

Etere Powers the Future of Media Operations with Software-Defined Television

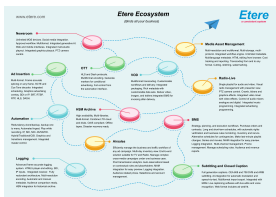
The media industry is evolving faster than ever. To stay competitive, media organizations need systems that are flexible, scalable, and ready for change. That's where Software-Defined Television (SDT) comes in. With SDT, broadcasters can launch services faster, scale operations efficiently, and adapt to new opportunities without being limited by legacy hardware.



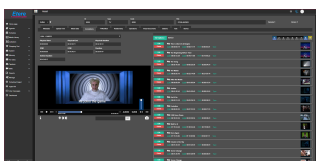
Etere logo



Software-Defined Television with Etere



Etere Ecosystem



Etere Web

What Is Software-Defined Television?

Software-Defined Television (SDT) is a modern approach to broadcasting that replaces hardware-dependent systems with software-based media services running on standard IT infrastructure.

Instead of relying on dedicated hardware appliances for every broadcast function, SDT uses:

- Software-driven workflows
- Virtualization technologies
- IP-based networking
- Commercial Off-The-Shelf (COTS) servers

This creates a more agile and cost-effective environment where organizations can:

- Scale resources on demand
- Launch new channels quickly
- Simplify system expansion
- Reduce infrastructure complexity
- Deploy temporary or special-event services with ease

The result is a future-ready operation that can grow and evolve without constant hardware replacement.

The Etere Ecosystem: Built for Software-Defined Television

Software-Defined Television has always been at the heart of the Etere Ecosystem. Etere provides a fully integrated platform that connects every stage of media operations, from content management and scheduling to playout, workflow automation, and business processes.

By bringing technical, operational, and business functions together in a single ecosystem, Etere helps organizations:

- Improve operational visibility
- Streamline workflows
- Increase productivity
- Reduce complexity
- Support long-term growth

Key Advantages of the Etere Ecosystem:

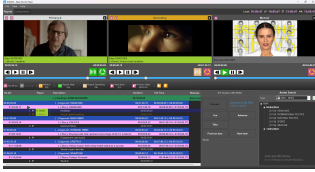
High Performance Without Expensive Hardware

Etere enables enterprise-grade media operations using standard IT infrastructure and modern networking technologies. This approach reduces dependency on specialized hardware while delivering the reliability and performance broadcasters require.

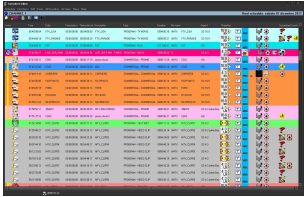
SDI-over-IP and NDI Playout

Traditional broadcasting relies heavily on dedicated SDI equipment and complex cabling.

With SDI-over-IP and NDI technology, video and audio signals are transmitted as data across standard IP networks, making media operations more flexible and



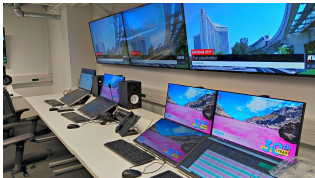
Nunzio Player



Scheduling Executive
Editor



ETX



NDI



Etere ETX

easier to manage.

Benefits include:

- Reduced cabling and hardware costs
- Faster deployment
- Easier remote production workflows
- Greater resource sharing across locations
- Enhanced operational flexibility

Virtualization for Greater Efficiency

Virtualization allows multiple applications and services to run on shared server infrastructure.

By deploying media services as virtual machines, broadcasters can:

- Maximize hardware utilization
- Reduce equipment footprints
- Scale resources quickly
- Simplify upgrades and maintenance
- Minimize operational downtime

This creates a more efficient and adaptable broadcasting environment

Centralized Database Architecture

At the core of the Etere Ecosystem is a centralized, load-balanced database that serves as a single source of truth for the entire organization.

This architecture enables:

- Real-time data sharing
- Consistent workflows across departments
- Improved collaboration between teams
- Better operational visibility
- Faster decision-making

The result is a connected organization where everyone works from the same reliable information.

From Fixed Infrastructure to Dynamic Workflows

Software-Defined Television represents a major shift from traditional fixed-function systems to flexible, software-driven workflows.

Instead of being tied to specific hardware or locations, media operations become:

- More agile
- Easier to scale
- Faster to deploy
- Better suited for remote and distributed teams

Organizations gain the freedom to adapt, innovate, and respond to changing market demands with confidence

Ready to Transform Your Media Operations?

Discover how a Software-Defined Television strategy can help your organization achieve greater flexibility, efficiency, and growth. Contact Etere today to schedule a personalized consultation with our specialists.

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

