

Etere STMAN

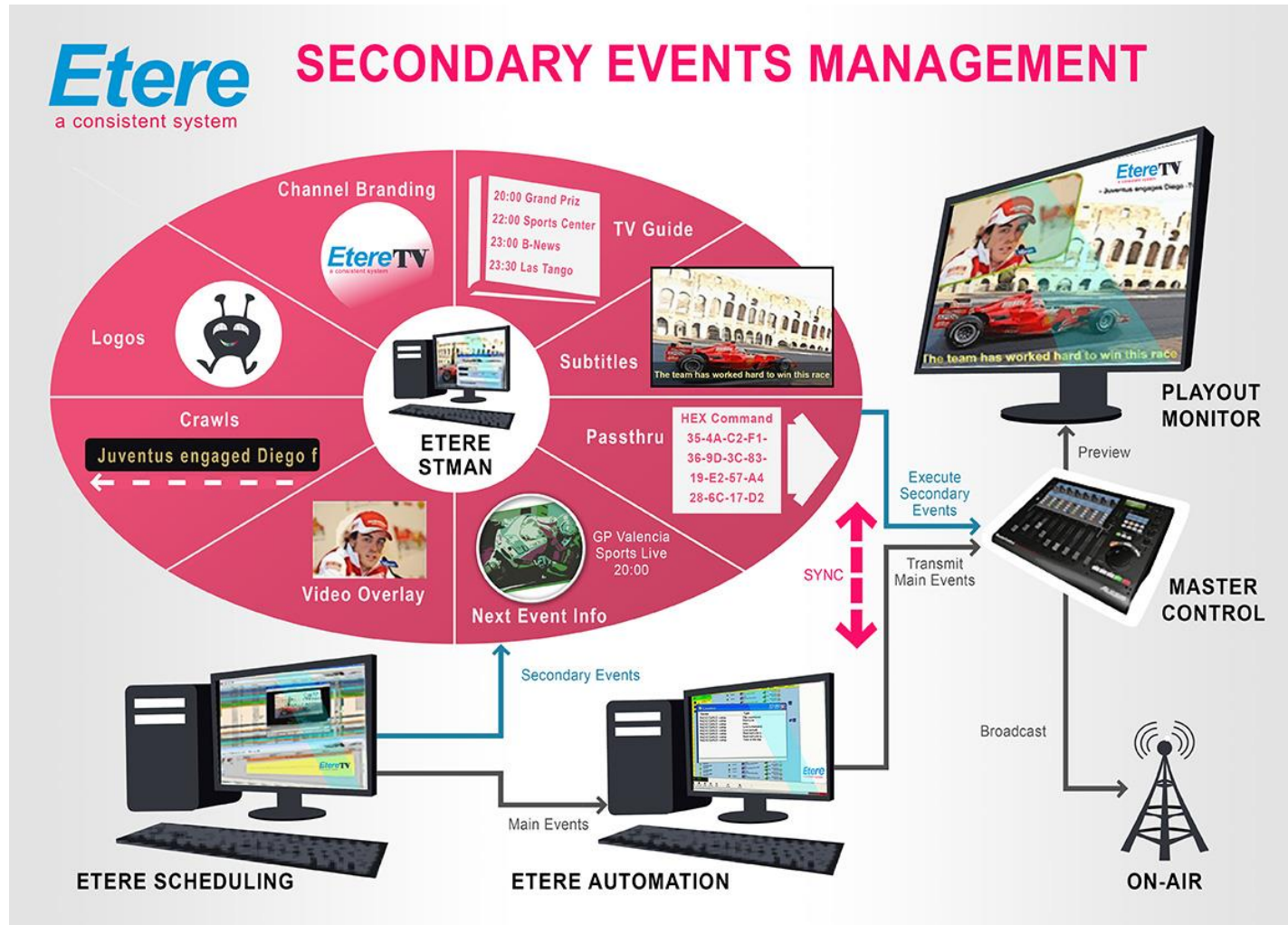
Special Feature



Etere STMan

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

Etere STMan



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 Data Mover 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

[illegible]

Image Asset Sample

Media Library

File Tools Show Utilities ?

