

## Etere Brings MERP to VTV8

ETERE has been chosen by VTV8, the channel for Central and Highland Region of Vietnam owned by the National Television Broadcaster of Vietnam, VTV.



vtv\_logo



Media Enterprise  
Resource Planning

Etere announced that its Media Enterprise Resource Planning(M.E.R.P.) system has been chosen by VTV8. VTV8 is a channel for Central and Highland Region of Vietnam and it is owned by national television broadcaster, VTV. VTV8 and VTV8 HD started its first broadcast on 01 January 2016.

Etere M.E.R.P. has been proven to be successful, reliable and cost-effective at the same time. It is a 100% software solution that is able to connect, track and manage the complete lifecycle of a media/broadcast company at Enterprise level. Etere maintains a long-running relationship with VTV and many of VTV's channels are installed with an Etere System, backed by its mark of quality, consistency and reliability.

#### **Key Benefits of Etere's M.E.R.P.**

- Cross-platforms, multi-formats and multi-channels
- Customizable, streamlined and tailored tapeless workflows and interfaces
- Real-time scheduling, conflicts management and e-mail alerts
- Total paperless control over resources, processes and costs
- Tightly integrated billing and accounting features
- Low total cost of ownership and creates new business opportunities
- Respectful of corporate policies and best practices
- Efficient collaboration between areas and with partners and suppliers
- Project change management is improved with effective enterprise security

#### **Complete Lifecycle Management and Tracking**

With VTV8's Installation of Etere M.E.R.P. solution, the station will be able to manage and track the entire workflow across multiple areas such as financial management, supply chain and CRM, deal and contract management, work orders, production, dubbing, ingest, editing, indexing, subtitling, resource allocation, operational costs, air sales, user permissions, digital rights, multi format and multi platform content delivery, licensing, domestic and international sales, distribution and billing.

#### **Etere Web Integration**

Etere M.E.R.P. provides a comprehensive overall view (without "information islands") to make real time information available for management, at anytime from anywhere thanks to the external access available through an Etere Web integration that includes availability and bookings (ingest/editing rooms) of all resources, personnel shifts, equipment maintenance schedules and out-of-service days.

#### **Real-time Reporting**

Etere's M.E.R.P. provides powerful and real-time business for executives and managers, controlling costs and budgets, reducing errors, connect workgroups, enhance communications, minimize duplication and improve decisions.

With VTV8's installation of Etere's M.E.R.P. system, the new TV station is well equipped to achieve greater heights!

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

#### **About VTV8**

VTV8 is a national TV channel for Central and Highland Region of Vietnam. The TV channel is under VTV, the national and only nationwide TV provider in Vietnam. VTV8 broadcasts 24/24 and started airing on 01 January 2016.



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## About Etere

Etere was founded in 1987 and it remains the only company to offer an end-to-end workflow solution for any broadcast and media company. Etere's team of engineers represents a unique cross section of broadcast & IT experiences. Etere is the Italian word for Luminiferous aether, which explains the wave-based light that has the unique ability to penetrate empty spaces, something which is not a common property of waves. Similarly, Etere Pte Ltd represents the commitment to deliver and achieve exceptional excellence backed by its mark of quality, consistency and reliability. Etere has achieved great success as a worldwide leader with expansive distribution networks in Europe, Middle East, Asia Pacific and South America. The company has its headquarters in Singapore and a dedicated development centre in Italy.

