



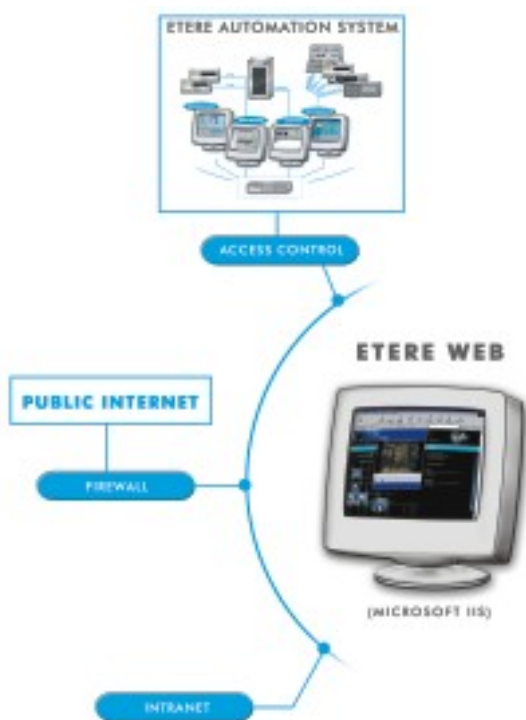
The first time that the automation, the schedule and the web have been integrated

**ETERE Web** is the new way to consult ETERE system, by using only the browser.

You have the chance to use the multiple advantages offered by the net: all that is extremely easy and economical.

It is perfectly integrated with ETERE Traffic and it represents its useful extension.

- Real-time control of the schedule and the on-air
- Display of contracts and commercial spaces
- Perfectly integrated with ETERE Traffic





ETERE Web can totally improve your production in two fundamental areas:

### Commercial programming

With **ETERE Web**, your agents are able to view in the real time all contracts they're responsible of, and so can do commercial agencies, media centers, up to final users.

The most important thing is that the operators from the programming office can accomplish this without any extra work. ETERE Web uses only data you already have.

Every user, who must be identified in ETERE Web with a simple password, automatically can view all contracts of his competence. These data were extracted directly out of ETERE's database, and that for error free.

If enabled, they can control the spot broadcasting and the schedule programming, and also it is possible to display a low-resolution video on your own PC.

ETERE Web's intelligent connection allows you to control and view:

- Contracts you're responsible of
- All details relative to the contracts (purchaser, price, discount, estimate, code, installments, costs, etc.)
- Estimated sales account

That way, when an agent is viewing and analyzing his client's commercial schedule, he has all instruments and information to formulate the best offer according to his client's needs.

ETERE Web allows reducing all paper-documents up to 80% and the necessary work to communicate all results to a client will be reduced up to 90%.

### Communication in a Company

There are a lot of people in your net, who need to know what is being broadcasted and what has been programmed: imagine various live studios, production managers or commercial managers.

All problems will be solved with **ETERE Web**, because it allows them to view immediately the course of programming without a direct connection to the On-air system.

You can view:

- Commercial Programming: it is very easy to know if a spot was broadcasted, when it was roadcasted or when it's supposed to be programmed
- Commercial Percentage: everybody can always have the situation under control
- Status of Events: a real-time visualization of programming on your station
- Low-resolution Clips: to control the broadcasted spot or which one is about to be broadcasted and you can eventually modify it.

Only **ETERE Web** can offer you all these functions without any extra work: all you have to do is to program as usual.



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