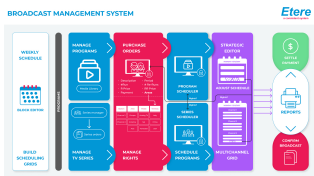


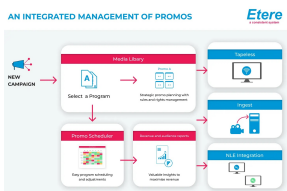
Romanian commercial television channel, Prima TV, recognised for its diverse programming and strong market presence, upgrades from Provys to Etere to enhance its scheduling system.



Prima TV



Broadcast Management System



Promo Management Diagram

Get in touch with us for a personalised consultation with our product specialist 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 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

About Prima TV

Prima TV is a Romanian commercial TV channel in the Clever Group which is one of the most important players in the Romanian media market. In addition to established titles, Prima TV will offer a new collection of entertainment programs, films and series.

www.primatv.ro

