

# Etere for OTT

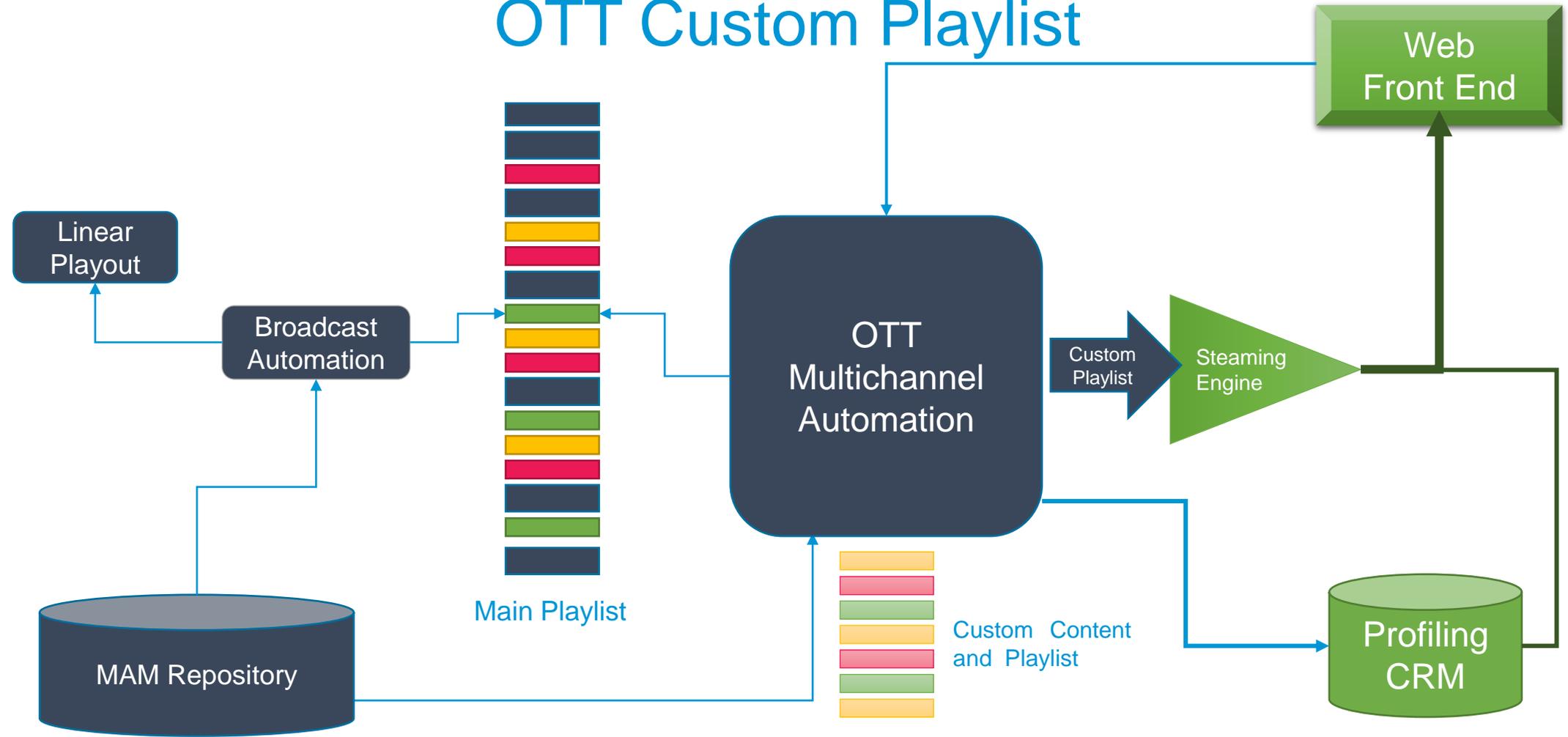
A Revolutionary System



# Features

- Generate custom playlists based on viewer profile
- Create a playlist with custom primary and secondary events
- Playlist can also be optimized on the media of the viewer as
  - Computer
  - Mobile
  - Tablet
- Manage all this complex system with a single operator
- Keep the playlist updated at any change

# OTT Custom Playlist



# How to Generate OTT Content

- The system starts from standard playlist
- OTT customer connects to OTT Portal
- CRM profiles it and assigns to an alternative playlist
- OTT automation generates a time accurate playlist with customized video and GRAPHIC content for OTT profile
- Stream engine deliver

# Advantages of ETERE Approach

- Single and Solid system
- Single MAM
- Single logical repository
- Easy generation of stream with customized content
- Stream can have also secondary customized objects for additional advertising
- Accurate and coherent as run log
- Real-time updated every playlist change

