

## Etere in Thailand for Nation Group

### Nation Group chooses Etere as its transmission logger server to fulfil legal recording for its 4 TV channel



Etere logo

Nation Multimedia Group Public Company Limited is a media company based in Thailand. It has both on-line and off-line media like newspaper, television channels, books, magazine and web contents. Nation Group is owner of Thailand's leading independent English-language newspaper, The Nation, the Thai-language daily, Krungthep Turakij and a range of other publications, as well as radio and television programs, and Internet websites.

Together with United Broadcasting Corporation (UBC), Nation Group has recently launched its own 24-hour cable news TV channel, the first ever in Thailand, in both Thai and English language. The channel provides breaking news, in-depth news reporting on politics, the economy, sports and social events from both local and international sources.

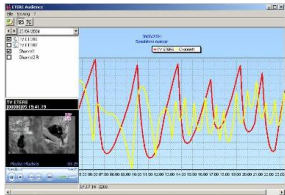
Nation TV uses Etere Memory to control the post on-air of its four channels (Nation Channel, Mango TV, ASEAN TV, Crime Watch Channel).



Nation channel

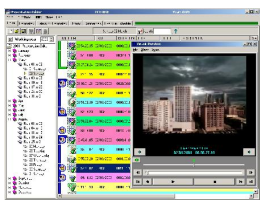
Etere Memory is the solution for logging all the video channels of Nation TV since it is able to record all programs transmitted by the station and thus keep track of everything that has run within custom time slots.

The broadcast programming of Nation TV is recorded by Etere Memory in a space-saving low resolution format in low resolution format (WMV for television and WMA for radio stations) providing further capabilities to search and review programs recorded on specific dates and times. Additionally, operators are enabled to record and view clips at the same time with only a few seconds delay.



Etere Memory

Nation TV 's operators can manage the entire logged video archive thanks to a powerful browsing interface which allows turning a selected video into sub-clips, inserting time-codes and sending final videos to specialized departments. The user-friendly interface provides information on the current recorded file size and the remaining free hard disk space. Moreover, operators can have a chart audience wizard related to the recorded video in order to understand the composition of the competitors' audience.



Etere Memory

Etere is very proud to help Nation TV on it starting since it is a young station with a fresh organization and a new workflow. The Etere's staff has enjoyed the challenge of a short deadline: just three months to be on-air, a special mention on the installation success goes to the Strong Brothers' resources (Etere's Thai Distributor) and to the technical capacity of Nation TV people. Etere is a Consistent System!

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## 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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