

# Company Profile

# The Etere Edge

Etere provides you with the years of expertise and proven reliability that no other in the industry can match.

With all software only solutions, powered with the latest IP technology, users enjoy a wholly integrated experience when all their solutions are interconnected. Users can manage assets, prepare stories for the newscaster, or prepare commercials for sale, all with Etere. The wide range of solutions creates a unique end-to-end process that can manage ALL aspects of the broadcasting process. Users need only Etere, and this has helped streamline their work by removing the need for a patchwork of branding solutions just to complete the broadcasting process. Linked with NDI technology, Etere keeps your broadcasts secure, stable, and fast. Our solutions are sustainable, structured to grow alongside your business as a lifetime product. Etere products see yearly updates that keep your systems updated with the changing times, and always keep you industry ready.

Etere's reliability lies also in the strength of the company, who has remained in the business for 30 years, and will still go strong for years to come.

Use Etere today and keep yourself safe for the future.

# The Company

**Etere**  
a consistent system

## Vision & Mission

Etere seeks to bring the best and most reliable in technological innovations to users all around the world



Founded in 1987, Etere has since grown into the technological experts they are today. With a number of trailblazing software in its repertoire, Etere has cemented its place as the world leader in Media Asset Management and Channel-In-A-Box software solutions.

Priding itself in its Etere Ecosystem, a custom fit series of interconnected software solutions, Etere is the only company in the world to provide a full end-to-end solution for Media and IT companies.

Etere's unique Ecosystem is a software-only solution that is used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, Payout, HSM Archive, TV Automation, Radio Automation, and Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market.

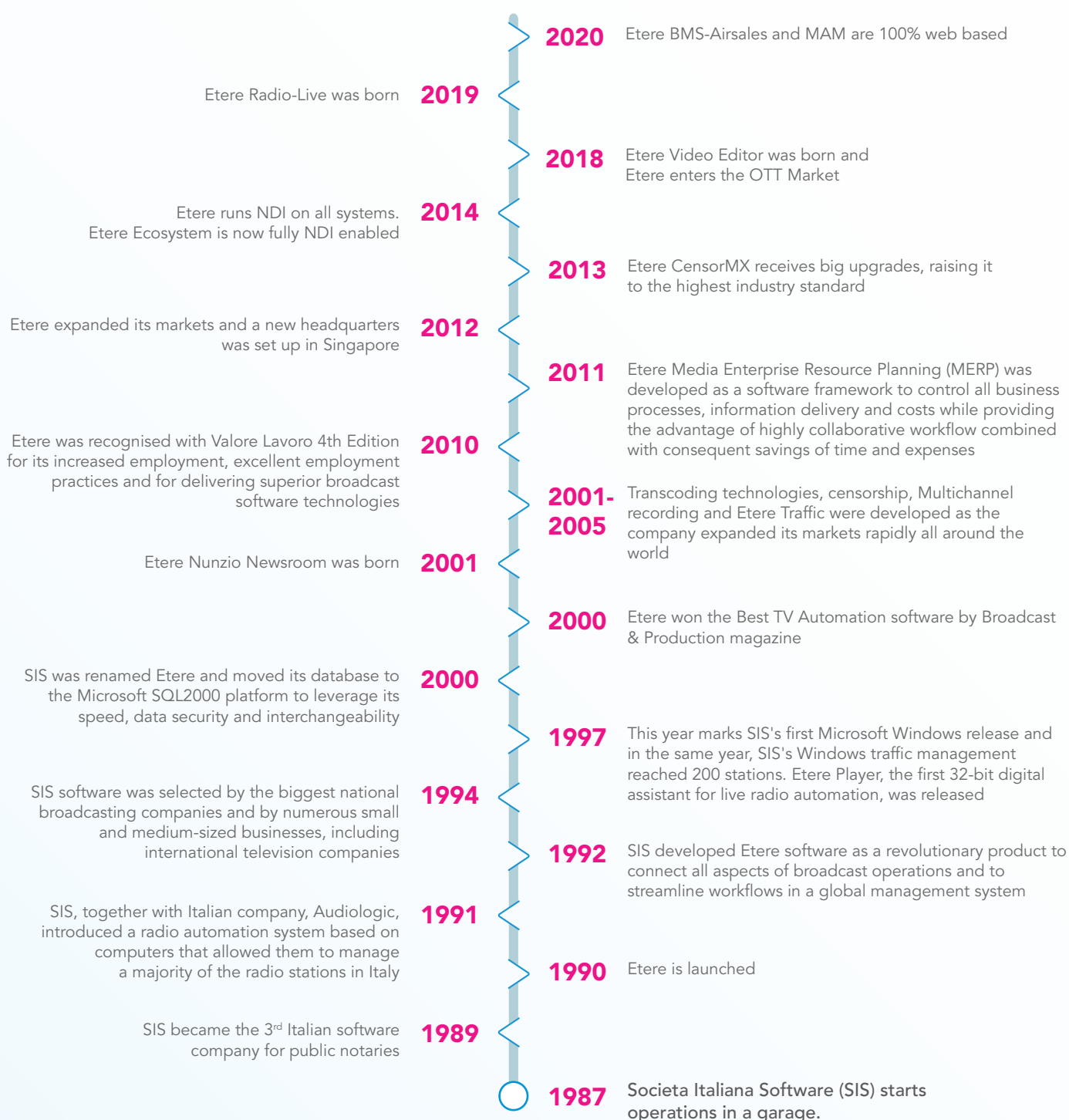
Fully globalised, Etere reaches its wide audience with a stable network of distributors situated all around the world. Etere also continues to build rapport with its consumer base first-hand through its knowledgeable sales team and familiar presence at IT exhibitions around the world.



