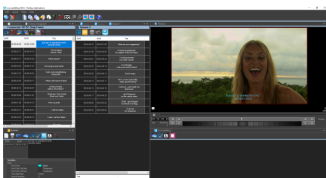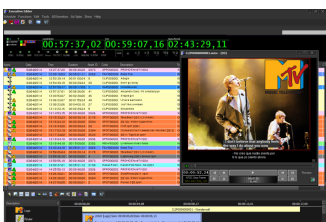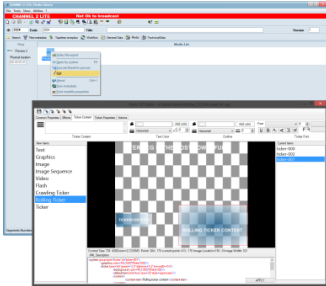# CHANNEL IN THE CLOUD

Etere Channel in the Cloud encompasses all the features you need for a cloud playout, management and distribution. Be ready for the cloud with Etere`s cost-efficiency, speedy deployments, easy scalability and secure remote access.

Etere Channel in the Cloud empowers users with broadcast-quality, cost-effective and cloud-based channel playout, management and distribution. With Etere, you can lower costs, retain better control of your operations and achieve greater flexibility.

Etere provides a hassle-free and cost-effective approach to cloud playout with a full range of advantages including:

♦ Launch channels in the cloud without the high costs associated with traditional hardware and satellite delivery
♦ Discover new revenue generating opportunities with the easy expansion of channels
♦ Channels can be managed from any location and device with an internet connection
♦ Distribution to all platforms including satellite, cable, IPTV, web and mobile
♦ Unified workflows for linear, Video-on-Demand (VOD) and Over-the-Top (OTT) deliveries
♦ Create unlimited sub-channels for different regions and head-ends
♦ Insert logo and channel branding directly from the same interface
♦ Full resiliency and secure access

CHANNEL IN THE CLOUD

Key Features

♦ Time delay
♦ Disaster recovery
♦ As-run output file
♦ With full IP inputs and outputs
♦ Live playlist and live monitoring
♦ Cloud Storage with automatic file sync
♦ Cloud transcoding/transfer with Multiplex
♦ Segment and edit clips directly from the cloud
♦ Full SD and HD broadcast quality of 480i, 720p, 1080i and 1080p
♦ CEA 608/708 closed caption support for both live and file sources
♦ Supports IP Multiviewer for up to 9 display monitors and 30 input sources
♦ Playlist preview and scheduling for both automatic and manual insertions
♦ Costs are significantly lower than that of standard playout solutions
♦ Channels can be controlled from any location with an internet connection
♦ Manage CG insertions including logos, crawlers and animated graphics directly from the cloud
♦ Network providers can launch a channel in the cloud easily without satellite video system setup and hardware complexity
♦ Broadcasters can launch separate or sub-channels for different regions or headend which can also serve as revenue generators
♦ No need to send affiliates playout servers when channels are launched in the cloud, cost savings are significantly lower than a traditional setup

CG Insertions in the Cloud

Etere supports CG insertions in the cloud including full support for multiple overlays of 2D/3D graphics, logos, crawlers, tickets and image sequence. It is integrated with a resource editor that allows users to manage the specific functions of the graphics directly from the same interface. Etere supports HTML5 enhanced graphics as well as all commonly used graphic file formats including TGA, AVI, MOV, SWF, PNG, JPEG and GIF. Users are able to preview the graphics directly from the same interface or even capture web pages as live multimedia sources.

Playlist Preview and Scheduling in the Cloud

Etere Channel in the Cloud features a complete playlist preview and scheduling solution that allows users to plan strategic placements of programs, promos and commercials in advance. The integrated solution is able to manage all aspects of broadcast scheduling including licensed content, contractual commercials, imported materials and ad insertions. From the same interface, operators are able to view real-time statistical analysis such as audience report, loudness control, confidence reports and delta analysis.

Captions in the cloud

Etere Channel in the Cloud supports CEA 608 and CEA 708 closed captions, DVB and ARIB subtitling for both live and file sources. Unlimited web clients are supported and captions can be inserted instantly, even just before broadcast. The import and export of subtitles can be done in all major standard formats. Not only that, the integrated time delay feature facilitates the production and delivery of live captions. Etere also features live edits and speech recognition for live captioning.