

### Content + Technology, Asia Pacific news publishes an article on Etere Delivers MAM to VTV24.

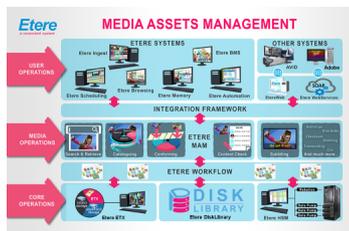
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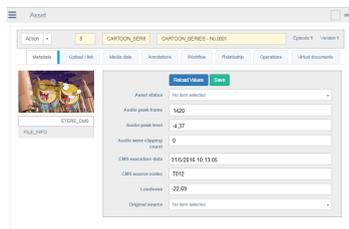
(Etere logo)



(Company logo of VTV24)



(Media Asset Management diagram)



(Etereweb MAM)

For the full article, please refer to the attachment.

VTV24, an International News Channel located in Hanoi, Vietnam, has selected Etere Media Asset Management (MAM) for the complete management of its news archives. The TV station which broadcasts 24 hours a day, seven days a week, was launched by VTV, the National Television Broadcaster of Vietnam and a long-time customer of Etere. VTV has once again renewed its vote of confidence in Etere solutions.

Etere MAM streamlines the process of ingest, indexing and retrieval of news archives at VTV24. It is an IT-based solution that is designed to optimise the value of digital assets with total workflow orchestration across all departments, including newsroom, ingest, content retrieval and metadata association. With Etere MAM, operators are able to automate, monitor and plan tasks across the complete workflow from a centralised database, leading to greater collaborations, lower costs, higher efficiency, faster content retrievals and deliveries.

Etereweb and Etere Transcoder facilitate the transmission of information across all departments of VTV24, promoting a collaborative workflow and real-time sharing of information throughout the company.

#### Etereweb for Seamless Connectivity

Etereweb is an intuitive web-based software that helps users to access real-time information and manage operations with a web browser. With Etereweb, users will be able to perform tasks and manage information beyond the office environment and from any location with an internet connection. It supports all the main features of the desktop edition with a mobile-friendly and cloud-ready interface. Etereweb offers the best information exchange between both internal and external departments including staff, systems, customers, suppliers and production managers. Etereweb also ensures that journalists will be able to access their files instantly while on the move. With its 24/7 playlist, VTV24 leverages on the flexibility of Etere solutions to manage its high volume of news archives in multiple formats and across multiple platforms.

#### Etere Transcoder for all Transcoding Needs

VTV24 is also equipped with Etere Transcoder, a transcoding software based on the powerful FFMPEG conversion tool that is able to decode, encode, transcode, mux, demux and filter almost any media used in the broadcast industry. Etere is cloud-compatible and its users are able to select the cloud-device paths that they require. Etere Transcoder is the industry's most efficient solution for all professional broadcast facilities that require seamless and universal file-based media transcoding. It is powerful enough to manage even high-volume transcodings and deliveries to any platform, inclusive of format and wrapper. Etere's distributed architecture ensures a fault-tolerant and fault-resilient performance. Etere solutions are able to interface a variety of third-party integrations. VTV24 is equipped with Etere MAM-NLE integration for Avid, with connectivity to the Avid editing system for collaborative workflows and a seamless production.



#### About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel-in-a-box software solutions for broadcasters and media companies. Etere's unique MERP software solutions are used by many of the world's leading Media Enterprises to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and 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 support centre in Italy. **E-mail: info@etere.com**