

Blitz Film and Video Distribution Selects Etere Dynamic Ad Insertion

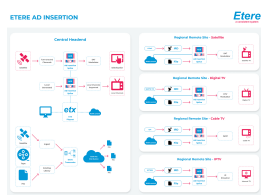
Blitz Film and Video Distribution selects Etere Dynamic Ad Insertion for Pay TV channels. From a centralized interface, Etere enables the insertion of cue tones via SCTE104 markers to launch personalized commercial breaks and to unlock content monetization opportunities for the film and video distribution company.



Blitz

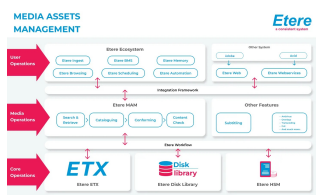
Leading film distributor in Zagreb, Blitz Film and Video Distribution, selects **Etere Ecosystem** for the management of dynamic ad insertions. Etere manages the complete media workflow including the ingestion of files, performance of file quality checks and the automatic delivery to servers. With Etere, the company is able to deliver SCTE-35 and SCTE104 signals that drive multiple advertisement deliveries with the same program but without the additional costs. Etere opens up new media monetisation opportunities to drive remote ad insertions and to tap on advertising opportunities in different markets.

Furthermore, the system can be managed from the Etere Web interface. Etere Web can be accessed on any internet browser and from any smart device. Etere Web includes HTTPS support and FTPS for file transfers. The project includes,



Etere Ad Insertion

Etere ETX Ad Insertion provides streamlined workflows across the end-to-end media advertising process for a more efficient content monetization. The multi-channel solution leverages dynamic and targeted ad insertion technologies for the real-time insertion of video clips, logos, CG graphics, graphics overlays and scrolling text into stored content and live content. The software integrates video switching, video server, advertisement and logo insertion capabilities. Furthermore, its integrative real-time monitoring and redundancy features provide a highly fault-resilient and accurate performance. It allows content distributors like Blitz Film and Video Distribution to deliver compelling content while unlocking new content monetisation opportunities across different markets and platforms.



Media Asset Management diagram

Etere Media Asset Management (MAM) connects your digital content processes and lets you manage your digital assets and metadata on a centralized interface. From ingestion to distribution, Etere Media Asset Management orchestrates your business processes and workflows to ensure a complete integration across your media lifecycle. Etere MAM simplifies and automates complex tasks across the media lifecycle.

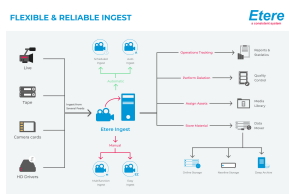
Etere T-Workflow is an essential component of Etere Media Asset Management (MAM) that empowers users with the software tools to design, automate and monitor workflows across the complete media lifecycle. Tapping on the centralized SQL database, Etere T-Workflow provides real-time updates and visibility between cross-functional processes in any media and entertainment workflows. With Etere T-Workflow, users are able to run thousands of workflows concurrently and monitor them in real-time on a centralized and user-friendly dashboard.



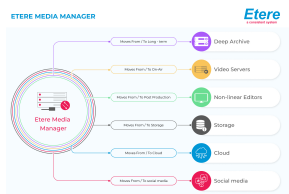
Etere Web Multiplatform

Etere Web is the next-generation interface that supports all the core functions of Etere on a centralized web interface that allows users to manage scheduling, playlists and workflows in real-time from any device including mobile, tablets and laptops. Etere Web enables real-time content search, retrievals, browsing and content editing. With an authenticated login, users are able to drive their workflows and collaborate with team mates in real-time from any smart device.

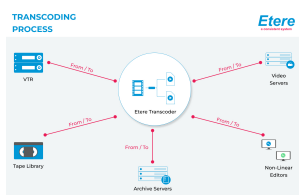
Etere Ingest is an integrated platform that is capable of fulfilling ingestion requirements for all content delivery requirements. With Etere Ingest, users are



Etere Ingest diagram



Data Mover Process



Etere transcoder decode,
encode, transcode, mux,
demux and filter almost
any media



f90

able to capture SD/HD media in real-time from any video source, broadcast stream, FTP and IP streams.

Etere Media Manager integrates with Etere Transcoder to offer encoding and decoding between media formats, conversions of bit rates and change of video resolutions to meet lower resolution screens. The all-in-one solution provides an all-inclusive features list including multi-device connections, system fault tolerance, multi-media library management, low-res video transcoding, proactive cache management, scheduling/MAM prefetch and newsroom integration.

Etere Transcoding offers unlimited frame rate conversions between multiple video standards. It delivers format conversions for production, post-production, broadcast and distribution environments.

Etere Broadcast Quality Player offers professional quality video and audio monitoring, browsing and playback. The 4K-ready player allows broadcasters to preview, monitor and playback their file-based content with professional broadcast quality and a seamless browsing experience. The multi-functional software tool features multi-language closed captions and audio tracks.

Etere Proxy Browsing allows users to search, browse, select and cut any media file as well as all related secondary events. Etere Proxy Browsing simplifies operations and allows users to preview media files as well as multi-language closed captions, audio tracks and logo overlays from the same interface.

Etere F90 offers a seamless connectivity between systems and maintains the data integrity throughout the import and export processes. The fully automated and paperless data flow application provides a seamless operation and minimizes mistakes due to human error. Etere F90 enables import and export operations in both manual and automatic modes.

Etere Client Access License (CAL) allows multiple users to access the same PC without additional licenses. The license is identified by computer not by username and multiple users can access the same PC without additional licenses. This flexibility is reflected similarly in servers where each server or virtual machine only needs one licence even if you have multiple processes running on the same server.

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

About Blitz Film and Video Distribution

Blitz Film and Video Distribution, founded in 1992, is the leading film distributor in the region. Thanks to its expertise and inventive approach to film distribution, Blitz has established excellent relationship with the world's leading film content providers, including largest major and independent studios. Primarily a film provider, Blitz is active in all segments of traditional film as well as innovative film distribution business - including cinematic, video, television, and VOD distribution as well as emerging media. <http://www.blitz.hr/>

