

# OTT

Maximize your audience engagement by leveraging Etere OTT software. Seamlessly optimize, orchestrate, and monetize your broadcasts to extend your station's reach across multiple platforms. With Etere OTT, you can unlock your media library's full potential like never before.



Etere OTT Delivery

OTT (Over-the-Top) technology enables the delivery of streamed content via internet-connected devices, bypassing traditional broadcasting methods. It has transformed the entertainment industry, giving viewers unparalleled control and flexibility in content selection. Etere's advanced OTT solutions empower broadcasters to capitalize on this shift by effectively delivering media assets across various OTT platforms and devices.

### Etere OTT Delivery

The broadcasting industry is known for its rapidly evolving landscape; Etere's firm grasp of the industry's trends and innovative technologies enables you to keep up the pace. Etere users can effortlessly synchronize the automation system to curate dynamic playlists. Moreover, they can stream multiple sub-playlists from the primary playlist, ensuring content is swiftly delivered directly to the CDN. Even with hundreds of OTT channels, Etere manages the workflow seamlessly.

### Etere Multi-Bitrate Encoder

OTT allows the generation of multiple advertising playlist from a single content to target specific audience groups across a wide range of device including smart TVs, game consoles, streaming boxes and sticks, handheld devices and other connected devices. Etere Multi-Bitrate Encoder offers integrated advertising management with SCTE and Google Dynamic Ad Insertion markers for OTT advertising. It also supports HLS and Dash streaming protocols.

### Seamlessly Integrated Ecosystem

Etere Ecosystem revolutionises how a multimedia company operates by seamlessly connecting its diverse activities and integrating internal and external management information. It offers unparalleled control over all business processes and costs by deploying automated and customisable workflows. The true advantage lies in its ability to consolidate various operations, resulting in significant time and expense savings.

Integrating OTT Delivery and other essential Etere modules forms a sophisticated business architecture. This synergy amplifies revenue generation capabilities and facilitates the seamless delivery of your content to the OTT marketplace and its affiliated video service providers. Etere Ecosystem maximises revenue potential and ensures the efficient distribution of multimedia content in today's dynamic OTT media distribution environments.

### Why Choose Etere OTT?

With Etere OTT, broadcasters can,

- Expand their audience reach across a wide array of platforms
- Streamline operations with cutting-edge automation and management tools
- Maximize monetization opportunities through targeted advertising and innovative delivery methods
- Embrace the future of broadcasting with Etere OTT—your gateway to dynamic, efficient, and audience-focused content delivery

Select your requirement from the **Products** menu to explore more!

## About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility and reliability. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including consultancy, training, installation and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the software tools to drive your business to greater heights. [www.etere.com](http://www.etere.com)

