

Etere STMAN

Special Feature



Etere STMan

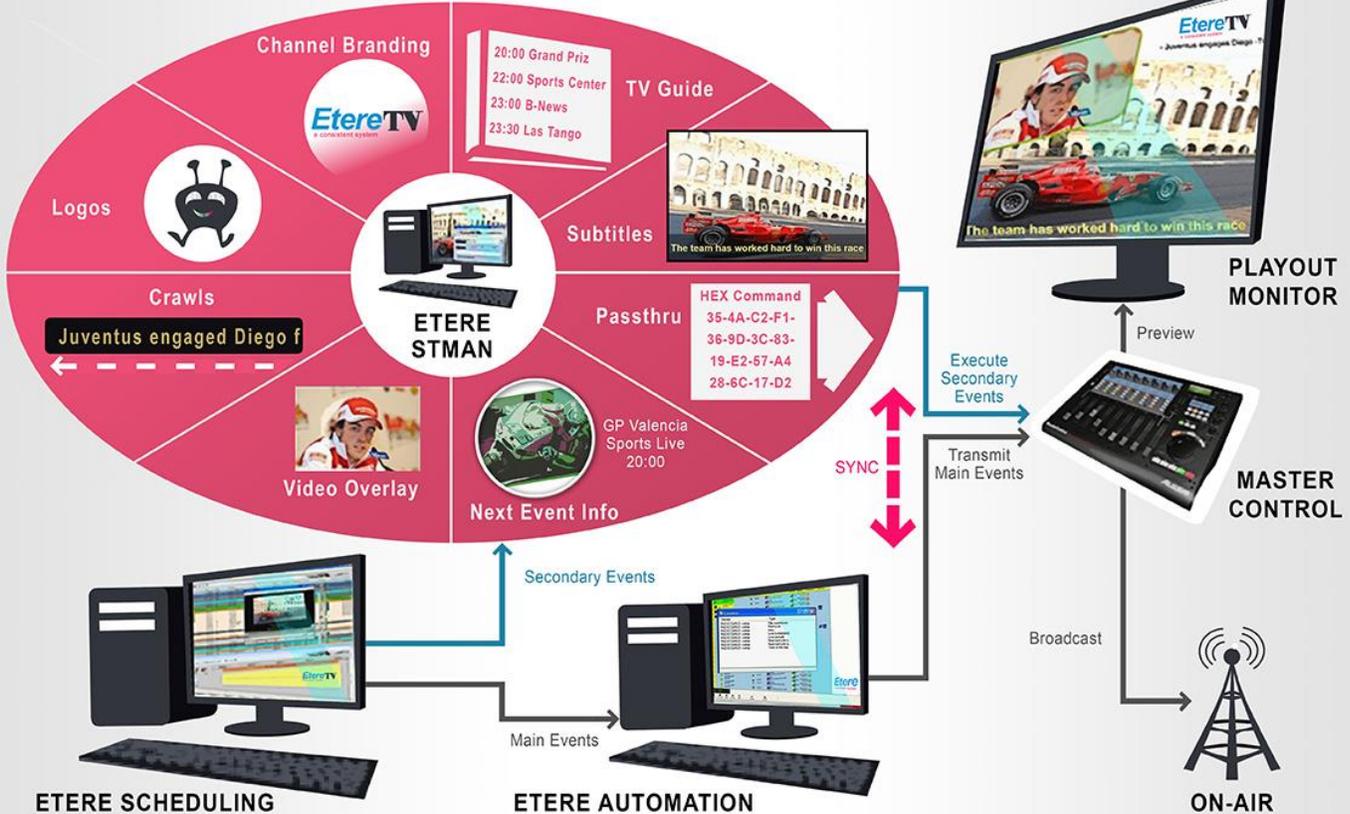
- Automatic Titling control
- SMS broadcast
- Channel Branding
- Squeeze and voice-over
- Parental rating



