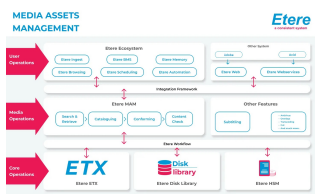# EA1547 Etere Wowza Driver for VOD, NVOD and Streaming

Etere provides greater flexibility with its support for Wowza as a streaming system. Etere MAM is able to connect to Wowza for live and VOD content, opening up options for targeted advertising.

Wowza

Etere logo

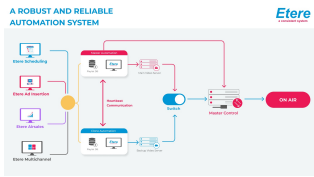

Media Asset Management diagram



ETX-M Multiviewer

Etere, a worldwide provider of software solutions for the end-to-end broadcast and media workflow is now able to support Wowza as a streaming system. This allows Etere users to connect with Wowza Video-on-Demand (VOD), NVOD and streaming directly from Etere modules such as Media Asset Management (MAM) and Automation. Etere consistently aligns its strategies with market opportunities to keep users at the cutting-edge of technology.

With greater demand for faster content deliveries and workflows across the market, Etere provides users with a highly effective platform to create, manage and deliver targeted advertising and dynamic ad insertion. Etere uses a profiling CRM to obtain an accurate profile of every user. By leveraging on the data from the user profile, multiple playlists can be created based on categories such as topic of interest, location and demographics. Each playlist can have different advertisements to cater to the user profiles of its viewers. Advertisements with relevant content will be identified, retrieved and delivered automatically to the viewers. For example, a cosmetics advertisement may be targeted to a group of female viewers. Targeted advertisements reach viewers who are more likely to convert into potential consumers due to the relevancy of the advertisement content. This in turn brings higher returns to advertisers.

**Etere Media Asset Management (MAM)** can be used to provide Video-on-Demand (VOD) content generated by Etere workflow and transcoder. With Etere Transcoder, users are able to generate multiple bitrate content and Etere API can be used at the frontend to request for VOD content, metadata and graphic files. Not only that, it can also be used for the interrogation of MAM and to request for DRM.

**Etere OTT Automation** is able to manage up to 10 channels or servers simultaneously. Additionally, it supports virtualization and live content. It is integrative with Etere ETX IP Multiviewer which facilitates a seamless management of up to 9 display monitors and 30 input sources simultaneously. Not only that, it is integrative with Etere SNMP console which equips users with a centralized management and monitoring console to optimize all processes and infrastructure performance in the system.
■ Includes Etere ETX IP Multiviewer for up to 9 display monitors and 30 input sources facilitating an easy management of multiple simultaneous broadcast
■ Supports streams on RTMP/RTSP/UDP (Mpg2, H264, H265)
■ Inclusive of SNMP console for a centralized system monitoring
■ Supports live content management
■ Supports virtualization
■ Saves costs

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Etere Playout Automation
diagram

## 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 the 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 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

## About Wowza

Wowza® Media Systems was founded in 2005 by David Stubenvoll and Charlie Good. Wowza Streaming System is a unified streaming media server software developed by Wowza Media Systems that is used for streaming of live, on-demand video, audio, and rich Internet applications over IP networks to desktop, laptop, and tablet computers, mobile devices, IPTV set-top boxes, internet-connected TV sets, game consoles, and other network-connected devices. The server is a Java application deployable on most operating systems.
**www.wowza.com**