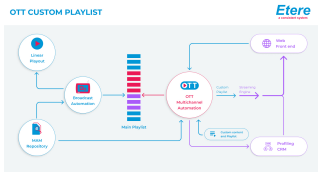
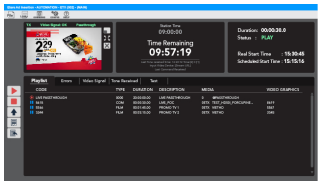
ETERE OTT DELIVERY

Etere empowers you to seamlessly export your content to OTT platforms, ensuring compliance with contract terms and meeting precise media formatting standards.

OTT Delivery



Etere OTT Delivery



ETX Ad Insertion

Deliver Targeted Commercials to Enhance Your Content Monetization Strategy
While OTT opens up a world of on-demand entertainment for viewers, it also introduces personalized advertising streams designed to increase customer retention and conversion opportunities. With Etere OTT Delivery, you can target your advertisements according to viewers' profiles, including having different advertisements for a single content. It allows operators to coordinate all playlists and urgent requests before playout. Furthermore, the rich metadata structure enables viewers to discover content quickly.

Supports Widevine and PlayReady Protection Scheme
Widevine: Widevine supports the use of standards-based, royalty-free solutions for encryption, adaptive streaming, transport, and player software without licensing fees
PlayReady: PlayReady helps secure encrypted content by distributing and controlling content encryption keys over networks and clients. With this technology, content owners and services distributing high-valued content can monetize their content with complete control over their business model

Supports HLS and DASH Streaming Protocols
Etere supports delivery optimized for HTTP Live Streaming (HLS), one of the most commonly used streaming formats for live videos. HLS also plays videos encoded with the H.264 and H.265 codecs. Moreover, Etere supports MPEG DASH (Dynamic Adaptive Streaming over HTTP), a standard for adaptive streaming over HTTP.

MPEG Dash Files and Manifest
Etere automatically generates MPEG Dash Files and Manifest. Dash manifest breaks all the content of a file into a sequence of small segments served over HTTP. It contains all the information necessary to download and present content.

Electronic Programming Guides (EPG)
■Streamlines the management of your image library with a public URL reference
■Images will be placed and deleted according to the scheduled data
■Keeps system updated at all times
■Centralize your content
■Maximizes your Return on Investment (ROI)

Content Delivery Workflows
■Automated workflows check the OTT contract to prepare content for delivery
■Verification checks include contract validity and countries allowed for delivery
■If there are subtitles linked to the asset, automated workflows will extract them into a.vtt file
■Check and verify audio tracks linked to the asset

Web and PC Interfaces
Etere supports both web and PC platforms that efficiently manage the licensee, contract expiry, and payment management of your non-linear content from any location. The web interface is available from any web browser; all that you need is an internet connection.

Managing Encryption and Digital Rights Management (DRM)

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Etere supports Digital Rights Management (DRM) which prevents unauthorized use and piracy of content, a prerequisite for many streaming platforms. DRM works by encrypting the content so that it cannot be read without a decryption key provided by a third party DRM platform that includes license servers. When a user tries to play a video, the video player requests a key from a license server. The server determines whether the user and device are authorized, before issuing a license response with a decryption key. The player can then decrypt and playback the content for the user. Etere features full compatibility with all the major DRM systems in the market, including Google, Apple and Mircosoft.

Automated and Customizable End-to-End Content Workflow Management
From ingestion to enrichment and distribution, Etere manages all your OTT workflows effectively. With the integrated Etere Resource Manager, you can generate orders, track tasks, monitor expenses and resources without switching screens. What makes the results so effective is the real-time updates, which allow task statuses and processes to be reflected in real-time. For example, ingest tasks can be assigned by workflow or manually. Once an operator takes up an assigned task, the task is no longer available to others. Furthermore, Etere integrates seamlessly with Active Directory to manage user authentication across multiple departments with cross-functions. Each user can be assigned a unique profile with rights assigned according to their stations and functions.

Protects your Content with Encryption
Etere integrates the automatic encryption of files before delivery to OTT platforms. This prevents unauthorized access including piracy, hacking and cyber attacks, which can compromise the revenue strategies of OTT platforms. File encryption masks data so that only authorized users can decrypt and access the file. Different keys are used to allow different class of services including SD, HD and 4K.

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Etere
a consistent system

Key Features

Etere OTT module enables content providers to manage the distribution of their OTT content over various media platforms. Key features include
☐ Facilitates order compilation and multi-change capabilities
☐ OTT Ad Insertion: Creates multiple sub-playlists from the main playlist
☐ Exclusive relation to a specific platform
☐ Easy duplication of orders to extend platforms
☐ Multi-platform delivery of assets through different orders
☐ Custom XML headers per order/platform
☐ Automatic workflow preparation and export of files
☐ Track and consult all delivered assets through accurate reports
☐ Defines the licensing rights agreement that determines the platforms through which the delivered content can be transmitted through the diffusion of rights
☐ Real-time payment tracking of delivered content
☐ "To Do Notifications" tool allows easy creation of reminders to be automatically delivered via e-mail at specific times, for example, to remind the accountancy department to perform the payment of the sold rights
☐ Search delivery orders easily via search filters
☐ Distribute content over a variety of media platforms
☐ Specify all delivery conditions such as a licensee, platform, metadata, asset(s), and workflow for execution

Supported Media Formats and Codecs:
☐ ISO-BMFF / MP4
☐ H264 (AVC)
☐ H265 (HEVC)
☐ VP8 - experimental
☐ VP9 - experimental
☐ AAC
☐ Dolby AC3 / EAC3
☐ DTS
☐ Opus – experimental

WebM
☐ VP8
☐ VP9
☐ Opus
☐ Vorbis

MPEG2-TS
☐ H264 (AVC)
☐ H265 (HEVC)
☐ AAC

WVM
☐ H264 (AVC)
☐ AAC

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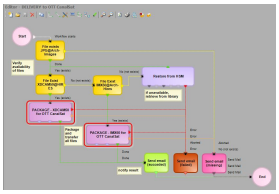
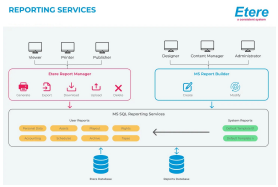
Metadata for OTT Interface



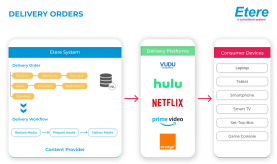
Etere's robust metadata framework maximizes the full potential of asset discovery, repurposing, sharing, and distribution. By seamlessly incorporating vital metadata such as loudness, duration, format version, stream size, and file format, Etere enables users to integrate dynamic and adaptable metadata. Its comprehensive suite of integrated tools for metadata enrichment offers unmatched flexibility, allowing users to tailor the content discovery process to their specific needs and workflows. This capability ensures enhanced customization, empowering teams to efficiently manage, access, and repurpose assets with unprecedented precision and control.

Integrated Reports



☐Customisable reports builder
☐Generates reports providing essential insights into account management
☐Generates audience reports on-demand

Live OTT



Etere offers OTT and live streaming management on a single software. Etere's all-in-one features allow you to launch media to streaming and OTT platforms faster and with fewer resources. With Etere's centralized database, you can easily manage updates across different departments with a single interface. Etere's distributed architecture ensures a reliable streaming infrastructure, an essential factor for live streaming. Etere provides the software tools to help you to package, monetize, and deliver your content to get it in front of audiences of any size, all over the world, on any screen.

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