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Etere Customizes Solutions for RAI

Italy's state owned public broadcaster and the biggest television company in Italy, RAI (Radiotelevisione italiana S.p.A), renews its confidence in Etere with its upgrade of Etere custom developments.

RAI logo

Etere logo

Italy's state owned public broadcaster and the biggest television company in Italy, RAI (Radiotelevisione italiana S.p.A) has been a customer of Etere since it chose Etere tapeless system to manage RAI playout in 1993. RAI operates 15 television channels nationwide including Rai 1, Rai 2, Rai 3, Rai 4, Rai 5, Rai Gulp, Rai Movie, Rai News24, Rai Premium, Rai Scuola, Rai Sport 1, Rai Sport 2 and Rai Storia.

Etere continues to maintain a strong relationship with RAI. The national broadcasting company confirms its confidence in Etere with its latest renewal of Etere Workflow and tailored solutions. The latest developments equip the station with custom solutions to manage RAI's advertising rotation lifecycle and to align their system with its dynamic enterprise needs. Etere empowers the media enterprise with Etere's market-proven tools to raise the bar and gear up for new market opportunities. Etere forward-thinking solutions provide results-driven success that are scalable and customisable for the best returns on your investments.

About RAI

RAI - Radiotelevisione Italiana S.p.A. is the National Public Broadcasting company of Italy and it is owned by the Ministry of Economy and Finance. It is the biggest television broadcaster in Italy helming 15 television and 7 channels nationwide. In 1950, RAI became one of the 23 founding broadcasting organizations of the European Broadcasting Union.

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

☐ Company Profile
☐ Our History and Achievements Since 1987
☐ Our Team

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