

# TVRI Selects Etere for Media Asset Management and Archiving

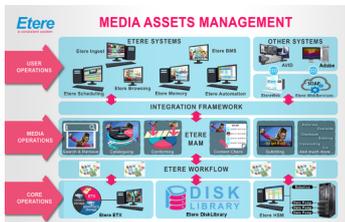
TVRI, the state-owned television channel of Indonesia and a long-time customer of Etere has renewed its approval of Etere with its latest addition of Media Asset Management with Etere HSM Archive integration.



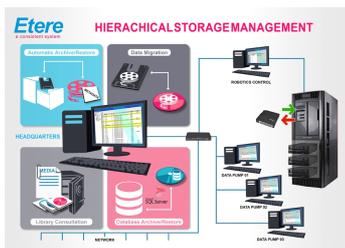
(Etere logo)



(TVRI Logo)



(Media Asset Management diagram)



(HSM Diagram)

TVRI is the state television station of Indonesia and a user of Etere since 2005. As a mark of renewed confidence in Etere solutions, the TV station has selected **Etere Media Assst Management (MAM)** and **Etere Hierarchical Storage Management (HSM)** to manage its media management, archive and restoration workflows. Etere MAM is an orchestrator of all content management workflows throughout the end-to-end lifecycle including ingest, index, storage and retrieval of all digital assets. Etere empowers TVRI to use the best technologies to effectively manage its archive and media workflows.

Etere MAM orchestrates content movement, transmission, archiving and access according to the requirements of the business. Equipped with a highly responsive search engine, users can easily navigate the user-friendly interface of the media library to search, access, edit, preview, retrieve, archive and deliver any media asset. Metadata such as format, description and genre can be added, enabling assets to be identified, grouped and linked instantly. With **Etere workflow**, all updates are automatically updated in real-time, reducing manual work and enabling faster delivery to market. Not only that, all assets are also checked for file quality issues such as freeze frame, black frames and audio loss before they are released for delivery.

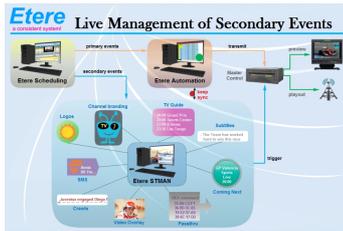
Etere MAM manages the rights management of all users with a single interface and rights can be configured to match the needs of the business. With Etere MAM, all aspects of the business are connected and managed centrally even if departments are located across different locations, leading to greater operational efficiency. With Etere MAM, users are empowered with the software system that provides the best responsiveness to make strategic decisions on the re-purposing of their content and to increase the value of their media assets.

The powerful search engine and media management system returns accurate user search results with lightning speed. Assets can be searched for and retrieved based on any specified category of metadata, including the asset format, description or unique ID. Graphics are managed seamlessly from the same interface with **Etere STMan** which enables on-air broadcasting of graphics with the retrieval of data from Etere MAM. Etere STMan provides broadcasters with a multi-layer and real-time management of all secondary objects associated with scheduled events. Users can add unlimited secondary events as required for broadcast.

TVRI has selected Etere HSM, including Sony Linear Tape-Open (LTO)/Optical Disc Archive (ODA) library driver for the management of its archives. Etere HSM allows users to mix different archive storage file systems under a single system with a centralized control to

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(STMan Diagram)

provide the best flexibility in a product. The solution at TVRI includes archive and restoration workflows. Etere HSM provides a host of benefits for TVRI including:

- ◆ A single view and management of a multi-library environment
- ◆ Insertion of metadata when archiving media files in the Tape Library
- ◆ Up to three copies of tapes can be stored in the library or off the shelf for increased security
- ◆ Auto-update of the file status to reflect a real-time status
- ◆ Users can archive high and low resolution copies as well as Master and TX copies
- ◆ Supports the latest archival technologies with regular software updates to be aligned with market demands

For more information about Etere software, please write to [info@etere.com](mailto:info@etere.com)



### About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions are used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, Newsroom Computer System (NRCS), Broadcast Management System, Broadcast video over IP, Censorship, Closed Captioning and Subtitle Management are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere headquarters is in Singapore and it has a worldwide 24/7 support.

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### About TVRI

Based in Senayan, Central Jakarta, TVRI is a state-owned, public broadcasting television network in Indonesia. TVRI currently owns 22 regional stations and is the only broadcaster in Indonesia with national coverage. It is also the oldest television entity in Indonesia. Along with government digital television, TVRI also own 4 channels namely, TVRI 1 (or TVRI Nasional) which broadcasts national coverage, TVRI 2 which is set to be the regional network of TVRI broadcasters, TVRI 3 with programmes focused on culture and TVRI 4 which screens sport programmes.

[www.tvri.co.id](http://www.tvri.co.id)