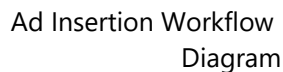
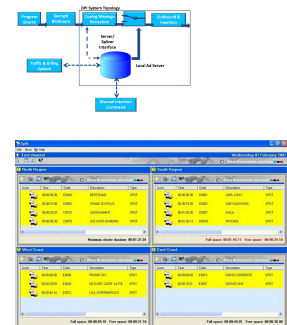


Etere AD Insertion: Increase your business and amplify your commercial returns in a streamlined way.

With **Etere Ad Insertion** you are able to bring your advertising base into your regional TV stations easily, specifically target them, and generate revenue immediately. Broadcast ads are typically inserted on a national or geographic basis determined by main distribution networks. Etere AD Insertion is the cost-effective solution to manage regional playlists (which differs between them only on some ad-breaks) and insert the correct advertisements to the correct target network at the correct time. Etere Ad Insertion allows you to broadcast different events across different networks at a single time, with full synchronization to the main automation. Etere offers a simple process to manage any number of channels, that can also be integrated with **Etere Airsales** for a real-time management.

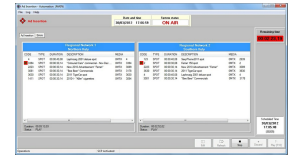


- ☐ Automatic transmission of regional advertising breaks
- ☐ Quick insertion of "filling events" either automatically or manually
- ☐ Multi-network capabilities for a streamlined management of regional programming
- ☐ Efficient resource management with a user-friendly router control
- ☐ Performance of last-minute edits with enhanced system stability
- ☐ Part of **Etere Media Enterprise Resource Planning (MERP)** Cloud for a tight integration between different departments
- ☐ Tightly integrated with other Etere modules such as **Etere Executive Scheduling** and **Etere Airsales** to connect playlists to regional ad insertions, licensed content, contractual commercials, missing materials, imported materials and regional ad insertions
- ☐ The integration between **Etere Airsales** and **Etere AD Insertion** allow operators to vary the commercial scheduling of a station in the various transmission networks
- ☐ Network-specific channels with main-backup redundancy
- ☐ Full GPI support for sending and receiving signals
- ☐ Intelligent transmission of regional advertising breaks
- ☐ Automatic insertion of "fillers" to top-up remaining split clusters



Lower Cost

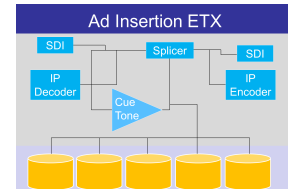
- ☐ "Share" a video server decoder with other applications
- ☐ Free space of your device at all times
- ☐ AD channels use a simplified and lighter automation engine
- ☐ Single operator is able to control multiple channels



ETX Integration

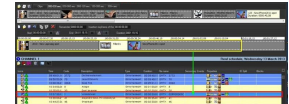
Integration with **Etere ETX** and **Etere ETX-G**

- ☐ A single system to perform both Time Delay and Ad insertions
- ☐ Independent video channel for each network, with Main/Backup redundancy
- ☐ SD/HD inputs-outputs
- ☐ Variable time delay and GPI triggering
- ☐ Logo/CG insertion with Etere ETX-G integration



Easy Censorship

- ☐ Select unsuitable pictures and replace with preselected alternative footages
- ☐ Alternative footage is broadcasted as standard Ad insertion clusters
- ☐ Etere Ad Insertion and censorship use the same resources with this technology



Remote Control

- ☐ Available across all main scheduling modules
- ☐ Clear view of counter for clusters duration and upcoming clusters
- ☐ Media buttons to play, skip and update events