CHANNEL 1

ID 42 Code A PERFECT DAY Title A Perfect Day Version 1

Operations Search General Data SIAE Properties Media Resources management Workflow Secondary Events Keys/Keyboards Tapeless reception People in charge TechnicalData Flexi-metadata Proposal Relationships

Existing metadata not viewed for this form

AUDIO Audiotech

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

Media Library

File Tools Show Utilities ?

CHANNEL 1

ID Code Title Version

Flexi-metadata Search General Data Relationships Properties Operations Media Workflow SIAE Secondary Events Resources management Metadata Keys/Keyboards Rights management People in charge Tapeless reception Proposal Technical Data

CL Video Info Album Artist Director Quality Check Sponsor Musical data

Videoclip

Artist	Role	Duration
Miles Davis	SINGER	00.00.00.00

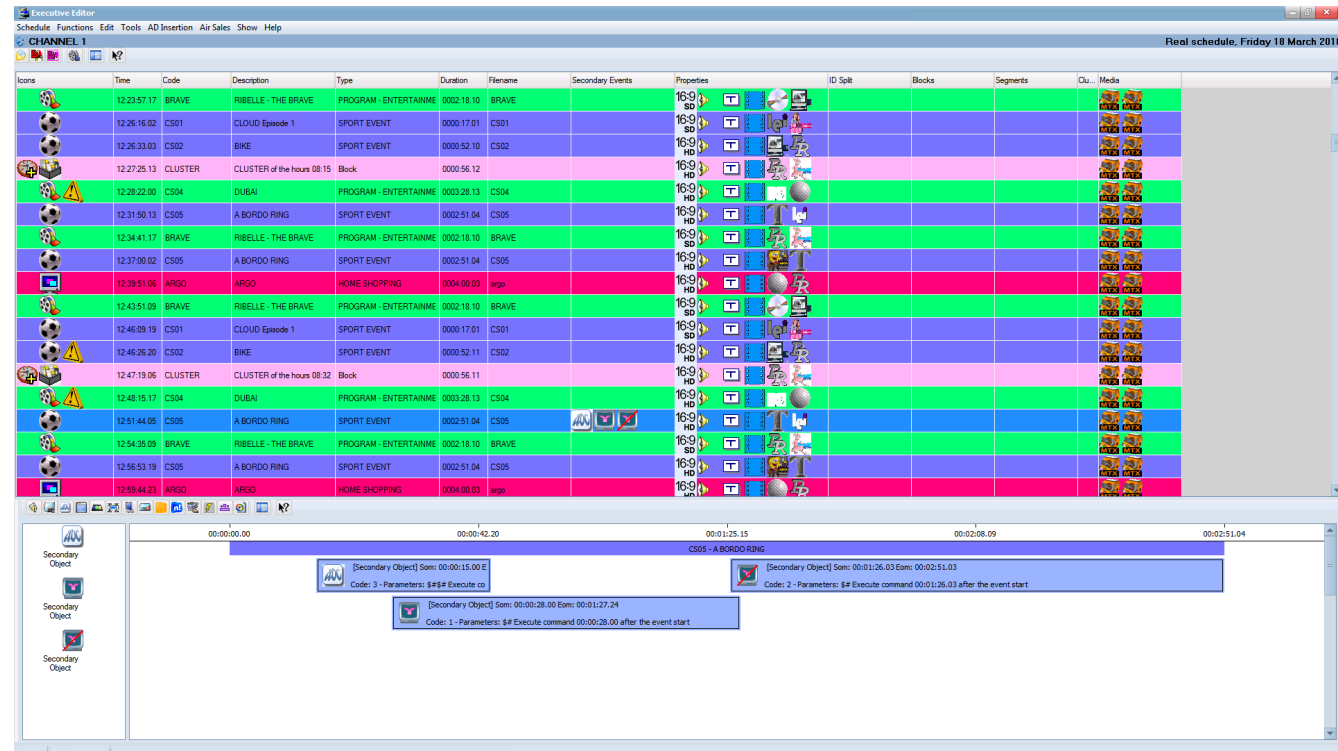
Titles – Sample 1



Titles – Sample 2



Secondary Events Timeline



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



Video Message





Star of the Day

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

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

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**

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

5

6

Itinerant Command & Voice Over

