

## Etere Joins IABM

Etere announced its membership in the International Association for Broadcast & Media Technology Suppliers (IABM) trade association which provides member companies with a wide range of support programs and market insights.



Etere logo

Etere is proud to announce its membership in the **International Association for Broadcast & Media Technology Suppliers (IABM)**. IABM provides member companies with a wide range of services across market intelligence, training, technology, exhibitions and best practices, including access to industry analysis reports, business briefings, networking events and affiliated shows.

Etere is committed to providing its users with the best of innovation and to empower them with the most effective tools to be at the forefront of technology, even in the face of technological changes that affect the industry. Etere strives to deliver solutions that are future-ready and up-to-date with the latest industry standards and regulations.



IABM

IABM provides Etere with a fantastic platform to dive deep to understand the market dynamics and industry trends. The invaluable access to market research, analytics data and world-class forums help Etere to respond quickly to market demands and shape its innovations based on strategic decisions.

### 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.



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## About IABM

International Association for Broadcast & Media Technology Suppliers (IABM) is an international trade association for suppliers of broadcast and media technology. IABM facilitates the important networking and interaction between suppliers that shape and define the unique ecosystem of the broadcast and media technology industry. IABM supports member companies with a comprehensive range of services across market intelligence, training, technology, exhibitions and best practices – all designed to help them do better business.

[www.theiabm.org](http://www.theiabm.org)

