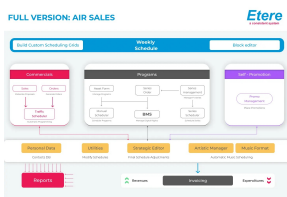# BROADCAST AIRSALES

Etere incorporates a range of broadcast traffic sales solutions to manage end-to-end airsales operations with high scalability and flexibility. Reduce costs and operational complexity with Etere's flexible and reliable products.
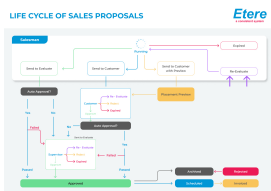
Airsales

ETERE AIRSALES diagram

Air Sales Lite Diagram

Life Cycle of Sales Proposal

Etere solutions manage the end-to-end media lifecycle of broadcast and media enterprises. Under the reliable web of the Etere Ecosystem, streamline your entire workflow with Etere solutions that feature seamless integration and easy operability. As the world's first producer of software-only broadcasting solutions, Etere Solutions will declutter your control rooms, increase productivity, and encourage a better range of adaptability and scalability. Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored to your success. Please chat with us to find out more.

Robust and Reliable Airsales
In the fast-paced world of broadcast air sales, unprecedented challenges are inevitable. To thrive in the competitive landscape and amplify returns, Etere's integrated **Broadcast Traffic Sales** solution is designed to empower users through a solid framework and an end-to-end workflow solution that streamlines content delivery, increasing operational efficiency and lowering ownership costs. From **Broadcast Planning, Programming, TV Traffic Sales, Playlist Scheduling and Accounting**, Etere Airsales solutions are key to measurable success!

Fully Web based
Connect to your workflow from anywhere in the world with the web-based solution. Accessible across mediums such as PCs and tablets, you only need an internet connection to start working.

Airsales Integrated Accounting
Etere Airsales integrated accounting enables an end-to-end process, including invoicing of pre-paid and post-paid advertisements, payment tracking with daily, weekly and month-end reports, agencies and Accounts Executive commission management, proactive management of credit limits and credit stops, effective cash ageing, advances and collections, automatic generation and e-mailing of PDF invoices, export to external accounting system as well as as-run reconciliation after playout.

Etere Airsales
Etere Airsales is an integrated solution for traffic, accounting and all sales management-related operations. It is entirely scalable to your size and needs, from the smallest single-station setup to the largest corporation.

Airsales Lite
Etere Airsales Lite is a simple, efficient, and powerful solution for TV channels that manages the commercial/planning schedule. It is the perfect solution for the new market of AD insertion companies.

Etere Airsales Scheduling
Etere Airsales's Weekly Schedule application allows the manual creation of schedules via either pre-configured or new blocks through a freestyle grid format with a simple drag-and-drop function. This versatile and efficient commercial scheduling tool ensures that commercial orders are generated and managed professionally and efficiently, thus maximizing productivity and air time planning.

Etere Promo Placement
Etere provides an effective Promo Placement solution, a flexible and integrated tool that effectively manages the entire promo activity, including campaigns. Etere is the software that empowers media enterprises to maximize the use of their promotional inventory. Etere Promo Placement tracks the promo production lifecycle and enables integrated control in a single integrated environment.

Select your requirement from the **Products** Menu to explore more!

About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready 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. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including 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 software tools to drive your business to greater heights. www.etere.com