

Prima TV Strengthens Partnership with Etere with an Upgrade of its Scheduling System from Provys to Etere

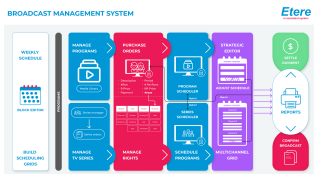
Romanian commercial television channel, Prima TV, recognised for its diverse programming and strong market presence, upgrades from Provys to Etere to enhance its scheduling system.



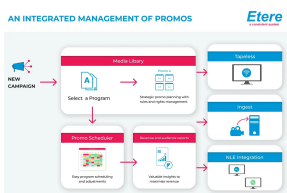
Etere logo



Prima TV



Broadcast Management System



Promo Management Diagram

Prima TV reaffirms its trust in Etere with the integration of **Etere Broadcast Management System (BMS)** to manage its scheduling, following the successful deployment of Etere Payout Automation to Prima TV in 2024. This enhancement is part of a station-wide upgrade, with Etere BMS replacing Provys for a more streamlined operation and an optimized workflow.

The Ultimate Broadcast Management System

Acting as a central control hub, **Etere BMS** manages all licensing rights in broadcast and media companies. Key features include:

Drag-and-Drop Schedule Structure

Etere provides an innovative scheduling tool to create and manage schedule grids seamlessly. The tool offers:

- Fully customisable grids
- Easy copying and linking across different channels
- Drag-and-drop movement of schedule blocks for seamless adjustments

Integrates with Etere MAM for a More Efficient Management of Content Workflows

- Complete management of your media library
- Streamline payout, post-transmission processes, accounting, rights management through **Etere T-Workflow**
- Effectively manages all licensing rights metadata including exclusions, extensions, and available runs across specific channels and regions

Licensing Rights Management

Etere BMS simplifies end-to-end accounts management, covering invoicing, credit management, aging, payments, and month-end reporting.

Promo Management Makes Campaigns Easy

- Placement optimization, real-time tracking and complete asset control
- Effortless management of multiple campaign versions
- Maximize audience reach and drive business success

Other Key Features include

- Real-time rights monitoring with instant access to payment status
- Flexible amortization templates
- Automated workflows to enhance efficiency and reduce manual tasks

Get in touch with us for a personalised consultation with our product specialist for a media management strategy that works for your business.

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

About Prima TV

Prima TV is a Romanian commercial TV channel in the Clever Group which is one of the most important players in the Romanian media market. In addition to established titles, Prima TV will offer a new collection of entertainment programs, films and series.

www.primatv.ro

