

Powerpoint: OTT Play

OTT Services – increase the value of your content at a lower operating cost.



Etere OTT Delivery

Download the attached Etere OTT Play powerpoint for a complete list of features and key advantages.

Presentation Slides

- The Evolution of Broadcast
- What is OTT
- OTT Revenue Forecast
- OTT Challenges
- Using Content Delivery Network (CDN)
- Content Delivery Network (CDN)
- OTT Market Opportunities
- What is OTT Advertising
- Monetisation with OTT Multiscreen
- Viewers Profiling
- Target Advertising
- The Challenge
- Traditional Approach
- Problems of Traditional Approach
- Etere approach
- Advantages of ETERE Approach
- One system for Multiple Targets
- Basic OTT System
- Asymmetric OTT System
- Single Automation Interface
- OTT View
- Etere Key Features
- Play Multiple OTT-Playlists
- Hi-Density High Efficiency
- Sales, MAM, Advertising
- OTT Extensions
- Etere Airsales with OTT Extensions
- Conclusion

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

