

## Etere will Join Broadcast and Digital Media Convention East Africa 2024

Mark your calendars! Etere will join our partner, ARET, at the Broadcast and Digital Media Convention East Africa 2024, which will be held in Hyatt Regency Hotel, Addis Ababa – Ethiopia, from May 7th to 8th, 2024.



Etere logo



ARET



Broadcast Media Africa  
(BMA)



Broadcast Media Africa  
2024

Etere is happy to announce our participation in the Broadcasting and Digital Media Convention for the East Africa market, which will take place from May 7th to 8th, 2024.

### **Broadcast and Digital Media Convention 2024**

**Date: 7th - 8th May 2024**

**Venue: Hyatt Regency Hotel, Addis Ababa – Ethiopia**

Convened by media publisher, Broadcast Media Africa, the event features the theme: "Delivering Quality Content With Innovative Digital Media Services". The 2-day international broadcasting and digital media industry convention will gather broadcasters, content producers, distributors, and publishers from Ethiopia, East Africa and beyond.

### **Fabio Gattari Presents "Convergence is Efficiency: An Etere Ecosystem to Ride the Waves of Convergence" at Broadcast and Digital Media Convention 2024**

**Date/Time: 8th May 2024, 3.15pm**

**Venue: Hyatt Regency Hotel, Addis Ababa – Ethiopia**

We invite you to join us in Addis Ababa, Ethiopia, from 7th to 8th May! Contact us to book a meeting, see you there!



Fabio Gattari

## 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](http://www.etere.com)

## About Aret

Italian company ARET Video and Audio Engineering is a globally active broadcast systems integrator with extensive experience in providing sophisticated broadcast projects. Established over 40 years ago in Milan, ARET continues to deliver consistently high-profile turnkey projects to an international client base in Europe, the Middle East, South East Asia, Africa and America. ARET's engineering expertise encompasses TV/radio OB vans, DSNG Vans, radio and TV production, post-production studios, news studios, production automation, master control rooms, IP infrastructures, storages and robotics.

The company also plays an essential role as the official equipment distributor for many important brands in Italy and abroad. This consolidated partnerships with the highest standard technology providers ensure the delivery of value-added solutions for long-term investments to every customer.

<https://aret-engineering.com/>



### About Broadcast and Digital Media Convention 2024

With a rapidly transforming digital landscape, broadcast media practitioners and content publishers in Ethiopia and across East Africa seek new ways to optimise and deliver their services in the digital media ecosystem. Industry players across the value chain seek to fully understand the dynamics of the new digital media environment and how it can be used to deliver enhanced value to consumers.

With the theme: "Delivering Quality Content With Innovative Digital Media Services", the International Broadcasting And Media Convention – East Africa is a 2-day industry meeting for all broadcasters, content platforms and publishers in Ethiopia and across East Africa.

Offering a unique blend of keynotes, panels and networking sessions that foster collaboration, inspire new ideas and promote the sharing of best practices, the industry convention will explore cutting-edge advancements and innovative practices in digital broadcasting and content publishing, helping assess the multiple roles and responsibilities that will allow them to effectively handle and manage their changing role in society as digital media becomes a reality across the region.

<https://east-africa.broadcastingandmedia.net/>

### About Broadcast Media Africa

Our goal is always to keep industry stakeholders abreast of opportunities in technology and service innovations that are and will shape Africa's broadcasting and media industry via quality news, information, intelligence and insight.

<https://broadcastmediaafrica.com/>