Etere STMan

Etere
a consistent system

SECONDARY EVENTS MANAGEMENT

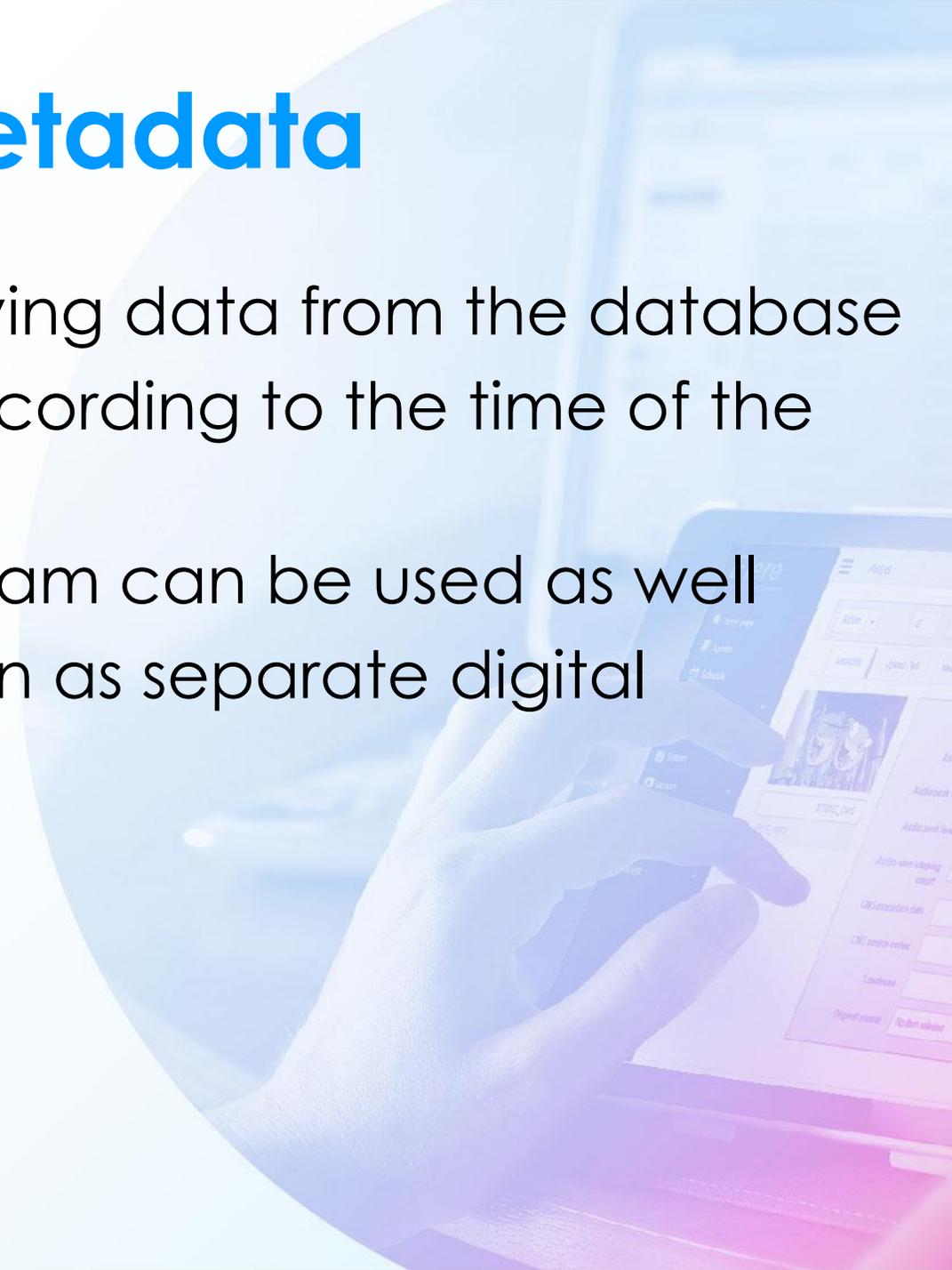


Special Features



Integrated Metadata

- Etere controls the movie titling retrieving data from the database
- Different templates can be used, according to the time of the day
- Special templates related to a program can be used as well
- Videoclips and titles are always taken as separate digital information



Asset Management for the Graphics

- Based on the category Etere can control and manage the graphics contents
- Etere datamover can move the graphics
- Etere tapeless can receive and manage graphics objects
Based on the category, Etere can have a different set of metadata template (ex: 1 set for video and 1 set for graphics)



Video Asset Sample

The screenshot displays the 'Media Library' application window. At the top, there is a menu bar with 'File', 'Tools', 'Show', and 'Utilities ?'. Below the menu is a toolbar with various icons. The main area is titled 'CHANNEL 1' and contains a form for editing a video asset. The form fields are: ID (2083), Code (2083), Title (Miles Davis - Videoclip), and Version (1). Below the form is a navigation bar with tabs: ETERE, GENERAL, APPROVAL, TAPELESS, and MUSICAL VIDEO. The 'MUSICAL VIDEO' tab is active, showing a table with the following data:

Field	Value
Publication Date	15/06/1960
Artist	Miles Davis
Title	Freddie Freeloader
Album	Kind of Blue
Director	Video production Studios

At the bottom of the window, there is a metadata section with the following fields:

- Name: Director
- Definition
- Type: String
- Length
- Notes

Image Asset Sample

The screenshot shows a 'Media Library' application window. At the top, there's a menu bar with 'File', 'Tools', 'Show', and 'Utilities'. Below it, the window title is 'CHANNEL 1'. A toolbar contains various icons for file operations. Below the toolbar, there are input fields for 'ID' (42), 'Code' (A PERFECT DAY), 'Title' (A Perfect Day), and 'Version' (1). A secondary toolbar includes icons for 'Operations', 'SIAE', 'Resources management', 'Keys/Keyboards', 'People in charge', and 'Proposal'. Below this, a row of icons represents different metadata categories: Search, General Data, Properties, Media, Workflow, Secondary Events, Tapeless reception, TechnicalData, Flexi-metadata, and Relationships. A message states 'Existing metadata not viewed for this form'. The main area is titled 'AUDIO Audiotech' and contains a table of metadata fields. At the bottom, there are fields for 'Name', 'Definition', 'Type', 'Length', and 'Notes'.

Field	Value
AUTHOR	... Giovanni Allevi
NATURE OF PERSONALITY (Individual or Group)	... Individual
COLLECTION	... Evolution
MAIN TITLE	... A Perfect Day
SECONDARY TITLE	...
TRACK NUMBER	... 4
RECORDING LABEL	... Sony/BMG
GENRE	... Classical
MONO CHANNELS	...
STEREO CHANNELS	... 2
MATERIAL ABSOLUTE DURATION (Days, Hours, Minutes, S...	... 06:07
CODING LAW	... MPEG-1 Audio Layer 3
FILE EXTENSION	... mp3

