

## Telered Technologies Selects Etere for an Enhanced Content Monetisation

Telered Technologies, a leading broadcast and media turnkey solutions provider in Philippines, selects Etere STMan and Etere SCTE-35 driver for a dynamic content monetisation and delivery.



Etere logo



telered icon



SCTE Logo



SCTE Signal on scheduling

Telered Technologies is a leading provider of media technologies and services in Philippines since 2000. The company has grown in strength, diversifying from being a satellite system integration company to a managed service provider of global media companies and providers. To enhance its content monetisation and delivery, Telered Technologies selects Etere solutions for its integrative framework and robust system.

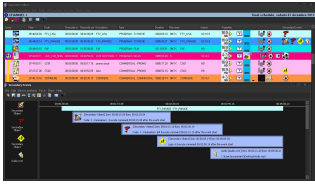
### Etere SCTE-35 Redefines Commercial Deliveries and Enhances Content Monetisation

Telered Technologies selects **Etere STMan and SCTE-35 driver** to enhance its content monetisation opportunities. Etere SCTE-35 driver manages Dynamic Ad Insertion (DAI) and Digital Program Insertion (DPI). It allows studio operators to insert multiple layers of graphics, logos and tickers without modifying the broadcast infrastructure. More importantly, it allows broadcasters to leverage advertising opportunities in different markets and across multiple platforms.

Advertisement insertion is one of the key drivers of revenue in the broadcast and media industry. However, how do you monetise content effectively in the evolving media landscape? Etere SCTE35 driver allows you to rethink content monetisation and leverage advertising opportunities in different markets. It delivers SCTE-35 signals to drive multiple advertisement deliveries with a single program. Etere SCTE-35 driver enables the insertion of timed metadata to signal an ad insertion opportunity in the transport streams. Pre-produced advertisements are embedded in the transport stream. Subsequently, the video content and the advertisements are stitched seamlessly into a single stream. This allows broadcasters to monetise content and create targeted advertisements that are tailored for local markets anywhere in the world.

### Etere STMan Integrates Seamlessly for a Real-time Management of Secondary Objects Associated with Scheduled Events

Etere Ecosystem connects multiple departments and ensures an accurate information exchange across all departments in the company. SCTE-35 driver integrates with **Etere STMan** to enhance content deliveries including that of advertisements and commercials. Etere STMan is a software solution that allows operators to insert secondary elements into scheduled content deliveries. It is able to support even the most complex of content deliveries involving multiple layers of graphics including logos, crawls, subtitles, channel branding as well as device commands such as script, hex pass-through and channel switches. Operators can tap on the data from the Scheduling and Media Asset Management database to add an unlimited number of secondary events as required. The software gives broadcast operators a real-time management of all secondary objects associated with scheduled events. Etere provides the perfect integration and a seamless workflow orchestration for your system.



Secondary Events Timeline

## 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)



### About Telered Technologies

Currently one of the Philippines' leader in media delivery technology and services, Telered was founded in year 2000 when five pioneering entrepreneurs with vast experience in the satellite and telecom sector envisioned a company that would cater to the needs of the broadcast industry. Telered has grown from then, not only in size, but technological expertise as well, diversifying from being a satellite system integration company to a managed service provider enabling media companies and service providers to deliver high-quality satellite and digital terrestrial broadcast and OTT video services direct to consumers globally. It is the first to design, install and integrate the first MPEG2 digital video compression system in the Philippines for Domsat in the year 2000. By 2002, Telered started to diversify and pioneered the use of Digital Satellite News Gathering (DSNG) equipment to remotely broadcast live news and sport events via satellite. A service, including production, contribution and international distribution, that until now is being provided through its subsidiary Redshift. Since 2013, Telered has served major content providers by operating its very own teleport facility. 2018 is a breakthrough year for Telered as it launch TeleredTV, a fully managed, over-the-top OTT Video streaming service providing broadcast networks and content providers access to new broadcast opportunities, enabling them to capture additional market share and increase revenue opportunities.

**[www.telered.com.ph](http://www.telered.com.ph)**

