

Fabio Gattari Presenting at Broadcast Asia 2019

Etere's Director, Fabio Gattari will be presenting at the IABM Future Trends Theatre, Suntec Centre TVExchange stage, 6N4-01, Suntec Singapore 18 June 2019, 5pm. See you there!



Future Trends Theatre
2019



Etere logo

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

Date/Time: 18 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/

Etere at Broadcast Asia 2019

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

Venue: Suntec Singapore Convention & Exhibition Centre

Booth: 6F4-01

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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.