Name Director
Definition
Type String
Length
Notes

SMPTE
customized
metadata

Database

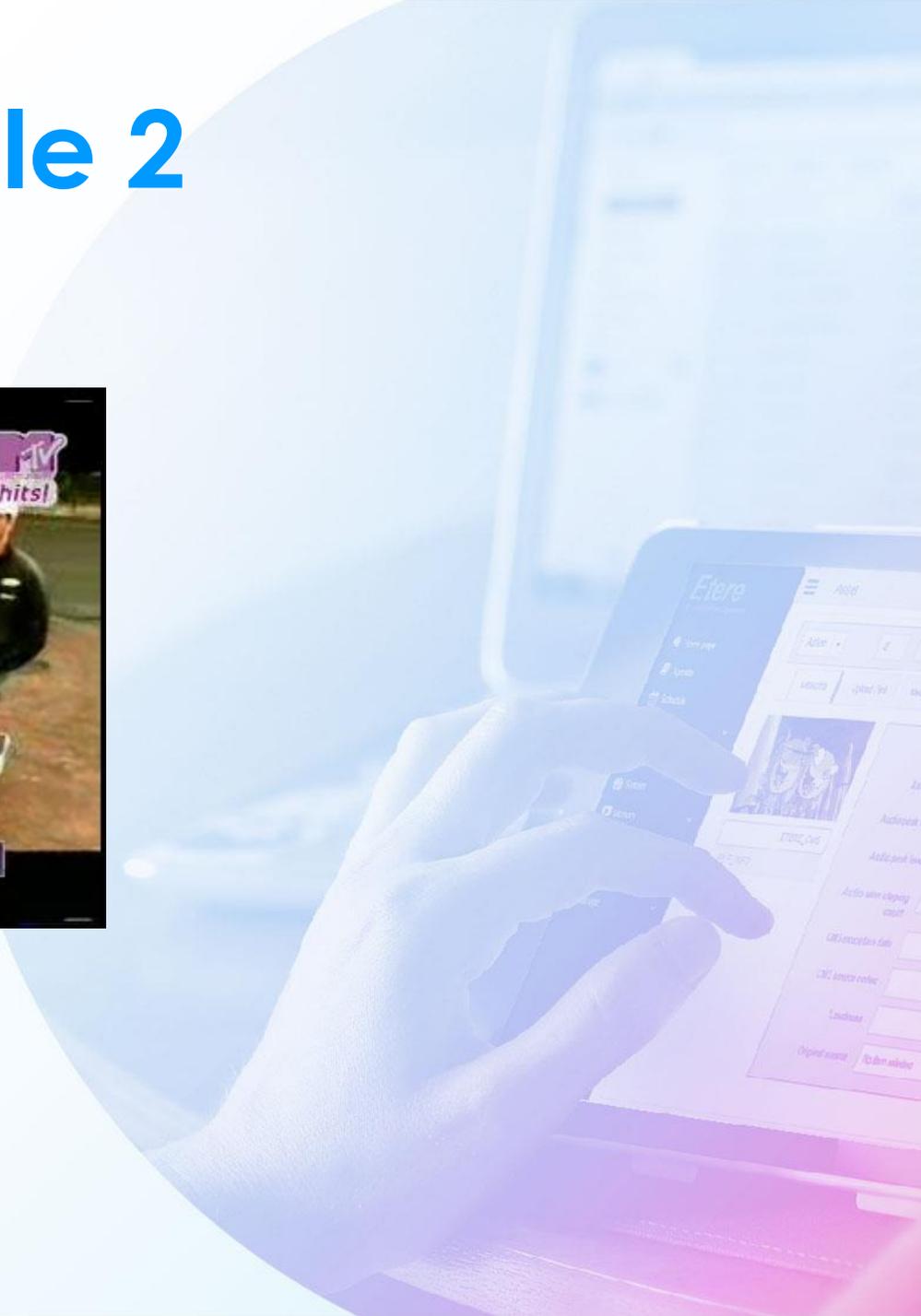
The screenshot shows a software window titled "Media Library" with a menu bar (File, Tools, Show, Utilities ?) and a toolbar. The main area is titled "CHANNEL 1" and contains several input fields: ID (2083), Code (2083), Title (Miles Davis - Videoclip), and Version (1). Below these are various functional tabs like "Flexi-metadata", "Search", "General Data", "Properties", "Relationships", "Operations", "Media", "Workflow", "SIAE", "Secondary Events", "Metadata", "Resources management", "Keys/Keyboards", "Rights management", "People in charge", "Tapeless reception", and "Proposal TechnicalData". A secondary set of tabs includes "CL", "Video", "Info", "Album", "Artist", "Director", "Quality Check", "Sponsor", and "Musical data". The "Artist" tab is active, displaying a table with the following data:

Artist	Role	Duration
Miles Davis	SINGER	00.00.00.00

Titles – Sample 1



Titles – Sample 2



Secondary Events Timeline

Executive Editor
 Schedule Functions Edit Tools AD Insertion Air Sales Show Help
 CHANNEL 1 Real schedule, Friday 18 March 2016

Icons	Time	Code	Description	Type	Duration	Filename	Secondary Events	Properties	ID Split	Blocks	Segments	Clu...	Media
	12:23:57.17	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:26:16.02	CS01	CLOUD Episode 1	SPORT EVENT	0000:17.01	CS01		16:9 SD					
	12:26:33.03	CS02	BIKE	SPORT EVENT	0000:52.10	CS02		16:9 HD					
	12:27:25.13	CLUSTER	CLUSTER of the hours 08:15	Block	0000:56.12			16:9 HD					
	12:28:22.00	CS04	DUBAI	PROGRAM - ENTERTAINME	0003:28.13	CS04		16:9 HD					
	12:31:50.13	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:34:41.17	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:37:00.02	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:39:51.06	ARGO	ARGO	HOME SHOPPING	0004:00.03	argo		16:9 HD					
	12:43:51.09	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:46:09.19	CS01	CLOUD Episode 1	SPORT EVENT	0000:17.01	CS01		16:9 SD					
	12:46:26.20	CS02	BIKE	SPORT EVENT	0000:52.11	CS02		16:9 HD					
	12:47:19.06	CLUSTER	CLUSTER of the hours 08:32	Block	0000:56.11			16:9 HD					
	12:48:15.17	CS04	DUBAI	PROGRAM - ENTERTAINME	0003:28.13	CS04		16:9 HD					
	12:51:44.05	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:54:35.09	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:56:53.19	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:59:44.23	ARGO	ARGO	HOME SHOPPING	0004:00.03	argo		16:9 HD					

