SMPTE & Mediatech 2011

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Recently, Etere has been showing its fully integrated, IT-based and automated playout system as a straightforward extension of a MERP approach, Etere MTX and Etere Airsales, however, Etere has focused its participation on Etere M.E.R.P. (Media Enterprise Resource Planning), the new concept to manage the structure of all media/IT industry companies using a total system able to grow along with the company thanks to the M.E.R.P. capability of making of any workflow 'smooth and intelligent'.
Fabio Gattari – Asia Pacific Sales - took part at SMPTE Conference during the session dedicated to the 'Media Asset Management', the title of Etere's speech was "Media Enterprise Resource Planning: Concept and Application Framework" and it delivered an overview of the changes currently affecting the broadcast industry and the entire workflow and the future landing of this process.

Fabio Gattari has shown the possible scenarios of the implementation of an extended integration between the company production facilities (newsroom, production, post-production, playout, etc.) and its various administration tools (scheduling, planning, CRM and business intelligence) with a multichannel/multiplatform for the delivery of media content.
This is what M.E.R.P. is all about, the completely unique concept that Etere is already applying on its installations.