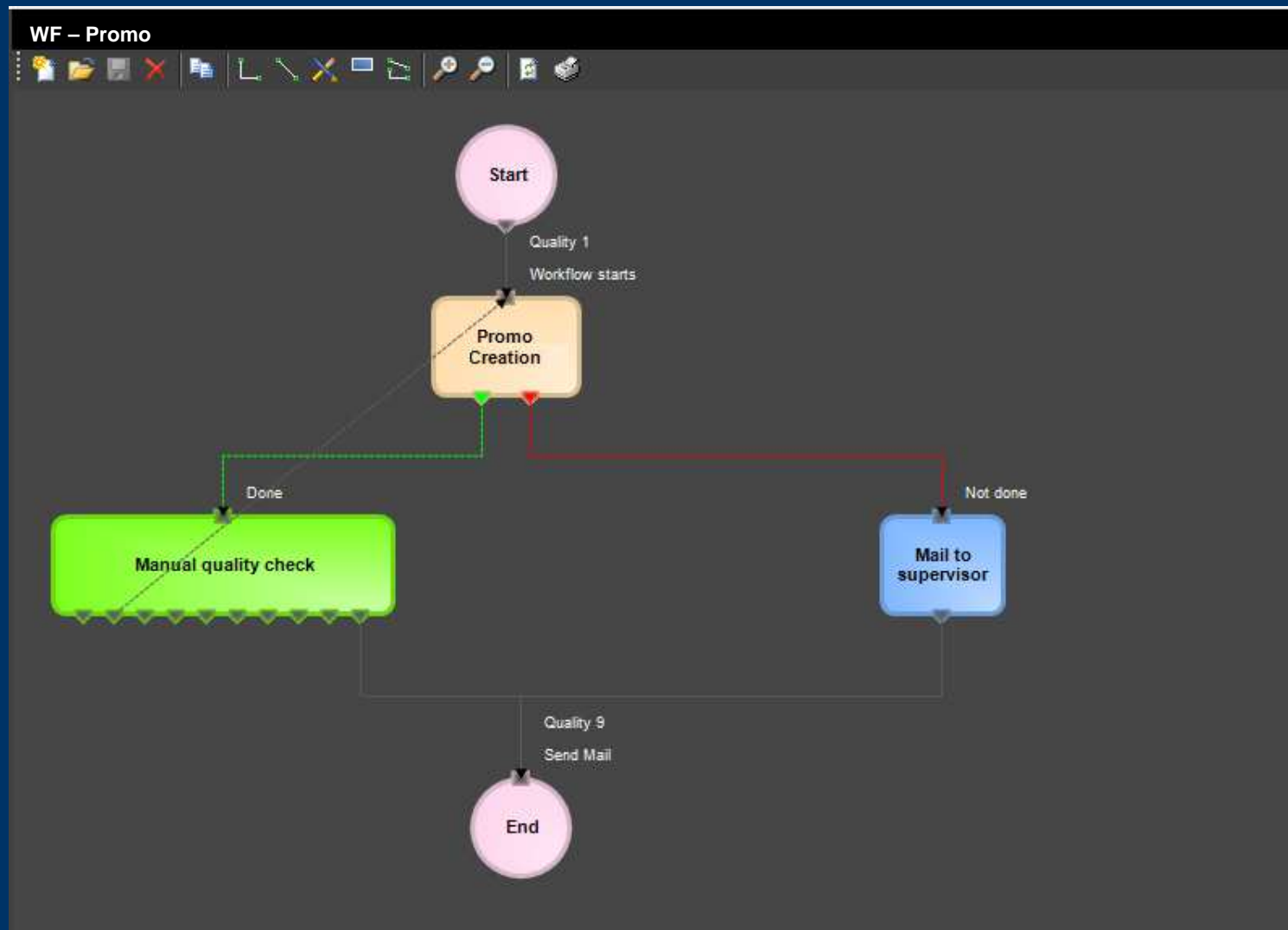
Efficiency and quality

- ✓ 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



To be assigned: Promo creation



Assign Job

The screenshot displays a software interface for job assignment. The main window is titled "Worksheets manager" and contains a "Assign worksheets" dialog box. The dialog box has several sections:

- Job info:** Workflow (censorship), Action (edit for censorship), Asset (CSI MIAMO season 2-0009, CSI MIAMO season 2 - No.0009).
- Assignee:** A text field for the assignee name, Outlook integration options (Task, Appointment, None), Start and End dates (06 May 2012 - 15:10), Priority (Normal), Budget, and Notes.
- Resources:** A table with columns for Description, Start date, and End date.

A "Search form" dialog box is open in the foreground, showing a search table:

Code	Description
Apolloni	Apolloni
fabio	Gattari Fabio
SALESMAN2	Goodman Sarah
sa	sa
sis	Salesman John

The background table in the "Worksheets manager" window has the following columns: Workflow status, Action status, Assignee, Start, End, Notes. It contains several rows, all with "Workflow active" in the "Workflow status" column.

