

# Fabio Gattari, Etere, for TKT1957 in IBC 2023

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Speranza Mitsney, Director of Business Development at Etere, Fabio Gattari, Director of Etere, and Alex Gattari

**Fabio Gattari**, Director of Etere: Industry Leaders Map Out Strategies with TKT1957.

- What are the main trends of IBC 2023, in your opinion?

IBC 2023 marks a return after the hiatus caused by COVID, hosting its first real exhibition. Observing the current scenario, it seems that numerous people are exploring and searching. The prevailing thought patterns until today appear to be shifting, and the subsequent direction is somewhat uncertain. However, it's only the first day, so there's more to explore and observe.

English ▼

- **What are the main directions of development most characteristic in your segment of the industry?**

The focus is on providing customers with a more integrated solution. Previously, individuals would select various products and attempt to interconnect them. What I foresee is a future that leans more towards being oriented around a single product, or something that originates from the same company, which can perform better due to seamless integration.

- **What new products is your company showcasing at IBC 2023?**

We are showcasing our artificial intelligence-based face recognition technology, which includes Optical Character Recognition (OCR) and speech-to-text features, thereby advancing towards automatic metadata insertion. On one side, we see the future market being news-oriented because it continues to grow. Additionally, we have another significant product – radio. Now, radio has evolved into visual radio. Some perceive it as audio, while others see it as video. We have a visual radio product that offers a unique solution in the market. Moreover, like television, radio has numerous requirements like Media Asset Management, which doesn't currently exist for radio as everything is quite primitive. We have integrated Media Asset Management, playout, and radio production all into the same product. We anticipate this will be our best selling product for 2023/2024.

# *Etere*

a consistent system

- **Are there any developments in integrating AI into your solutions?**

We have already integrated AI. However, it's crucial to be mindful of its application. If we allow AI to dominate creativity, there's a risk of homogeneity in output. In my opinion, machine learning is more useful than AI. If I employ a standard AI to write my news, the content will become too uniform.

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