Etere at BroadcastAsia 2011 with the MERP innovative concept

Etere at BroadcastAsia 2011 Exhibition (booth 4G4-05 Italian Pavilion) where it will be showcasing its entire products range, presenting comprehensive workflows for TV broadcasters and media companies with a focus on Etere MERP: Media Enterprise Resource Planning

Logo of Broadcast Asia
2011

Etere Stand

M.E.R.P. Diagram

Etere MERP core solution is the newest way to really modify the entire management structure of all media/IT industry companies, providing them with a total system able to grow along with your company.

Etere is able to make your workflow 'smooth and intelligent' since it's the most effective solution to perform each one of your business processes under a 100% software framework, thus permitting you to get bug advantages derived from the use of Etere MERP such as the integration of myriad processes for saving time and expenses on all businesses operations.

Etere MERP integrates all information present all throughout a media/IT company with the clear purpose of facilitating the flow of information between all company departments.

Etere creates an extended integration between the company's production facilities (newsroom, production, postproduction, playout, etc.) and administration tools (scheduling, planning, CRM and Business Intelligence) with multichannel/multiplatform media content delivery.

The multimedia-related processes of Etere MERP are following listed:
• Multimedia Resource Management
• Media Assessment Management (MAM)
• Archive
• Scheduling
• Multimedia File Exchanging Management
• Video-and-audio-based Business Operation
• Resources Management and Planning
• Sales and Customers Relationship Management
• Accounting
• Purchasing and Producing
• Playout
• Legal Office

"MERP approach is the challenge for the next era of broadcasting" said Etere's President, Fabio Gattari, "the need of managing and organizing content in a complex multi-format and multi-delivery platform requires an efficient structure provided with an easy interface able to perform the more complex tasks, this is MERP'.
The Etere's suite allows broadcasters, media companies and content providers to build a flexible and scalable systems to carry out their entire media production, from ingest to playout to content delivery, under a fully tapeless and paperless workflow-based digital environment.

ETERE will also show its fully integrated, IT-based and automated playout system as a straightforward extension of a MERP approach. Other Etere solutions includes: Media Asset Management, Automation, Air Sales, News Automation & Media Integration, Archiving, Indexing, Scheduling, Programs Management, Web Integration, Video Logging and Tapeless Reception.

Etere is pleased to announce that its president, Fabio Gattari will deliver a speech on "From File Copy to Media Asset Management: How to Move into the Future" at BroadcastAsia2011 Conference on Friday June 24th at 3.00pm. The session will be focused on all possible ways to introduce the concept of the ERP but applied to multimedia in a TV station.

Visit Etere booth 4G4-05 for information about products and solutions designed for broadcasting professionals. We will also offer a custom special demo on hot product and solution topics.