

## ETERE at Cambodia to hold a seminar on digital technologies

Etere had participated in a seminar on digital technologies in Cambodia.



Etere in Cambodia



Cambodia



DJM Systems



Etere in Cambodia



Etere in Cambodia

ETERE is proud to announce its major contribution to the seminar "Broadcast Cambodia: Beyond analog", an event focused to the analogue to digital changeover in Cambodia's broadcast industry held on December 3rd at Phnom Penh, Cambodia in the meeting room of the Raffles Hotel Le Royal. The seminar was presided by Cambodia's Information Minister H.E. Khieu Kanharith, who addressed the participants about the need of a digital development of Cambodia's television and radio broadcasting services to keep the pace with technological progress and increasing demand of high definition video. ETERE is firmly established as one of the most preferred solutions in Cambodia and Asian region, this solid presence has driven the seminar's organization to choose ETERE as one of the companies asked to contribute their experience and knowledge on the adoption of digital technologies in the broadcast market. An outstanding speech on "Migration to IT-based broadcast solutions" was given by ETERE in association with its distributor DJM Systems, the speech was held by Fabio Gattari, Etere's president, who explained the new Etere vision regarding the changes currently affecting the broadcast industry and its entire workflow as well as the future landing of this process.

"Cambodia's broadcast industry is young but very fast growing, promoting the digital development of radio and television stations is an ambitious project with promising market prospects. The implementation of broadcast solutions based on edge technology, architectural excellence, high flexibility and application support is crucial for any company to achieve the benefits of a digital television broadcasting." said Mr. Gattari.

"To meet all practical challenges involved in digital switchover (DSO) we have developed a solution based on 23 years of expertise in the global market, Etere M.E.R.P. is the newest solution to enable all broadcast and media industry companies to really modify their entire management structure, providing them with a TOTAL system able to grow along with the company."

Etere M.E.R.P. stands for Enterprise Resources Planning applied to Media companies, it's a suite of cutting edge products especially oriented to integrate all information and media into an extended digital framework, able to facilitate the flow between production facilities (newsroom, production, postproduction, playout, etc.) and administration tools (scheduling, planning, CRM and Business Intelligence) with multichannel/multiplatform media content delivery."

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**3/12/2013**    Event



## ABOUT ETERE

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!

