

**SESSION 9.7**  
**THURSDAY 21 JULY AM**

Presenter: **Fabio Gattari, President, Etere**

Title: ***From Booking to Billings***

**Abstract**

We talk of solutions from ingest to playout in an operational and engineering environment, but we are content to consider disparate platforms for traffic, scheduling, automation, asset management, logging, reconciliation and billing.

Today the broadcast and cable television industry, with its demanding multi-channel and central-casting requirements has, more than ever, need for fully integrated, unified systems to increase and improve continuity, productivity and quality of service.

Industry professionals are looking to solutions that pull these disparate platforms together in a single unified environment from... Bookings to Billings. A single environment which in between these two bookends encompasses ingest to playout. This presentation will examine the requirements of such demanding systems and some of the practical aspects and challenges of implementing them.

**Biography**

Fabio Gattari is ETERE founder and president, the first Italian company producing TV broadcasting software and automation systems. The company has been founded in 1989. In 1992 he created the first audio digital broadcasting system based on PCs, local network connected.

Mr Gattari's strength is the ability to interface and interact at high level with the business world, resulting in several key partnerships both in Italy and abroad. He is skilful in managing different aspects of big projects. His efforts and the intimate knowledge of the product have been instrumental for the constant growth of ETERE software sales worldwide.