Etere
a consistent system

Imparja

Intelligent Time Delay

**The simplest solution for splitting networks**

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1. Introduction

Imparja is a private and fully commercial television company registered in the Australian Northern Territory, it is the unique station in the world totally owned and controlled by Northern Territory and South Australian Aboriginal shareholders with no-profit motivations, where all profits are inverted back into the development of the company.
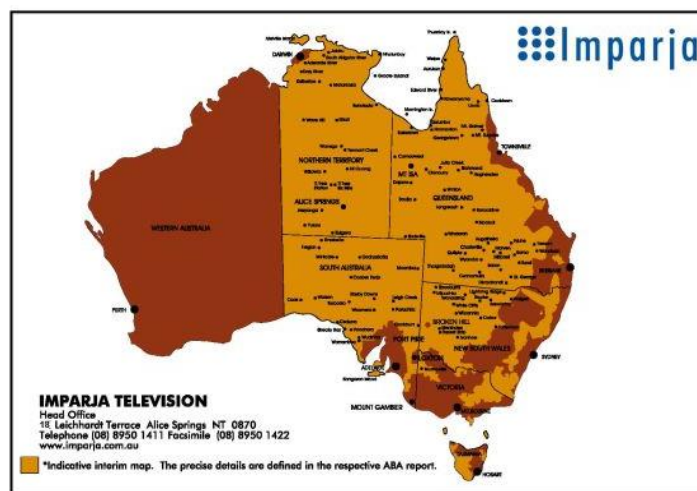
Imparja sends on air its entire programming through two networks, a Main and a Split network; the Split network has the same schedule structure than the Main one but it delivers different contents with a time delay that depends on the Daylight-Saving Time.

2. Requested Features

Imparja's Engineering Staff has requested the capability to manage both Main and Split networks under a single environment with further support for simultaneous broadcasting of live events on both networks.

In these terms, Etere has determined that the solution for Imparja must accomplish the following key points:

- √ Imparja needs to broadcast similar content on two different zones,
- √ Content is mainly the same but with different commercials and promo,

√ Sometime there are also different programs,

√ From October to April both zones have the same offset, the rest of the time it is shifted by 30 minutes.

3. Proposed Solution

Since Imparja's workflow is managed by a distributed Etere system that integrates into a single broadcasting solution a comprehensive set of modules specifically oriented to cover each complex phase of its broadcasting system, it is possible for Etere to make all modules involved in the split process (i.e.: automation, scheduling, traffic and split) to work synchronously avoiding any possible fault or incongruence between networks, thus ensuring an efficient overall system management.

Initially, the use of two different channels seems to be the best solution, but it needs:

- Two MC operators
- Plan and schedule two times.

In these terms, and in order to simplify the overall management and reduce the cost of resources, Etere suggest the implementation of **split networks** based on an 'intelligent time delay'.

### 3.1 Standard Time Scenario (simultaneous split)

The figure below illustrates the way Etere manages two (or more) split networks intended to be broadcasted simultaneously without any kind of delay, Etere will just send scheduled contents to the split network immediately:
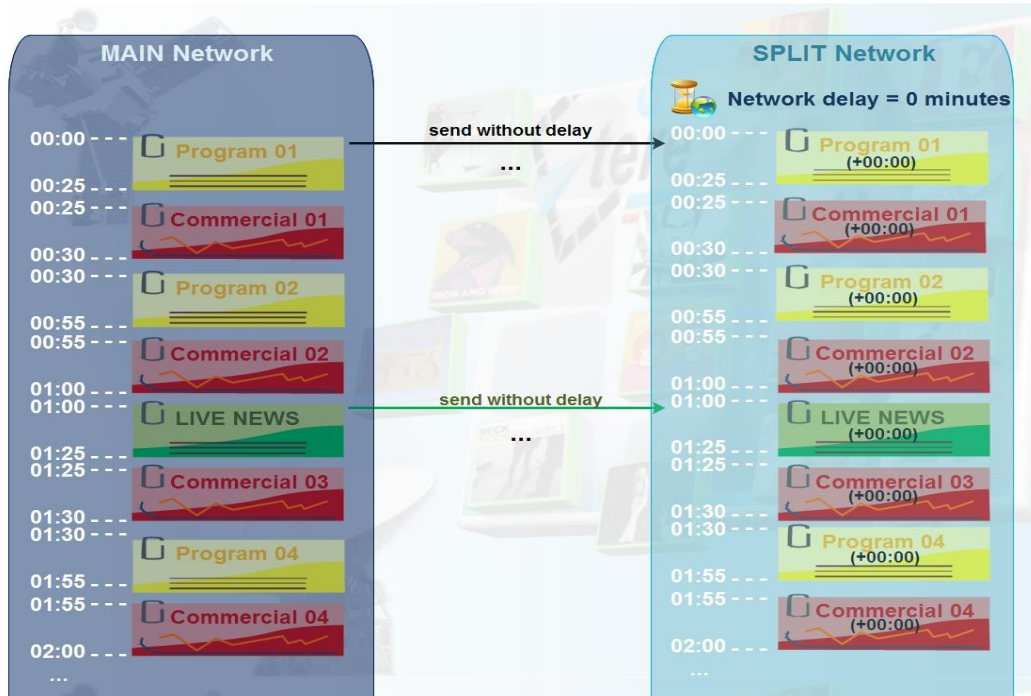
3.2 Daylight-Saving Time Scenario (delayed split)

