

## VTVCab Re-appoints Etere for Expansion

VTVCab chooses Etere system for its expansion plans that include increased storage and an additional 20 harmonic channelport to manage 10+10 channel playout.



Etere logo

Etere maintains a strong relationship with VTV, based on years of playout management of the VTV's nine channels by an Etere System which empowers VTV to achieve high levels of operational efficiency. An integral component of the system is Etere MAM, a module that enables a comprehensive searching, browsing and cataloguing of rich media with very intuitive interface during the entire media management process.

With the new system, VTVCab will be equipped with expanded storage and an additional 20 harmonic channel ports to manage 10+10 channel playout. During the media management process, Etere will manage the MAM system for ingestion, preview and video delivery.



VTV Cab Company Logo

With this delivery, VTVCab is empowered to scale great heights!

### About Etere Pte Ltd

Etere, a leading software developer and system integrator, was founded in 1987 with the mission to design a portfolio of quality solutions for the broadcast and media industry. Committed to providing quality and service excellence, Etere has achieved great success as a worldwide leader with distribution networks in Europe, Middle East, Asia Pacific and South America. Etere's team of engineers represents a unique cross section of broadcast & IT experience. The company has its headquarters in Singapore and development centre in Italy.

### About VTVCab and VTV

VTVCab provides pay-tv channels and is an affiliation of Vietnam Television(VTV), the national television broadcaster for Vietnam. VTV is the largest television network in the nation, broadcast in nine FTA channels and available internationally via satellite. VTV also operates the largest cable network (VCTV) and a DTH satellite service.