

Etere Releases OTT Encoder with SCTE and Google Advertising Markers

Etere launches a multi-bitrate and multi-format encoder that enables Broadcasters to deliver an OTT stream with SCTE and Google Advertising markers connected with standard Payout.



Encoder

Etere Multi-Bitrate Encoder offers an integrated advertising management with SCTE and Google Dynamic Ad Insertion markers for OTT advertising. As content delivery requirements are evolving, Etere consistently enhances its technology to empower broadcasters with the leading-edge technology to leverage content monetization opportunities in the market. Etere Multi-Bitrate Encoder is released as a simplified platform to manage OTT workflows and ad insertions more efficiently.

Powered by GPU it has a very low CPU impact to deliver multiple streams of multiple resolution and bitrate to match the receiver capabilities for a unique experience.



Etere OTT Delivery

Etere's advertisement personalization and user targeting options unlocks new content monetization opportunities for content producers and OTT service providers. These capabilities enhance the viewer experience for OTT content delivery as it allows service providers to deliver advertisements that are more relevant and in tune to the viewer's profile. In turn, the technology drives higher advertisement revenue over time. Ad insertion for OTT streamed content can take place from the client or player. As ad stitching becomes a popular solution for content monetization, content distributors also gain access to analytics data including viewability, interactivity and clickability.

Etere supports Google Dynamic Ad Insertion (DAI), a server-side advertising technology that stitches video content and ads into a single stream, independent of a web page or app. It promotes a seamless viewing experience without latency or buffering between content and ads.



Google Logo

In addition, with Etere, broadcasters are able to deliver SCTE-35 signals that drive multiple advertisement deliveries with the same program but without the additional costs. SCTE-35 are timed metadata that are inserted by the driver to signal an ad insertion opportunity in the transport streams. It enables advertisements duration and placement in the stream to be pre-defined. Once the ads are inserted, the video content and targeted commercials are stitched into a single stream to produce a seamless viewing experience.



SCTE Logo

Etere STMAN provides support for even the most complex event structures involving multiple layers of graphical elements such as logos, crawls, subtitles and channel branding as well as device commands such as script, hex pass-through and channel switch. As OTT advertising workflows are being managed more efficiently, they are no longer disconnected or separate from the broadcast streams.

While content monetization technologies are changing with viewers' increasingly fragmented content consumption habits, you can stay ahead of the game with Etere's integrated, customizable and cost-effective solutions that allow you to drive higher revenue from ads by significantly improving the viewer experience.

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

