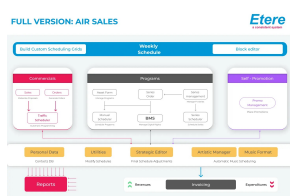


Etere Helps you to Maximize Revenue in a Multiplatform World

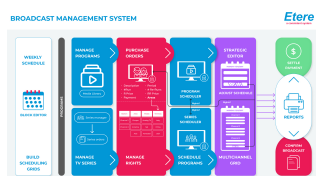
Media consumption habits are constantly evolving; as a result, media companies face new challenges while exploring new ways to monetise content. Etere is the only company that helps you to monetize your multi-platform inventory from a single system.



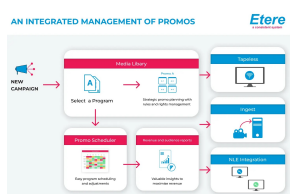
Etere logo



ETERE AIRSALES diagram



Broadcast Management System



Promo Management Diagram

Gaining a competitive edge in the race for audiences and advertising dollars require an agile and innovative approach to content monetization. At Etere, we equip media companies with the software tools to enhance their monetization strategies, offering professional solutions that address the industry's evolving challenges, maximize revenue, and minimize costs.

Today's audiences seamlessly engage with media across a wide range of platforms—from linear TV and VOD to OTT services—often switching between multiple devices, even enjoying their favourite movies on the go. This multiplatform landscape presents both new challenges and exciting growth opportunities. When leveraged effectively, broadcasters can enhance their content to stay relevant to diverse audiences, repurpose content for various markets, and unlock significant monetization opportunities across multiple channels.

Etere is the only company that enables you to monetize your content across multiple platforms with a single, integrated system. With Etere Ecosystem, you can seamlessly manage every content delivery aspect across linear TV, VOD, and OTT platforms.

■Linear TV Management

Etere offers a complete, end-to-end solution for managing every aspect of your broadcasting operations. From playout and post-transmission accounting to licensing rights management and workflow processing, Etere's T-Workflow and Delivery Platforms have you covered. With Etere, you gain complete control over territory and media diffusion rights, ensuring seamless management of one of the broadcasting industry's most dynamic and critical aspects of the workflow.

Licensing Rights Management

Etere offers streamlined, end-to-end accounting for accounts receivable, covering all essential functions such as invoicing, credit management, payments, and month-end reporting. This ensures a seamless and efficient financial workflow.

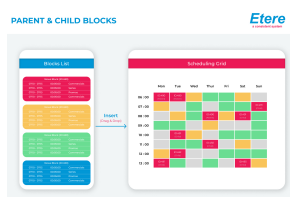
Additionally, Etere features a centralized system for tracking and managing licensing rights usage, expiration, and renewal of acquired and produced content. The system is designed to handle the complexities of licensing rights for long-form and short-form content across linear and multi-platform services, with real-time reporting of licensing rights and flexible payment options.

Our detailed rights management system allows complete control over territory and media diffusion, supported by versatile amortization templates to effectively manage program payments. For series management, the system facilitates a detailed diffusion of rights, including episode generation, asset assignment, and contract creation, ensuring a smooth process from start to finish.

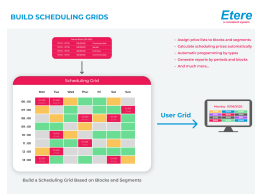
Moreover, Etere Ecosystem offers transparent and powerful inventory management, allowing you to easily record and process any rights, conditions, or obligations. This is achieved through flexible and customisable workflow that can adapt to your organisation's unique needs.

Scheduling Structure and Program Planning

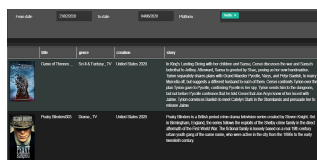
Our solution features a user-friendly interface for the schedule grid creation, offering flexibility and configurability to guide filling procedures. It allows for the



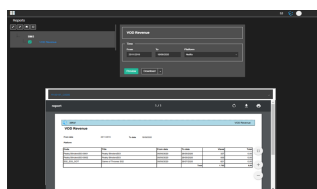
Parent and Child Block



Schedule Grids



VOD Active List



VOD Revenue Report



OTT Custom Playlist

movement of blocks with or without events, enabling seamless adjustments. The grid provides insights into the target audience and income on every gridline and supports different grid scenarios. Additionally, it offers multichannel capabilities, including the ability to copy and link across channels, ensuring a comprehensive and adaptable scheduling process.