# The Company

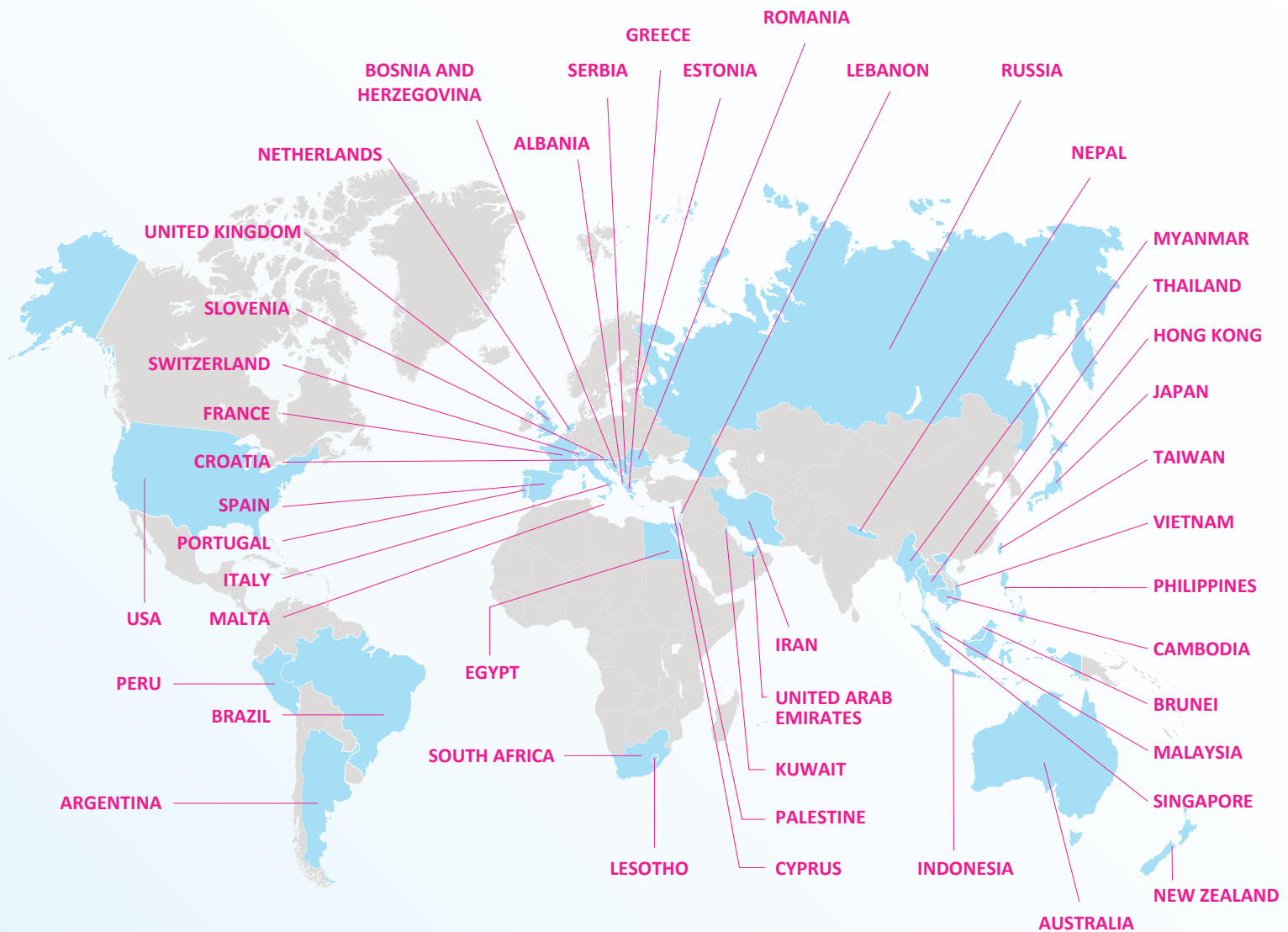
## History

With every passing year Etere continues to grow, striving to provide the best for its customers. Etere is currently the longest running company in the broadcast media and IT market, and offers its customers a wide range of industry experience that only Etere can provide.



# Customers & Distributors

Etere works alongside companies across the globe to effortlessly provide Etere solutions



## Etere 30 |



In the fresh decade of 2020, Etere celebrates the advent of 30 long years in the software industry.

As the industry's longest operational software development company, Etere has since broken many boundaries in new age technology and solutions for users. Etere has aided companies all over the world with our award winning solutions powered by the latest IP technology, Airsales, Media Asset Management, Broadcast Management System, and Nunzio Newsroom. A staple in broadcasting stations around the world, these Etere solutions are technologically advanced, cost efficient, and reliable.

The steady and reliable Media Asset Management is able to connect seamlessly to all of your software, creating a web of interconnected information that streamlines your workflow when all your files are available across programs. Etere optimises your assets with the Airsales and Broadcast Management Systems. Easily manage, transform and deliver your media content with Broadcast Management Systems to get the best returns on your production projects. Improve content delivery, increase operational efficiency and lower the cost of ownership with Etere Airsales.

The only company to offer end-to-end software only solutions, Etere increases the return potential of your company like never before, backed by the reliability of the latest in IP technology and a 24/7 support desk.

Always breaking boundaries and always moving forward is the secret to Etere's everlasting success.

# Unique Technologies

**Etere**  
a consistent system