The Windows taskbar at the bottom shows the following icons: Internet Explorer, 1, Window..., La Repu..., Inbox - f..., 2011 z..., Adminis..., Microsof..., Etere..., workshe..., Etere C..., IT, and system tray icons including volume and network, with the time 15:10.

Details of the jobs

?Assign worksheets

Job info

Workflow: censorship

Action: edit for censorship

Asset: CSI MIAMO season 2-0009
CSI MIAMO season 2 - No.0009

Assignee: Apolloni

*Outlook integration: Task *Appointment None

Start: 09 May 2012 - 15:16

End: 09 May 2012 - 18:16 Priority: Normal

Budget: 3

Notes:

Resources:

Description	*Start date	*End date
Suite NLE 1	9/5/2012 15:16:32	9/5/2012 18:16:32

Ok Cancel

assignee

Task or
calendar

Resources

dates

View
calendar

Default
cost




Personal Calendar

*Appointments and tasks

File *Contacts 11 15 17 31 Today Search

April 22, 2012

Gattari Fabio
*Phone:
Mobile: +393346007156



April 22

17 pm

18 00

19 00

20 00

21 00 Subtitle re-check

22 00 Subtitling

23 00

April 2012

Mo	Tu	We	Th	Fr	Sa	Su
14	26	27	28	29	30	31
15	2	3	4	5	6	7
16	9	10	11	12	13	14
17	16	17	18	19	20	21
18	23	24	25	26	27	28
19	30	1	2	3	4	5

Task	Start date	*Due date	Priority
Subtitling	1/5/2012 05:12:22	6/5/2012 05:12:22	Normal
Subtitling	1/5/2012 05:12:22	6/5/2012 05:12:22	Normal
ensorhip required	6/5/2012 09:09:57	7/5/2012 09:09:57	Normal
ensorhip required	6/5/2012 14:59:25	7/5/2012 14:59:25	Normal
ensorhip required	6/5/2012 14:59:25	7/5/2012 14:59:25	Normal
ensorhip required	6/5/2012 14:59:25	7/5/2012 14:59:25	Normal



Subtitle Management

Subtitles: FTV_AQUA - FTV_AQUA

Edit Layout Show Help

Language: English Parameters

*SOM	*EOM	Text
00:00:09.24	00:00:13.18	Aku Danny Dyer dan ini The Real Football Factories.
00:00:13.19	00:00:16.18	Internasional football
00:00:16.19	00:00:19.21	Aku memerankan Tommy Johnson dalam film The Football Factory...
00:00:19.22	00:00:22.07	...yang menceritakan tentang kekerasan sepakbola.
00:00:22.08	00:00:25.21	Hanya ada satu Tommy Johnson!/ Benar-benar gila!
00:00:25.22	00:00:29.11	Aku telah menjelajahi Inggris, dan menemui penggemar Hooligan sejati.
00:00:29.12	00:00:34.14	Kini, aku akan masuk ke internasional.
00:00:34.15	00:00:36.18	9 negara dalam 2 bulan.
00:00:36.19	00:00:40.15	Mengelilingi dunia Hooligan dalam 60 hari.
00:00:40.16	00:00:43.24	Tingkat kekerasan sepakbola yang baru..
00:00:44.00	00:00:46.22	Kami akan ada dalam kerusuhan. Terdanya aze air mata

