

ETERE delivers Live Censorship Solution to VTV

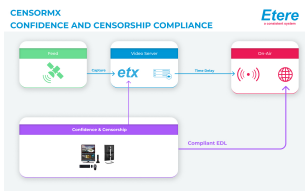
VTV Cable Division has been provided with an IT-based multi-channel system to accomplish its censorship policies on the fly.



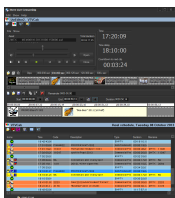
Vietnam Television logo



Censorship servers



Censorship workflow diagram



Live Censorship GUI

Etere, the global supplier of MERP solutions for broadcasters and media companies, today announced that VTV has selected ETERE MERP to deploy advanced capabilities for live content censorship on delayed channels.

The Live Censorship system deployed at Vietnam has enabled VTV Cable division to leverage all the advantages of a delayed broadcast, getting a scalable and intuitive system to censor multiple delayed channels efficiently and reliably. VTV Cable operators can now easily censor inadequate footage across 20 channels just before their broadcast, ensuring the compliance of censorship policies.

The delivered IT-based solution integrates MTX and EVS servers. The choice of using IT-based MTX servers has resulted on the ability to preview content from a confidence monitor while still recording, a key feature that eliminates capturing waiting times and significantly speed-up your censorship process.

Fabio Gattari, Etere's president commented: "ETERE has responded to VTV requirements delivering a reliable solution for such a sensitive operation as censorship. The VTV Cable project is a very important deal that confirms the expansion of the MERP approach on providing solid experiences to all our customers".

The Live Censorship installation is the latest piece of VTV's MERP framework, an end-to-end system that at the present comprehend ingest, scheduling, automation, data transfer and transcoding among others. Once again ETERE MERP has provided a solution perfectly integrated with existing modules, giving customer maximum control over with an efficient cost design.

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About VTV

VTV is the national and only nationwide TV provider in Vietnam as well as the leading news and mass communications organization. VTV provides scientific, educational and entertainment programming through filmmaking, pay TV, Internet and printed media.



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.