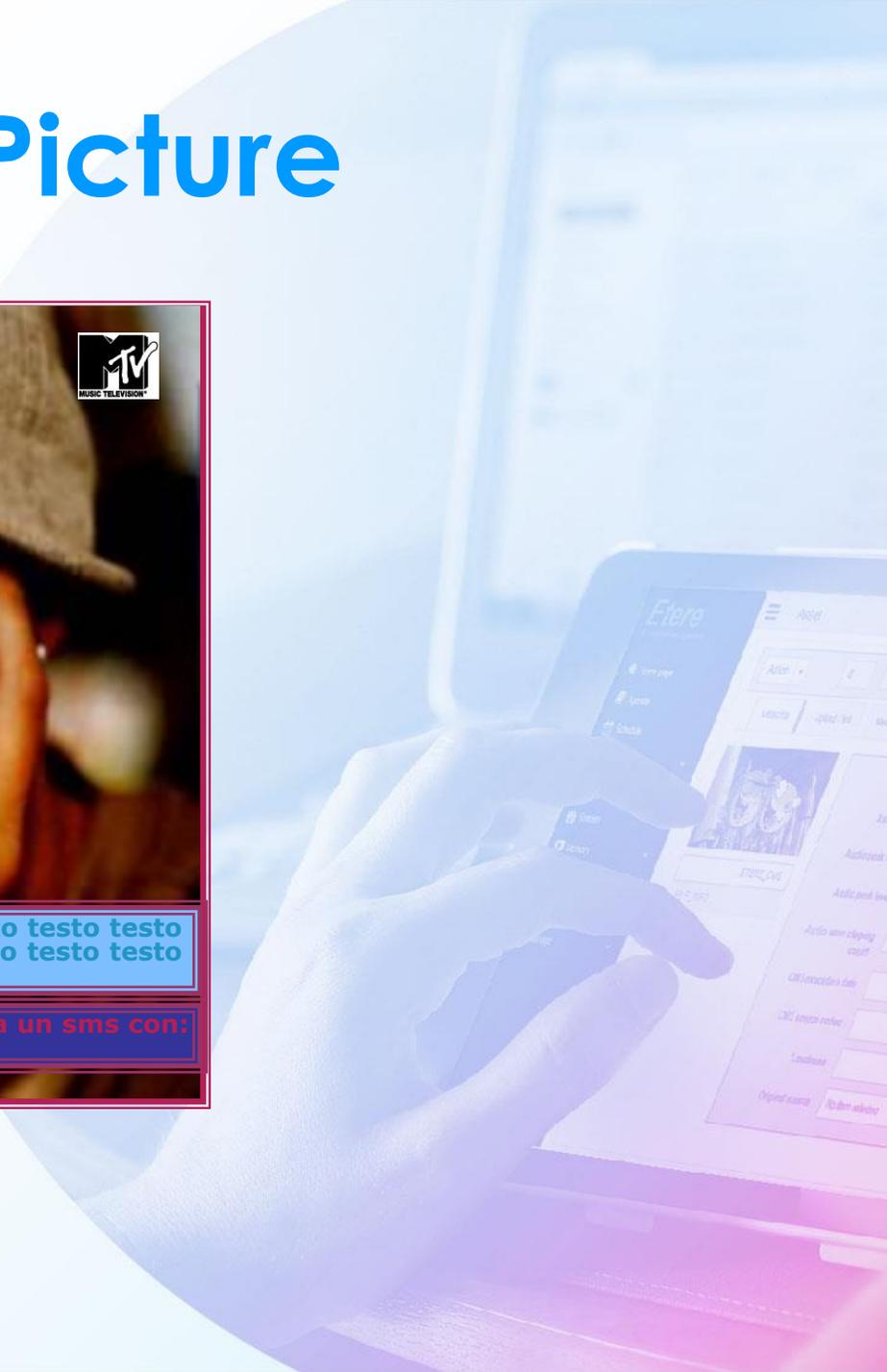
Timeline view for CS05 - A BORDO RING (00:00:42.20 to 00:02:51.04):

- [Secondary Object] Som: 00:00:15.00 E
Code: 3 - Parameters: \$\$\$# Execute.co
- [Secondary Object] Som: 00:01:26.03 Eom: 00:02:51.03
Code: 2 - Parameters: \$# Execute command 00:01:26.03 after the event start
- [Secondary Object] Som: 00:00:28.00 Eom: 00:01:27.24
Code: 1 - Parameters: \$# Execute command 00:00:28.00 after the event start

SMS Broadcast

- The SMS broadcast is divided into 2 parts
- SMS messages during videoclip breaks
- SMS messages meanwhile the clip runs
- The video message arrive with a mpeg file played by a PC
- The txt message can contain also a picture.
- All the messages arrive as xml file through a Ftp site protected by a firewall
- Etere STMAN make the necessary computation to avoid the SMS broadcasting during the video is titled, so only one graphic device is required.

