

## Etere Manages the Media Cycle of HanoiTV

HanoiTV, the leading television network of Hanoi, Vietnam has selected Etere technology to manage its entire media cycle.



Company logo of Hanoi  
TV



TV Station

HanoiTV has adopted the Etere Media Cycle Management System which features video management, scheduling system, transcoding, archiving, desk storage and automation capabilities. The system is also designed with a web interface that helps to drive efficiency for the network.

### About Etere Media Management

Etere Media Management is a highly effective digital content management solution that streamlines the process of:

- Ingesting
- Quality Control
- Indexing
- Transforming
- Storage and retrieval

### Etere Media Cycle Management for HanoiTV

Etere equipped HanoiTV with 2 Harmonic Mediadeck and 1 Grass Valley master control that supports the entire Media Cycle Management System. Grass Valley master control solutions are designed to make play-to-air easy. Harmonic video servers, shared storage and content management systems offer professional media organizations with open platforms optimized for the production, transformation and distribution of digital media.

The following features empowers HanoiTV to streamline their media cycle management workflow:

- A MAM for video management
- Etere transcoding
- Vantage transcoding 2 units (telestream)
- HSM archive
- Spectra LTo6 library with 2 drives and 100 slots
- Disk storage
- Web interface
- Proxy preview
- Scheduling system
- Playout automation

### About Etere Pte Ltd

Etere, a leading software developer and system integrator, was founded in 1987 with the mission to design a portfolio of quality solutions for the broadcast and media industry. Committed to providing quality and service excellence, Etere has achieved great success as a worldwide leader with distribution networks in Europe, Middle East, Asia Pacific and South America. Etere's team of engineers represents a unique cross section of broadcast and IT experience. The company has its headquarters in Singapore and development centre in Italy.

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### **About HanoiTV**

Hanoi Radio Television is the official radio and television network of Hanoi, Vietnam. It currently owns 1 radio channel and 3 television channels including Hanoi Cable Network Television (HCaTV), Hanoi1 and Hanoi2.

