

ETERE SHOWCASING AT CAPER 2013

ETERE is emphasizing its flexibility for broadcasters at CAPER 2013 (Centro Costa Salguero, Buenos Aires), hosted by SVC at booth C10; from 23th to 25th October, introducing the broadcast industry's most powerful, complete and innovative solution : ETERE MERP.



Caper 2013

Come and see the ingenious capability of MERP for OTT.

OTT is the new frontier for content providers, and require a flexible integration between media management, sales and delivery.

Etere OTT module is able to join traditional broadcast archive and new media delivery in an integrated MERP concept.

The unique Etere MERP approach is the key feature of the Etere system that is able to generate:

- a flexible and powerful platform for a better and efficient management of the company's resources;
- a global workflow driven framework to manage all the business;
- metadata updated and shared in real-time.

You will see also on display ETERE NUNZIO newsroom , the single unified system with full NCRS capabilities, integration for video editing, and how it gets richer with the innovative app EVERYONE REPORTER contributing with videos, audio, and images.

In order to visit us and to probe our solutions with our Americas & Middle East Sales Manager Emanuele Porfiri, please send your details at marketing@etere.eu.

Etere is the leading company since 23 years ago in the project and development of the integrated end-to-end workflow solution for media stations. Etere has adapted as first in the world the revolutionary concept of MERP (Media Enterprise Resources Planning), that integrates internal and external management information across the entire organization of the TV stations such as Media Asset Management, Automation, Archiving, Scheduling, Air sales, BMS/Long term Planning, News Automation, Resources Planning and OTT Integration. Many TV stations in the worldwide has chosen Etere system to improve their broadcasting productivity.

Etere a consistent system!