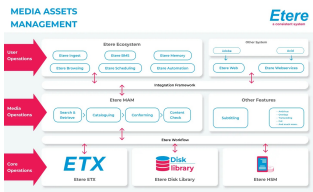


Etere Launches Advanced Asset Metadata Capabilities

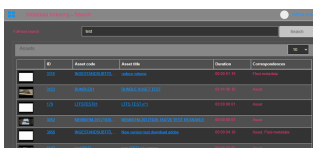
Etere revolutionises your media management capabilities with cutting-edge technology. The latest update introduces powerful enhancements to Etere Media Asset Management (MAM), allowing users to run comprehensive full-text searches across asset titles, codes, flexible metadata, artists, and keywords embedded within the asset data. It also includes fast metadata editing directly within assets for a more streamlined user experience.



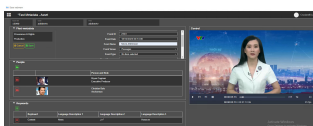
Etere logo



Media Asset Management



Metadata Indexing Search



fast metadata asset

Etere delivers the next-generation technology to enhance your media management capabilities. With the advanced keyword search functionality, Etere MAM enables users to delve deeply into the content, searching beyond codes and titles. For instance, a keyword may be embedded within a film's synopsis, and Etere MAM matches this information to retrieve the associated asset.

Moreover, the latest update facilitates fast metadata editing directly within assets, offering unparalleled flexibility to optimise your media library. The quick editing feature empowers users to edit metadata seamlessly from the media library, including details such as artists, keywords, aspect ratio, loudness levels, etc. The system's open design also allows users to customise metadata fields according to their requirements.

Etere MAM stands out in the market by offering unparalleled flexibility and greater control over extensive media libraries. This efficient media file management translates to a higher return on investment. Furthermore, Etere MAM's accessibility through web browsers fosters collaborative work, promoting efficient teamwork across different locations.

Etere MAM helps you unlock content monetisation opportunities. Content distribution is becoming increasingly globalised, especially with the popularity of OTT, SVOD, VOD, and streaming content. Now, the same content is distributed globally across multiple markets, with advertisements automatically selected to target the local markets. With the advanced metadata insertion features of Etere MAM, you can have assets with rich metadata for a more personalised viewing experience and the technology for optimal content delivery in the ever-evolving media landscape.

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 the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere 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