

## Content and Technology: TVD (Momo) Selects Etere Enterprise MERP

Etere recently announced that TVD (Momo), a joint venture between Thailand's TV Direct Public Company Limited (TVD) and Taiwan's Momo gallery has chosen Etere for its four channels playout.



Content + Technology



TVD Momo



Etere logo

TVD (Momo) is a 24-hour TV shopping channel that sells a range of products marketed through various media such as TV home shopping, E-commerce and catalogue to viewers in Taiwan, China and Thailand.

Etere manages the processes of ingest, automation, scheduling, transcoding, proxy browsing, video playout and video logging of TVD (Momo)'s four channels. The entire workflow is automated and streamlined with high monitoring capabilities, enabling TVD (Momo) to deliver content quickly, save costs and to manage the different departments in a more integrated and streamlined manner.

### Key Features

Etere systems are scalable to fit in any media enterprise with customisable configurations that are tailored for optimised performance at every step of the workflow.

Etere systems are completely scalable to grow with any company, thus future-proofing your media systems. Etere offers modules that is able to manage the entire production eco-system, thus enabling greater efficiency, easy expansion and an inter-connected system with seamless integration.

Etere's distributed architecture provides high redundancy and a fault-tolerant performance across the entire enterprise system.