

MRTV Enhances Newsroom Efficiency with Etere Nunzio Upgrade

Myanmar Radio and Television (MRTV), Myanmar's premier free-to-air television channel, has taken a significant step towards improving its newsroom performance by upgrading to the cutting-edge Etere Nunzio system, replacing the former Octopus Newsroom. This strategic move is set to enhance efficiency, streamline operations, and deliver superior news coverage to viewers nationwide.



Etere logo



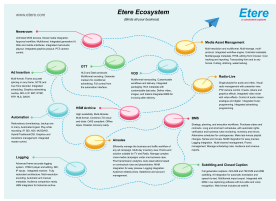
MRTV



Nunzio Playout



Integrated Nunzio
Newsroom



Etere Ecosystem

After conducting in-depth technical evaluations, Etere has emerged as the winning choice for **Myanmar Radio and Television (MRTV)**, one of the country's most established free-to-air television channels. The project was initiated to replace the old Octopus newsroom system. Etere Nunzio Newsroom, as part of the **Etere Ecosystem**, provides a customizable framework of software solutions capable of connecting and managing a broadcast or media company's end-to-end workflow. The Etere Ecosystem is designed to scale easily to meet evolving business requirements.

Etere Nunzio Newsroom empowers media enterprises with the most efficient software tools to bring a story from ideation to final broadcast using a single software. Etere integrates seamlessly with the Etere Media Asset Management (MAM) database to deliver the correct media asset to where it is needed.

It can manage complex stories with multiple video elements, including video files, live streams, graphics, and secondary media files. Users can automatically index their footage and photos or utilize advanced technology, such as AI-driven facial recognition, to analyse individual scenes and segments in the media library, producing precise matches in seconds.

Additionally, Nunzio features Optical Character Recognition (OCR), which scans images and recognizes text within the digital image and is enabled by automatic speech-to-text technology. With its rich database of searchable metadata, news stories can be easily created, customized, and repurposed. Etere Nunzio supports unlimited MOS integration to incorporate third-party components and devices, including teleprompters.

The MOS Gateway Activity Monitor provides a comprehensive overview of all activities running with MOS devices. Etere Nunzio Newsroom, a NRCS newsroom software, manages the complete tapeless workflow of a newsroom environment. It features templates for quick story creation and rapid news dissemination. With Etere's rich text editor, journalists can combine all multimedia elements of a story—including presenter, voiceover, MOS, and ECC—on a single screen. The rich text editor also runs the text for the prompter and tracks the actual story duration against the scheduled duration.

In today's newsroom, where distributed teams collaborate in real-time, Nunzio provides effective tools including social media integration, e-paper upload, website upload, tracking audience feedback directly from Nunzio, and publishing to multiple social media accounts. Etere Nunzio integrates seamlessly with NLE editing systems like Adobe Premiere Pro and DaVinci Resolve, allowing users to search for Etere MAM segments and insert them into sequences without switching interfaces. Furthermore, Etere Nunzio Newsroom serves as the central repository for incoming agency wires, which are available for download in real time.

Etere prepares MRTV for the future of broadcast, taking the station's potential to greater heights.

For a media management strategy that works for your business, please contact us for a personalized consultation.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

Myanmar Radio & Television (MRTV)

MRTV, Myanmar Radio and Television, is a free-to-air channel that mainly broadcasts Local news. Radio service in Myanmar first came on air in 1936 during the British colonial era. Regular programming by Bama Athan began in February 1946 when the British established Burma Broadcasting Service (BBS), carrying Burmese language national and foreign news and musical entertainment, school lessons and English language news and music programming. After independence in 1948, it was named Myanma Athan. The service was renamed Myanmar Radio in 1988. The junta also renamed the radio service's parent, BBS, Myanmar Radio and Television (MRTV) in 1997. Until the launch of Yangon City FM in 2001, BBS/Myanmar Radio was the only radio station in the country. Its main broadcast centre has been 426 Pyay Road in Kamayut in Yangon for years. Since late 2007, the main broadcast station has moved to Naypyidaw. Yangon Station now mostly relays Naypyidaw Station's programming. Television service in Myanmar was first introduced in 1979 as a test trial in Yangon. MRTV was first launched on 3 June 1980, and regular television service was formally launched in 1981.

<https://mrtv.gov.mm/>

