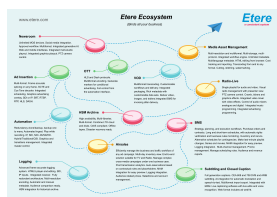*Etere*
a consistent system

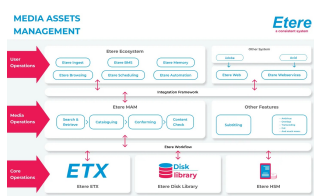## Etere Ecosystem Monetizes your Content from Acquisition to Consumption

The Etere Ecosystem offers unrivalled efficiency and lightning-fast performance by seamlessly integrating every aspect of your content lifecycle on a centralised network of information exchange, from scheduling to On-air.
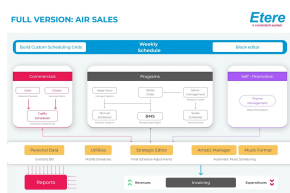

Etere logo

Etere Ecosystem

Media Asset Management

ETERE AIRSALES diagram

Etere empowers advertisers and broadcasters with unparalleled efficiency and flexibility. The **Etere Ecosystem** is designed with all the software modules to fulfil the requirements of free ad-supported TV services (FAST), OTT platforms, VOD services, television broadcasts and IP TV platforms. Supporting all the widely used industry-standard protocols, including SCTE35, SCTE104, DVB, MPEG-TS, MTS, DTMF, IPTV, Secure Reliable Transport (SRT), Network Device Interface (NDI), Etere Ecosystem seamlessly links every department of a multimedia company, effortlessly integrating internal and external management data throughout the organisation. This is achieved by implementing "streamlined and intelligent" workflows, making it the ultimate software framework for managing all business operations and expenditures efficiently.
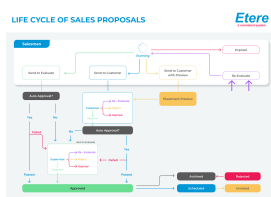
With Etere Ecosystem, your company can enjoy the convenience of a unified system that effortlessly oversees production facilities, including advertising sales, production, post-production, playout, and more. Moreover, it efficiently manages administrative tasks such as scheduling, planning, CRM, and Business Intelligence tools, all within a single, centralised platform.

■ **Versatile and Cross-Platform:** Manages and delivers content to various platforms, supports multiple formats, and can be adapted for an unlimited number of channels
■ **Tailored Workflows:** Offers customisable, efficient tapeless workflows and interfaces that can be adapted to your specific needs
■ **Real-Time Management:** Facilitates real-time scheduling, task management, approvals, and email alerts
■ **Scalable:** Easily scales to accommodate an unlimited number of users
■ **Operational Efficiency:** Streamlines operations, enhancing efficiency across different departments
■ **Business Visibility:** Provides a comprehensive overview of your business from a centralised console
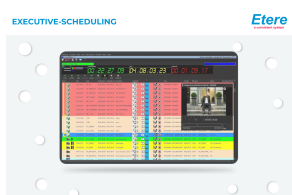■ **Secure Access:** Ensures safe and secure access to sensitive information

Etere Media Asset Management is a highly effective media content management software designed to revolutionise the intricate phases of content handling: ingest, index, storage, and retrieval of digital assets. Etere MAM simplifies the management of digital media files, production workflows, and distribution channels. Etere MAM's central database, which accelerates content delivery, streamlines content administration, and ensures fast, frame-accurate content distribution.

Key features of Etere Media Asset Management:
■ Complete Modular Solutions: Etere manages the entire media lifecycle, from ingest and transcoding to content retrieval, metadata association, and asset distribution
■ Automated Content Processing: Etere MAM can detect new content assets automatically, streamlining your workflow
■ Efficient Ingest with Integrated QC Workflows: Etere offers automated ingest processes coupled with effective quality control workflows and MD5 checksums to deliver the highest content quality
■ Multiformat, Multipurpose File Generation: Create versatile files compatible with multiple platforms, enhancing content accessibility

Life Cycle of Sales Proposal

Executive Scheduling

■ High Availability and Fault Tolerance: Etere MAM is built for reliability and continuity, minimising downtime
■ Multi-Language Content Management: Easily manage content in various languages, expanding your reach
■ NLE Editing Integration: Seamlessly integrate with popular NLE editing software like Adobe Premiere and Blackmagic DaVinci
■ User Rights Integration: Etere MAM offers seamless integration with Etere User Rights, enhancing security and access control

Etere Airsales is a seamlessly integrated solution for orchestrating traffic, accounting, and all sales management-related operations. Its versatility is unmatched, offering scalability tailored precisely to your organisation's size and requirements, whether a single-station setup or an extensive enterprise network.

