

# BROADCAST AIRSALES

Etere incorporates a range of broadcast traffic sales solution to manage the end-to-end operations of airsales with high levels of scalability and flexibility. Reduce costs and operational complexity with Etere`s flexible and reliable products.



(Etere logo)



(Air Sales Flowchart Diagram)



(ETX-G)



(For the management of promos)

Etere solutions manage the end-to-end media lifecycle of broadcast and media enterprises. Under the reliable web of the Etere Ecosystem, streamline your entire workflow with Etere solutions that feature seamless integration and useful operability. As the world's first producer of software only broadcasting solutions, Etere solutions are sure to declutter your control rooms, increase productivity, and encourage a better range of adaptability and scalability. Take the first step to achieve the results-driven success that you want. We can help you to attain results that are tailored for your success. Talk to us at [info@etere.com](mailto:info@etere.com)

### Robust and Reliable Airsales

In the fast-paced world of broadcast airsales, unprecedented challenges are inevitable. To thrive in the competitive landscape and to amplify returns, Etere integrated **Broadcast Traffic Sales** solution is designed to empower users through a solid framework and an end-to-end workflow solution that streamlines content delivery, increase operational efficiency and lower the cost of ownership. From **Broadcast Planning, Programming, Broadcast Traffic Sales, Playlist Scheduling and Accounting**, Etere Airsales solutions are a key driver of measurable success!

### Fully Web based

Connect to your work from anywhere in the world with the web based solution. Accessible across mediums such as PCs and tablets, all you need is an internet connection to start working.

### Insertion of Logos for Commercials

Etere ETX-G is an extension of Etere ETX and it can also be used as a separate graphics software in any playout. Integration with Etere ETX-G enables a single system to perform time delay and ad insertions. Users are also able to tap into the CG capabilities of ETX-G to manage the overlay of logos for advertising purposes. The integration enables SD/HD inputs -outputs, independent video channel for each network with main/back up redundancy, variable time delay and GPI triggering.

### Etere Executive Scheduling

Etere Executive Scheduling is a software tool that allows strategic broadcast scheduling and boosts the efficiency of your short and long-term playlists. With its advanced automation controls, it effectively manages licensed content, contractual commercials, missing material, imported material and regional ad insertions.

### Etere Promo Placement

Etere Promo Placement is an all-in-one software that manages promotional campaigns, assets and version control. It allows you to define campaigns deliveries including programs, series and episodes to optimize reach and frequency. It also ensures accurate proximity to the promoted event using automated scheduling. With its real-time data visibility, you can see how your campaigns are performing against the targets set with a quick generation of

performance reports. It enables adjustments to be made instantly in just a few clicks to increase your audiences. With Etere Promo Placement, you'll need only one integrated solution to manage all promo activities effectively.

Select your requirement from the **Products** Menu to explore more!



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#### About Etere

Etere was established in 1987 and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Ecosystem framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere Ecosystem modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Nunzio Newsroom, Radio Automation, Video Editor, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 worldwide support centre.

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