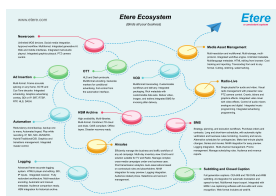


## AMBS Picks Etere to Take the Former ABS-CBN Channel 16 Forward

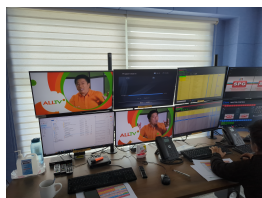
AMBS chose Etere Ecosystem to manage its end-to-end workflow. With Etere's scalability and flexibility, AMBS is empowered with the software tools to bring AMBS a new generation of success.



Etere logo

Advanced Media  
Broadcasting System

Etere Ecosystem



Etere AMBS system

Etere has been selected as a technical solutions provider for **Advanced Media Broadcasting System (AMBS)** as it transitions to manage the broadcasting assets of the Philippines' former broadcasting company, ABS-CBN channel 16. Etere turnkey software is easily implemented, ensuring a seamless transition for the broadcaster.

The project leverages the benefits of Etere's market-proven Ecosystem that deploys cutting-edge technologies in a software solution that requires only off-the-shelf hardware to manage the end-to-end workflow of a broadcast and media company. With its transformative features, Etere delivers the quality, flexibility, and scalability needed for AMBS to set a new path of success in the market. Together with Etere, AMBS establishes a solid foundation to prepare for today's broadcast needs and the industry's future demands.

### Etere Ecosystem Empowers Broadcasters to Achieve More with a Lower Footprint

As a software solutions provider, Etere empowers media and broadcast companies worldwide with a world of possibilities and a more efficient way of producing the content that matters.

- Cross-platform, multi-format, and multi-channel
- Customizable, streamlined, and tailored tapeless workflows and interfaces
- Real-time scheduling, conflict management, and e-mail alerts
- Total paperless control over resources, processes, and costs
- Tightly integrated billing and accounting features
- Lowers total cost of ownership and generates higher returns
- Facilitates efficient collaboration between departments, partners, and suppliers
- Project change management improved with enterprise security
- Scalable and flexible architecture that is suited for any environment
- Combines cost-effectiveness with high reliability
- Streamline operations and increase efficiencies across departments
- Stay connected in distributed work environments
- Collaborative workflows
- Provides business visibility from a single platform
- Real-time interaction between different systems
- Fast connection between departments
- Safe and controlled access



Etere Web Multiplatform

## 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](http://www.etere.com)**

## About Advanced Media Broadcasting System (AMBS)

Founded in 1994, Advanced Media Broadcasting System (AMBS) is a broadcast media company in the Philippines. Its main offices and facilities are located at Paragon Plaza Building and at Starmalls EDSA Shaw complex, both in Mandaluyong City, Metro Manila.  
<https://alltv.ph/>