At the heart of Etere Airsales lies its capacity to revolutionise your sales workflow. It empowers you with comprehensive visibility and precise control over inventory, optimising advertising revenue and profitability. This exceptional solution boasts real-time accessibility to crucial information, inventory management and informed decision-making.

Within the framework of Etere Airsales, you'll find a suite of tools to manage every aspect of advertising sales, encompassing pre-and post-sales activities, campaign management, customer relationship proposals, commercial planning, invoicing, Account Executive management, and agency commissions. It is the ultimate management software to elevate your sales operations to new heights of efficiency and effectiveness.

■ **Comprehensive Inventory Management:** Offers a multi-day inventory view to manage inventory over multiple days efficiently
■ **Centralized Campaign Planning:** Facilitates centralized campaign planning and placement for enhanced efficiency
■ **Salesforce Integration:** Integrates with Salesforce and streamlines account management
■ **Performance Analysis:** Post-transmission analysis, real-time reporting, and detailed statistics are provided
■ **Web-Based Order Management:** Allows for web-based management of orders and pre-orders for added convenience
■ **Efficient Contract Entry:** Speeds up contract entry for an unlimited number of spots
■ **Optimized ROI:** Maximizes returns on investment while reducing operating costs

■ **Automated Reservations:** Automatically manages reservations based on contractual rules and placeholders
■ **Real-Time Monitoring:** Offers real-time monitoring of commercial crowding and proxies
■ **Flexible Scheduling:** Supports scheduling on alternative schedules and across multiple networks
■ **Manual Intervention:** Allows for manual intervention at any point, including a user-friendly drag-and-drop feature
■ **As-Run Log Control:** Seamlessly integrates with the Memory module for easy visualisation of as-run logs
■ **Effortless Changes:** Works in harmony with Etere Automation, allowing for last-minute changes and smooth 3rd-party integrations
■ **Unified Scheduling View:** Combines with Etere Executive Scheduling to provide a unified view of scheduling and traffic data
■ **Automated Material Handling:** Utilises Etere Media Manager for automatic transfers and quality control of scheduled materials
■ **On-Demand Reporting:** Leverages Reporting Services to create on-demand reports on commercial planning
■**Advertisement Invoicing:** Handles invoicing for both pre-paid and post-paid advertisements
■**Payment Tracking:** Provides robust payment tracking with daily, weekly, and month-end reports
■**Credit Management:** Proactively manages credit limits and credit stops for

effective financial control

■**Cash Flow Optimization:** Ensures efficient cash aging, advances, and collections

■**Commission Management:** Manages agency and account executive commissions seamlessly

■**External Integration:** Supports export to external accounting systems for financial coordination

■**Efficient Invoicing:** Automatically generates and emails PDF invoices for added convenience

Etere Executive Scheduling is a complete scheduling management software designed to enhance the efficiency of both your short-term and long-term playlists. As an integral component of the Etere Ecosystem, it seamlessly integrates into your enterprise framework, providing 360-degree management of your planned schedules, including licensed content, contractual commercials, missing assets, imported materials, and regional ad insertions.

What sets Etere Scheduling apart is its emphasis on strategic editing, allowing you to segment and prepare the schedule grid well in advance. This strategic approach allows for the thoughtful placement of programs, series, promos, and commercials even before content acquisition, enabling you to craft a broadcast schedule that aligns perfectly with your vision and objectives.

■**Robust Import and Export Capabilities:** Seamlessly transfer data in and out of your system, ensuring smooth workflow integration

■**Comprehensive Event Management:** Handle both primary and secondary events effortlessly, allowing for detailed scheduling and execution

■**Advanced Automation Controls:** Take control of your processes with robust automation tools and make last-minute amendments with ease

■**In-Depth Confidence Reports:** Access detailed confidence reports and conduct Delta analysis to ensure precision and accuracy in your operations

■**Media Preview and Precise Loudness Control:** Preview your media content and maintain precise control over loudness levels, ensuring high-quality output that complies with broadcasting standards

■**Efficient Commercial Management:** Streamline commercial management tasks, ensuring optimal revenue generation and compliance

■**Accurate Audience Calculation:** Utilise advanced algorithms to calculate audience metrics with precision, providing valuable insights for decision-making

Contact us for a personalised consultation with our product specialists.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services, such as consultancy, training, installation, and demonstrations, are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com