

## Join us at PCTA Tech Show 2025

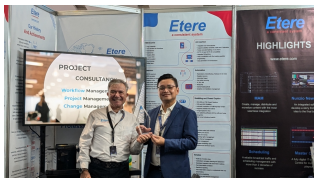
Etere is excited to announce our participation in the PCTA Tech Show 2025 at the SMX Convention Center in Manila from March 26-28, 2025. Schedule a meeting with us and discover how the Etere Ecosystem can transform your broadcast and media operations with seamless integration, unmatched reliability, and future-ready technology.



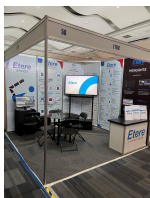
Etere logo



PCTA Tech Show 2025



Etere\_Media Convergence



PCTA Tech Show 2025

### Join Us at PCTA Tech Show 2025!

March 26-28, 2025 | Booth #58 | SMX Convention Center, Manila

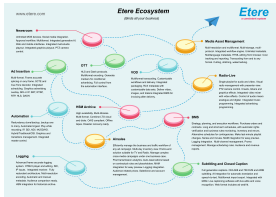
The PCTA Tech Show 2025 will bring together approximately 20,500 participants from over 12 countries, showcasing cutting-edge innovations and advancements in broadcasting and related technologies. As a premier event hosted by the Philippines Cable and Telecommunications Association (PCTA), this is a fantastic opportunity to meet industry leaders, customers, suppliers, and partners, to forge new connections and opportunities.

Schedule a meeting with us and experience firsthand how the **Etere Ecosystem** seamlessly integrates into broadcasting workflows, driving operational efficiency, sustainability, and simplicity. Don't miss out on this opportunity to discover how Etere can transform your content monetisation workflows and unlock greater efficiency. Our distributor, Media Convergence Inc., will be joining us at the event. We look forward to meeting you in Manila!

For more details about the **PCTA Tech Show 2025**, visit <https://pcta.org.ph/>



PCTA Logo



Etere Ecosystem

## 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 Media Convergence Inc.

Established in 1999, Media Convergence Inc. (MCI) is the premier system integrator of broadcasting & production system solutions in the Philippines. Media Convergence Inc.'s mission is to create value for our customers by way of designing, implementing and supporting best-in-class broadcast & multimedia solutions in the Philippines. Its vision is to be the reputable market leader in the provision of broadcast and multimedia solutions in the Philippines, and be renowned for providing the highest quality of uncompromising service & integrity to our customers. [www.mediaconvergenceinc.com](http://www.mediaconvergenceinc.com)



**20/3/2025**    Event



**PCTA Philippine Cable and Telecommunications Association (PCTA), Inc.**



The PHILIPPINE CABLE AND TELECOMMUNICATIONS ASSOCIATION (PCTA), INC. is the umbrella organization of nationwide Cable Television Operators and Internet Service Providers in the Philippines. Its membership roster includes the biggest cable operators in the country, as well as the medium and small cable operators, who, through their pain-staking efforts, have succeeded in bringing up-to-date programs, information, and technology to the farthest island in the country. To date, the PCTA has over 300 regular members serving 75% of the total cable TV subscribers in the Philippines. <https://pcta.org.ph/>