

Myawaddy TV Upgrades its News Production System and Archive with Etere

Myawaddy TV has selected Etere to upgrade its station-wide news production system and archive. Etere Ecosystem delivers streamlined workflows and reliable performance across a digitally connected media environment.



Etere logo

Etere, in partnership with distributor Elevate Broadcast, successfully launched the project for Myawaddy TV in Myanmar. This implementation comes as an extension of the existing Etere infrastructure in Myawaddy, building on a proven foundation to further modernise newsroom operations and archive management. The upgrade equips Myawaddy TV with an integrated framework of software tools that modernize the end-to-end news production and archiving workflow.

This project delivers a future-ready platform that reduces manual tasks, shortens news turnaround times, and secures long-term archive management. Myawaddy TV now benefits from an efficient and scalable solution that supports both current operations and future growth.

For a media management strategy tailored to your organization, contact us to arrange a personalised consultation with our product experts.



MWD



Myawaddy TV

Etere Ecosystem Key Modules for this Project

□ **Etere Media Asset Management (MAM):** Centralizes the media library and automates end-to-end processes: ingest, retrieval, metadata enrichment, distribution, approvals, and task automation for improved productivity and accuracy.

□ **Etere Quality Control:** Automates file-based QC to detect and flag audio/video issues such as freeze frames, black frames, scene changes, and audio loss.

□ **Etere Web:** Secure web interface for authenticated users to manage assets and workflows remotely, enabling on-the-go access and approvals.

□ **Etere T-Workflow:** Visual workflow designer that automates broadcasting rules and scheduled processes to increase efficiency and reliability.

□ **Etere Media Manager:** Automated content mover for secure transfers between servers, including remote locations.

□ **Etere Proxy Browsing:** Integrated proxy browsing with built-in web streaming for fast content review.

□ **Etere Transcoder:** Comprehensive codec and container support for decoding, encoding, transcoding, muxing, demuxing, and format conversion across production and distribution chains.

□ **Broadcast Quality Player:** Broadcast-grade monitoring and playback with QC features and dual-monitor support for accurate review and playout.

□ **Etere F90:** Paperless import/export automation for metadata and operational data exchange.

□ **Etere Studio Player:** Playlist preparation for live and pre-recorded broadcasts, supporting live news, studio shows, and ad insertion.

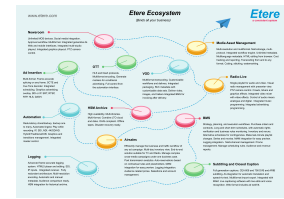
□ **Etere Ingest:** Flexible ingest options including manual, scheduled, and fully automated workflows.

□ **Etere SNMP Console:** Unified dashboard for device and process control, simplifying system management.

□ **Etere Multichannel Player:** Handles multichannel ingest and playback of 4K/HD/SD from NDI, SDI, IP feeds, live streams, and file imports; supports up to six simultaneous streams.

□ **Etere HSM:** Hybrid storage management for LTO, Sony ODA, disk, object, and cloud storage with a single interface to manage archives across multiple sites.

□ **Etere Technical Support:** 24/7 support with remote assistance, free software upgrades for customers on support contracts, and incident tracking via a web portal.





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 the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.



Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere 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

About Myawaddy TV Naypyidaw (MWD)

Myawaddy TV (MWD) is a television network in Myanmar, based in Yangon and Naypyidaw. It was launched on 27 March 1995 to commemorate Myanmar's Armed Forces Day. MWD is the second television station in Myanmar following MRTV. All channels from the MWD television network are 24-hour free-to-air channels.
<https://www.myawady.net.mm/>



About Elevate Broadcast

Elevate Broadcast a leading System Integrator in Asia can lead you through the selection, purchase and installation of all the equipment required for your next production or facility. Elevate Broadcast – Asia was founded to allow customers to receive the personal attention and support required to combat the changing technology and operational challenges in the Broadcast Industry. The industry was seeing the decreasing ability for manufacturers to meet the needs of customers directly which opened the opportunity for a customer centric and engineering focused company to help fill the gaps. This philosophy of placing customer needs first and finding the right technology and services required within budget helped Elevate to grow quickly.



<https://www.elevatebroadcast.com/about>