

IBC Daily: Preparing for the Future

Preparing for the future, an IBC Daily report by Fabio Gattari, director of Etere.



IBC

Please view attachment for the full report.

Fabio Gattari, exhibitor of IBC has shared an opinion piece with IBC daily on Preparing for the future and adapting to new workflows.

About Fabio Gattari

Fabio Gattari is the President of Etere pte ltd, which he founded in 1986. He graduated in Electronic Engineering at the Ancona University. At its beginning, Etere was the first Italian company to produce TV and Radio software for scheduling and automation, the innovative software only solution allows Etere to lead the market.

The spirit of initiative of Mr. Gattari in conjunction with his great knowledge has led the company to be in just in 25 years an innovative leader in the broadcast market. He maintain the role of software architect from the beginning and he create the most innovative technologies today available in the market. Fabio Gattari stronghold is the ability to interface and interact at high level with the business world, resulting in several key partnerships worldwide. In 2014 Moves the Headquarter to Singapore to be ready for the fast changes in the broadcast world. Etere pte ltd from Singapore is addressing all the new challenges of Broadcast, using the Italian culture and manpower to maintain the highest quality as is tradition of the Italian brands.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.