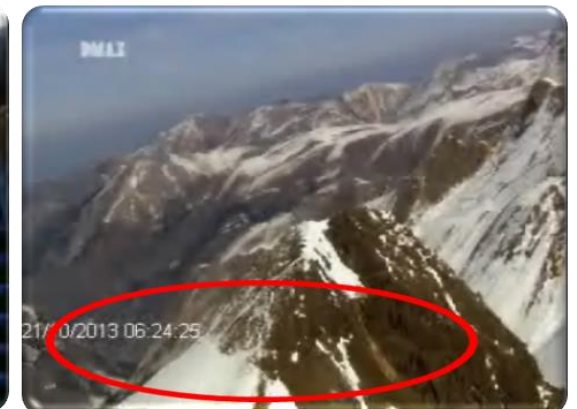
IPM



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	

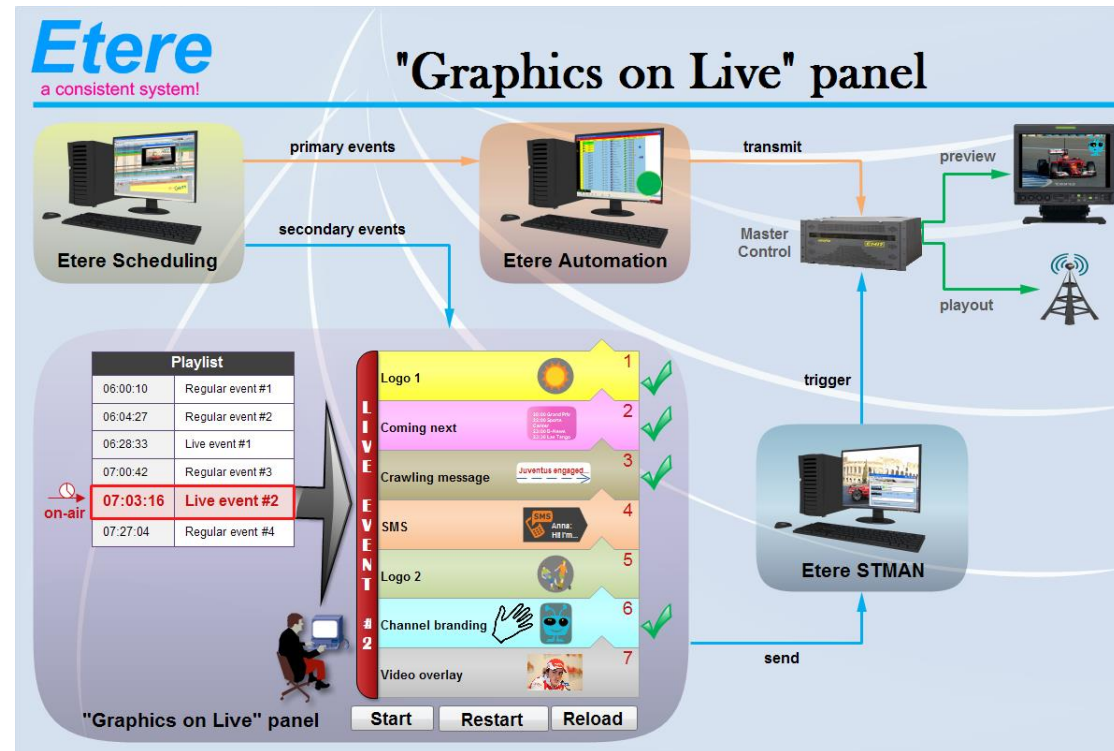
STMan for Live Events



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

Secondary Events

Primary Events

Trigger Graphics from a Panel

The screenshot shows the 'Graphics on Live' application window. At the top, there's a menu bar with 'Edit', 'Show', and 'Help'. Below it, a status bar shows '1 michael, CHANNEL 1'. The main area is divided into two panels: 'Primary events' and 'Secondary events'. The 'Primary events' panel contains a table with columns 'Date', 'Time', and 'Description'. The 'Secondary events' panel contains a table with columns '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, 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	20104_Killer cigarettes
9/10/2014	06:00:15.00	Blank Bottles 2009P
9/10/2014	06:03:15.00	Peanuts - 2nd Season - Promo01
9/10/2014	06:03:29.23	It's the new advertisement for E
9/10/2014	06:03:53.23	20104_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	06:19:24.06	Six and the City (6th 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	20104_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

Thank you

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