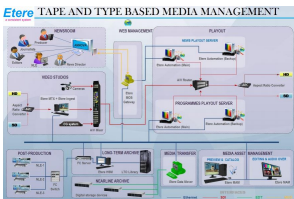


## VTV: Tape and Type Based Media Management

VTV, Vietnam Television, the national broadcaster of Vietnam is the only nation-wide TV in Vietnam. It was formed on September 7th, Vietnam Television became an official name on April 30th 1987 and since then it's also become the national television. At present, Etere has a strong relationship with VTV, based on years of management of the VTV's nine channels playout by using an Etere system, a choice that has permitted VTV to achieve an operative efficiency while meeting audience's quality expectations.



Official VTV logo



Tape and Type Based Media Management

For more information, please refer to the attachment.

### Introduction

VTV, Vietnam Television, the national broadcaster of Vietnam is the only nation-wide TV in Vietnam. It was formed on September 7th, Vietnam Television became an official name on April 30th 1987 and since then it's also become the national television.

At present, Etere has a strong relationship with VTV, based on years of management of the VTV's nine channels playout by using an Etere system, a choice that has permitted VTV to achieve an operative efficiency while meeting audience's quality expectations.

Etere will design an integrated archive and distribution system which combines powerful servers with an easy to use browser interface. VTV will be provided with a digital archive that combines rock-solid reliability and high availability with increased bandwidth and storage, allowing VTV operators to easily search, preview and retrieve any media they want from the digital archive whilst remaining at their desks.

As shown in the figure above, Etere provides a specialized repository that allows type-based management of assets, this allows to register the definitions that will be made of each asset a single group for which it will be possible to set a wide range of properties to all assets belonging to a certain type, performing media actions based for a specific asset type, archive assets based on its type, etc.

This paper illustrates how Etere allows stations to not only manage their assets but also the work orders implied in said management, providing them with a truly Work Order and Asset Management solution.

### 3. DETAILED SOLUTION

The entire workflow at the VTV Archive centre can be summarized in the following steps:

#### 3.1.1 Live programs archive

The Technique & Production Centre (TPC): tape-out from Master Control Room the selected programs are broadcasted on the VTV1, VTV2, VTV3, VTV4, VTV5, VTV6 channels to the Betacam SP tape (without logo-clean feed).

Show how to use scheduled recording to automatically record live programs and workflow to send to archive

\*\* The record a live program form master control to be sent back to the archive? < Reply> they have to tape out to Betacam SP tape then send to the Editorial Department

### Editorial secretary

-The editorial secretary departments-Vietnam television: Receive the Betacam SP tapes which recorded the transmitted programs on the VTV1, VTV2, VTV3 broadcasting channels after finished transmitting for 3 months, 6 months, 1 year.\*\*

They will never receive a tape but they simply browse the video on the browsing system, no need to copy any tape.

\*\* I do not understand why you say 3 months, 6 months or 1 Year? they keep in Editorial sec Department for specific duration subject to program type before send to archive.

### Editing

-The editing departments, the programs product and extraction units sends or return the video tape (almost by Betacam SP)\*\*

Editing will send files and not tapes using Etere web or tapeless reception.

\*\* These are the program produced internally? Right, select the production material to send to archive o returned "restored archive material" to Archive center.

### INGEST for Editing

- Record the programs with the material format (the video without the sound) from the Betacam SP video tape, DVD Betacam or from the plastic film (optical) to the Betacam video tape.\*\*

This will be performed using standard ingest procedure.

### INGEST To archive

-Collect the data in the recording tape, DVD optical disk\*\*

### 3.2. TAPE WAREHOUSE: Archive material maintenance

Videotape management

+ Sorting, Arrange the tapes into the warehouse

Use Etere videotape manager

Deliver files +

Export tape to use: using export sheet, approved by Archive center leader

- Re-broadcast onto the free-to-air and paid channels of VTV; export the tape for loan.

- At side Tape-out material + tape Loan

- Make metadata

To deliver files they need to attach and run the correct export workflow

To deliver tapes they will use the tape loan

+ Receive the tapes and return them to the warehouse after using.

Tape loan

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This will be performed on low-res using asset form

+ Classify programs genre: Return the un-archive program to editing department, index numbering for the tape (symbols and number) label for the archived tapes.

Code: BLB+the archiving number to the News, documentary and other types (e.g.: Live program, draft material).

Code: SK+ the archiving number of the stage entertainment programs

Code: TRVN + the archiving number to the Vietnam Feature film programs (television series and Cinema)

Code: TRNN + the archiving number of the foreign film programs

Code: VN + the archiving number of the musical, music live show, music exchange programs

Code: HH + the archiving number of the animation film which made in Vietnam and foreign countries

Code: KHGD + the archiving number of the nature, society and discovery information popular programs

Code: BLU + the archiving number of the programs on the U-matic tape.

+ Enter into computer:

- The archiving number

- The program name (title)

- The special subjects (genre)
- The duration
- The production place
- The import source
- The tape code of the owned origin of production place

### 3.3. LOGGING: Insert metadata for tapes

This will be performed on low-res using asset form

- Request the tape from warehouse base on tape export sheet approved by Archive Center Leader
- +Review, browsing programs by Betacam, U-matic video tape transmitting ends
- +Input the tape metadata information on the tape metadata form. Section Manager checks and corrects.
- + Review, loggings (based on form) for video tapes which have the BLB code. . Section Manager checks and corrects.
- +Return the tapes to warehouse that finished reviews, logging
- +Enter tape metadata in to tape metadata management software

### 3.4. EXPLOIT MEDIA: Exploit and used the archived material on tape

- + To receive the material requirement from the reporter, editor, person who use the media (based on request sheet) - The Archive Center leader signed and approved Each can use Etere web to search and retrieve
- + To search and retrieve the metadata from the requirement on the tape metadata management software (the number, the tape coding symbol have been archiving, video segment want to retrieve at what of minutes on the video tape (tape used CTL)
- Etere take care of every retrieve full or partial
- + To write the tape export sheet: The Archive centre Leader signed approved
- + To receive tapes which are exported from the tape warehouse
- + Using the Betacam or U-matic or multi-format player to get the request media material from tape. Copy media from an archived tape to a user's tape or an optical disk (i.e.: DVD, VCD).
- The export file is multi-format; any format VTV choose can be selected from who receive files.
- + To return the tape to the tape warehouse.

## 4. KEY BENEFITS

This paper has described how the development and deployment of a comprehensive Etere-based "Workflow Based Archiving System" is able to provide the station with a large number of operational benefits and advantages derived from the correct use of ultimate media management technology; Etere will entirely manage the digital contents of the station, from acquisition to delivery, by providing them with the following key features:

## 5. ABOUT ETERE

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 20 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

From its headquarters in Tolentino, Italy, Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

Etere: a consistent system