SMS Sample With Picture



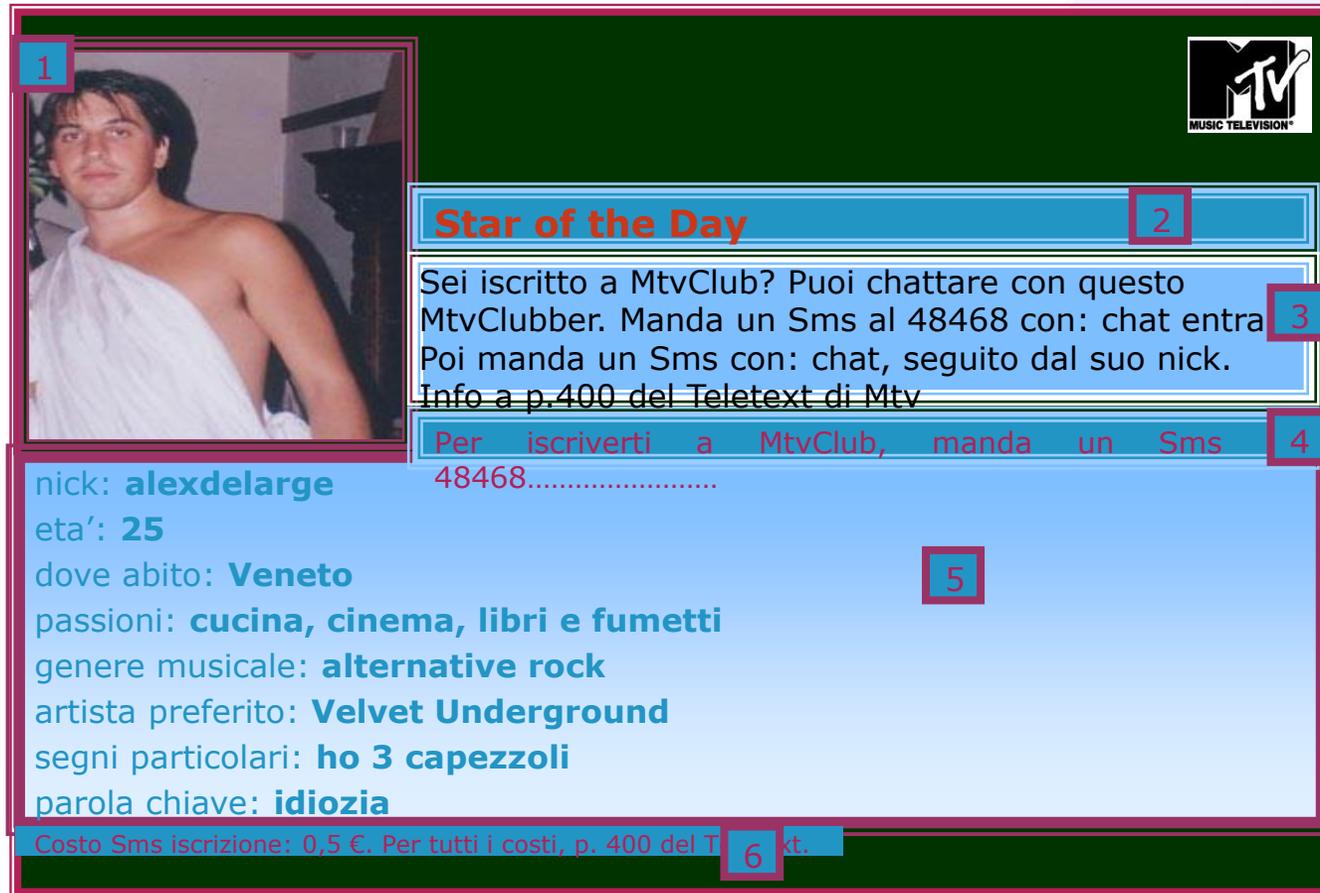
Nick: nickname

Testo
testo testo testo testo testo testo testo testo testo testo testo testo
testo testo testo testo testo testo testo

Invia i tuoi sms al 48468. Per iscriverti a TheClub manda un sms con:
mc_star....

Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del Teletext.

Videomessage



The screenshot shows a profile page on the MTV website. At the top right is the MTV logo. On the left is a photo of a man (labeled 1). The main content area has a blue header 'Star of the Day' (labeled 2). Below it is a text box (labeled 3) with instructions: 'Sei iscritto a MtvClub? Puoi chattare con questo MtvClubber. Manda un Sms al 48468 con: chat entra. Poi manda un Sms con: chat, seguito dal suo nick. Info a p.400 del Teletext di Mtv'. Below that is a blue bar (labeled 4) with the text: 'Per iscriverti a MtvClub, manda un Sms 48468.....'. The main profile information (labeled 5) includes: 'nick: alexdelarge', 'eta': 25', 'dove abito: Veneto', 'passioni: cucina, cinema, libri e fumetti', 'genere musicale: alternative rock', 'artista preferito: Velvet Underground', 'segni particolari: ho 3 capezzoli', and 'parola chiave: idiozia'. At the bottom (labeled 6) is a blue bar with the text: 'Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del T...xt.'.

1



2 **Star of the Day**

3 Sei iscritto a MtvClub? Puoi chattare con questo MtvClubber. Manda un Sms al 48468 con: chat entra. Poi manda un Sms con: chat, seguito dal suo nick. Info a p.400 del Teletext di Mtv

4 Per iscriverti a MtvClub, manda un Sms 48468.....

5 nick: **alexdelarge**
eta': **25**
dove abito: **Veneto**
passioni: **cucina, cinema, libri e fumetti**
genere musicale: **alternative rock**
artista preferito: **Velvet Underground**
segni particolari: **ho 3 capezzoli**
parola chiave: **idiozia**

6 Costo Sms iscrizione: 0,5 €. Per tutti i costi, p. 400 del T...xt.

Itinerant Command & Voice Over

IPM



DVE & Voice Over



Elevator Sponsorship



STMan can control a Third dedicated decoder for play a second clip in MXF

Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		09:38:31.00	DNE Clarity Itin...	00:00:10.00	00:01:30.00		Itinerant	ITN1	ITN1 - 1		P6091

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		10:00:23.00	Voice Over End...	00:00:15.00	00:00:18.00	^	DVE Next An...	Cut 007	DNE/R504231A - 18	TBA	

Bugs for Parental Rating

DNE INF1 24 BUG –

Additional graphic around the channel Bug.
In this example it's the yellow line on top of the Bug.



