

## Etere Ad Insertion Expands Video Monetization

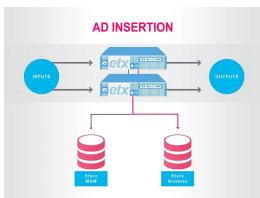
Etere Ad Insertion pushes the boundaries of ad creation with a new L-shaped squeeze and overlay feature that maximizes video monetization opportunities and increases your advertising ROI.



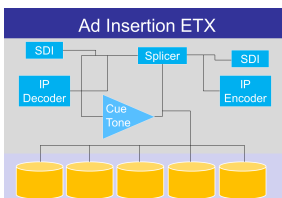
Etere logo



Ad Insertion Squeeze



Insert ads quickly



Ad Insertion Diagram

Etere increases the value of your media and enables any advertising dollar to go the extra mile with its sophisticated L-shaped overlay for ad insertion. The new feature enables the insertion of advertisement overlays that will be transmitted together with the main program and it can be managed directly from the character generator panel of the channel-in-a-box solution, Etere ETX.

The L-shaped squeeze transforms the video output area and displays overlay items on the available space. It can be applied to almost any object. Relevant ads of multi-colored and multi-lingual text crawls, animations, graphics and logos can be inserted based on the program's context/content, opening up targeted and dynamic ad capabilities like never before. Etere Ad insertion's quick insertion feature, capable of managing even last minute changes and filling events ensures that content providers can leverage the benefits of higher viewership and advertising rates for live TV broadcasts such as popular sports events. Whether it is live, linear or video-on-demand (VOD) content, Etere Ad Insertion has got you covered with its complete feature set incorporating some of the best technologies available on the market. With Etere, you only need one software to go the long mile.

### Advantages:

- Expands video monetization opportunities
- Logo and graphics insertion: Compatible with a wide range of graphics files including TGA, AVI, MOV, SWF, PNG, JPEG, GIF
- Integrative interface, no need to switch between systems
- L-shaped squeeze and overlay can be applied to any object
- Supports live, linear or video-on-demand (VOD) content
- User-friendly interface that simplifies operations
- Supports animations, graphics, text crawlers
- Manages dynamic and targeted ad insertions
- SCTE-104 and SCTE-35 compatibility
- Frame accurate spot advertisement
- Supports multi-lingual text
- Automatic or manual modes

**Etere Ad Insertion** is the market-proven software that manages the end-to-end advertisement insertion process including resource management, accounting, invoice generation, insertion of filling events on demand, scrolling text, logo and CG insertions. Its easy scalability, reliable performance and regular upgrades ensures that your Etere system is built for success throughout any changes in your production requirements and workflow. Its integrative architecture manages seamless delivery workflows between different departments and across external systems. From bookings to billings, Etere Ad Insertion enables media companies to thrive in the ever-evolving media landscape. It empowers with the best of technology, unlocking new content monetization opportunities for its users.

## **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 are 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, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a 24/7 support centre in Italy.

