

Etere at the ConnecTechAsia Summit 2019

Etere's director Mr Fabio Gattari presented at the ConnecTechAsia Summit 2019. Speaking on the AdTech Panel, Mr Fabio discussed topics about the new age of Next-Gen TV Advertising.



ConnecTechAsia

Etere is honoured to be a part of the **ConnecTechAsia Summit 2019**. Etere's director, Mr Fabio Gattari joins with representatives from FreeWheel, EMO Technologies, and Havas Media Group on the AdTech Panel to discuss topics regarding the future of TV advertising.

Referred to as **Next-Gen TV Advertising- The Way Forward Next Gen TV** provides a better viewing experience for consumers, with improved picture quality via UHD TV, HDR Signals and enhanced audio. It also provides an opportunity for broadcasters and advertisers to retrieve more information on their consumers, and release advertisements directed at their target audience.

The session covered the value of current TV advertising, as well as the revenue potential of next-generation advertising opportunities. The panellists shared their professional views of the situation, backed up by their years of experience in the media broadcasting and advertising industries.



Etere logo

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, Payout 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.

About ConnecTechAsia Summit 2019

ConnecTechAsia Summit showcases an international selection of disruptive technology and solutions that are dedicated to Asia's communication, enterprise and broadcast sectors through three specialised shows – BroadcastAsia, Communic Asia and NXT Asia. Power packed with activities, free workshops, and the renowned Summit, this is Asia's leading one-of-a-kind business platform that inspires to collaborate, create and connect.