

Fabio Gattari at BroadcastAsia 2011 Conference

Etere announced today that Asia Pacific Sales manager, Fabio Gattari, will deliver a talk on "From File Copy to Media Asset Management: How to Move into the Future" at BroadcastAsia2011 Conference on Friday June 24th at 3.00pm



Fabio Gattari



BCA2011 Logo

Fabio session will deliver an overview of the changes currently affecting the broadcast industry and the entire workflow and the future landing of this process. In recent years, powerful digital technology and related high-speed information technologies are influencing the whole workflow of television program production, and re-inventing the traditional philosophy of production management and the workflow itself.

The talk will cover all possible ways to introduce in a TV station the concept of the ERP but applied to multimedia, an approach that will permit to have a total software solution able to computerize the entire lifecycle of the media industry.

Fabio will explain the scenarios on which to create an extended integration between the company production facilities (newsroom, production, post-production, playout, etc.) and its various administration tools (scheduling, planning, CRM and business intelligence) with a multichannel/multiplatform for the delivery of media content.

Etere will also take part of the BroadcastAsia 2011 Exhibition (booth 4G4-05 Italian Pavilion) where will showcase its entire product range, presenting complete workflows for TV broadcasters and media companies with a focus on Etere MERP: Media Enterprise Resource Planning.