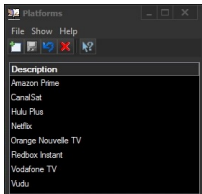
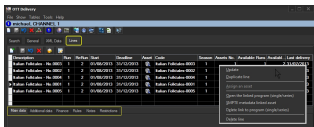


Etere Adds VOD to its Broadcast Management Suite

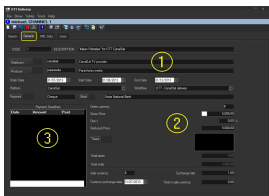
Etere provides a professional VOD solution for a streamlined and multi-platform VOD delivery workflow.



Delivery



Delivery



Delivery

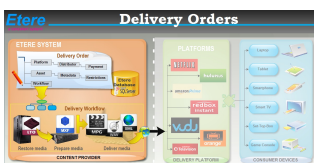


Diagram of delivery orders

ETERE, the leading global provider of integrated broadcast solutions, has the pleasure to announce today that Video-on-Demand (VOD) capabilities has been added to its robust suite of broadcast management solutions that already covers key aspects from licensing rights to utilization monitoring, from long-term planning to inventory control.

Thanks to a strong grasp of the broadcasting industry, ETERE brings VOD to keep up the pace with the rapidly increasing adoption of over-the-top delivery platforms by the part of broadcasters. Etere's innovative and revolutionary solution allows you to export your content to VOD providers meeting all contract terms and media formatting requirements while ensuring the protection of premium assets.

The tight integration between Etere VOD and other Etere modules such as Workflow, Automation and MAM creates a high-level business architecture able to maximize your revenue generation and efficiently deliver your content to the VOD marketplace and the video service providers available on it.

The VOD solution has been powered with workflow technology to provide automated and accurate transfer and transcoding capabilities that will allow you to make your media suitable to the requirements of any VOD video delivery platform. VOD can be seamlessly integrated with your existing broadcast workflows to easily expand your multi-platform product offerings.

Etere VOD enables content providers to get a quick and easy way to manage and monitor delivery of content through the use of highly-detailed delivery orders empowered with the following features:

- Facilitated order compilation and multi-change capabilities
- Exclusive relation to a specific platform
- Easy duplication of orders to extend platforms
- Multi-platform delivery of assets through different orders
- Custom XML headers per order/platform
- Automatic workflow preparation and export of files

The invasion of Video-on-Demand (VOD) services has begun, it is time for media operators to prepare their positions and choose their weapons, don't fall behind and choose Etere VOD to ensure a winning over-the-top delivery strategy.