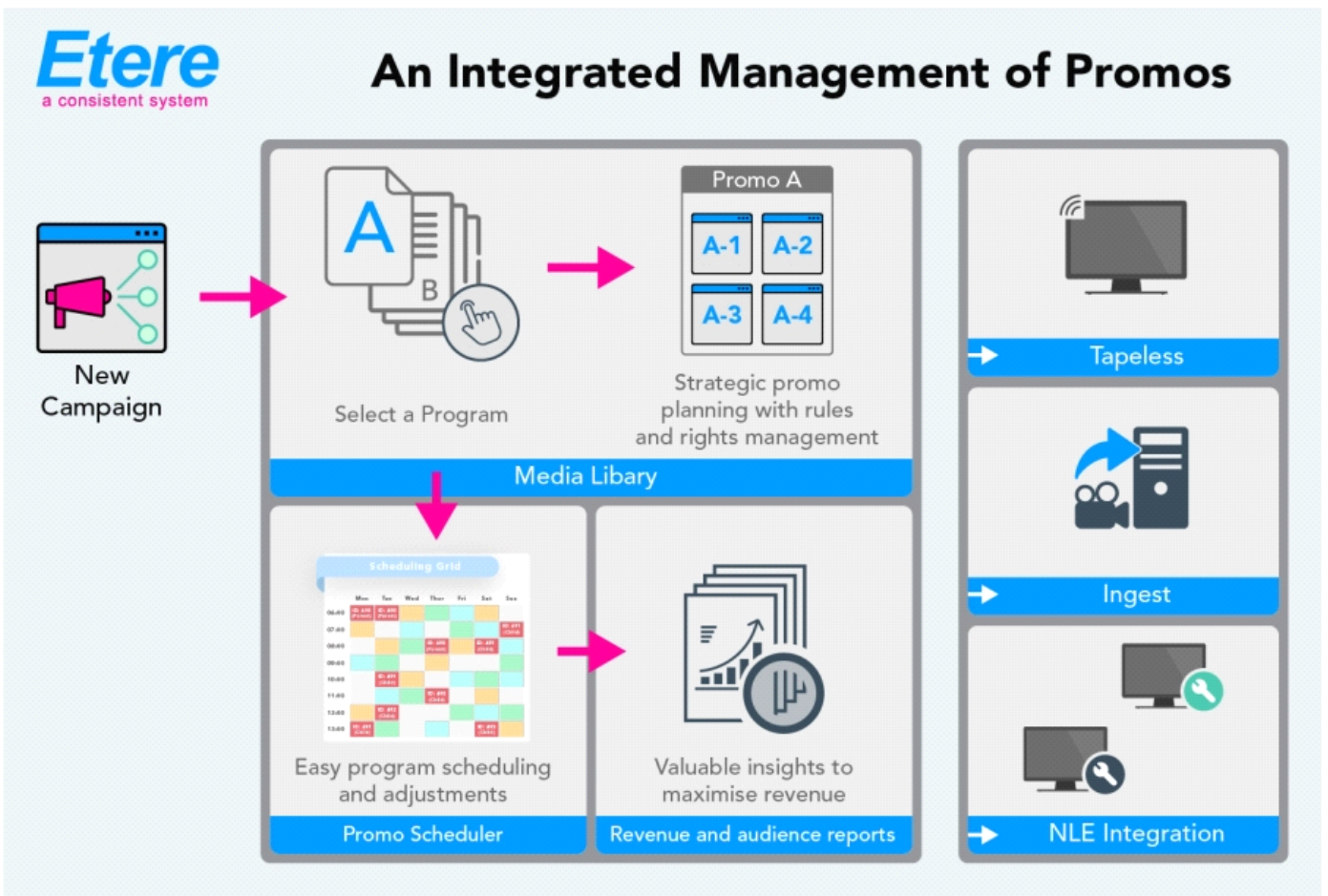


# EA1453 ETERE PROMO PLACEMENT

Etere Promo Placement is a cutting-edge and robust tool that manages promo placements to increase your audiences.