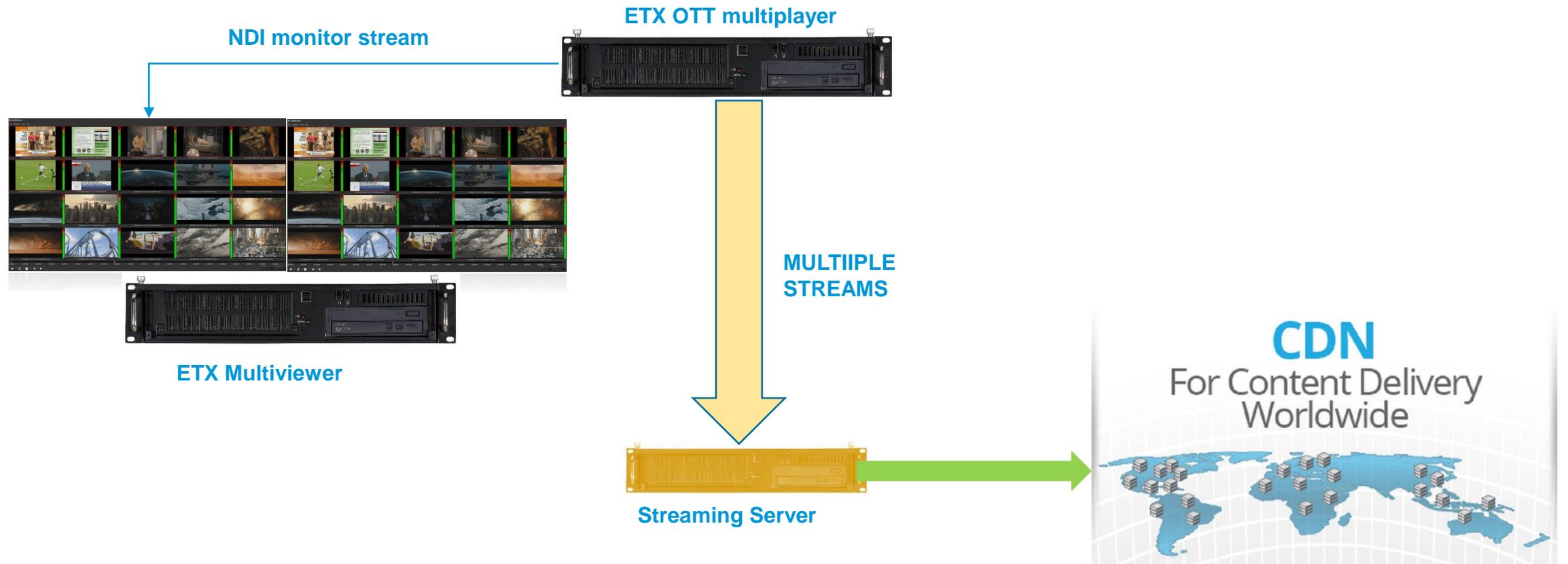
# Customized content

- Ads can be retrieved and curated automatically based on the user profile (e.g. demographics, location)
  - For e.g. Makeup ads for females
- Targeted advertising achieves better results
- Schedules multiple deliveries with the same program
- Graphics tuned to the customer device
- Single management interface for every changes
- Gain advantage with media analytics & business intelligence data
- Supports both linear & non-linear ad insertions

# Etere OTT Automation

- Hi-density more than 10 channels / servers
- Support virtualization
- Based on the ETX framework
- Includes also live content
- No additional Control overhead
- Stream on RTMP/RTSP/UDP (Mpg2, H264, H265)
- ETX Multiviewer monitor for easy control
- SNMP control

# Diagram



# Dynamic Airsales and Targeted Advertising

Better Results

Lower Costs



# Etere Airsales



**Traditional Broadcast**

Same Playlist



Same Content



Multiple Playlists Based on Category e.g. age group

Each Playlist Can have different ads/Graphics

Profiling CRM



WEB frontend



Ads are shown to selected viewers

Integrated invoicing

Multiple Viewers



**Etere**  
a consistent system

## Multiple Playlists

- Maximize advertising revenue with content tune to group of users
- With the profiling CRM, multiple playlists can be created dynamically based on categories
- For e.g. playlist based on Cars, houses, sports
- All changes are updated in real-time
- Very fast delivery to market

# ETERE OTT Features

- Ads can be scheduled based on the user profile For e.g. Makeup ads for females
- Targeted advertising achieves better results
- Schedules multiple deliveries with the same program
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- Single management interface for every change
- Gain advantage with media analytics & business intelligence data
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Thank you

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