Preview

00:00:07.10

Shuttle 0.00

*Subtitle

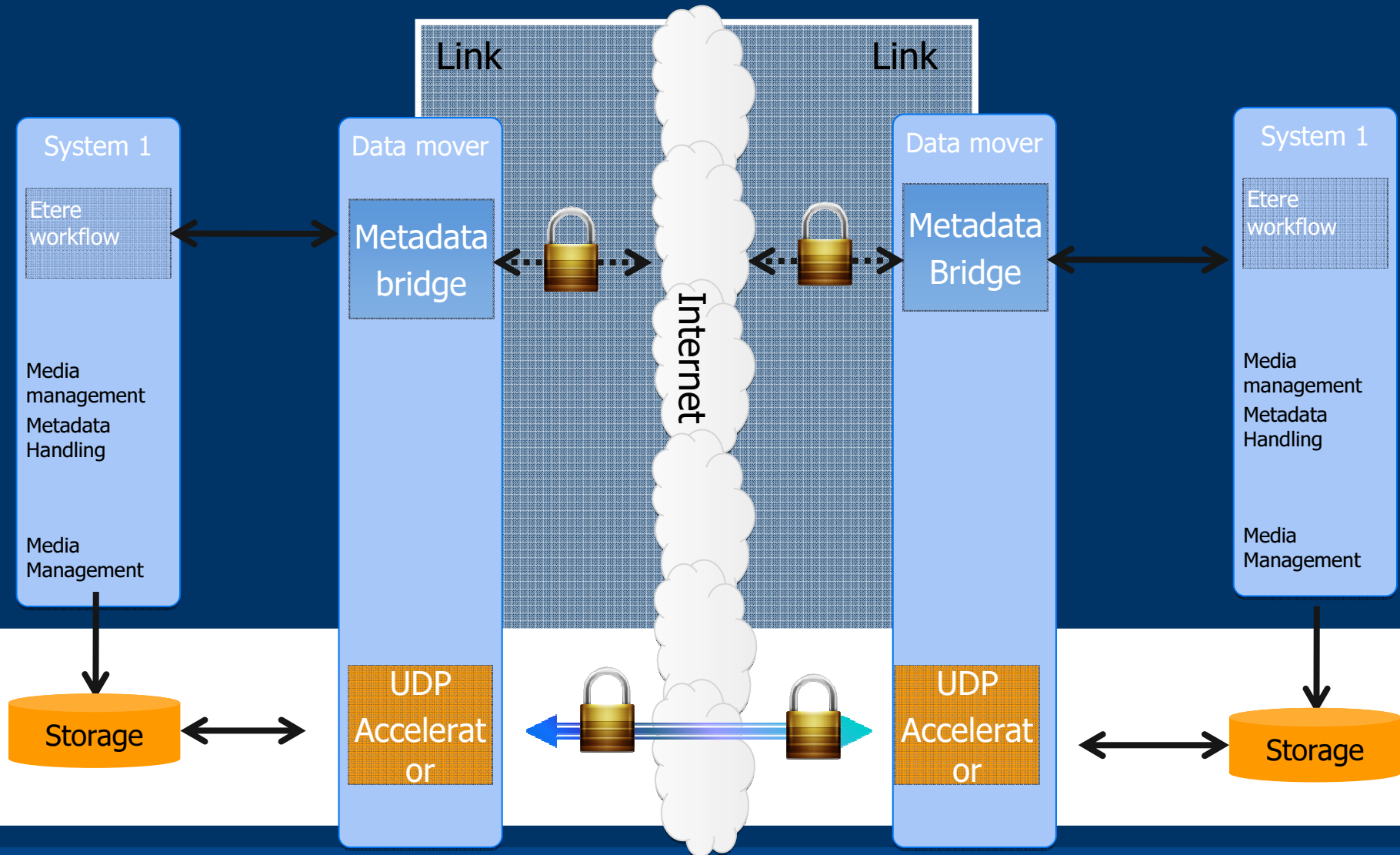
*SOM 00:00:00.00 *EOM 00:00:00.00

Position: 1, 1 Character: 1 *Total characters: 0

Microsoft... solar Windows ... Outlook - ... Zune Skype™ - f... Presentasi... Microsoft ... Etere Med... IT 10:32

