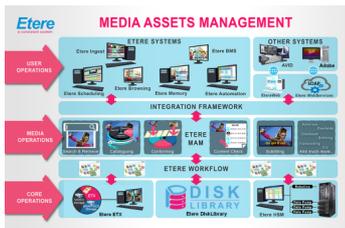


# DigitAlb Selects Etere as Broadcast Solutions Partner

DigitAlb, the top media network in Albania, will use Etere`s leading MERP Cloud system to manage all the broadcast operations for its diverse suite of TV channels.



(Media Asset Management)

Etere, the leading international provider of software solutions for the broadcast and media industries, is proud to announce today that it has been selected as the broadcast solutions partner for DigitAlb. DigitAlb is part of Top Media Group and is the most popular terrestrial, satellite, cable and OTT platform in Albania, broadcasting both local Albanian channels as well as top international channels such as Fox, Eurosport, Discovery, Disney, Viacom and more.

### KEY FEATURES

DigitAlb will use Etere's premier MERP Cloud system for the Media Asset Management, file-based ingest, commercial planning, TV scheduling and playout for 38 TV channels, encompassing sports, movies, news, music, children and documentaries. The comprehensive solution provided by Etere also includes support for graphic layers and subtitles via Etere MTX.

### MERP APPROACH

Etere MERP Cloud is the suite of integrated applications that give broadcasters and media companies the functionality, collaboration and analytics features they need to dramatically improve efficiency within their organization, ensure compliance of their broadcast workflows and automate integrated operations such as ingest, QC, media management, contents' cataloguing, playout, newsroom tasks and more.

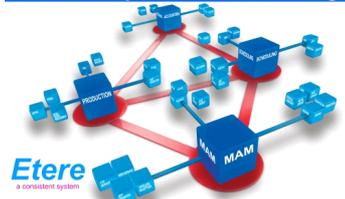


# DIGITALB

(DigitalB Logo)

With Etere, DigitAlb is guaranteed a comprehensive, capable and reliable system that can manage its diverse array of channels effectively and efficiently. Etere also continues to strengthen its position as the worldwide leader in software solutions for broadcasters and the media industry with this new installation.

### Media Enterprise Resources Planning



(MERP)

Fabio Gattari, Etere President and Head of Software Architecture, said, "We are excited to finally announce our partnership with DigitAlb. DigitAlb is the number one media network in Albania and in choosing Etere MERP, DigitAlb is getting the leading solution that is fully capable of managing their diverse broadcast operations properly. We look forward to a long and fruitful collaboration with DigitAlb."

## DigitAlb Selects Etere as Broadcast Solutions Partner

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**DIGITALB**



### About DIGITALB

DigitAlb is owned by Top Media Group and is the most popular terrestrial, satellite, cable and OTT platform in Albania. Digitalb broadcasts more than 200 channels, with 19 HD Channels. The content consists of 54 channels on terrestrial network, 79 channels on satellite and 5 radio channels. Various program categories are dedicated to selective and general audience including Science, History and Society, Movies-Cinema, Sport, Children and Youth, News local & International, Music TV as well as key radio stations for both platforms.

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### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.