

## Etere and AWS Moves Crossings TV Payout on the Cloud

US-based Asian American television network, Crossings TV, makes a foray into next-gen cloud payout with Etere leading the migration. Etere delivers a seamless integration with Amazon Web Services (AWS) across the station's end-to-end workflows including MAM, scheduling, payout, ad insertion and archive.



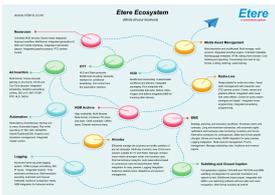
Crossings tv

Going beyond a traditional payout, Etere leads the change with a new integrative cloud payout system for US-based Asian American television network, Crossings TV. In today's media and entertainment industry, hyperconnectivity has taken on a whole new meaning and Etere is able to deliver a highly adaptable system to meet the station's evolving needs as well as to lay a path for the future. Etere streams a 24/7 content feed re-distributed in multiple languages, across 7 regions in United States for the Asian American markets. The workflows managed by Etere includes the dynamic insertion of commercials to drive new content monetization opportunities across the different markets.



Amazon AWS Cloud Services

Crossings TV taps on **Etere Ecosystem** to manage their complete content distribution and migration to cloud services. Etere Ecosystem connects with Amazon Web Services (AWS) and Amazon S3 cloud storage to achieve a unified operation across workflows, including the upload, download, scheduling, payout, archive and management of digital media. The latest migration to the cloud empowers Crossings TV with a fully software-centric setup that can be managed by cross-functional teams working from different locations. With Etere's centralized database management, real-time updates and seamless integrations with cloud-based services, the station is empowered with a simplified software-centric solution that does not require local equipment and hosting. With one interface to manage the end-to-end operations, Etere Ecosystem is designed to eliminate integration complexities, reduce costs and shorten the time-to-markets.



Etere Ecosystem

Moreover, Etere enables content distributors like Crossings TV to manage dynamic ad insertion for both linear and non-linear services without the complexity of on-premise solutions. Running on either automatic or manual mode, Etere Ad Insertion is able to handle real-time insertion of video clips, logos, CG graphics, graphics overlays and scrolling text in both stored content and live content for an unlimited number of channels. Etere Ad Insertion also integrates seamlessly with traffic and scheduling workflows to ensure the commercials are automatically and dynamically aligned with audience demographics in different markets. Etere Ad Insertion unlocks new content monetization opportunities across multiple markets.

Etere Ecosystem provides Crossings TV with a turnkey solution to launch ad-supported content to different markets quickly and without operational complexity. In addition, the open architecture and interoperability of Etere Ecosystem ensures the workflows can be easily scaled according to the station's future needs.

Read more: **CROSSINGS TV SELECTS ETERE FOR CLOUD PAYOUT EXPANSION**

## 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 Crossings TV

Founded in 2005, Crossings TV is the home for Asian Americans to seek comfort, empowerment, and a sense of belonging. Crossings TV provides in-language news, information, and entertainment programming for 7 Asian language groups in 7 Asian concentrated metropolitan areas across the US. [www.crossingstv.com](http://www.crossingstv.com)