DNE INF1 24 OFF –

Command to remove INF1 24 BUG



Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		13:55:21.00	Programme Part	00:10:20.00			Unti E Bisunti ...	# 1 (8) Episode 8	EHD/936913B - 1	Yes	
		13:55:21.00	DNE INF1 24	00:00:01.00	00:00:00.00		Dmax 3.0 Sta...	DXIT YELLOW	DNE/R453629A - 1	TBA	
		14:05:41.00	Programme Part	00:13:38.00			Unti E Bisunti ...	# 2 (8) Episode 8	EHD/936913B - 2	Yes	
		14:19:19.00	DNE INF1 24 OFF		00:00:00.00	^					

Coming Next are Managed like a Primary Event

Menu



PROMOTION



Presentation Schedule

TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
		16:38:15.00	Menu	00:00:20.00			Dmax 3.0 Cla...	DXIT Clarity Menu Bed - ...	DNE/R449096A - 3	No	

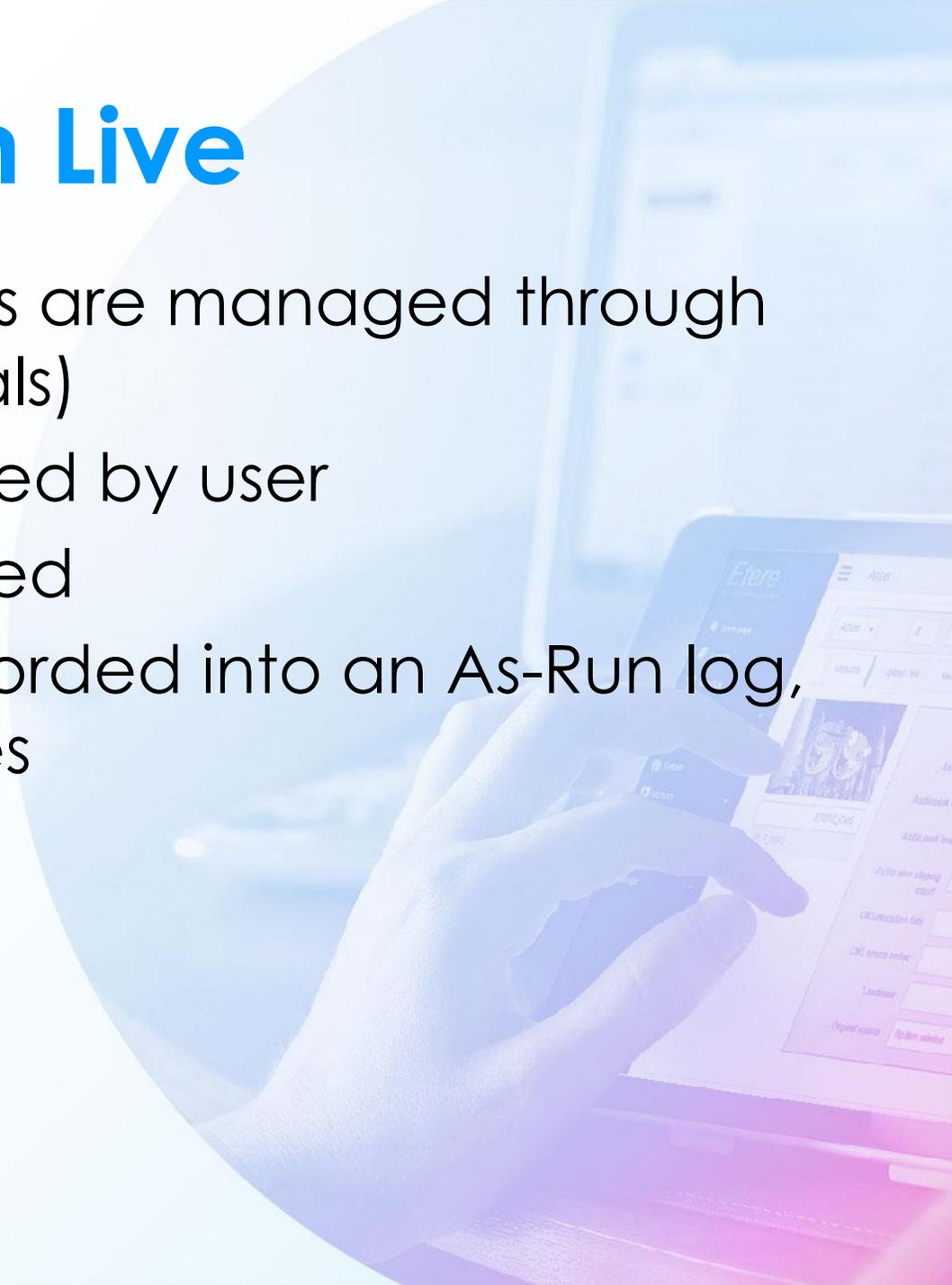
TB	Schedule	Real	Type	Duration	Offset	PR	Product	Version	Media	V...	TX Comments
			Promotion	00:00:45.00			Dmax River ...	DXIT From Thursday 31...	DNE/P224741A - 2	No	

