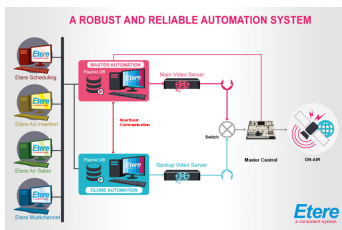


# PLAYOUT AUTOMATION

With its seamless simplicity and flexibility, Etere playout automation software solutions provide an easy management of your broadcast automation requirements.


**Etere**  
 a consistent system

(Etere Playout Automation)



(Playout Automation Etere)

Etere solutions manage the **end-to-end media lifecycle** of broadcast and media enterprises. Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored for your success. Talk to us at [info@etere.com](mailto:info@etere.com)

### Achieve more with Etere Playout Automation Software Solutions

Etere playout automation software solutions eliminate redundancy, reduce time-intensive manual tasks and minimize errors so that you can focus on producing, optimizing, delivering and monetizing compelling content. Etere future-proofs your investments with free upgrades, forward-thinking technology and full scalability. Etere provides a full suite of **Playout Automation** software tools for the application of **Enterprise Automation**, **Channel in a Box** and **Master Control Playout**. Whether you are looking for a simplified **Cloud Playout**, **IP Playout with IP Multiviewer** or **Enterprise TV Automation** solution to manage multiple channels across different locations, Etere has got your all playout automation needs covered.

Select your requirement from the **Application** Menu to explore more!


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### About Etere

Etere was established in 1987 in Italy and 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 is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.

**E-mail:** [info@etere.com](mailto:info@etere.com)