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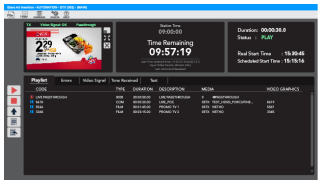
Etere Launches OTT Playlist Generation

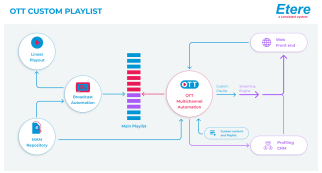
Etere introduces a new OTT playlist generation feature. This is a complete game changer in Over-the-Top (OTT) delivery, moving forward to revolutionize the playout of complex OTT playlists.

Etere logo

ETX Logo



ETX Ad Insertion



OTT Custom Playlist

Etere transforms the way to deliver and monetize media content in a data-driven way. Its latest release is the Over-The-Top (OTT) playlist generation which enables multiple sub-playlists to be generated from the main playlist with Etere ETX. These sub-playlists are driven by business intelligence and the agility to adapt content to the viewer's profile.

Etere for OTT is able to manage multiple parallel playlists for both primary and secondary. Each cluster consists of different media that are delivered directly to the OTT Content Delivery Network (CDN) distribution points using the unique streaming capability of ETX.

Etere provides the tools to help media owners to leverage audience insights data including demographics, locations and interests. Using this data, media owners can deliver content strategically to a specific group of viewers according to the dynamic requirements from the standard playout automation. For example, an advertisement for a new shopping mall can be delivered only to the audiences located within travelling distance of the mall. In today's data driven environment, broadcasters can leverage audience insights and the unrivaled reliability of Etere solutions to increase the value of their media assets and achieve a higher rate of conversion. Etere for OTT uses a simplified ETX playout engine, it features a very compact design with 8 channels driven by a single server. The automatic link with the main playlist requires a very low manpower footprint. With its small hardware setup, it is easy to manage even hundreds of OTT channels with Etere.

Etere ETX
Etere ETX is an agile software solution with full IP in and out capabilities. It is a complete ingest and playout engine with support for all major essences and wrappers in the broadcast industry. Etere ETX enables multiple layers of 2D and 3D graphics including logos, watermarks, graphics and 2D animation. Etere ETX supports HTML5 graphics and webGL graphics overlay. It is cloud-ready and supports the Microsoft ReFS File System. Etere ETX includes an integrated IT-based master control with multi-channel ingest and playout.

Etere Executive Scheduling
Scheduling is an essential part of any broadcasting workflow. Etere Executive Editor provides the software tools needed to plan, prepare, manage and insert the preparation of the broadcasting scheduling grid in advance. This includes the placement of licensed content, programs, series, promos and commercials even prior to the acquisition of content. Etere provides users with the flexibility to execute last minute amendments before broadcast. It features media preview and loudness control as part of its suite of features.

Etere Over-The-Top (OTT) Delivery
Etere OTT Delivery provides the tools to manage the end-to-end distribution of OTT content over multiple media platforms including Netflix, Hulu Plus and Amazon Prime. It enables users to deliver content quickly and easily with a streamlined management of workflow including the export, rights agreement, real-time payment tracking, distribution of content, duplication of content and tracking of tasks.

Stay tuned to find out how Etere software solutions can help you to work faster and better.

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About Etere

Etere was established in 1987 it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including MAM, Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it provides a worldwide 24/7 support. www.etere.com

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