

Etere Launches the Etere Live Advertising Player

Etere has launched the Etere Live Advertising Player, a new addition to the MAM system, that can be used for fully customisable commercial insertion in live programs and news.



advertising player



advertising player



Ad Insertion Squeeze

Etere Live Advertising Player equips broadcasters and content owners with the tools to effectively monetise live content. Part of the [Etere MAM Solution](#) and integrated into the **Etere Ecosystem**, Etere Live Advertising Player is a highly effective software that is designed as an advertisement playout for live sports and news. The advertising player can be used to insert advertisements for news productions or live sports broadcasts.

Etere Live Advertising Player enables dynamic insertion of advertisements in between segments of live content. It enables changes to be made to the list of advertisement as well as the creation of different advertisement lists to cater to different groups of target audiences. Variations of advertisement lists can be prepared in advance to match the encoding profiles of the main broadcast stream.

All advertisements listed on Etere Live Advertising Player will be registered and recorded on a database for ease of indexing. This provides users with a straightforward way of keeping track of aired advertisements for invoicing purposes.

Key Features

- Flexible configuration options
- Scalable architecture, highly adaptable with changing needs
- Distributed architecture and highly fault resilient
- Main sources of advertisements from the main schedule and the alternative schedule
- Insert L-shape squeeze, overlays, splice, logo insertions, CG insertions and scrolling text for advertisements
- Supports dynamic ad insertion for live events, enables strategic decisions about advertisement insertion to be made ahead of broadcast
- Prepare multiple advertisement lists for different scenarios

For more information, please contact info@etere.com

About Etere

Etere was established in 1987 and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Ecosystem framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere Ecosystem modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Nunzio Newsroom, Radio Automation, Video Editor, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live 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 worldwide support centre.

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