

Blitz Increases the Number of Channels on Etere Ad Insertion

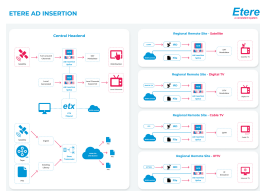
Blitz Film and Video Distribution renewed its vote of confidence in Etere by upgrading 4 additional playlists.



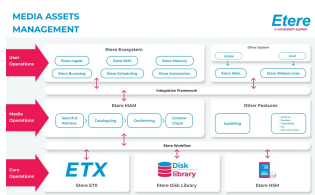
Etere logo



Blitz



Etere Ad Insertion



Media Asset Management



Etere Web Multiplatform

Blitz Film and Video Distribution, a leading film distributor in Zagreb, has been using Etere Ecosystem to drive its ad insertion for Pay TV channels since 2021. With the successful launch of the project, the company decided to increase the number of channels in their Etere system.

Etere ETX Ad Insertion offers a seamlessly integrated solution that optimizes the entire media advertising process, enhancing the efficiency of content monetization. This versatile multi-channel system harnesses the power of dynamic and targeted ad insertion technologies to facilitate real-time integration of video clips, logos, CG graphics, graphics overlays, and scrolling text into both stored and live content.

Comprising video switching, video server, advertisement, and logo insertion capabilities, the software ensures a comprehensive and unified approach to ad management. Its integrative real-time monitoring and redundancy features further contribute to fault-resilient and precise performance, guaranteeing a reliable experience.

This feature-packed software empowers content distributors such as Blitz Film and Video Distribution to deliver captivating content while unlocking diverse monetization opportunities across various markets and platforms. Etere is a pivotal tool in navigating the dynamic landscape of media advertising, providing customisable and streamlined workflow for effectiveness in content monetization strategies.

Contact our product specialist to find out more.

About Etere

Etere was established in 1987 it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it provides a worldwide 24/7 support.



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/>

