

Level Up your Newsroom Capabilities with Etere Nunzio's Audio-Over-Video

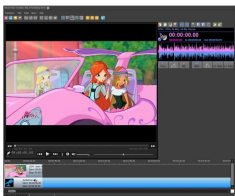
Etere launched a new Audio-Over-Video feature that lets you layer secondary videos over main events, transforming your storytelling and captivating your audiences like never before. Get ahead of the competition with Etere Nunzio Newsroom's superior narrative capabilities to bring your news channel to the next level.



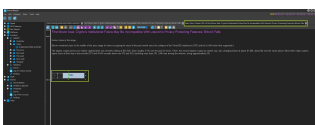
Etere logo



NRCS Newsroom



video over - Nunzio



Etere Nunzio Stories



Nunzio flowchart



Integrated Nunzio Newsroom

Unlock the power of audio-over-video with our latest update. Broadcasters can now effortlessly add commentaries or narrations, enriching the viewer experience and bringing stories to life. Imagine news channels revealing the "story behind the story" or injecting expert insights during sports coverage—transforming every broadcast with deeper context and engagement. Don't miss out on this game-changing feature!

The new audio-over-video feature significantly boosts newsroom engagement with the following benefits:

Conveying Emotions and Building Connection: By overlaying video content and adding relevant commentary, broadcasters can convey emotions more effectively, creating a stronger connection with the audience. This humanizes the news and makes stories more relatable.

Enhancing Audience Engagement Through Live Commentary: Live commentary, especially during sports match highlights, keeps viewers engaged by providing real-time analysis and reactions. This dynamic content can make broadcasts more exciting and interactive.

Clear and Concise Messaging Beyond Subtitles: The audio-over-video feature allows for a clear and concise delivery of messages, going beyond the limitations of subtitles. This ensures the audience can follow the message quickly and understand the context without missing essential details.

Improved Retention and Call-to-Action: With better audience engagement comes improved retention rates. Engaged viewers are likelier to stay tuned and respond to calls to action, such as subscribing to a channel, sharing content, or participating in discussions.

These features empower newsrooms to create more compelling and interactive content, leading to a more engaged audience.

Etere Nunzio Key Features

- Manage complex stories with multiple video elements, including video files, live streams, graphics, and secondary media files simultaneously
- MOS-compliant
- Integrated graphics editor
- Supports Newtek NDI
- Insert and edit lower thirds, graphics, and news tickers without any external graphics inserter
- Supports E-paper and website upload
- Add/update playlists from social media, including Facebook, LinkedIn, X and YouTube, directly from the Nunzio interface
- PC and Web interfaces, ready for Windows, web and mobile
- Real-time updates
- Supports MOS-compliant Teleprompters
- Flexible and scalable production workflow
- Fully configurable data model
- Sophisticated rights, search and communication tools
- News tickers to create custom carousels
- Supports Dante audio for superior audio quality

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

