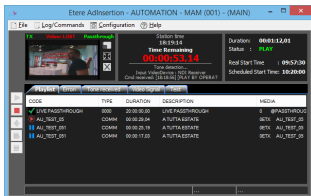


# Etere Redesigns its Ad Insertion Software to Lead the Market

With a new and more efficient GUI and improved system performance, Etere Ad Insertion is more powerful and flexible than any other competitor in the market.



Etere logo



Ad Insertion GUI

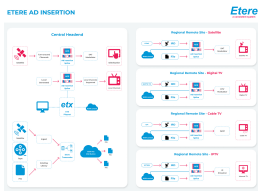
Etere debuts an all-new Ad Insertion software that is more powerful than its competitors in the market. The new software comes with an improved performance and a new GUI that offers the best of both aesthetics and functionality. Designed to be a cutting-edge solution that prepares users to be future-ready, Etere Ad Insertion's rich feature set covers the end-to-end workflow of content monetisation including Over-the-Top (OTT) and customised ad delivery driven by data analytics, targeted ad insertions, on-demand ad insertion, SCTE 104 and SCTE 35 support.

In addition to these core optimisations, Etere software includes enhancements to the user interface to improve operational efficiency. The new Etere Ad Insertion is easy to use for teams of all sizes. Its modern GUI was designed to optimise the accessibility of controls, making it easy for users to switch between tabs. It features 4 connected windows, each with a specific set of information displayed including preview window, playlist, duration and countdown timer. This makes the core features of Ad insertion easily accessible and users are able to drill down to see what is important to them in an instance. Etere Ad Insertion streamlines the end-to-end ad insertion from planning to billings and payout. It provides users with the tools to insert filing events on demand, scrolling text, logo and CG insertions. It combines a video switcher, video server, ad and logo inserter into an open system that can be integrated with workflows of any sizes.

### Key Features

- Multiple platform delivery including satellite, terrestrial, cable and IP television
- Frame-accurate splicing on any frame
- Insert advertisements with logo insertions, L-shaped squeezes, text crawlers and graphics overlays
- Ad insertions based on location specific programming
- Fault resilient with backup redundancy
- Integrated cue-tone decoder
- Start via GPI/SCTE signals/VANC codes
- Supports IP connection, SD and HD inputs and outputs

For more information, please write to [info@etere.com](mailto:info@etere.com)



Etere Ad Insertion

### 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.

