

## Etere Delivers MAM to VTV24

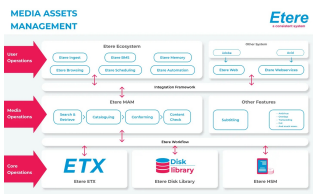
VTV24, the first 24/7 news channel in Vietnam set up by VTV, has selected Etere Media Asset Management (MAM) to manage its news archive operations. It represents a renewed vote of confidence in Etere by VTV, the National Television Broadcaster of Vietnam.



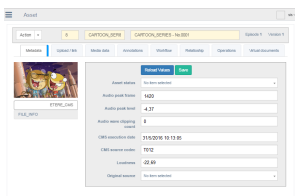
Etere logo



VTV24 company logo



Media Asset Management diagram



Etereweb MAM

VTV24, an International News Channel located in Hanoi, Vietnam, has selected **Etere Media Asset Management (MAM)** for the complete management of its news archives. The TV station which broadcasts 24 hours a day, 7 days a week was launched by VTV, the National Television Broadcaster of Vietnam and a long-time customer of Etere. VTV has once again renewed its vote of confidence in Etere solutions.

Etere MAM streamlines the complete process of ingest, indexing and retrieval of news archives at VTV24. It is an IT-based solution that is designed to fully optimize the value of digital assets with total workflow orchestration across all departments including newsroom, ingest, content retrieval and metadata association. With Etere MAM, operators are able to automate, monitor and plan tasks across the complete workflow from a centralized database, leading to greater collaborations, lower costs, higher efficiency, faster content retrievals and deliveries.

**Etereweb** and **Etere Transcoder** facilitate the transmission of information across all departments of VTV24, promoting a collaborative workflow and real-time sharing of information throughout the company.

### Etereweb for a Seamless Connectivity

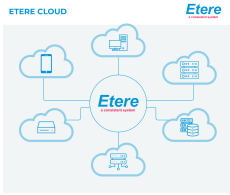
Etereweb is an intuitive and flexible web-based software that helps users to access real-time information and manage operations with a web browser. With Etereweb, users will be able to perform tasks and manage information beyond the office environment and from any location with an internet connection. It supports all the main features of the desktop edition with a mobile-friendly and cloud-ready interface. Etereweb offers the best information exchange between both internal and external departments including staff, systems, customers, suppliers and production managers. Etereweb also ensures that journalists will be able to access their files instantly while on the move. With its 24/7 playlist, VTV24 leverages on the flexibility of Etere solutions to manage its high volume of news archives in multiple formats and across multiple platforms.

### Etere Transcoder for all Transcoding Needs

VTV24 is also equipped with Etere Transcoder, a transcoding software based on the powerful FFmpeg conversion tool that is able to decode, encode, transcode, mux, demux and filter almost any media used in the broadcast industry. Etere is cloud-compatible and its users are able to select the cloud-device paths that they require. Etere Transcoder is the industry's most efficient solution for all professional broadcast facilities that require seamless and universal file-based media transcoding. It is powerful enough to manage even high-volume transcodings and deliveries to any platform, inclusive of format and wrapper.

Etere's distributed architecture ensures a fault-tolerant and fault-resilient performance. With its high interoperability, Etere solutions are able to interface a wide variety of third-party integrations. VTV24 is equipped with Etere MAM-NLE integration for Avid, with connectivity to the Avid editing system for collaborative workflows and a seamless production.

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



Etere MERP Cloud

### About Etere

Etere was established in 1987 in Italy and it is amongst the worldwide leaders in Media Asset Management (MAM) and channel-in-a-box software solutions. Etere Media Enterprise Resource Planning (MERP) framework of scalable solutions is used by media enterprises across the end-to-end workflow. Etere MERP modular software including Media Asset Management (MAM), Airsales, Ad Insertion, Playout Automation, Broadcast Management System, HSM Archive, NRCS Newsroom, Broadcast Management System, Broadcast video over IP, IP Multiviewer and Live Censorship are built with an innovative architecture, offering the best flexibility and reliability in the market. Etere is headquartered in Singapore, with a dedicated 24/7 support centre in Italy.

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### About VTV24

VTV24 was set up by the National television broadcaster of Vietnam, VTV, in 2015 in response to the popularity of International News Broadcast channels in Vietnam. VTV24 news centre is a unit of Vietnam Television (VTV) station. It is also Vietnam's first news channel that broadcasts 24 hours a day and 7 days a week. VTV24 produces programs that provides viewers with the latest news including economic, culture, security, sports, entertainment and International news from all around the world.

<http://vtv.vn/vtv24.html>