The promo activity is, after advertising, the heaviest activity of any TV station, transmitting hundreds of them every day to enhance its image and increase the target.



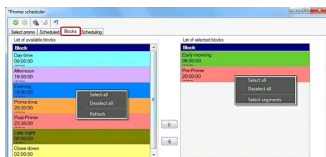
Etere provides an effective Promo Placement solution, a robust and integrated tool that able to effectively manage the entire promo activity including campaigns. Etere is the software that empowers media enterprises to maximize the use of their promotional inventory. **Etere Promo Placement** tracks the promo production lifecycle of the promos and enables integrated control in a single integrated environment.

# EA1453 ETERE PROMO PLACEMENT



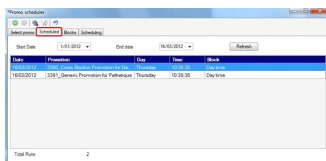
## Key Features

- ◆ All-in-one management of promotion campaigns, assets and version control
- ◆ Define campaigns for a wide variety of targets (programs, series, episodes, etc.)
- ◆ Optimize reach and frequency by splitting promotional avails to increase delivery
- ◆ Change campaign material or parameters at any time (without having to re-import/export)
- ◆ Real-time visibility of data
- ◆ See how your campaigns are performing against targets with intuitive performance reports
- ◆ Produce proof-of-performance reports in a few clicks
- ◆ View performance levels as you fill the log and make adjustments on the fly
- ◆ Boost the ratings of promoted events to increase sales revenues
- ◆ Maximize the utilization of your promotion inventory
- ◆ Increase campaign precision by deploying a wide range of campaign requirements
- ◆ Ensure accurate proximity to the promoted event using automated scheduling
- ◆ Keep the schedule integrity and prevent violating rules and regulations
- ◆ Apply time restrictions for today, tomorrow, next, etc.



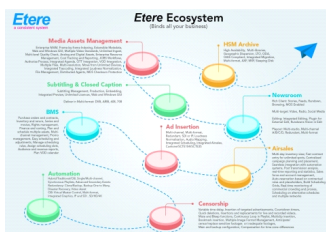
## Error Proof

**Etere Promo Placement** is completely error proof. Its user-friendly interface shows to the operator all the programs with all the info and related promos. A dedicated screen alerts the operator in case there are schedule limits, promo placement error, missing programs, wrong time slot, wrong placement respect to program. The intuitive interface of Etere Promo Placement allows channels to fluidly optimize the placement of their self-promotions, billboards, and bumpers.



## Automatic Placement

- ◆ Allows monitoring and placing the right promos across the broadcast schedule
- ◆ Placement of appropriate promotion accurately in the broadcast schedule
- ◆ User-defined rules validate the integrity of your schedule
- ◆ Ensures that the right version of the right promotion is associated
- ◆ Applies the relevant criteria to prioritize spot placement during finalization of the playlist to achieve your overall marketing objectives
- ◆ Promos can be placed before their video exists with last-minute manual adjustments with easy selection menus
- ◆ Prioritize spot placement during finalization of the playlist
- ◆ Ensure you adhere to campaign parameters



## Etere Ecosystem Integration

As part of **Etere Ecosystem** solutions, **Etere Promo Placement** is able to connect with other Etere modules such as:

- ◆ **Etere Media Management**, promos are saved using MAM database and also checks parental guidance limitations
- ◆ **Etere BMS**, simultaneous insertion in Promo Placement, BMS saves time and maximizes the placement opportunities
- ◆ **Etere Airsales**, to create a promo schedule in the traffic grid and sharing materials, programming, orders and scheduling: practically the seamless scheduling and workflow
- ◆ **Promo Crowding**, to always take control of the promo crowding
- ◆ **Etere Executive Scheduling**, to create the schedule from traffic placement
- ◆ **Etere Automation** systems, frame accurate playout