

Etere at Broadcast Asia 2019

See you at Broadcast Asia 2019 which will be held from 18th June to 20th June 2019 at Suntec Singapore Convention & Exhibition Centre. Book an appointment with us now for an in-depth demonstration of Etere solutions! Etere will be at Booth 6F4-01.



Etere logo



Broadcast Asia 2018



Future Trends Theatre
2019



Etere at Broadcast Asia
2019

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Date: June 18th to 20th | Tue - Thu

Venue: Suntec Singapore Convention & Exhibition Centre

Booth: 6F4-01, Level 6

Etere is excited to announce its participation in the **Broadcast Asia 2019** which will be held at the Suntec Singapore Convention & Exhibition Centre from June 18th to June 20th. As one of Asia's leading events in the broadcast and entertainment industry, Broadcast Asia brings together key decision makers and top industry trend-setters from across the region and beyond. At the event, visitors to the Etere booth will get a first-hand experience of the latest technology and solutions in **Etere Media Enterprise Resource Planning (MERP)** framework. Etere solutions are designed to be future-ready and reliable. Its unique architecture is fully scalable, flexible and efficient. It is capable of managing the end-to-end broadcasting and media workflows of companies, fulfilling even the most demanding tasks. Etere MERP solutions include **Media Asset Management, Newsroom, Hierarchical Storage Management (HSM), Automation, Censorship, Airsales and Broadcast Management System (BMS), Ad Insertion, Closed Captions and Subtitle-Insertion and Channel-in-the-Cloud**

Etere Director, Fabio Gattari will be presenting at

OTT Services - Increase the value of your content at a lower operating cost

Date/Time: 18th June, Tuesday, 5pm

Location: Suntec Centre TVExchange stage at 6N4-01, Suntec Singapore Convention & Exhibition Centre

Understanding the pros and cons of OTT and how to effectively manage it empowers decision makers. OTT can measure real-time viewership data, and ads can be curated, retrieved and delivered automatically based on user profiles, enabling targeted advertising with a higher rate of conversions. A highly efficient MAM system is required to manage the end-to-end lifecycle including sales, taking content providers to the next level at a lower operating cost.

Check out the full programme at www.theiabm.org/future-trends-theatre/

AdTech Panel, Level 3, Meeting Room 308, Suntec Singapore

Date/Time: 19th June, Wednesday, 2.30– 3pm

Topic: The Evolution of Next-Gen TV Advertising – The Way Forward

Check out the full programme at www.connectechasia.com/summit-programme

About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a worldwide 24/7 support.

About Broadcast Asia

Broadcast Asia is a platform where professionals from the industries of Broadcast, Production, Post Production, Digital Media, Entertainment, Houses of Worship, System Integrators, Rental Houses and Education organisations come together for business networking and exchanges. As Asia's leading event in the broadcast and entertainment sphere, BroadcastAsia International Conference and the Creative Content Production Conference bring together key decision makers and top industry trend-setters from across the region and beyond. Each edition is specially designed to address the industry's latest challenges, examine the latest trends that will change the industry landscape and offer practical insights from key influencers in the market through exclusive case studies.

Broadcast Asia Website