During DST (Daylight-Saving Time), where North region (Split network) is one hour behind the South region (Main network), all events excepting News (and their related commercials) will be transmitted to the Split network with a delay of one hour; News must be transmitted live due to the nature of its contents.

In this scenario, Etere will send all contents through a 'Delay Server' to the split network, but it will by-pass the News and will "intelligently" adjust the schedule without any operator intervention:
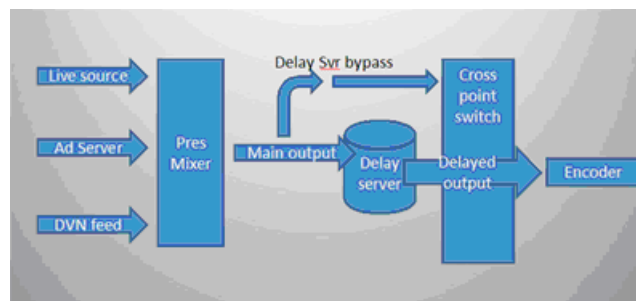
The figure below clearly illustrates the way Etere is able to manage the main and split networks, where all events on the split network, excepting live news, are delayed by a Delay Server:
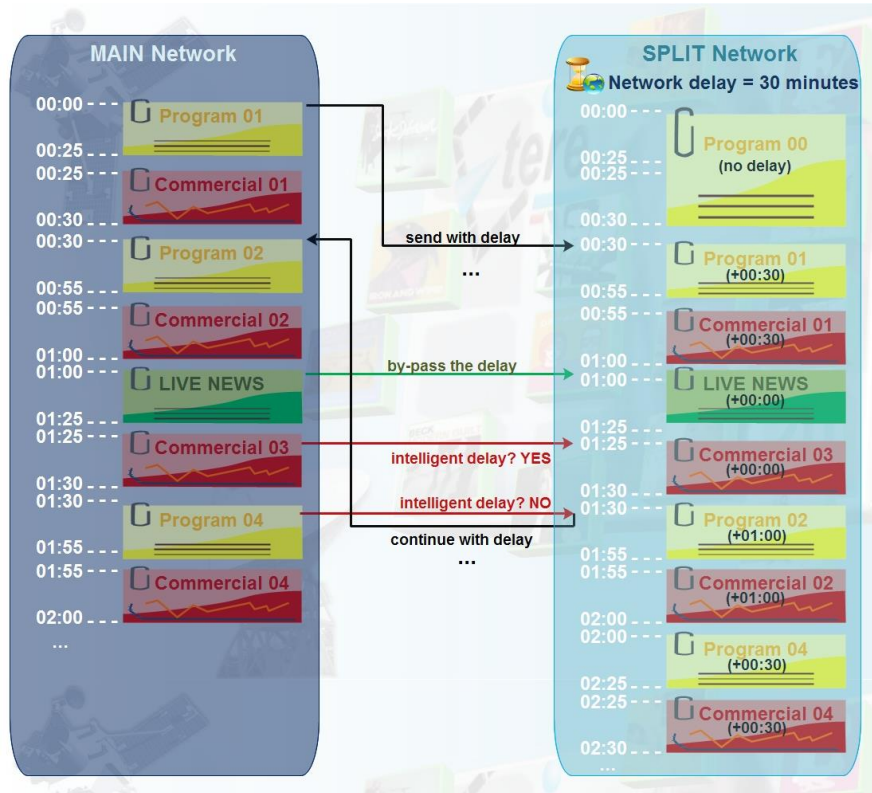
3.3 Intelligent Time Delay

