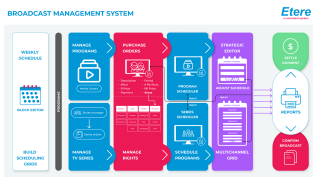*Etere*
a consistent system

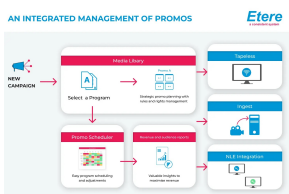## Unlocking your Scheduling Efficiency with Etere BMS

As we identify the challenges in the strategic planning process of media organizations, let's explore effective ways to remove bottlenecks and implement enhancements that improve both performance and cost-efficiency. With Etere, you can achieve all these goals seamlessly, optimizing your operations and maximizing your resources.
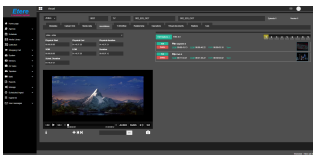

Etere logo


Broadcast Management System


Promo Management Diagram


Asset Form Preview

Organizations must continually adapt and refine their processes to meet today's market demands and thrive in the media industry. Modern audiences can watch their favourite shows and series on their devices at their convenience, eliminating the need to wait for scheduled broadcasts or stick to their own subscribed (or ad-supported) services. This shift also reduces the necessity for additional subscriptions as viewers have more flexibility and immediate access to content.

**Challenges Faced by Broadcast Planners**
During the creation of a strategic plan, broadcasters often face several challenges; these can include,

■**Limited Visibility** often impedes their ability to gather comprehensive information from various departments like CRM, Finance, and Production, making it difficult to form a complete picture of available content.

■**Communication Gaps** can also result in the strategic planning team not receiving timely updates on content status changes, such as when fewer episodes are produced than expected, and this information is not promptly relayed from the operations team.

■**Data Duplication or Replication:** The absence of a centralised database and an efficient system for grouping assets based on metadata makes it easy to create or retrieve the same data repeatedly. This redundancy can lead to inefficiencies and inconsistencies in data management.

■**Incomplete Data**: When data is inaccurate, outdated or incomplete, users can spend a large amount of time searching for data

■**Inventory Bottlenecks**: New programs need to be sent before they can be actioned, leading to excessive waiting and accumulation of tasks
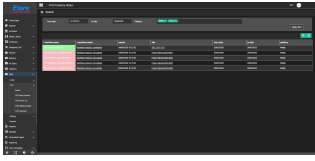
■**Gaps in Analytics Data:** Business intelligence enables collecting and analysing vast amounts of data from diverse sources. This analytical data helps businesses identify problems early, including spotting workflow bottlenecks and supporting and facilitating more informed and effective decision-making.

Teams responsible for content planning, preparation, and delivery frequently encounter problems such as missing, incomplete, or delayed information. These issues lead to suboptimal decision-making, increased workloads, process disruptions, duplicate data entries, and delays or failures in content delivery. As a result, operational costs rise, and revenues fall short of expectations.
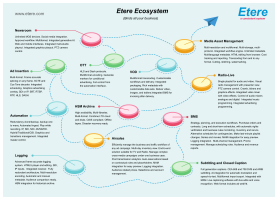
These issues collectively impede the efficiency and effectiveness of the strategic planning process. Additionally, important information often gets lost due to the lack of a centralised system and offline communication, leading to human errors.

**Transform your Strategic Planning Process with Etere BMS:**
Companies must be agile to adapt to the market's demands and to thrive in today's dynamic media landscape. The agile methodology ensures consistent quality throughout the end-to-end workflow, including strategic scheduling.

Etere web VOD delivery status



Etere Ecosystem

One critical element of the broadcast process is scheduling. Within the dependable framework of the Etere Ecosystem, the Etere Broadcast Management System (BMS) optimizes your workflow by seamlessly integrating Etere solutions with a centralised database. These solutions simplify your control rooms, boosting productivity and enhancing adaptability and scalability.

**Etere Broadcast Management System (BMS)** is an all-encompassing solution designed to meet all your broadcasting needs, including linear and non-linear channel management. Etere BMS effortlessly manages unlimited content, ensuring top-tier quality at every workflow stage.

It prepares and delivers multi-platform content through a fully automated system, offering transparent visibility into operational and business performance metrics. This seamless integration guarantees a streamlined, superior broadcasting experience.

The software features a dashboard that facilitates easy creation of the schedule grid with a straightforward and efficient process. It offers a flexible, configurable grid that seamlessly guides users through filling procedures. Users can move blocks with and without events, ensuring a dynamic and adaptable scheduling experience.

Each gridline includes detailed information about the target audience and projected income, providing valuable insights for optimization. Additionally, the software supports various grid scenarios, allowing for comprehensive planning and analysis. The multichannel grid functionality enables users to copy and link schedules across different channels, enhancing versatility and coordination.

In addition, Etere BMS effectively manages licensing rights. It streamlines and manages the validity and management of licensing rights, tracking, management, and distribution for all acquired and produced content. Etere BMS features comprehensive licensing rights management for long-form and short-form content across linear and multi-platform services.

**Key Features**
■ Central tracking of rights consumption and distribution
■ Long-form and short-form rights for multi-platform services
■ Real-time reporting of rights situations and payments
■ Detailed rights management on territory and media diffusion
■ Versatile amortization templates to manage program payment
■ Transparent and powerful inventory management
■ Manage licensed television programs (both single programs and series programs), including their planning, rights management, and scheduling
■ Reliable way of managing one of the most delicate parts of the broadcasting business
■ Organised structure streamlines workflow and increases efficiency

For a media management strategy that works for your business, contact us for a personalized consultation.

www.etere.com      19102021

**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