

## IBC and the Decline of Trade Shows

It was great catching up with our customers and partners and meeting many new ones! IBC, as most of the trade shows formula, will disappear soon. Now is a new era of business, and Etere is moving first to the future.



Etere logo



IBC logo

Thank you for the support at IBC; it was nice to meet again in person. This year, IBC seemed to have a smaller space and less than half of the visitors compared to pre-pandemic. The inconvenience was evident with a strike in Amsterdam that created even more significant issues. There were logistics problems, hours of queue in the airport, and no transport to IBC. Amsterdam could not host large-scale events like IBC this year. We acknowledge that Schiphol Airport regrets the disappointment and frustration the recent travel disruption has caused.

The only good news is now IBC is finally four days long; it was a move that Etere has always publicly supported. However, even with four days, the last day can be optional, as most visitors left by Sunday afternoon.

Etere had a productive meeting schedule and rewarding meetings with our distributors and customers to discuss the direction of the new technologies we have planned in the coming months.

Now is a new generation of normalcy where events such as IBC are not influential anymore. Still, we believe that face-to-face meetings can be helpful once a year. However, the events will probably be more efficient if it is well-organized and easily accessible.

Etere, as usual, is surfing to the future. Traditional trade shows are not in this direction, and we plan to run with the new normal. You can expect exciting new releases from Etere in the coming months. Stay in contact, and stay tuned!

Yours Sincerely,  
The Management of Etere

## About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its portfolio of digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit [www.etere.com](http://www.etere.com)