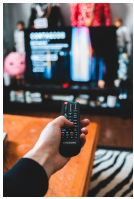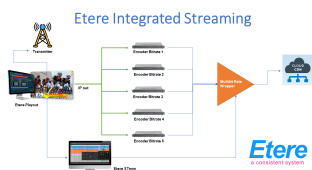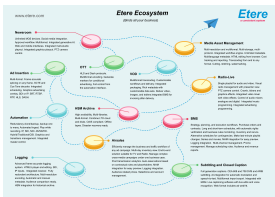# Etere Generate more Revenue with DAI for Streaming

Unleash the future of content monetization with Etere. Now you can automatically generate DAI streams through the insertion of SCTE markers to indicate the duration and placement of advertisements inside web streams. Advertisements can be inserted dynamically to cater to the target market.

tv advertising

Etere Integrated Streaming

Etere Ecosystem

Dynamic Advertisement Insertion (DAI) unlocks content monetization opportunities across multiple markets. Etere provides an effective ad insertion strategy that supports the monetization of content streams on platforms including mobile apps, web (HTML5) and Smart TVs. **Etere Ecosystem** integrates with dynamic advertising services such as Google Ads to connect the placement of advertisements to your playlists seamlessly.

Through dynamic advertising services that enables the insertion of SCTE markers to indicate the duration and placement of advertisements inside streams, advertisements can be inserted dynamically to cater to the target market. Etere supports SCTE-35 and SCTE-104 standards to manage Dynamic Ad Insertion (DAI) and Digital Program Insertion (DPI). Once the ads are inserted, the streaming player automatically changes the original advertising of the program to the advertisement marked out for the target market. This content monetization model is completely scalable and programmatic to broadcasters' needs.

Having an effective ad insertion strategy can help you to deliver high quality content to multiple platforms quickly. Etere empowers broadcasters to leverage new revenue sources for advertisements through an effective integration of dynamic advertising with cross-functional modules to ensure a seamless exchange of data across the complete media workflow. From a single interface, Etere users are able to control the end-to-end advertisement management, including dynamic advertising, advertisement sales, transcoding, encoding and delivery.

Etere Ecosystem enables a single playlist for both broadcast and internet streaming with complete control and flexibility. The integration with **Etere Airsales** allows users to manage advertising sales with different modes. Furthermore, **Etere Transcoder** enables the generation of multi-bitrate, multi-resolution streams from the original output. Etere also integrates reporting features to provide operational insights and business intelligence analytics.

Benefits of Etere Dynamic Advertising
- Seamless integration with dynamic advertising services such as Google Ads
- Deliver personalized ads seamlessly
- Multi-platform – Live, linear and on demand
- Supports mobile apps, web (HTML5), Smart TVs and connected TV platforms
- Advanced TV monetization capabilities
- Scalable and programmatic
- Compatible with industry standards
- Insightful business analytics including viewership reports
- Delivers streaming content with protection against unauthorized use

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