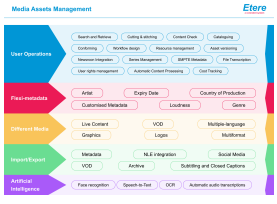
Etere AI Engine that Transforms Broadcast Software for Tomorrow’s Demands

Etere AI Engine is a game-changer for businesses looking to scale and boost their operations. Powered by advanced artificial intelligence, this solution redefines what’s possible in the world of broadcast software. It’s not just about technology; it’s about helping businesses work smarter, faster, and more efficiently in a constantly changing media landscape.

Etere logo

Etere AI



Etere MAM

Etere Web Multiplatform

Etere AI Engine is a testament to Etere's commitment to strategic R&D investments and dedication to revolutionising the world of generative AI in broadcast software. This cutting-edge development highlights Etere's leadership in revolutionising broadcast technologies, delivering transformation designed to empower and redefine the possibilities for their customers.

Built on years of innovation and research, **Etere AI Engine** takes your business to the next level by addressing key challenges and speeding up the delivery of relevant content. With AI at the heart of its design, it’s more than just software—it’s a partner in driving success.

Here’s what Etere AI Engine brings to the table:

■AI-Powered Media Asset Management: Search and Automate your Content, such as our Facial Recognition, Like Never Before
Etere Media Asset Management (MAM), empowered by Etere AI, revolutionizes workflow orchestration with its efficiency and ability to simplify complex processes throughout the entire end-to-end workflow. By harnessing cutting-edge AI technology, it excels in analyzing data and automating tasks with precision.

The system introduces groundbreaking media management tools, including advanced search features such as face recognition, Optical Character Recognition (OCR) for accurate text extraction and speech-to-text capabilities for generating closed captions. The AI-driven technology makes it easier for broadcasters to automate content classification and object detection, optimising the process to repurpose media files to create better content for their audiences.

Moreover, its robust functionality enables comprehensive full-text searches across asset titles, codes, flexible metadata, artists, and embedded keywords within asset data, providing seamless and intelligent media management solutions.

■AI-Driven Workflows: Boost Productivity and Reduce Costs with Smarter Automation
Etere revolutionizes workflow management with its AI-powered software, offering a centralized platform to visualize, design, and streamline workflows effortlessly. Its advanced AI capabilities provide a smarter, cost-efficient approach to workflow management by automating and scheduling tasks with precision. Users can customise workflows according to their specific needs. This not only minimizes manual effort but also significantly reduces operational costs. With Etere AI, content reaches the market at lightning speed, all while keeping expenses under control—a game-changing solution for broadcasters striving for efficiency and excellence.

By seamlessly integrating with SQL, it automates both internal and external data processes, ensuring smooth and efficient operations across the organization. Impressively, Etere is capable of initiating up to 100,000 workflows in under a second, positioning itself as an ultra-fast solution for diverse enterprise demands.

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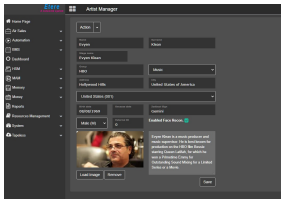
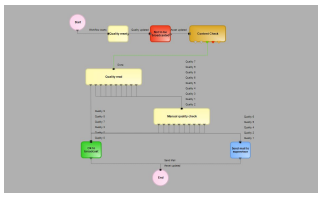
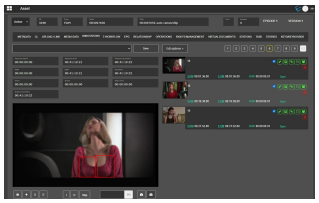


Enable Face Recognition

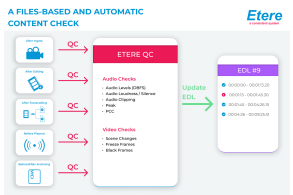


Etere QC workflow



Auto Censorship Segment

Auto Censorship



Etere Fast QC

Its highly customisation features enable users to tailor broadcast management rules to their specific needs.

■ **AI-Enhanced Quality Control: Ensure and Censor Content to the Highest Standards Effortlessly**
Etere leverages advanced algorithms and machine learning to automatically analyse media files, identify media issues, and ensure compliance with broadcasting standards. With the smart QC features of Etere, users are able to automatically detect and mark audio/video issues including freeze frames, black frames, scene changes, audio loss on assets' EDL according to their quality, setting also a default quality rating at the end of the process.

By leveraging AI for continuous integration and deployment, companies can ensure efficiency and quality. Broadcasters must comply with a wide range of rules and regulations, which can vary from one region to another.

Traditionally, broadcasters have maintained a pool of human moderators to manually filter content for regulatory compliance. Under a typical manual workflow, content is passed through multiple stages of review. If a review fails at any stage, the content goes back for editing. Manual content QC and monitoring is expensive, time-consuming and inaccurate. With so many global and regional aspects of content moderation, it is almost impossible for humans to carry out the job with 100% accuracy. By automating this process, broadcasters can eliminate repetitive testing tasks, freeing up resources to focus on more complex and creative aspects of content management.

■ **AI-Powered Media Control: Take Content Moderation to New Heights**
Etere AI-Powered Media Control revolutionizes content moderation by dynamically analyzing video segments to identify and flag potentially offensive images. With personalized Media Control parameters, users can tailor the system to suit specific needs and automate workflows, ensuring seamless content compliance. Video segments breaching the defined parameters are instantly flagged for review, streamlining the moderation process.

Etere empowers broadcasters with automated tools to detect and eliminate inappropriate content, ensuring compliance with regulatory standards while maintaining suitability for all audiences. Its customisable media control parameters allow broadcasters to adapt seamlessly to diverse market sensitivities and cultural requirements, delivering a robust and reliable solution for broadcast compliance across a wide range of markets.

Additionally, VOD content distributors benefit from Etere's ability to analyze and create multiple versions of movies tailored to specific audience segments. For example, a child-friendly version of a VOD movie can minimize exposure to mature content, ensuring suitability for younger viewers. This feature enables distributors to effectively market content to different demographics, enhancing audience reach and content monetisation opportunities.

With Etere AI Engine, the future of media management is here, and it’s all about smarter, faster, and more efficient solutions. Reach out to us for a consultation and let's elevate your business together.

"We are thrilled to unveil our groundbreaking Etere AI Engine—an innovative, Artificial Intelligence-powered solution designed to revolutionize broadcast and media workflows with unmatched efficiency and reliability. This launch demostrates our leadership's unwavering dedication to transforming Etere into a world-class media organization at the forefront of technology and innovation. This milestone also represents a significant step in the transformation of the Etere Ecosystem, evolving into a cutting-edge, smart solution that integrates best-in-class technology. With its advanced capabilities, the Etere AI Engine empowers our users to achieve more with fewer resources, in a shorter time, and at reduced costs. Etere's commitment to Research & Development drives this next-level innovation, enabling us to break new barriers and unlock greater ROI opportunities for our users. We are confident in shaping the future of media technology,“ says

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3/4/2025 Technology

Alex Gattari, AI Solutions Architect for Etere Singapore.

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 the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere 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

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