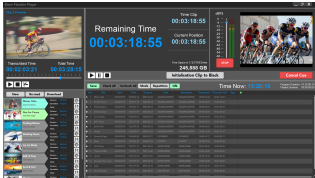


## Etere Launches Live Sports Player

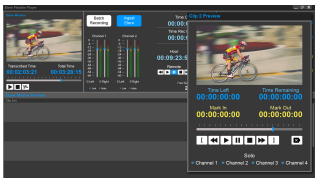
The Etere MAM solution expands with the Live Sports Player. Even with the unpredictability of sports events, Etere Live Sports Player allows users to broadcast multiple live playlists simultaneously.



Live Sports Player



Live Sports Player



Live Sports Player

The **Etere Live Sports Player** is a new addition to the **Etere Media Asset Management (MAM)** system and provides users with the software tools to manage live content and on-the-fly changes. Furthermore, users can use graphics templates for quick updates, especially in the area of sports broadcasting.

Managing live sporting events can be expensive for broadcasters. Broadcasters need to handle this premium content most effectively, enhancing the stories and adding value to engage their audiences and push the media out to more platforms with one seamless workflow. Etere makes live sports broadcasting more cost-efficient with the **Etere Live Sports Player**.

The **Etere Live Sports Player** is a fully customizable application that provides users with integrated software to stage live sports feeds to viewers. The **Etere Live Sports Player** combines the robust **Etere MAM** system with live studio production and fast-paced editorial, creative, and publishing workflows to accelerate your content-to-audience cycles. Suited to work on touchscreens, the controls are user-friendly, combining the video and audio switcher devices on one interface.

### Future-proof Signal and Platform Management

Transition to a revenue-generating all-IP future by deploying the latest standards-based technologies to ensure future-proof, interoperable workflows and seamless support for UHD and hybrid SDI-IP infrastructures.

### Remote Production

Enable agile, virtualized productions using IP-based technology to connect on-site cameras and a centralized remote facility; save IP bandwidth and router port counts via tight metadata integration between replay server and monitoring platforms.

### Key Features

- Insert advertisements for live events
- Flexible configuration options
- Scalable architecture, highly adaptable to changing needs
- Distributed architecture and highly fault resilient
- Live logging and highlights creation
- Multiplatform distribution
- Show management and studio production
- Multicam ingest capabilities
- Monetisation opportunities
- Control room automation combines video and audio switcher, Lights mixer, Multiviewer, Playouts, VTRs, Generic GPI devices, and Titles
- Live content inventory
- Supports touch-screen functionality
- Full remote access to controls room devices, directly and automated
- Easily deploy run-down over your predefined format
- Record direct actions and save on custom-functions