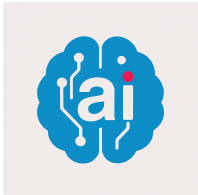


## Automatic Metadata. Zero Effort

Etere introduces automatic metadata insertion powered by Etere AI, making content preparation faster, easier, and more accurate.



Etere logo



Etere AI

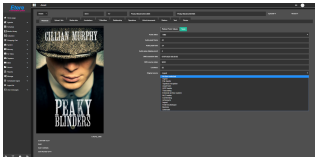
Metadata is essential for organising, searching, distributing, and managing media assets. However, entering it manually can be time-consuming and repetitive. With Etere AI, this process becomes automatic.

The system analyses content and inserts relevant metadata directly into the workflow, reducing manual work and helping teams keep their assets organised from the start. This allows users to save time, improve consistency, and focus on higher-value tasks instead of routine data entry.

Designed to fit naturally into the Etere Ecosystem, automatic metadata insertion helps broadcasters, media companies, and content teams manage growing media volumes with less effort. Whether preparing content for archive, playout, distribution, or search, Etere AI helps make metadata faster and smarter.

With this feature, Etere continues to bring practical AI tools into everyday media workflows, not as an extra step, but as a seamless part of the process.

For a media management strategy that works for your business, contact us for a consultation with our product specialists.



Etere Web Metadata



## 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](http://www.etere.com)

