

RAI Chooses Etere for Superior Ad Management in Disaster Recovery

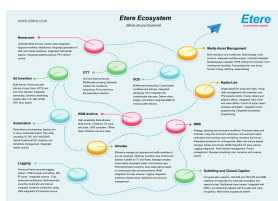
Italy's national public broadcaster, RAI, strengthens its enduring partnership with Etere and distributor Video Progetti. This enhanced collaboration introduces a customized workflow that automatically sends advertisements to the disaster recovery system, ensuring unparalleled efficiency, reliability, and innovation in RAI's broadcasting operations.



Etere logo



RAI logo



Etere Ecosystem

The Etere Ecosystem manages the advertising workflow for all Rai TV and radio channels. With the new customised workflow to send advertisements to the Disaster Recovery system, Etere automatically manages the synchronisation and eliminates the need for additional monitoring and manual interventions. This streamlined approach improves cost-efficiency and productivity for the National public broadcasting company.

Key Features

- **Quick Response and Synchronization:** Very fast response and synchronization
- **Customizable:** Fully customizable to fit any environment
- **Centralized Control:** Centralized control, even for off-site users
- **Real-Time Data Sharing:** Facilitates efficient and timely communication across different departments and locations, ensuring that everyone is on the same page.

Key Benefits

- **Increased Efficiency:** Automating data transfers and synchronisations minimizes manual intervention, allowing RAI to operate seamlessly and reduce operational costs.
- **Improved Productivity:** Streamlined processes and centralized control enable RAI to manage its TV and radio channels more effectively, enhancing overall productivity.
- **Future-Proof Technology:** Etere's customizable and scalable solutions ensure that RAI can adapt to evolving technological trends and audience needs.
- **Cost-Effectiveness:** By reducing the need for manual monitoring and intervention, RAI can achieve significant cost savings.

Please contact us for a media management strategy that works for your business.

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 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 a 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

About Radiotelevisione Italiana (RAI)

RAI, also known as Radiotelevisione italiana S.p.A. is the national public broadcasting company of Italy that is owned by the Ministry of Economy and Finance. It is one of the biggest television companies in Italy and operates a television network with a mix of programs including news, drama, sports and documentaries.

www.rai.it

About Video Progetti

Video Progetti S.r.l. is a leading Italian company which has been working for over 20 years in the distribution and integration of professional equipment for television, cinema and telecommunications. Having offices both in Rome and Milan, Video Progetti is constantly in touch with the key players in these fields and participates in the development of the broadcast industry by offering their clients the most up-to-date production technology.

www.videoprogetti.it