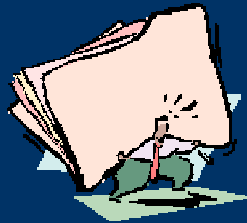


Etere linked sites

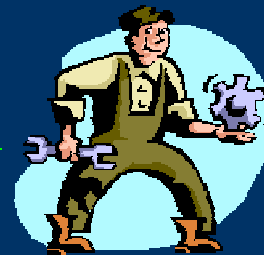


Traditional Approach

Scheduling Manager



One day before
operator



Last minute
changes



Traffic Manager



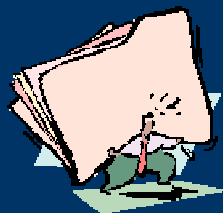
One day before

Automation



Etere Flow

Scheduling Manager

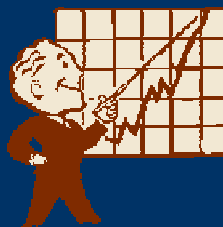


Last minute changes

operator



Control



Traffic Manager

Last minute changes



Automation



Weekly Grid

Weekly Schedule | File Options Tools Show Help | a consistent system

Channel 1 | Notifications | 100%

GMT+01:00 Amsterdam

Main	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	Channel 1	Channel 1	Channel 1	Channel 1	Channel 1	Channel 1
06:15:00 - 06:30:00	Mon-Fri 06:00 [Local News]	Mon-Fri 06:00 [Local News]	Mon-Fri 06:00 [Local News]	Mon-Fri 06:00 [Local News]	Mon-Fri 06:00 [Local News]	Sat-Sun 06:00 [Music Videos]	Sat-Sun 06:00 [Music Videos]
06:30:00 - 06:45:00							
06:45:00 - 07:00:00							
07:00:00 - 07:15:00	Mon-Fri 07:00 [National News]	Mon-Fri 07:00 [National News]	Mon-Fri 07:00 [National News]	Mon-Fri 07:00 [National News]	Mon-Fri 07:00 [National News]	Sat-Sun 07:00 [Local News]	Sat-Sun 07:00 [Local News]
07:15:00 - 07:30:00							
07:30:00 - 07:45:00							
07:45:00 - 08:00:00							
08:00:00 - 08:15:00	Mon-Fri 08:00 [TV Series]	Mon-Fri 08:00 [TV Series]	Mon-Fri 08:00 [TV Series]	Mon-Fri 08:00 [TV Series]	Mon-Fri 08:00 [TV Series]	Sat-Sun 08:00 [National News]	Sat-Sun 08:00 [National News]
08:15:00 - 08:30:00							
08:30:00 - 08:45:00							
08:45:00 - 09:00:00							
09:00:00 - 09:15:00	Mon-Fri 09:00 [TV Series]	Mon-Fri 09:00 [TV Series]	Mon-Fri 09:00 [TV Series]	Mon-Fri 09:00 [TV Series]	Mon-Fri 09:00 [TV Series]	Sat-Sun 09:00 [TV Series]	Sat-Sun 09:00 [TV Series]
09:15:00 - 09:30:00							
09:30:00 - 09:45:00							
09:45:00 - 10:00:00							
10:00:00 - 10:15:00	Mon-Fri 10:00 [Musical Shows]	Mon-Fri 10:00 [Musical Shows]	Mon-Fri 10:00 [Musical Shows]	Mon-Fri 10:00 [Musical Shows]	Mon-Fri 10:00 [Musical Shows]	Sat-Sun 10:00 [TV Series]	Sat-Sun 10:00 [TV Series]
10:15:00 - 10:30:00							
10:30:00 - 10:45:00							
10:45:00 - 11:00:00							
11:00:00 - 11:15:00	Mon-Fri 11:00 [Musical Shows]	Mon-Fri 11:00 [Musical Shows]	Mon-Fri 11:00 [Musical Shows]	Mon-Fri 11:00 [Musical Shows]	Mon-Fri 11:00 [Musical Shows]	Sat-Sun 11:00 [Game Contests]	Sat-Sun 11:00 [Game Contests]
11:15:00 - 11:30:00							
11:30:00 - 11:45:00							
11:45:00 - 12:00:00							
12:00:00 - 12:15:00	Mon-Fri 12:00 [Local News]	Mon-Fri 12:00 [Local News]	Mon-Fri 12:00 [Local News]	Mon-Fri 12:00 [Local News]	Mon-Fri 12:00 [Local News]	Sat-Sun 12:00 [Local News]	Sat-Sun 12:00 [Local News]
12:15:00 - 12:30:00							
12:30:00 - 12:45:00							
12:45:00 - 13:00:00							
13:00:00 - 13:15:00	Mon-Fri 13:00 [National News]	Mon-Fri 13:00 [National News]	Mon-Fri 13:00 [National News]	Mon-Fri 13:00 [National News]	Mon-Fri 13:00 [National News]	Sat-Sun 13:00 [National News]	Sat-Sun 13:00 [National News]
13:15:00 - 13:30:00							
13:30:00 - 13:45:00							
13:45:00 - 14:00:00							
14:00:00 - 14:15:00	Mon-Fri 14:00 [TV Series]	Mon-Fri 14:00 [TV Series]	Mon-Fri 14:00 [TV Series]	Mon-Fri 14:00 [TV Series]	Mon-Fri 14:00 [TV Series]	Sat-Sun 14:00 [TV Series]	Sat-Sun 14:00 [TV Series]
14:15:00 - 14:30:00							
14:30:00 - 14:45:00							
14:45:00 - 15:00:00							
15:00:00 - 15:15:00	Mon-Fri 15:00 [Musical Shows]	Mon-Fri 15:00 [Musical Shows]	Mon-Fri 15:00 [Musical Shows]	Mon-Fri 15:00 [Musical Shows]	Mon-Fri 15:00 [Musical Shows]	Sat-Sun 15:00 [Sports Events]	Sat-Sun 15:00 [Sports Events]
15:15:00 - 15:30:00							
15:30:00 - 15:45:00							
15:45:00 - 16:00:00							
16:00:00 - 16:15:00	Mon-Fri 16:00 [Musical Shows]	Mon-Fri 16:00 [Musical Shows]	Mon-Fri 16:00 [Musical Shows]	Mon-Fri 16:00 [Musical Shows]	Mon-Fri 16:00 [Musical Shows]	Sat-Sun 16:00 [Sports Events]	Sat-Sun 16:00 [Sports Events]
16:15:00 - 16:30:00							
16:30:00 - 16:45:00							
16:45:00 - 17:00:00							
17:00:00 - 17:15:00	Mon-Fri 17:00 [Musical Shows]	Mon-Fri 17:00 [Musical Shows]	Mon-Fri 17:00 [Musical Shows]	Mon-Fri 17:00 [Musical Shows]	Mon-Fri 17:00 [Musical Shows]	Sat-Sun 17:00 [Musical Shows]	Sat-Sun 17:00 [Musical Shows]

