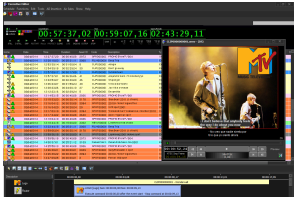
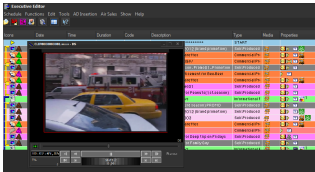


## EA1210 ETERE EXECUTIVE SCHEDULING

Etere Executive Scheduling: Strategically design your schedules with unparalleled flexibility and optimized efficiency, empowering you to achieve seamless planning and execution.



Preview from playlist



integration

**Etere Executive Scheduling** is a comprehensive planning solution that dramatically enhances the efficiency of both short and long-term playlists. As a core component of the Etere Ecosystem, it features an integrated enterprise framework that seamlessly connects licensed content, contractual commercials, missing materials, imported assets, and regional ad insertions within planned schedules.

Etere empowers broadcasters with advanced software tools for strategic planning, enabling the segmentation and preparation of schedule grids well in advance. This allows broadcasters to organize and allocate programs, series, promos, and commercials proactively, even before acquiring content, ensuring a streamlined and efficient workflow.

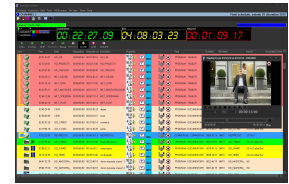
### Key Features

- ☐ **Import/Export Capabilities:** Seamlessly transfer data across systems for efficient workflow integration
- ☐ **Primary and Secondary Events:** Effortlessly manage both core and supplementary events, optimizing the scheduling of key content and supporting elements
- ☐ **Automation Controls & Last-Minute Amendments:** Streamline operations with automated controls while maintaining flexibility for real-time adjustments and last-minute changes
- ☐ **Confidence Reports & Delta Analysis:** Gain actionable insights with detailed confidence reports and delta analysis, ensuring data accuracy and operational efficiency
- ☐ **Media Preview & Loudness Control:** Preview media content in real time while managing audio loudness to ensure compliance with broadcast standards
- ☐ **Commercial Management & Audience Calculation:** Effectively manage commercial placements and calculate audience reach to enhance scheduling strategies and maximize revenue



## Automation Integration

**Etere Executive Scheduling** offers seamless integration with automation, providing a robust and flexible solution for managing various scheduling levels. Its powerful Executive Editor module features a multifunctional, user-friendly interface that enables users to build interconnected schedules efficiently and make last-minute edits to programs just before broadcast. Built on a fast and secure Microsoft SQL database, Etere ensures reliable modular management, delivering exceptional performance and scalability. Advanced event search capabilities provide operators with real-time access to scheduled events, enabling precise control and informed decision-making throughout the scheduling process.



## Accurate Placement

The Secondary Events Screen in Etere Executive Scheduling provides operators with a powerful tool to plan and execute dynamic strategies within a shared grid. This feature enables the seamless insertion of primary and secondary events, such as promos and commercials, following a typical television structure that segments programs into multiple parts. The scheduling process starts with dividing the day into distinct segments based on program types (e.g., cartoons, movies), with the flexibility to save these configurations as reusable templates. Scheduled event properties include detailed information such as expected and actual times, title, date, and segment, ensuring precise scheduling and easy reference. This streamlined approach enhances operational efficiency and maintains a well-organized broadcast flow.



## Rights Management

The **Rights Management** integration in Etere effectively manages the financial aspects of series, including licensing rights costs, production expenses, and variable costs. It optimizes the management of serial rights by ensuring that all content is in compliance with valid licensing agreements. The system automatically verifies whether the series content has the appropriate rights for airing, providing broadcasters with peace of mind and ensuring seamless, legally compliant broadcasts. This comprehensive solution streamlines financial and legal workflows, enhancing operational efficiency and reducing the risk of errors or rights violations.



## Reporting Services

Etere ensures complete control over the scheduled workflow, leaving nothing to chance with its precise statistical analysis and comprehensive reporting capabilities. Operators can generate custom reports, perform tailored searches, and track daily and hourly costs with ease, providing a clear overview of the broadcast operation. Additionally, the Chart Audience Wizard offers valuable insights into audience composition for scheduled videos, allowing users to analyze competitor viewership trends and refine their strategy accordingly. This robust suite of tools empowers broadcasters with the data needed for informed decision-making and optimal performance.

