

## Etere: A True Multi-Market Broadcast System

For the full report on multi-market broadcast system, please refer to the attachment.



Etere logo

### Introduction

Nowadays, a reliable broadcast solution must allow television broadcasters to deliver contents arriving from different sources to different markets through different channels; in the majority of cases, broadcasters varies their delivered contents according to the market to which they are delivered (i.e.: state, network, etc) while maintaining the same programming structure and most important, a unified commercial management system.

This sort of distributed but integrated broadcasts can only be achieved with a comprehensive system able to guarantee a centralized management of programming and multi-market delivery; this document will describe why Etere is the only solution that goes beyond the concept of multi-channel broadcasting and becomes into a true multi-market solution.