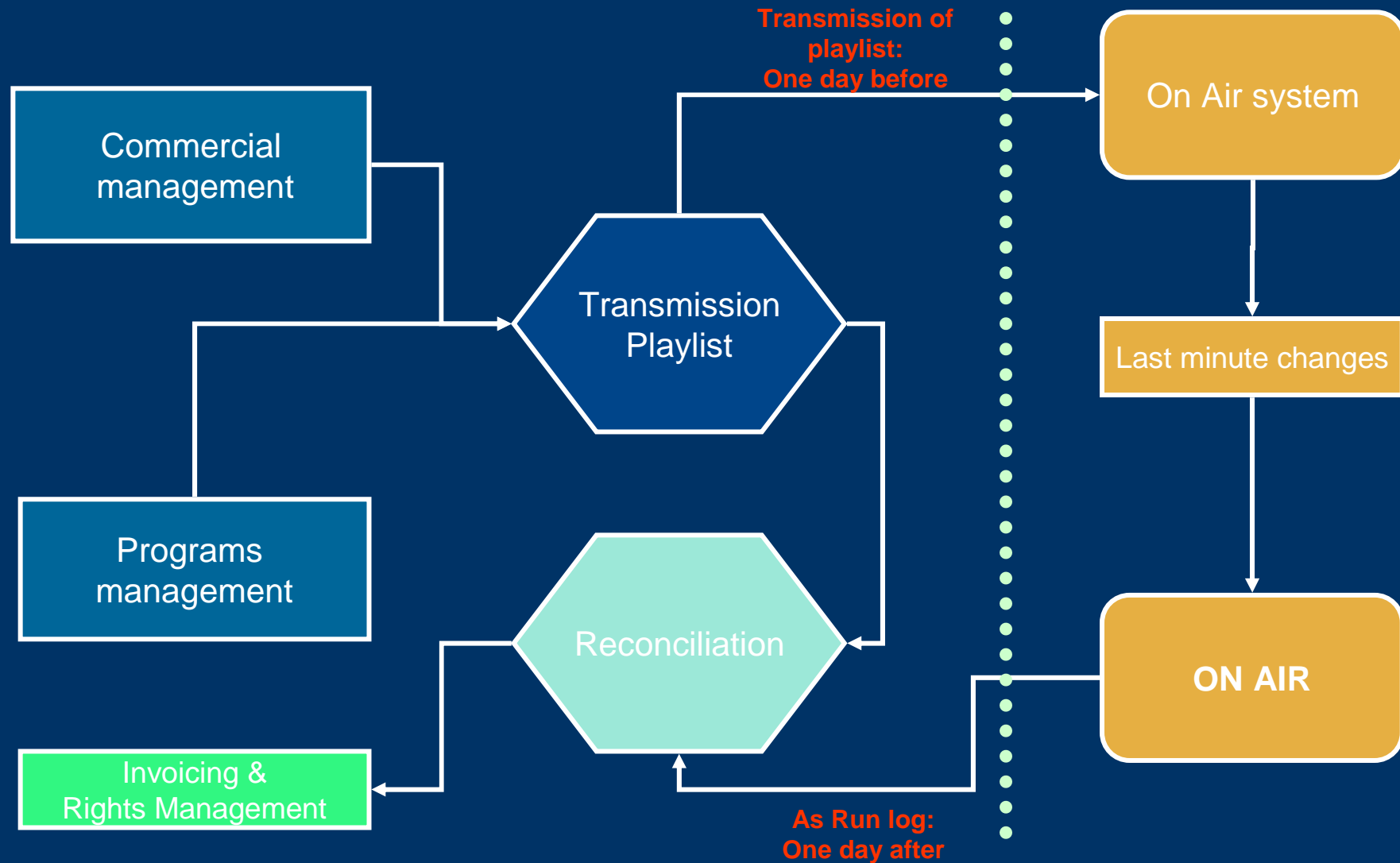
Properties

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 06/04/20
ID Block	307
Station	Channel 1

