Etere Delivers a More Effective Workflow Integrating Broadcast Automation and OTT Delivery

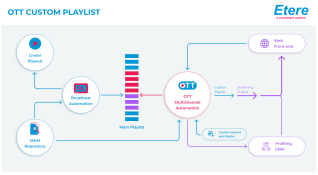
Etere delivers a software-based solution that uses an integrated playlist for both broadcast automation and Over-the-Top (OTT) streams for a faster content delivery workflow that bypasses cable or satellite services. The playlist also integrates OTT signalling commands for a seamless delivery of streams with SCTE and advertising markers.

Etere logo

Etere delivers a software-based solution that integrates broadcast automation and OTT streams into a single, synchronized playlist, automating ad delivery across multiple platforms to expand audience reach while ensuring broadcast compliance and fulfillment of contractual ad terms. It supports SCTE and Google Dynamic Ad Insertion markers for precise ad signaling and is fully compatible with HLS and DASH streaming protocols. Furthermore, it consumes minimal CPU resources and keeps hardware costs low.

Key Features

- A single synchronized playlist for broadcast automation and OTT delivery
- Delivers OTT stream with SCTE advertising markers
- Supports Dynamic Ad Insertions (DAI)
- Fully software-based with low hardware costs
- Has a very low CPU consumption
- Supports delivery optimize for HTTP Live Streaming (HLS)
- Plays encoded H.264 and H.265 videos
- Supports MPEG DASH (Dynamic Adaptive Streaming over HTTP)



Etere OTT Delivery

Unlock the content monetisation potential of your media library with Etere! For a media management strategy tailored for your needs, contact us for a personalized consultation.

OTT Delivery

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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

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