■ Promo Management

Etere Promo Placement solution is a powerful, fully integrated tool engineered to effortlessly manage every facet of your promotional activities, ensuring a comprehensive campaign overview. Designed to help media enterprises maximize the potential of their promotional inventory, Etere effortlessly tracks the entire promo production workflow, offering centralized and seamless control within a unified environment. With Etere, businesses can streamline their promotional strategies, enhance efficiency, and optimize outcomes across all promotional campaigns.

Advertisement Management

Etere Airsales is a comprehensive software solution that manages every aspect of the advertising lifecycle. It integrates traffic management, scheduling, accounting, pre-and post-sales activities, campaign management, commercial planning, and invoicing into a single platform.

■ An End-to-End VOD Management

Etere offers a robust solution to manage your end-to-end VOD workflows, equipped with advanced features that optimize content delivery, revenue tracking, and compliance.

Advanced Streaming Protocols

HLS and MPEG DASH Etere supports both HTTP Live Streaming (HLS) and MPEG DASH (Dynamic Adaptive Streaming over HTTP), ensuring that your content is delivered using industry-standard adaptive streaming protocols. These technologies provide reliable and high-quality video streaming experiences across multiple devices.

Automated File Versioning Management

Etere's T-Workflow streamlines asset versioning by automatically creating and updating versions of your content. Each new version is assigned a unique ID code, ensuring efficient asset management and traceability throughout your media library.

HLS and MPG Dash Manifest

Etere supports HTTP Live Streaming (HLS) and MPEG DASH (Dynamic Adaptive Streaming over HTTP) deliveries, a standard for adaptive streaming over HTTP.

In-Depth VOD Revenue Reports

Gain actionable insights with Etere's VOD revenue reports. This feature provides broadcasters with detailed analytics on media performance, audience engagement, and key business metrics such as salesforce efficiency and account management, enabling data-driven decision-making.

Reliable File Integrity with MD5 Checksums

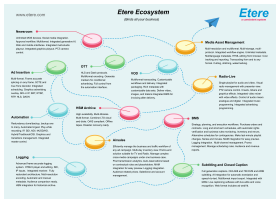
Etere integrates MD5 checksums to safeguard your data against corruption during file transfers. This widely recognized method ensures that your files remain unaltered, even after numerous relocations or archival processes. Etere supports unlimited MD5 checksums, ensuring your content remains unaltered throughout its transfer processes.

Complete VOD Package Delivery

Etere equips broadcasters with the tools to deliver a comprehensive VOD package across multiple platforms, including movies, trailers, and programs. This ensures that your content reaches a wide audience with consistent quality and compliance.

■ OTT Delivery

Etere empowers you to effortlessly export your content to OTT platforms while



Etere Ecosystem



Etere Web Multiplatform

ensuring full compliance with contract terms and strict adherence to media formatting standards. As OTT services unlock a world of on-demand entertainment for viewers, they also introduce personalized advertising streams tailored to boost customer retention and maximize conversion opportunities.

With Etere OTT Delivery, you can precisely target advertisements based on viewer profiles, even customizing ads for the same content to different audiences. This solution allows operators to seamlessly coordinate all playlists and handle urgent requests before payout. Its rich metadata structure also enhances content discoverability, enabling viewers to find what they want quickly and easily.

Managing Encryption and Digital Rights Management (DRM)

Etere supports Digital Rights Management (DRM), which prevents unauthorized use and piracy of content, a prerequisite for many streaming platforms. DRM works by encrypting the content so that it cannot be read without a decryption key provided by a third-party DRM platform that includes license servers.

Seamlessly Integrated Ecosystem

Etere modules integrate seamlessly with third-party systems, creating a cohesive and dynamic business architecture. This integration optimizes revenue generation and ensures efficient content delivery across the multi-platform media marketplace, meeting the demands of the ever-evolving digital media landscape.

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

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 a 24/7 worldwide support and inclusive software updates. Its portfolio of 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