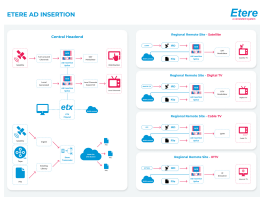


EA1375 LIVE ADVERTISING PLAYER

Monetize your live programs and news with Etere Live Advertising Player. Create multiple advertising lists and insert according to dynamic requirements. Part of the Etere MAM system, Etere offers a integrated holistic approach to streamline your workflow.



Etere Ad Insertion

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. Live broadcasts such as sports can be unpredictable and difficult to plan for. By creating multiple lists of advertisements beforehand, broadcasters can be ready to switch to the correct list based on the unfolding events, accommodating all possible outcomes.



advertising player

Etere Live Advertising Player allows advertisers to tailor their campaigns prior to broadcast, with the pre-provided data to determine the advertisements that are most relevant to viewers. Based on audience insights including demographics, locations and interests, advertisers are able to target specific groups of audiences.



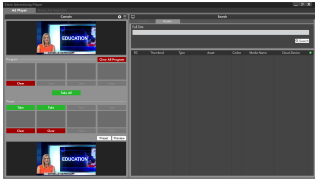
Ad Insertion Squeeze

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. The advertisement content is then delivered via the same method as the live content, leading to a continuous and uninterrupted stream of advertising content delivery.

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.



advertising player



advertising player

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

