

## Italia Selects Etere to Enhance Revenue from OTT

Mediaset Italia, one of the leading broadcasters in Italy, has commissioned a project to enhance its advertising capabilities through OTT deliveries and it has selected Etere as its preferred choice.



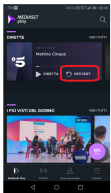
Etere logo



Mediaset Italia



OTT Custom Playlist



OTT TV Restart

Mediaset Italia, one of the leading broadcasters in Italy has selected Etere for an enhancement of its OTT services to manage its delivery of advertisements. Etere has equipped Mediaset Italia with a full range of highly effective solutions designed to optimize its advertising playlist and system delivery capabilities.

Etere main playout is designed to send and sync all the information needed to create the best OTT experience. The main playlist is enriched with OTT metadata which **Etere Automation** transmits via the SCTE104 data embedded in the SDI signal.

With the integration of an intelligent console that automatically detects the final data in SCTE 104/SCTE 35 and matches it with the playlist data to ensure that the broadcast content is always in sync with that of the playlist, Mediaset Italia is equipped with a highly redundant system that manages the SCTE104 data effectively and accurately. Etere SCTE104 driver also allows users to send splicing information and product details to prepare a targeted OTT content that matches the audience's interests.

Etere Over-the-Top Delivery provides the most efficient tools to manage the distribution of OTT content to all popular media platforms. With Etere OTT Delivery, Mediaset is equipped with the most efficient software tools to build customized playlists based on viewer profiles. The integrated system is managed with a single **Media Asset Management** and is capable of producing multiple streams of customized content quickly. Each stream can have ad insertions in the form of secondary objects including squeezes, overlays and animated logos. With more opportunities for advertisement placements, the value of media assets increases.

Etere empowers Mediaset Italia with the automation tools to retrieve and deliver advertisements based on user profile data such as demographics, locations and interests. As a result, Etere is able to schedule multiple advertisement deliveries with the same program and without the associated costs. It supports both linear and non-linear ad insertions. Targeted advertisement deliveries leads to a higher rate of conversion and increases revenue generation opportunities. Other key features include:

- Fully customisable rights management for multiple platforms
- Real-time payment tracking of delivered content
- Distributes content over a variety of media platforms including Netflix, Hulu Plus, Amazon Prime, Redbox Instant, Vudu, Vodafone TV, CanalSat, Orange Nouvelle TV
- Delivery conditions such as licensee, platform, metadata, assets and workflow can be configured to fulfil specific delivery needs
- Tracks delivered content and gain an advantage with business intelligence reports
- Updates playlist(s) automatically whenever there is a change

With the elimination of system complexity, Mediaset Italia is empowered with the software tools to streamline operations for an easy management of the complete OTT workflow.

## About Etere

Etere was established in 1987 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 MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), 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 provides a worldwide 24/7 support. [www.etere.com](http://www.etere.com)



## About Mediaset Italia

Mediaset Italia is an international television channel and part of the Italian media company Mediaset, the largest commercial broadcaster in Italy founded in 1987 by former Italian prime minister Silvio Berlusconi. Mediaset Italia was launched in 2009 with the aim to reach Italian communities worldwide. In June 2011, Mediaset Italia officially launched in the United States.

**[www.mediasetitalia.com](http://www.mediasetitalia.com)**

