

## NAB 2010 Etere market position

The 4 products that have pushed the positive trend of Etere in 2009:  
MAM Media Asset Management, Traffic, Tapeless reception, Automation.



Etere MAM

2009 has been a difficult year because of the economy crisis that has affected also the broadcast market.

In this difficult scenario, Etere has confirmed that is a solid and dynamic Company, without debts or financial problems and unlike most other companies continue to recruit employee

Etere software sales in 2009 increased by 8% and all this also thanks to:

- a wide range of software solutions to cover the different needs of broadcasters and media companies due to the fact that we operate worldwide
- a continuous products innovation (we have invested 7% more than 2008)
- a corporate structure lean and flexible (we are big as software house but a "small" company compared to other company of the broadcast market)
- the company vision according to which we have developed the core of Etere system that now give us the flexibility to meet the fast growing market demands