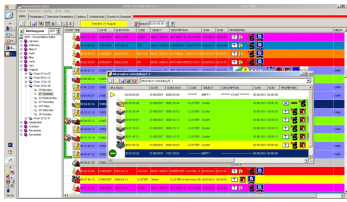


Please View the attached file for the Cricket Special Presentation.

16/10/2012



(Etere logo)



(Cricket Ad Insertion)

Cricket Ad Insertion: Etere gives the possibility of managing AD insertion, easily change between main and alternative schedules, and to public them immediately.

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 Media Enterprises 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.

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