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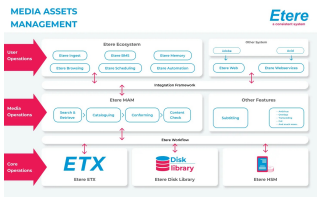
ANTV Hanoi Expands its Etere System with Etere MAM with Quality Control and Transcoding

Long-time customer, ANTV, extended its confidence in Etere with the addition of Etere Media Asset Management with QC and transcoding for an automated orchestration of media assets with 360 degrees business analytics.

Etere logo

ANTV - Vietnam Police TV



Media Asset Management

Etere Web Multiplatform

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ANTV has implemented the market-proven Etere Media Asset Management with Quality Control and Transcoding to manage their end-to-end workflow and improve operational efficiencies. ANTV is a long-time customer of Etere, and the latest upgrade bolsters the strong partnership between Etere and ANTV.

Etere Media Asset Management (MAM)
Etere MAM is an entirely scalable solution that orchestrates media assets through customizable and automated workflows. Etere MAM streamline the process of ingest, index, storage and retrieval of media assets. Eliminate repetitive and tedious tasks with Etere MAM, which uses innovative technology to automate the creation and saving of new asset versions. Etere's rich metadata structures enable faster and more comprehensive analytics to uncover opportunities and improve decision-making on asset repurposing. Furthermore, Etere MAM integrates unlimited MD5 checksum capabilities to ensure the wrapper is error-free and the file does not change even after thousands of movements and archival retrievals. In addition, The software-based file encoding capabilities integrated into Etere Media Asset Management allow an easy and cost-effective exchange of metadata and content.

Etere Web - Create, Collaborate and Deliver From Any Location
Besides a software application, Etere MAM provides real-time content search, retrieval, browsing, and editing on a web interface that allows you to drive your workflows wherever you are. You can access your workflows remotely, even from your smart devices, with a secured login on any internet browser.

Etere QC for an Error-Free Playout
Etere QC is an integrated software module that automatically detects and marks audio and video issues, including freeze frames, black frames, scene changes, and audio loss on all assets' EDL before and after media operations. Users can also customize detection profiles, and results are stored in the database using the standard format.

Etere Transcoder for all Transcoding Needs
ANTV is also equipped with Etere Transcoder, a transcoding software based on the powerful FFmpeg conversion tool that can decode, encode, transcode, mux, demux and filter almost any media used in the broadcast industry. It is powerful enough to manage high-volume transcoding and deliveries to any platform, including format and wrapper.

Etere Proxy Browsing
Etere Proxy Browsing provides an advanced browsing solution integrated into all Etere solutions, including free web integration and streaming capabilities, from ingest to playout.

Broadcast Quality Player
Etere Broadcast Quality Player allows users to preview scheduled files in hi-res before broadcast, check audio tracks, and verify the aspect ratio of files without switching screens.

Empowered with Etere Ecosystem, ANTV can check, manage and distribute all files and associated metadata with easy controls, even for multiple file deliveries with complex and different requirements. Etere strives to empower its users with increased operational efficiencies without compromising quality and reliability. Etere meets the core challenges faced by the Media Industry with a collaborative workflow that promotes business visibility and collaborations between departments.

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About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows architecture that is customizable to fit perfectly in any system.

Etere delivers on its service excellence commitment with a 24/7 worldwide support and inclusive software updates. Its digital technologies and market-proven remote/on-site services such as consultancy, training, installation, and demonstrations are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit **www.etere.com**

About ANTV

ANTV (Public Security of the People's Television) is a TV state TV channel operated by the Vietnamese government. The channel was launched in 2011. The headquarter is based in Cau Giay District, Hanoi. **www.antv.gov.vn**

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