A Lifetime Solution



Abandon your hardware and step into the future, with Etere's full bodied, virtualised solutions.

Etere introduces you to a fully software only system, your PC being all you need to manage your broadcasting station. No more bulky switcher panels, no more complicated wires, no more blocky machinery. Switch between controlling the automatic cameras, to adjusting audio levels, to managing stream playlists, all with the touch of a button. This ingenious method makes broadcasting simple even for beginners, and its ease of access makes it the most efficient solution in the industry.

Etere solutions will serve you for a lifetime. We are constantly improving our products, and provide regular, easy updates to your systems to always keep you up to date. The growth of Etere products makes it the best value for money on the market. All you need is internet connection, and a few minutes of your time to improve your devices!

We are proud of not only the quality and reliability of our products, but also of our customer support service, that works tirelessly to help you whenever you need it. Present 24 hours a day, 7 days a week, the Etere Customer Support service is always ready to help whenever necessary. Using remote connection to your PC, they are able to solve your problems quickly and effectively. No matter where or when, Etere is here to help.

# Support Our Flagship

hundreds of broadcasters throughout the world, the Etere solutions are proven to be consistent and reliable.



## Media Assets Management

Optimise media assets with a flexible, modular and effective solution to streamline workflow.



## Nunzio Newsroom

Streamline the newsroom with collaborative workflows, multi-platform content creation and faster content delivery for an efficient newsroom computer system.



## HSM Archive

Manage all archives in a single unified system that provides all information on archives located on-site and across multiple locations.



