

## Mediaset Manages Closed Captions on Advertising with Etere

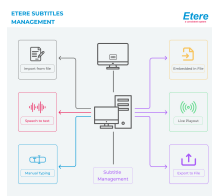
Italy's biggest private broadcaster keeps to espouse Etere, now in its latest Closed Captioning in Advertising technology.



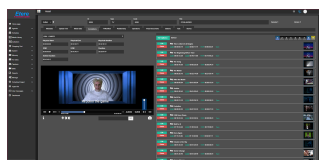
Etere logo



Mediaset Italia



Subtitling with Closed Captions



Etere Web

Etere delivers a next-gen closed captions software for the creation, management, burning, playout, and conversion of subtitles, captions, and other text services for advertisements at Mediaset, one of the largest commercial broadcasters in Italy. Mediaset is an established customer of Etere and the decade-long collaboration has seen the incorporation of Etere Ecosystem across production units at the station and the progressive transformation to a more efficient operation.

Central to the design of this project is the flexibility to insert and manage multi-language closed captions and subtitles for different platforms easily. With Etere subtitling and closed captions, station operators can create subtitles for videos in multi-languages and multi-platforms, search by metadata, and share edits in real-time, all on an integrated software interface. This includes the insertion and management of closed captions and subtitles for OTT advertisements through OTT delivery platforms with the automatic sending and syncing of all the information needed to create the best OTT experience.

The solution supports a move towards a software-defined technology with less reliance on hardware. Station operators can insert live captions, open captions, and closed captions including ARIB and Digital Video Broadcast (DVB) via ETX inserter. Additionally, Etere makes it easy for broadcasters to monitor and verify all captions before playout to ensure compliance with closed captioning laws. With its real-time connectivity to the centralized Media Asset Management database, all edits will be automatically updated instantly.

### Key Features

- Subtitle software integrated with Google Speech-to-Text for 125 Languages and variants
- CEA 608 and 708 Closed Captions
- DVB and ARIB Subtitling
- Extremely fast. Captions can be inserted/edited even just before being on-air
- Web format include ad webVtt
- Automated subtitling workflows including insertion, extraction, format conversions, timing, frame rate adjustment, sub-clipping and clip assembly
- No licence or hardware is needed for insertion or preview
- Supports unlimited web clients
- Etere ETX 's time delay feature enhances live captioning
- Easy single key production and management of large files
- Live captioning software with live edits and voice recognition
- Import and export subtitles in all major standard formats
- Full support for Unicode language, TrueType fonts and spell-check for multiple languages
- Integrated MAM provides an effective management of subtitles and targeted advertising
- Open captions: Transcoder licence for file production and preview
- Integrated Etere workflow system for easy production
- Customisable subtitle' fonts and size

For more information, please contact us at [info@etere.com](mailto:info@etere.com).

## About Etere

Since its beginnings in 1987, Etere has been preparing users 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. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its portfolio of digital technologies and market-proven remote/on-site services such as 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 most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit **[www.etere.com](http://www.etere.com)**

Join the conversation at **[info@etere.com](mailto:info@etere.com)**

## About Mediaset

Mediaset Italia is an international television channel and part of the Italian media company Mediaset, the largest commercial broadcaster in Italy founded in 1987. Mediaset Italia was launched in 2009 with the aim to reach Italian communities worldwide. In June 2011, Mediaset Italia officially launched in the United States.  
[www.mediasetitalia.com](http://www.mediasetitalia.com)

