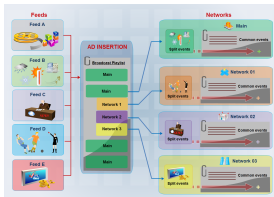


## AD Insertion for Etere

AD Insertion for Etere: Increase your business and amplify your commercial returns in a streamlined way.



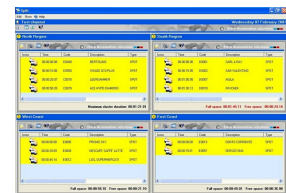
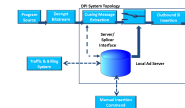
Ad Insertion flowchart

**AD Insertion** is the software solution that enables any station to insert network-specific advertising messages into a media stream such as a television program.

With **Etere Ad Insertion** you are able to bring your advertising base into your regional TV stations easily, specifically target them, and generate revenue immediately. Broadcast ads are typically inserted on a national or geographic basis determined by main distribution networks. **Etere AD Insertion** is the cost-effective solution to manage regional playlists (which differs between them only on some ad-breaks) and insert the correct advertisements to the correct target network at the correct time. **Etere Ad Insertion** allows you to broadcast different events across different networks at a single time, with full synchronization to the main automation. Etere offers a simple process to manage any number of channels, that can also be integrated with Etere Airsales for a real-time management.

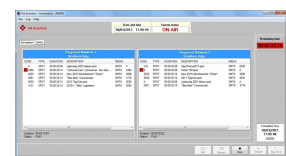
### Key Features

- Automatic transmission of regional advertising breaks
- Quick insertion of "filling events" either automatically or manually
- Multi-network capabilities for a streamlined management of regional programming
- Efficient resource management with a user-friendly router control
- Performance of last-minute edits with enhanced system stability
- Part of Etere Media Enterprise Resource Planning (MERP) Cloud for a tight integration between different departments
- Tightly integrated with other Etere modules such as Etere Executive Scheduling and Etere Airsales to connect playlists to regional ad insertions, licensed content, contractual commercials, missing materials, imported materials and regional ad insertions
- The integration between Etere Airsales and Etere AD Insertion allows operators to vary the commercial scheduling of a station in the various transmission networks
- Network-specific channels with main-backup redundancy
- Full GPI support for sending and receiving signals
- Intelligent transmission of regional advertising breaks
- Automatic insertion of "fillers" to top-up remaining split clusters



### Lower Cost

- "Share" a video server decoder with other applications
- Free space of your device at all times
- AD channels use a simplified and lighter automation engine
- Single operator is able to control multiple channels



## ETX Integration

Integration with Etere ETX

- A single system to perform both Time Delay and Ad insertions
- Independent video channel for each network, with Main/Backup redundancy
- SD/HD inputs-outputs
- Variable time delay, Logo/CG insertion and GPI triggering



## Easy Censorship

- Select unsuitable pictures and replace with preselected alternative footages
- Alternative footage is broadcasted as standard Ad insertion clusters
- Etere Ad Insertion and censorship use the same resources with this technology



## Remote Control

- Available across all main scheduling modules
- Clear view of counter for clusters duration and upcoming clusters
- Media buttons to play, skip and update events