## Playout Automation

Seamless and flexibles, manage broadcasts without any of the usual hassle when time-intensive manual tasks are removed.



## Airsales

An optimised end-to-end broadcast traffic sales solution that manages operations with scalability and flexibility, all while reducing costs and complexities.



## Ad Insertion

Improve video monetization and increase the ROI on media assets when dynamic Ad Insertion and strategic ad scheduling is streamlined.



## Censorship

Simplify the censorship process with intuitive interface that retains control and visibility of content with highly effective tools.



## Subtitling and Closed Captions

Streamline delivery by automating all manual requirements from live playout to production and post-production.



## Radio Live

An adaptable and uniquely efficient radio automation system, reach a wider audience with the uniquely powerful Radio Live.



## Over-the-top

Reach viewers across mediums with the powerful Etere OTT solution that helps you to optimize, orchestrate, and monetise your broadcasts.



## Logging

Etere equips users analyse audience data, insert logos/timcodes, view/edit recordings, log clips for OTT, VOD and social media delivery.



## BMS

Etere aids in the management of licensing rights, program planning and scheduling, which supports mission-critical operations in broadcast management.



# Solutions

Etere presents complete, end-to-end solutions that performs perfectly in complex systems. Its heavy, customisable structure is able to adapt to even the most complex designs, making it adaptable to your specific needs. Guided by the unbeatable expertise and industry knowledge of our experienced sales team, Etere provides solutions that can last you for a lifetime.

As all of Etere solutions are exclusively software based, you need only a standard PC to run the systems. It can interface with all the widespread devices on the market as well as other 3<sup>rd</sup> party applications.

Our products are centered on optimising the difficult parts of broadcasting, so that you can focus only on the creative side.

Take a look at a few of Etere's uses below.

## Airsales BMS

Etere Broadcast Management System lets you take charge of your assets. Etere BMS helps you make the most of your hard earned content while making management easy. Powered by robust IP technology, you can check your work from your desk or even on the go with the web interface to manage your licensing rights, program planning, and scheduling. Designed to be cost efficient and user friendly, you can deliver content to multiple platforms, and stream through the OTT management. Capture a wider audience and the growing OTT market with Etere BMS. Etere Airsales simplifies the fast paced world of sales, leaving you with more time to focus on the good stuff. Get the greatest returns on your assets when Etere Airsales manages the end-to-end operations of air sales with high levels of scalability and flexibility. Increase your operational efficiency, all while saving on your expenses with Etere Airsales.





## Media Assets Management

Etere Media Asset Management makes data retrieval so much easier. Able to link and integrate with all other Etere software and most third party software programs, the Etere MAM forms a seamless web of information that connects all of your software together. Stop wasting time with importing and exporting files into each of your software programs when all your files are readily available. Extensive, and easy to operate, the Etere MAM lets you retrieve your files with innumerable metadata customisations, letting you find your info instantly. Equipped with the latest in IP technology, retrieve your files from within software programs, the desktop app, or even our unlimited web browser, all while keeping file retrieval impossibly fast.



## Nunzio Newsroom

Etere Nunzio Newsroom helps you get your content ready for the fast paced news environment. Create news stories, edit your fellow reporter's work, and more. Enhanced with the latest in IP technology, streamline your workflow with collaborative workflows, multi-platform content creation and faster content delivery for an efficient newsroom computer system. The Etere Nunzio Newsroom is Etere's award winning solution for the newsroom, allowing for clean collaborative workflows that allow you to share your work and work alongside your colleagues to release timely news articles. Completely virtualised, Nunzio is a highly-flexible and cost-effective solution with fully empowered Newsroom Computer System (NRCS) capabilities to manage the entire tapeless workflow of a Newsroom Computer System (NRCS) environment, starting from the planning of news stories (virtual assets) to the control of on-air playback.

**And much more! Etere's solutions help to design your future.**

## Insights | Company Highlights

Etere wishes to extend its sincere thanks to its customers and as always, strives to achieve the Etere standard in all that we do.

**+19.7%**  
**Total Company  
Profit Earnings**



Etere is an ever-growing enterprise in the broadcast media and IT market, and continues to grow as its consumer base and distributor base increases. Etere’s combination of useful and reliable services coupled with its reasonably priced price point keeps customers coming back.

