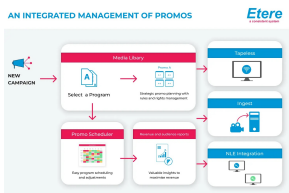


Powerpoint: Etere Promo Placement

Etere Promo Placement effectively manages the entire promo activity including campaigns.



Etere logo



Promo Management
Diagram

The promo activity is, after advertising, the heaviest activity of any TV station, transmitting hundreds of them every day to enhance its image and increase the target. Etere Promo Placement tracks the promo production lifecycle of the promos and enables integrated control in a single integrated environment.

Presentation Slides

- Promo Placement
- Promo Problems
- Etere Promo Placement
- Create Promo
- How to Create a Promo
- Promo Delivery
- Promo Schedule
- Promo Schedule in Executive Editor
- Program Change
- How Many Promo
- Cross Station Promo
- All Other Promo Ready
- Promo Rotation
- Key Points

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

