

Broadcast.IT has just concluded

Great interest in the Spanish market for Etere's powerful solutions



Marco Taddei - EMEA
Sales at Broadcast.IT

The fifteenth edition of Broadcast.IT has just ended and Marco Taddei, Etere EMEA Sales Manager, commented with satisfaction on the Etere's participation: "Despite it was the first time Etere takes part on this show, I'm very pleased to announce the success and the public's curiosity aroused by Etere's software solutions. The Etere stand was always crowned and the demand for a special demo on hot products and solution topics was very high".

Marco Taddei continued: "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, for these reasons we had developed Etere MERP (ERP applied to multimedia). Currently, we are able - through our core business Etere Media Asset Management- to provide total control over the management of digital assets across their various areas such as ingestion, annotation, cataloguing, storage, retrieval and distribution. This is the most complete and useful tool not only for broadcasters but for all companies that manage a large amount of video content".