

## Etere Radio-Live Unveils Etere Podcast and Streaming Services for Effortless Audio and Visual Content Distribution

Etere, a leading provider of broadcast management solutions, is excited to announce the launch of Etere Podcast and Streaming Services, an all-in-one solution for seamless podcast creation, distribution, and visual radio integration. With this powerful new feature, Etere Radio-Live now offers broadcasters and content creators an automated and efficient way to publish audio and visual content to multiple platforms.



Etere logo



Radio Live Scene Interface



Radio Live Scene Interface

### Simplifying Podcast Creation and Distribution

Etere Podcast and Streaming Services streamlines the podcast publishing process, enabling users to quickly convert and export audio files from the Etere Radio-Live database. Whether you're uploading a single podcast episode or an entire series, this tool allows users to easily assign categories, apply profiles, and drag-and-drop content into the system for quick conversion. Etere handles all background tasks, automatically generating podcast feeds (including iTunes-style XML) and supporting external audio processing plugins for sound optimisation.

### Automated Multi-Channel Publishing

The Etere Podcast and Streaming Services feature also includes robust multi-platform distribution capabilities. From social media networks to podcast directories and streaming services, Etere Radio-Live users can publish content directly to Facebook, X, SoundCloud, and more. With customizable metadata, flexible scheduling options, and the ability to fine-tune the distribution process, broadcasters can ensure their content reaches the right audience at the right time.

Thanks to automated audio processing, file normalisation, and format conversion, Etere takes care of all the technical details behind the scenes, enabling smooth, consistent delivery across all platforms.

### Elevating Radio with Visual Content Integration

In addition to audio publishing, Etere now offers Visual Radio functionality through its Etere Podcast and Streaming Services feature. This innovative solution enables broadcasters to enrich their radio content with video, still images, graphics, and live feeds, providing listeners with a more immersive and engaging experience.

With simple tools for integrating visual elements and easy-to-use metadata-driven synchronisation, Etere ensures that visual content complements your radio programming. Whether it's live video, pre-recorded footage, or static images, broadcasters can effortlessly enrich their audio content and captivate audiences across every platform.

### Seamless Integration for a Unified Experience

The combination of Etere Radio-Live and Etere Podcast and Streaming Services ensures that both audio and visual elements are perfectly synchronised for broadcast. With the ability to switch between video, still images, and live feeds during a broadcast, broadcasters can create a dynamic, multi-sensory experience for their audience. Even when no video is available, default visuals keep the broadcast flowing smoothly and engagingly.

## 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)

