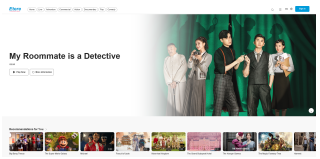
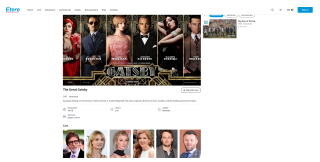
Integrated VOD: A New Experience in Etere MAM

Etere launches a new Frontend VOD platform that helps broadcasters create and manage video-on-demand services with minimal effort, all while working seamlessly with Etere MAM metadata. Secure, reliable, and easy to deploy.

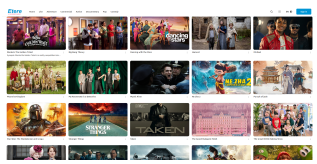
Etere logo



Etere Integrated VOD



Etere Integrated VOD



Etere Integrated VOD

Want to tailor every program to your audience and platform with minimal effort? Using metadata from Etere Media Asset Management (MAM), we streamline content preparation and delivery so every channel receives the right format, artwork, and branding.

Each media file includes key details like a synopsis, artists, and duration. Viewers can preview videos with one click and find playlists based on their activity. Secure links make it easy to share with collaborators and other approved viewers.

Besides having a good content discoverability, trailers play an important role in generating interest amongst potential audiences. Etere includes the capability to generate, manage and deliver compelling trailers for VOD content.

From ingestion and asset enrichment to distribution, Etere helps manage VOD workflows in one system. Broadcasters can adapt campaigns more quickly as audience needs and market demands change.

Key Benefits

- Prepare content for different audiences and platforms with the right format, artwork, branding and metadata
- Use Etere MAM metadata to simplify content preparation and delivery
- Share content securely with authorized viewers
- Help viewers discover content with video previews and playlists recommended based on their activity
- Share content securely through links for collaborators and other authorized viewers
- Reduce manual data entry with automatic metadata retrieval and maintain consistent information across your media library
- Easy to integrate with any CDN providers
- Supports encryption

Want a media management strategy tailored to your business? Contact Etere to schedule a consultation.

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15/10/2026 Technology

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 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

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