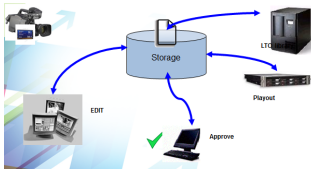


## IT and Broadcast

A futurist view on what is coming for Media Management.



IT & broadcast

Historically broadcast develops 2 different areas: IT (management, planning, cost control) and Video (video materials handling), these areas were completely disconnected. Production orders arrive from IT and the video is managed in a different system. Some pieces of paper provide reconciliation between resource management and video products and no real interaction between systems.

Etere's IT-based solutions include:

- Multimedia Asset Management
- Resource planning
- Scheduling
- Air Sales
- Production management
- Archive
- Playout
- Accounting

### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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