

Etere MAM, Automation and Ad Insertion at Telekom Malaysia

Telekom Malaysia, Malaysia's leading convergence communication service provider has selected Etere as its top choice to manage its Media Asset Management (MAM), Automation and Ad Insertion.



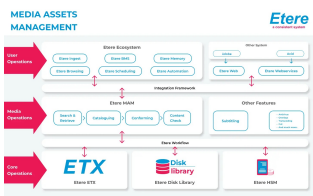
Etere logo



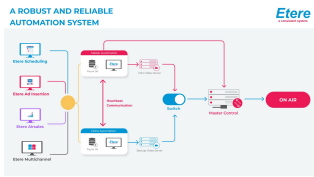
Telekom Malaysia



Etere System



Media Asset Management
diagram



Etere Automation diagram



ETX Logo

Etere, an established solution provider for broadcasters since 1987, has been selected to lead a transformative deployment at Telekom Malaysia, the top convergence communication service provider in Malaysia. Etere deploys its software-driven Media Asset Management (MAM), Automation and Ad Insertion solutions based on its channel in a box system, Etere ETX, to manage 3 channels of Telekom Malaysia. Designed to provide faster and more efficient content production and distribution across multiple platforms, Etere solutions include highly integrative workflows that support real-time sharing of data across the distributed departments of Telekom Malaysia.

Etere Media Asset Management (MAM) enables Telekom Malaysia to reduce complexities even when dealing with multiple file formats, frame-rates, resolutions and platforms. Etere MAM orchestrates the end-to-end workflow of the TV station's broadcast lifecycle, empowering operators to ingest, index, store, retrieve and deliver assets with simplicity, flexibility and reliability. MAM manages all digital files and associated metadata from a centralized database, providing operators with real-time access and updates at every step of the workflow. At the heart of the operations, Etere MAM is designed for uncompromising quality, speed and precision, enabling Telekom Malaysia to improve the quality of its delivery, increase operational efficiency and to deliver content to markets at a faster pace.

Etere ETX

Etere ETX integrates a myriad of high-performance features in a cost-effective software-based channel in a box, empowering Telekom Malaysia to manage its digital ingest/playout from an IT-based interface without the need for expensive or high maintenance systems. ETX enables Telekom Malaysia to manage multiple ingest/playout for its three channels simultaneously, including full support for multiple video codecs, formats, frame rates and resolutions. With ETX, Telekom Malaysia will also be able to perform media streaming to media servers including Youtube, Wowza and Adobe Media Server using RTMP and RTSP protocols.

Etere Ad Insertion for 3 Channels

Etere Ad Insertion is a complete software solution for a real-time and seamless management of ad insertions including real-time insertion of 2D/3D logos, video clips, CG graphics and scrolling text over multiple layers. Etere offers both targeted and dynamic ad insertions. Ads can be inserted into both stored and live content.

Etere Automation for 3 channels

Etere Automation automates the playout system of Telekom Malaysia. It is completely scalable, flexible and reliable, combining both real-time device control and media asset management capabilities within a single interface. Etere Automation offers strategic automation control with different levels of fault tolerance including backup mode, master/clone mode, and disaster recovery mode. Users can leverage the benefits of having a centralized media asset management database with integrative workflows, real-time updates and improved facilitation for collaborative workflows.

Etere is capable of managing the complete end-to-end lifecycle of any broadcast company with its **Etere Media Enterprise Resource Planning (MERP)** framework. Etere MERP solutions are modular, highly scalable and flexible, customisable to fit into any environment. Beyond providing the tools of the future, Etere also provides one of the most reliable service and performance in the market with its 24/7 global support, driven by its dedicated team and more than two decades of success.

About Telekom Malaysia Berhad (TM)

Founded in 1946, Telekom Malaysia Berhad (TM) started as a National telecommunication provider for fixed line, radio and television broadcasting services. Today, it is Malaysia's top convergence communication service provider with its wide range of communication services and solutions in broadband, data and fixed-line. Leveraging on its expertise in network infrastructure, Telekom Malaysia strives to propel Malaysia as a regional internet hub and digital gateway for South-East Asia. The company delivers highly innovative solutions and continuous customer service quality improvements. It remains steadfast in its transformation into a new generation communications provider that is able to deliver an enhanced and integrated digital lifestyle to all Malaysians, and opening up possibilities for the country through better connection, communication and collaboration.

<https://www.tm.com.my>



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-only solution is 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.

