

## Etere's New Website and Online Marketing Initiatives

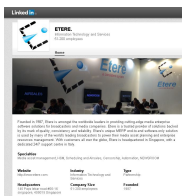
Etere will be moving its focus from trade shows to the internet. Its 2017/2020 marketing include the unveiling of a brand new website, social media accounts and online advertising plans to strengthen its brand identity.



Etere logo



Etere on Twitter



Etere on LinkedIn



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Etere is pleased to announce its multi-pronged marketing expansion plans for 2017/2020:

- A new Etere website to be launched soon. Users can expect an intuitive interface with a brand new layout that is also mobile optimized. Expect a faster and better search with re-index of information
- Social media presence: [Twitter: @ETERE\\_pte\\_ltd](#) and [LinkedIn](#)
- For the first time ever, Etere will use internet advertising with clear targets for our ROI
- Etere will shift its focus from trade shows to build a stronger web presence and brand identity. Customer behaviors have shifted in the last 4, 5 years. Qualified social network like LinkedIn and Twitter have significant importance and customers spend more time searching and comparing technologies online than attend a show as a visitor
- Etere will evaluate our audiences across the different demographics to take an audience-centric approach when developing our marketing strategies
- Expansion plans into new markets

We invite you to join us on this journey of exciting developments in new territories and domains. Connect with us on our social media accounts and stay tuned for updates!



Etere logo

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**About Etere**

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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.

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