In case the split network is transmitted delayed, the operator will be able to manage the schedule including both the main programs and their split versions. All scheduled live events will contain a secondary event that will 'pause' the delay on the split network during the time the live event lasts:
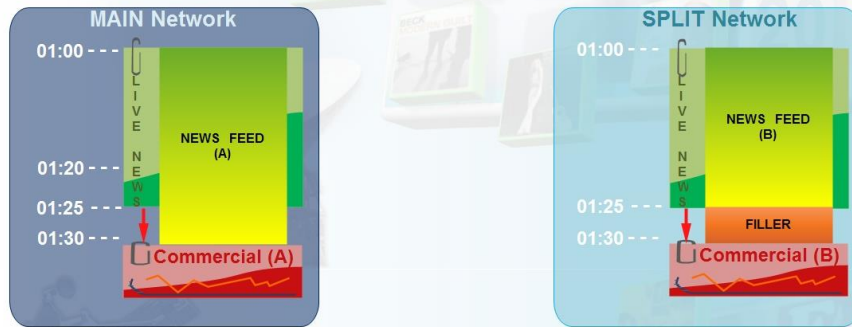

(Main network schedule)

Etere's **intelligent delay** allows commercial events to keep bound to a certain program (e.g.: news) including live programs. Furthermore, if live news last either less or more than its expected duration, all related commercials (and the rest of the schedule) will remain consistent:

(Filling of shifted spaces)

Live News can be easily split into two or more networks:

Commercials can also be easily split, so advertising breaks will be able to be 'customized' for each network:

(Split of commercials)

3.4 Traffic Management

Etere Air Sales allows an independent management between networks, so it will be possible to organize the advertising space of the Main network separately from the split network's space.
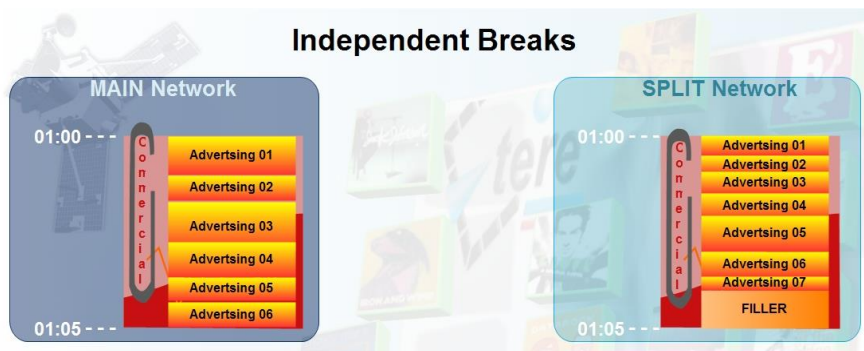
The figures below show both the creation of a commercial order for a certain split network and its scheduling:

(Creation)

(Programming)

4. Benefits

By implementing Etere's solution, Imparja will achieve besides a comprehensive media control and a reliable programming management, an automatic system able to manage split networks in the most intelligent way, ensuring all scheduled events (including lives) are delivered at the right time and in the most efficient way.

In the basis of the aforementioned elements, ETERE will improve Imparja's overall system in several points amongst which the most remarkable ones are mentioned below:

√ Simplified automation engine for split channels,

√ Different automation structure but same traffic structure between channels,

√ Flexible re-scheduling of selected segments,

√ Automatic synchronization between networks,

√ Ability to control multiple channels, even by one single operator,

√ Programmable "intelligent delays" for time shift periods,

√ Real-time preview and selection of events,

√ Professional resource management and ensured automatic playback.

5. About Etere

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 20 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

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