STMan for Live Events

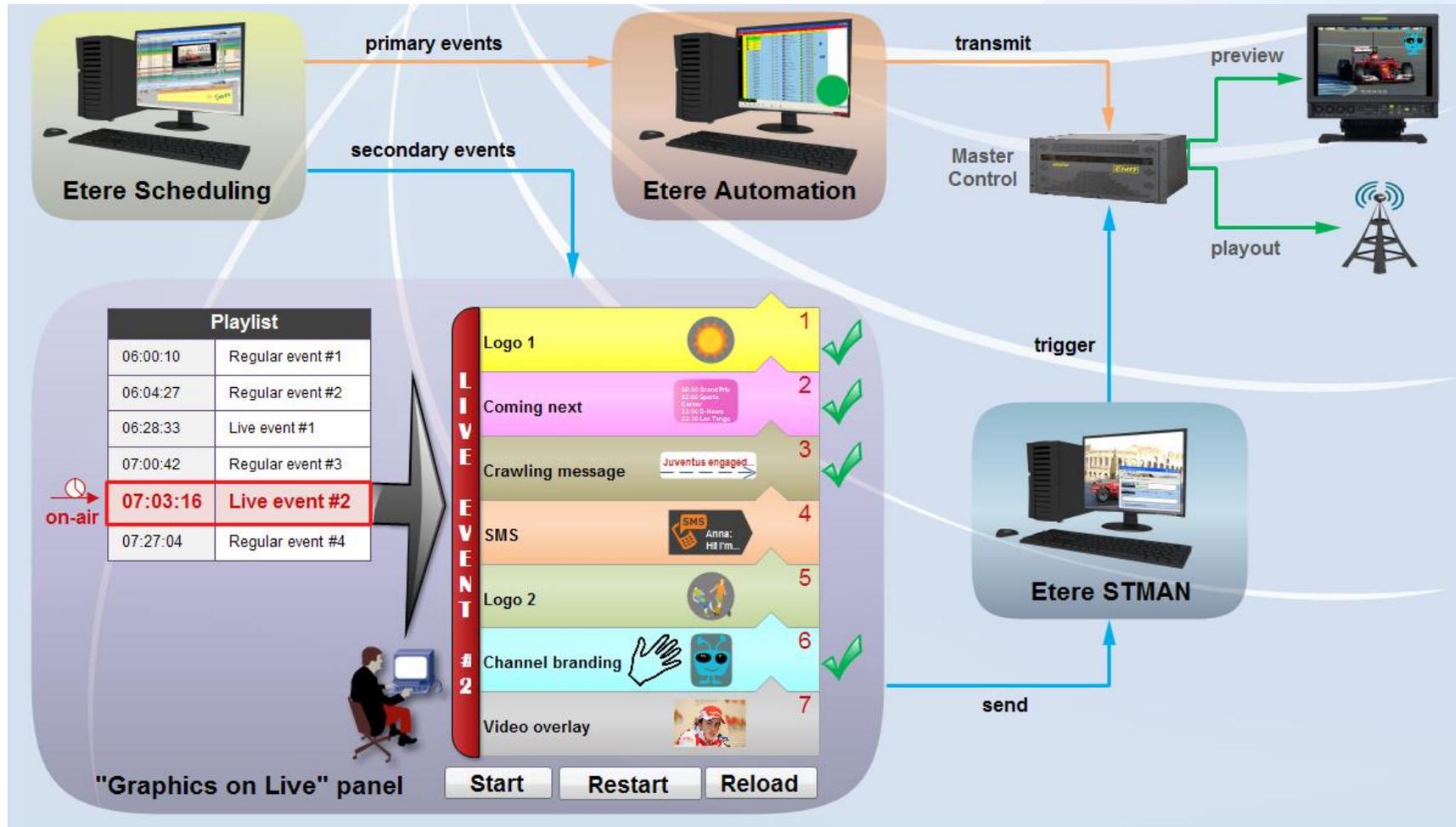


Graphics on Live

- During a live transmission, graphics are managed through a list of events (usually commercials)
- Listed events are manually triggered by user
- The order of the list can be modified
- All user actions (e.g. start) are recorded into an As-Run log, enriched with accurate timecodes



«Graphics on Live» Panel



Schedule Events in a Playlist

Executive Editor
Schedule Functions Edit Tools AD Insertion Air Sales Show Help
CHANNEL 1 Real schedule, Friday 18 March 2016

Icons	Time	Code	Description	Type	Duration	Filename	Secondary Events	Properties	ID Split	Blocks	Segments	Clu...	Media
	12:23:57.17	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:26:16.02	CS01	CLOUD Episode 1	SPORT EVENT	0000:17.01	CS01		16:9 SD					
	12:26:33.03	CS02	BIKE	SPORT EVENT	0000:52.10	CS02		16:9 HD					
	12:27:25.13	CLUSTER	CLUSTER of the hours 08:15	Block	0000:56.12			16:9 HD					
	12:28:22.00	CS04	DUBAI	PROGRAM - ENTERTAINME	0003:28.13	CS04		16:9 HD					
	12:31:50.13	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:34:41.17	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:37:00.02	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:39:51.06	ARGO	ARGO	HOME SHOPPING	0004:00.03	argo		16:9 HD					
	12:43:51.09	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:46:09.19	CS01	CLOUD Episode 1	SPORT EVENT	0000:17.01	CS01		16:9 SD					
	12:46:26.20	CS02	BIKE	SPORT EVENT	0000:52.11	CS02		16:9 HD					
	12:47:19.06	CLUSTER	CLUSTER of the hours 08:32	Block	0000:56.11			16:9 HD					
	12:48:15.17	CS04	DUBAI	PROGRAM - ENTERTAINME	0003:28.13	CS04		16:9 HD					
	12:51:44.05	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:54:35.09	BRAVE	RIBELLE - THE BRAVE	PROGRAM - ENTERTAINME	0002:18.10	BRAVE		16:9 SD					
	12:56:53.19	CS05	A BORDO RING	SPORT EVENT	0002:51.04	CS05		16:9 HD					
	12:59:44.23	ARGO	ARGO	HOME SHOPPING	0004:00.03	argo		16:9 HD					

Secondary Object
[Secondary Object] Som: 00:00:15.00 E
Code: 3 - Parameters: ##\$# Execute co

[Secondary Object] Som: 00:01:26.03 Eom: 00:02:51.03
Code: 2 - Parameters: \$# Execute command 00:01:26.03 after the event start

[Secondary Object] Som: 00:00:28.00 Eom: 00:01:27.24
Code: 1 - Parameters: \$# Execute command 00:00:28.00 after the event start

Secondary Events

Primary events

Primary Events

Trigger Graphics from a Panel

The screenshot shows the 'Graphics on Live' application window. The title bar reads 'Graphics on Live' and the menu bar includes 'Edit Show Help'. Below the menu bar, the channel name 'michael CHANNEL 1' is displayed. The interface is divided into two main sections: 'Primary events' and 'Secondary events'. The 'Primary events' section contains a table with columns for Date, Time, and Description. The 'Secondary events' section contains a table with columns for Description, Script, and Text. A context menu is open over the 'Secondary events' table, showing options: Start, Restart, Reload from past events, and Reload all unsent. At the bottom of the window, a log shows system messages.

