

## Content Technology: Etere Delivers Airsales Solution to TVRI

Televisi Republik Indonesia (TVRI) is a state-owned television station in Indonesia and a long-time customer of Etere since 2005. It is also the only broadcaster in Indonesia with nationwide coverage.



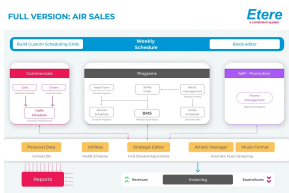
Etere logo



Content + Technology



TVRI Logo



ETERE AIRSALES diagram

Televisi Republik Indonesia (TVRI) is a state-owned television station in Indonesia and a long-time customer of Etere since 2005. It is also the only broadcaster in Indonesia with nationwide coverage. As a vote of renewed confidence in the effectiveness of Etere solutions, TVRI has selected Etere Airsales to improve its profitability, reduce operating costs and streamline the end to end workflow of its traffic system.

TVRI has commissioned this project to incorporate large-scale developments including the use of the National language of Indonesia, Bahasa Indonesia for its GUI as well as custom reports that conform to the laws of Indonesia. The merits of Etere include its flexibility and scalability to adapt to any environment, even those with custom requirements.

Etere Airsales is the integrated solution for traffic, accounting and all sales management-related operations in a company. TVRI will leverage on the benefits of Etere Airsales to streamline operations, reduce operating costs and to increase profitability. Airsales is capable of managing the complete workflow of advertising sales including pre-sales and post-sales activities, sales campaigns, customer relationship proposals, commercial planning, invoicing, Account Executive and agencies commission. Airsales streamlines all workflows and manages orders with real-time updates from a centralised database. It is also able to import data from the traffic system, manage orders and even pre-orders from the web which can be accessed from anywhere as long as there is an internet connection. Airsales is also capable of fast contract entry for unlimited spots and the seamless integration of automation systems. Not just that, it is also able to import data from traffic systems, thus enabling a seamless integration across a single platform.

Airsales empowers TVRI with the tools to reduce operating costs and to increase profitability with its total visibility and inventory control to maximise advertising revenue and profitability. It also provides TVRI operators with multi-day inventory view for the management of inventory across multiple days, post transmission analysis, real-time reporting and data that equip the Indonesian state TV station with the visibility to make informed decisions on campaign planning and the placement of advertisements. Airsales serves as a centralised tool for the complete management of the advertising lifecycle. As a result, TVRI is empowered to increase its revenue through strategic planning and an improved operational efficiency.

Airsales is tightly integrated with a number of other Etere Media Enterprise Resource Planning (MERP) modular solutions including Etere ETX-G, Ingest and Broadcast Management System (BMS) to provide a fast connection between departments.

Posted by philsandberg On June 02, 2017. Please view attachment for the full article.

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## 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.

