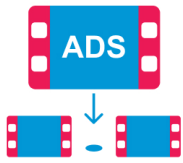
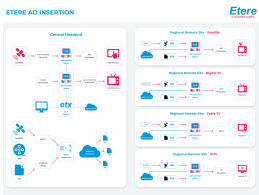


DYNAMIC AD INSERTION

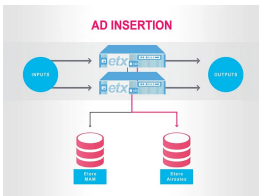
Etere empowers you with the tools to manage monetization and increase the ROI on your media assets. Embrace an easy-to-manage dynamic ad insertion and strategic ad scheduling platform through a fully adaptable ad insertion software solution.



Ad Insertion Icon



Etere Ad Insertion



Ad Insertion

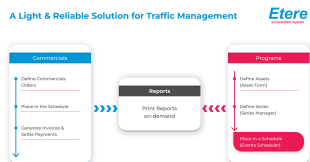


Diagram of Airsales Lite

Etere empowers you with the tools to manage monetization and increase the ROI on your media assets. Embrace an easy-to-manage dynamic ad insertion and strategic ad scheduling platform through a fully adaptable ad insertion software.

Etere Solutions manages the end-to-end media lifecycle of broadcast and media enterprises. Under the reliable web of the Etere Ecosystem, streamline your entire workflow with Etere solutions that feature seamless integration and good operability. As the world's first producer of software-only broadcasting solutions, Etere Solutions will declutter your control rooms, increase productivity, and encourage a better range of adaptability and scalability. Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored to your success.

Simplifies the Process, Amplifies the Returns

The advertising life cycle is competitive and constantly evolving. Increasingly, new media platforms such as VOD and IPTV have opened up new video monetization platforms that require Media and Convergence Management.

Etere provides an end-to-end range of open-source, integrative, and flexible solutions. Etere empowers broadcasters to fulfil all advertisement insertion demands and to deliver reliable results without complexity or high costs. Our vision is to empower users through a solid framework of effective workflow solutions that streamline content delivery, increase the ROI on video monetization, and lower operating costs.

Etere Airsales Lite

Etere Airsales Lite is a simple, efficient, and robust solution for scheduling commercial events, including invoice management. It features commercial planning tools such as timeslots and rotation tables based on fixed times.

Etere F90

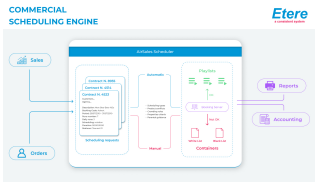
Etere F90 is a module that provides a more efficient connection between two different systems and guarantees maximum accuracy in the information importing and exporting processes through a fully automated and paperless data flow application. Etere F90 provides a more efficient connection between two systems and guarantees maximum accuracy in exporting or importing information through a fully automated, paperless data flow application.

Etere Executive Scheduling

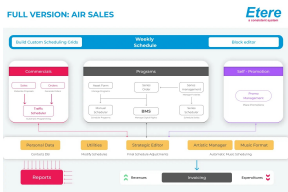
Etere Executive Scheduling is the complete planning solution that significantly boosts the efficiency of your short and long-term playlists. Etere Scheduling is part of Etere Ecosystem, the integrated enterprise framework that makes planned schedules aware of licensed content, contractual commercials, missing material, imported material, and regional ad insertions.

Etere Airsales

Etere Airsales is an integrated traffic, accounting, and sales management-related operations solution. Etere Airsales leverage the benefits of an integrated database that provides real-time updates for enhanced inventory control and advanced schedule management. Etere Airsales manages the full spectrum of advertising, including pre-and post-sales activities, sales campaigns, customer relationship proposals, commercial planning, invoicing, Account Executive, and agency



Commercial Scheduling Engine



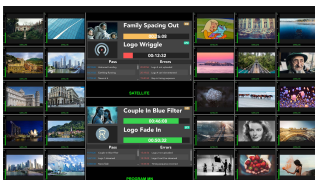
ETERE AIRSALES KEY FEATURES



ETX-G



f90



etx m multiviewer

commissions.

Etere Airsales Integrated Accounting

Etere Airsales integrated accounting enables an end-to-end process, including invoicing of pre-paid and post-paid advertisements, payment tracking with daily, weekly and month-end reports, agencies and Account Executive commission management, proactive management of credit limits and credit stops, effective cash ageing, advances, and collections, automatic generation and e-mailing of PDF invoices, export to external accounting system as well as As-run reconciliation after broadcast automation.

Etere Airsales Scheduling

Etere Airsales is an integrated solution for traffic, accounting, scheduling, and all sales management-related operations. From the smallest single-station setup to the largest corporation, Etere is entirely scalable for your business needs. Etere Airsales's Weekly Schedule application allows the manual creation of schedules via either pre-configured or new blocks through a freestyle grid format with a simple drag-and-drop function.

Etere ETX-G

ETX-G can manage the live commercial graphics workflow from proposal to planning, graphics management, invoicing, playout and delivery. It supports SDI, real-time previews, automatic invoice logs, and instant addition or deletion of graphics up to 30 seconds before playout.

Etere ETX

ETX is a fully digital ingest/playout engine that provides professional video technology supporting all major essences and wrappers in the broadcast industry. It is capable of SDI output and multiple layers of 2D graphics.

Etere Ad Insertion

From Dynamic Ad Insertion to Multiscreen Ad Insertion and Multichannel Ad Insertion, Etere empowers broadcasters with a seamless ad experience across all platforms to monetize linear delivery, non-linear delivery, and live content. Etere Ad Insertion also supports SCTE-35 and SCTE-104 standards for targeted ad insertion, including cue tone, graphics, and squeeze. It is a software solution that enables any station to insert network-specific advertising messages into a media stream, such as a television program. Sales executives are also able to schedule commercials and recurring events in advance. For a fault-resilient performance, Etere Ad Insertion features primary and backup redundancy and independent video server channels for each network. It automatically fills the remaining schedule split clusters, simplifies resource management, logos, and CG insertion with Etere ETX-G integration, and provides full GPI support for sending and receiving signals.

Etere ETX-M Multiviewer

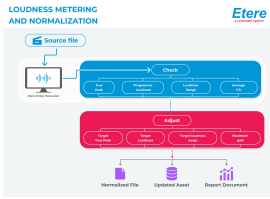
Etere ETX-M Multiviewer lets you simultaneously view multiple videos, live feeds, and more from the same screen. Etere allows unlimited feed inputs; the sky is the limit with the powerful Etere ETX-M Multiviewer. No matter your workflow, Etere ETX-M Multiviewer can interoperate seamlessly, saving you space and lowering operating costs.

Etere ETX-L Live Loudness Control

Etere ETX-L Live Loudness Control prevents excessive audio jumps and provides automatic audio control using ITU-R BS. 1770/ITU-R BS. 1771 and peak value analysis.

Etere SCTE-104 and SCTE-35 Driver

Etere supports SCTE-35 and SCTE-104 standards to manage Dynamic Ad Insertion (DAI) and Digital Program Insertion (DPI). Benefits include capabilities such as the insertion of graphics, logos, and tickers without changing the broadcast infrastructure. Etere SCTE104 and SCTE35 driver expands video monetization opportunities and allow you to tap on advertising opportunities in different markets.



Etere Loudness Control diagram

Select your requirement from the **Products** Menu to explore more!

About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready 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. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including 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 software tools to drive your business to greater heights. www.eter.com