Date	Time	Description
9/10/2014	06:00:00.00	PROMO EtereTV 2012 (brand p
9/10/2014	06:00:14.24	2010J.-Killer cigarettes
9/10/2014	06:00:15.00	Blank Bottles 2009AV
9/10/2014	06:03:15.00	Peanuts -2nd Season -Promo01
9/10/2014	06:03:29.23	It's the new advertisement for B
9/10/2014	06:03:53.23	2010J.-Killer cigarettes
9/10/2014	06:04:24.06	Wonderwall -Promo01
9/10/2014	06:04:24.07	3383_Promotion for Peanuts[1
9/10/2014	06:04:24.08	National Live News
9/10/2014	06:19:24.08	Sex and the City (3rd season) P
9/10/2014	06:19:39.03	PROMO EtereTV 2012 (brand p
9/10/2014	06:19:39.04	PROMO EtereTV 003
9/10/2014	06:19:39.05	2010J.-Killer cigarettes
9/10/2014	06:19:39.06	EmoClothes night
9/10/2014	06:19:39.07	3389_Promotion for Deep trip o

Description	Script	Text
Official announcement	10	The national parliamentary election will take place on...
Sports promotion	2	Tonight, the Packers will make their best to achieve...
Weather situation	889	An electrical storm is coming from the east coast...

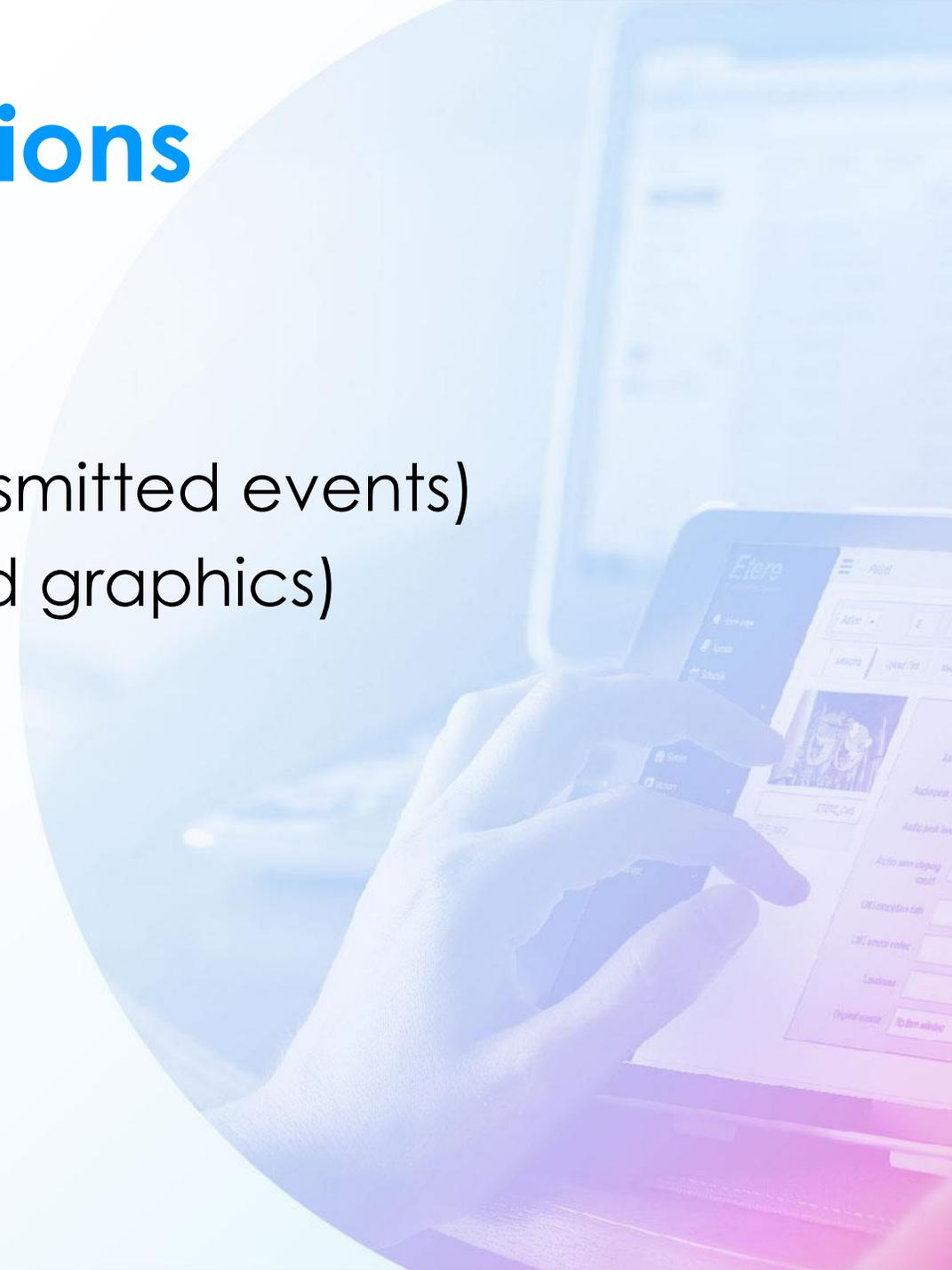
- Start
- Restart
- Reload from past events
- Reload all unsent

2014/10/09 - 06:04:25,12 - All unsent graphics were reloaded by user: j.smith
2014/10/09 - 06:04:25,12 - Graphic#10 started by user: j.smith
2014/10/09 - 06:04:25,12 - Graphic#02 started by user: j.smith
...

- Events are loaded as **primary events**
- Additional events can be loaded **any time**

User Functions

- Start graphics
- Restart graphics
- Load past graphics (i.e. from transmitted events)
- Load unsent graphics (i.e. skipped graphics)



Advantages

- Independent from graphics engine
- Multiple graphics engines can be controlled
- Always sync with broadcast playlists
- On-the-fly parameters (e.g. next event, time)
- Reliable manual management of events

