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# Etere

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## TVRI adds Airsales to its workflow

Published: 05 Jun 2017 **ASIA**

**INDONESIA:** Indonesian state broadcaster Televisi Republik Indonesia (TVRI) has installed Etere's Airsales software to streamline the end-to-end workflow of its traffic system. TVRI is already an Etere user, with Media Enterprise Resource Planning (MERP) modular solutions such as ETX-G, Ingest and Broadcast Management System (BMS) already in use at its facility.

The decision to invest in Airsales was reportedly made to reduce operating costs and to increase profitability. The software will incorporate large-scale developments, including the use of the Indonesian language with its GUI while also producing custom reports that conform to the country's laws.

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