Even with the difficult market, that provides many uncertainties for companies and customers alike, Etere has managed to stay afloat with its strong foundation in consumer ties and reputation that allows new organisations to put their trust in Etere products.

### Strong and Diversified Portfolio



- Media Asset Management
- Automation
- Ad Insertion
- Airsales
- Broadcast Management System
- Censorship
- HSM Archive
- Newsroom

Etere has seen a rise in its Singapore customers, and a steady increase in its global customers, many of which approached us due to our reliable and rising reputation in the market. Etere is thankful for the chance to break through different markets with the help of global advertising and a reliable network of distributors that grow by the day.

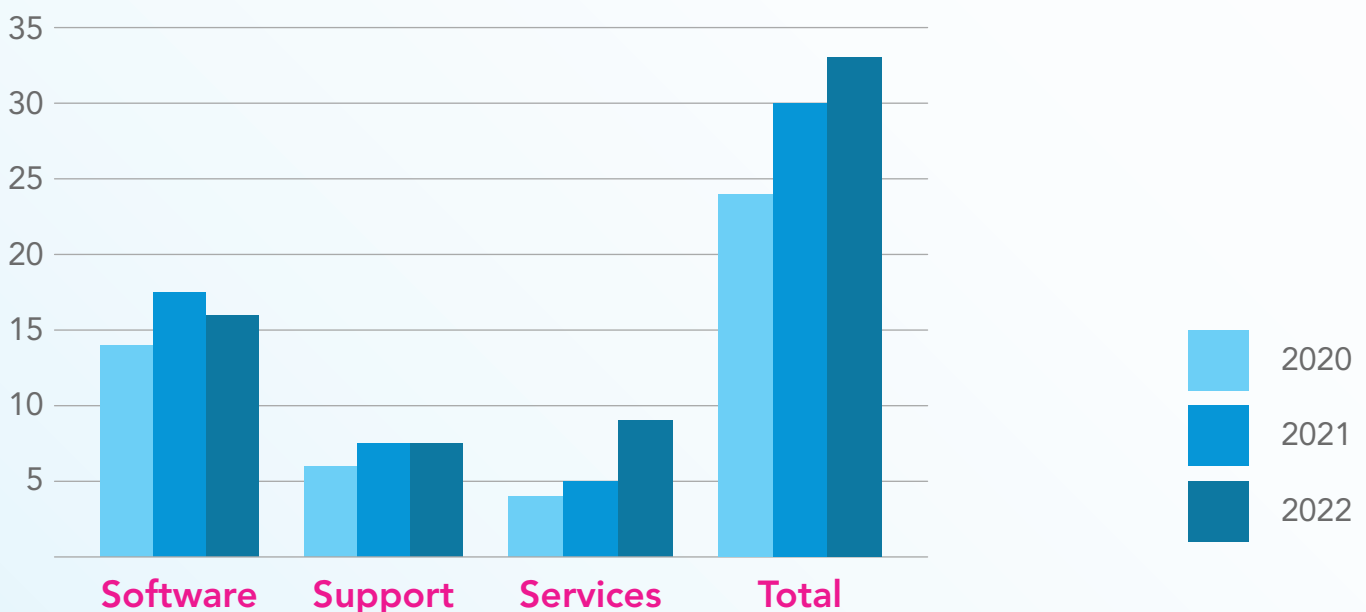
## Our Future

A glimpse of  
what is to come

Etere strives to continue its upward growth, well into the future. Etere has envisioned plans to help both increase the company's revenue as well as improve the workflow process of Etere offices.

Amidst this global pandemic, Etere is with you on this difficult journey. Digitalisation and innovation is a part of the brand's DNA. As part of our vision, Etere have developed digitisation strategies that gives you a head start to prepare for a better future. Do not let geographical boundaries limit your business continuity. Wherever you are in the world, we can setup a video conference to showcase our products and new features for your convenience. With the availability of remote training and installation, Etere is ready to elevate your business!

Software Sales



Etere is expecting an increase in its software sales, and a further sustained increase in its support and service department. In this unstable market it is hard to predict sales; however Etere is sure that its strong support and service sectors will be sustainable in the market.



# Improve your Workflow with Etere

## Etere Headquarters:



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## 24/7 Worldwide Customer Support:



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