

## Fabio Gattari Discusses Convergence in Media at Broadcast Asia 2024

Join Fabio Gattari, Etere Asia Pacific Sales Manager and the IABM team at Broadcast 2024 as they discuss topics ranging from the transformative power of convergence in media production to the evolution of news production.



Etere logo

Join the discussion with Fabio Gattari, Etere Asia Pacific Sales Manager, and the IABM team at Broadcast 2024 as they explore various topics, from the transformative power of convergence in media production to the evolution of news production. Furthermore, we will explore Etere's decision to return to Radio and dive deep into how the visual radio environment changes the scene.

For the full interview, play or download the video in this article.  
For a media management strategy that works for your business, please contact us for a personalized consultation.



IABM Logo



Etere Interview with IABM  
at BCA2024



Broadcast Asia 2024

## 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 IABM

IABM is the international trade association for Broadcast and Media technology suppliers. IABM facilitates the all-important networking and interaction that shape and define the unique ecosystem of the broadcast and media technology industry.

IABM supports member companies with a comprehensive range of services across market intelligence, training, technology, exhibitions and best practices – all designed to help them do better business. We hold the interests of member companies as paramount, and strive to provide strong guidance and support at every level in all geographies.

We understand that in today's rapidly changing media landscape, our members have never had a greater need for timely, relevant and effective advice and support.

IABM's mission is to be an ever more powerful beacon that is highly responsive to all our members' needs in a timely fashion, helping them to prosper and navigate change successfully.

For more information, please visit <https://theiabm.org/>