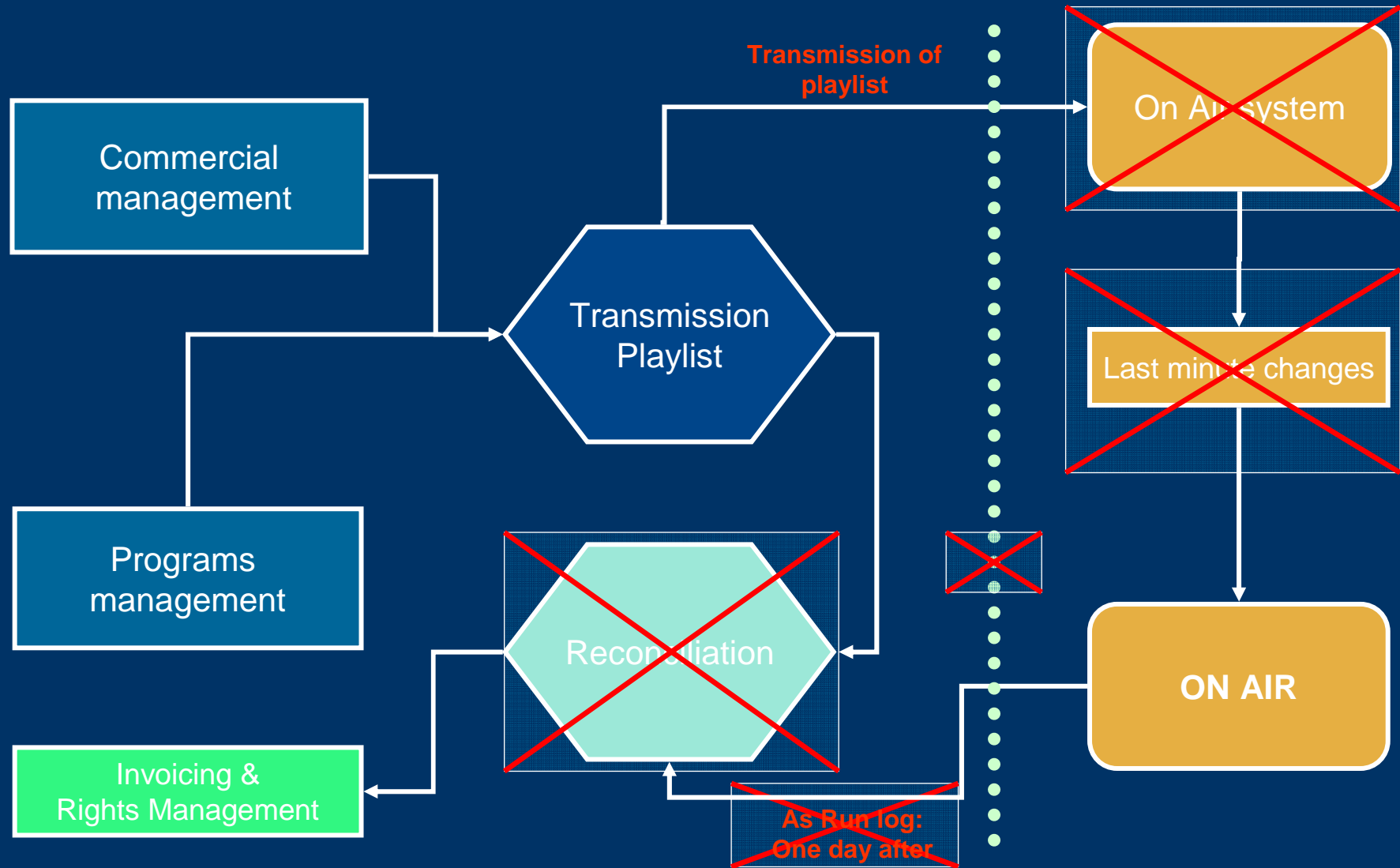
Segments | Events



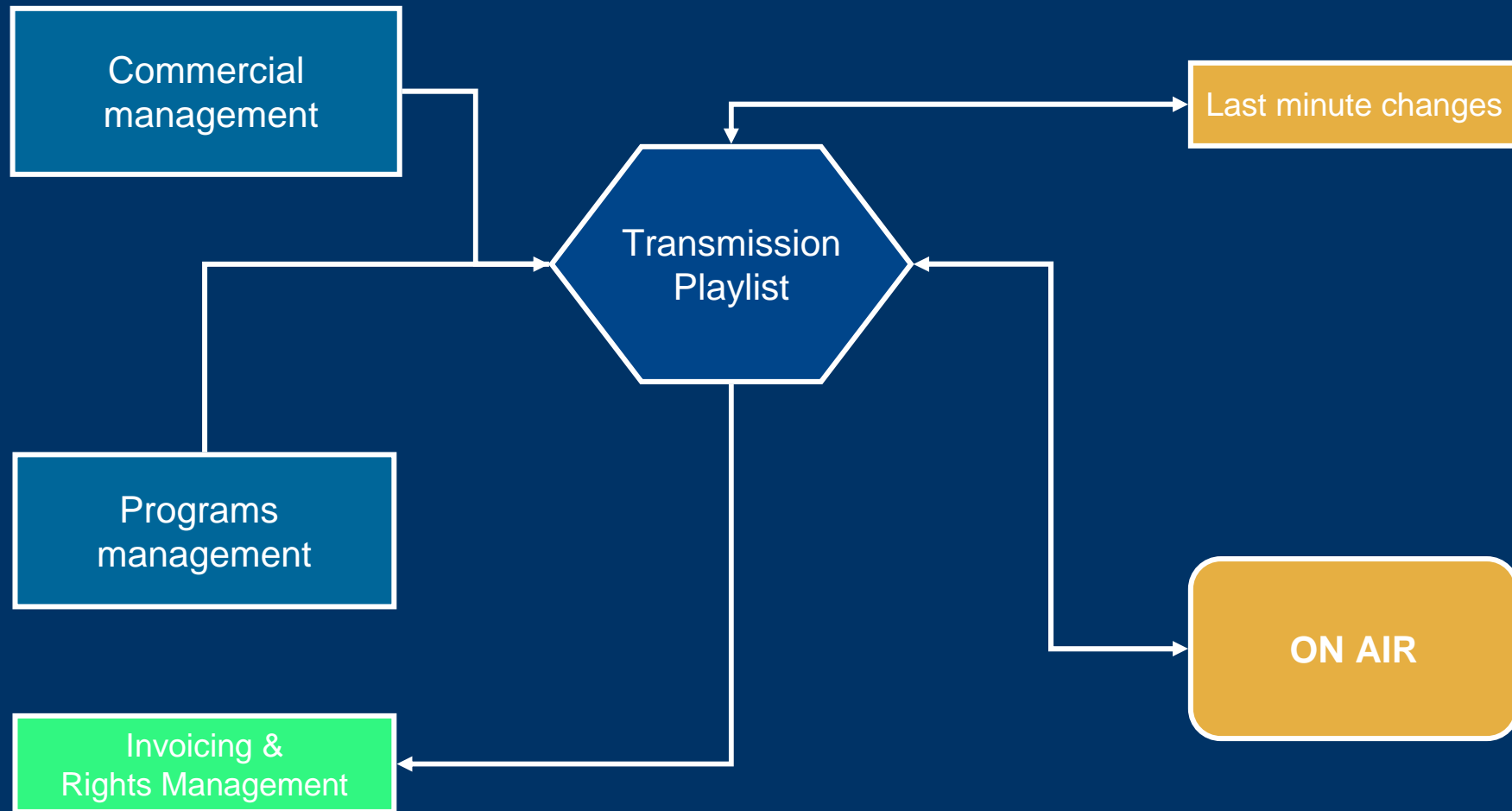
The Traditional Approach



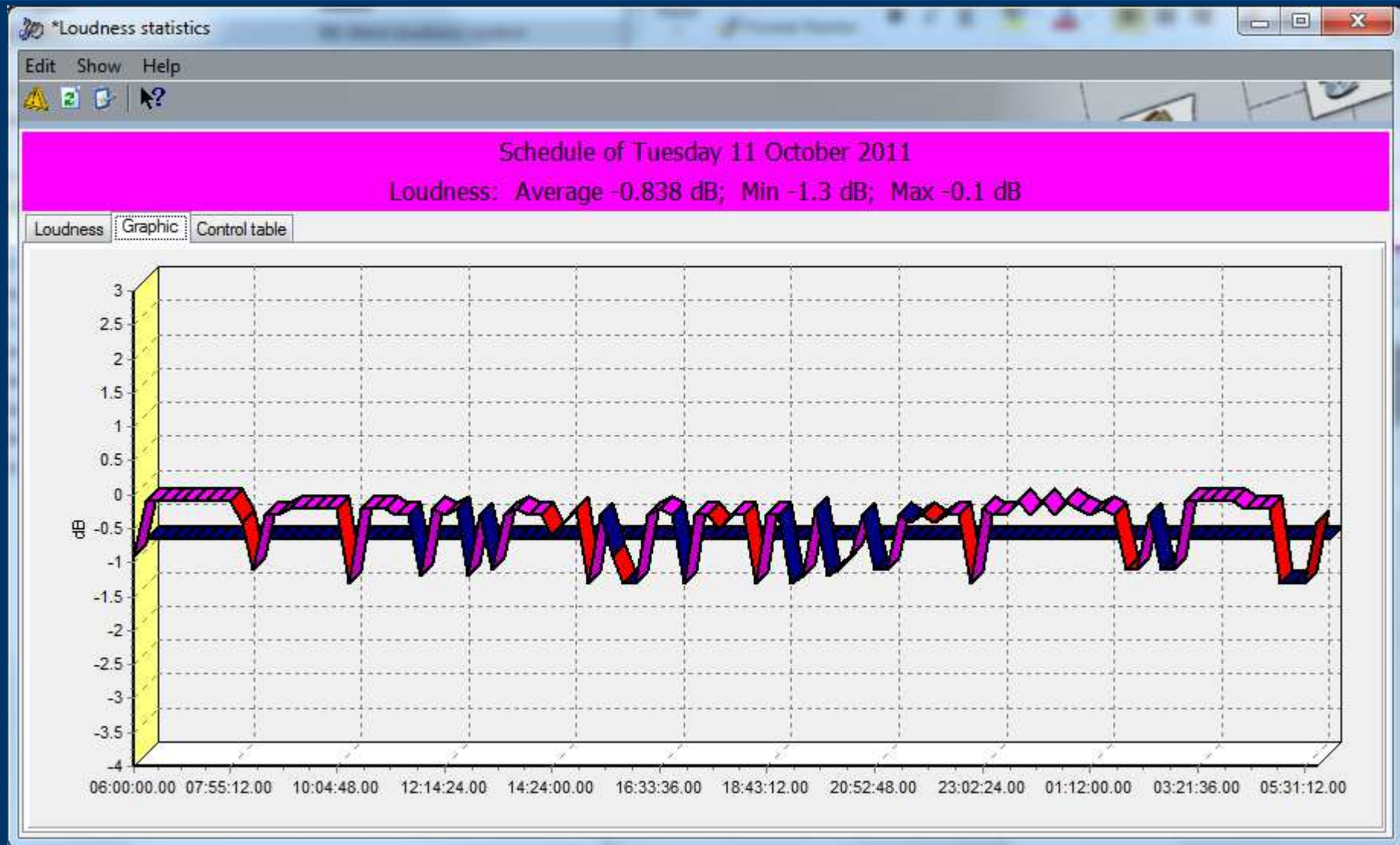
Etere Solution



ETERE



Playlist Predictive Loudness



Rack details

*Resources Map

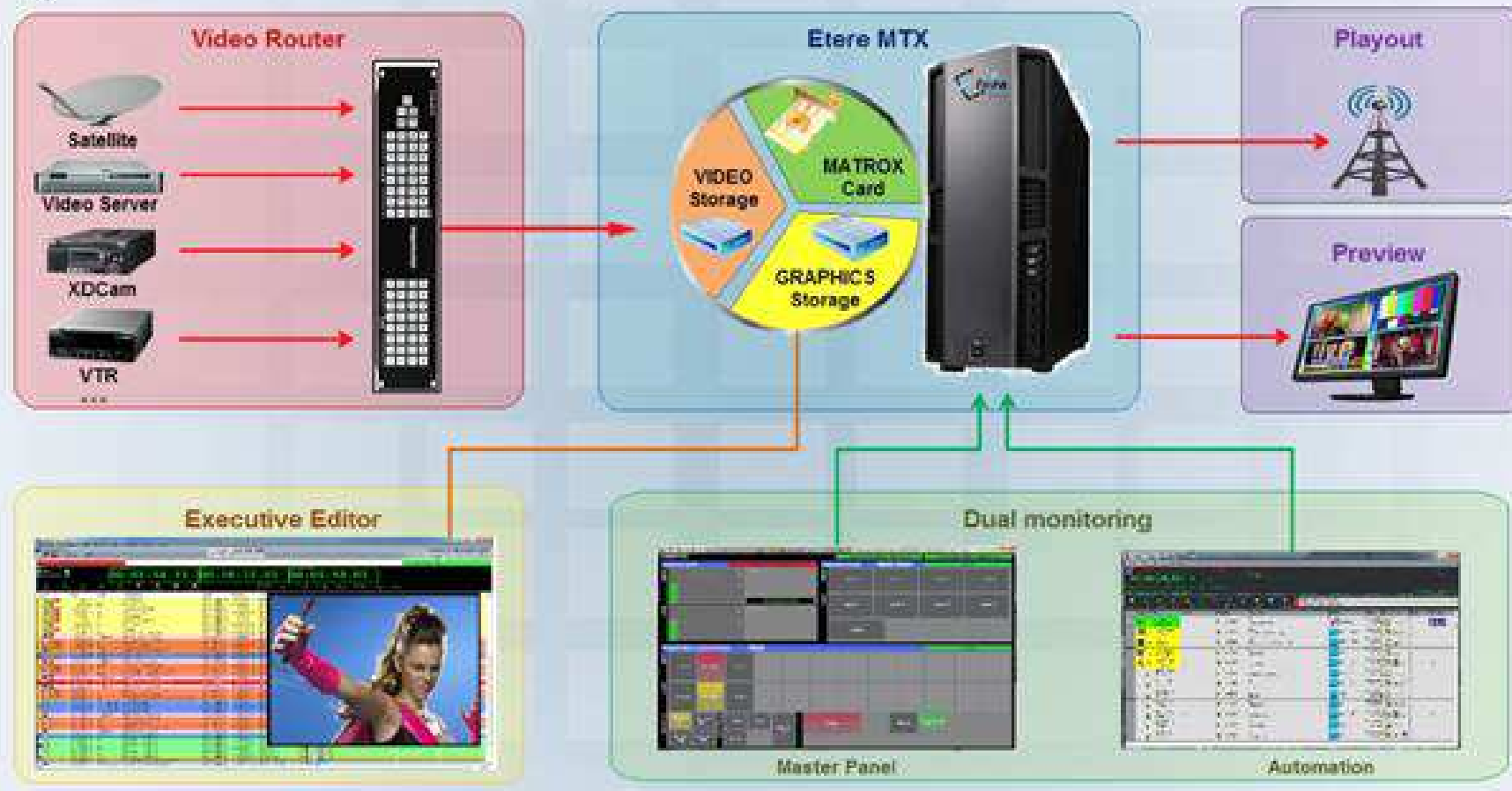
Room: MACHINE ROOM

1		2		3		4		5		6	
24		24		24		24		24		24	
23		23		23		23		23	GSS4	23	
22	NPort 1	22	LTO LIBRARY	22	OMN6	22	MDK2	22		22	
21	NETWORK SWITCH	21		21		21		21	PG4	21	
20		20		20		20		20		20	
19		19		19		19		19	STORAGE	19	
18		18		18		18	MDK3	18		18	
17		17		17		17		17		17	
16	MTX	16		16		16		16		16	
15		15		15		15		15		15	
14		14		14		14	MDK4	14		14	
13		13		13		13		13		13	
12	MEMORY	12		12		12		12		12	
11	TAPELESS RECEPTI...	11		11		11		11		11	
10		10		10		10	MDK5	10		10	
9	AUMAIN	9		9		9		9		9	
8		8		8		8		8		8	
7	AUCLONE	7		7		7		7		7	
6	MTX LOGO	6		6		6		6		6	
5		5		5	HSM1	5	PREVIEW	5		5	
4	MASTER CONTROL	4		4	HSM2	4		4		4	
3		3		3		3		3		3	
2		2		2	ETLIBRARYWS2008	2		2		2	
1		1		1		1		1		1	





Master Control integration for a fully IT-based playout





Master Control integration for a fully IT-based playout

