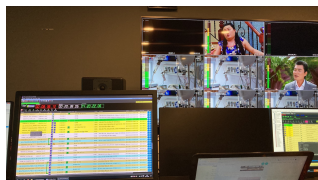


VTV9 Upgrades its Playout with Etere Automation

Vietnam's national television broadcaster, VTV9, boosts playout and distribution efficiencies with Etere playout technology that streamlines and integrates with the end-to-end workflow including automation, graphics, master control and media asset management.



VTV9



VTV9



VTV9

Etere extends its long-running relationship with Vietnam's national television broadcaster, VTV, with a fully redundant playout automation setup for VTV9, a TV station owned by VTV. The channel screens curated content for TV viewers in Southern Vietnam. The installation helps the station to streamline its playout automation workflows and achieve new efficiencies in its daily operation. Furthermore, the **Etere Ecosystem** framework provides opportunities for future upgrades without disruptions to the daily operations, making it a system that would match the needs of the station even as it evolves.

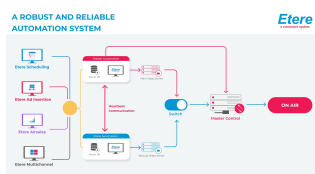
Pivotal to the installation is the **Etere Automation** which allows VTV9 to manage their playout operation with smart customization functionalities and workflow automation. In addition, Etere Automation features real-time device control for an integrated management.

Key Features of Etere Automation

- Start and end points on videos are stored on the system database
- Ingest jobs can be automated to reduce manual work
- Live recordings are supported and these can be manually triggered or pre-scheduled
- Play while recording is supported on every device
- Full redundancy
- Runs independently from the Etere SQL Server for a fault-tolerant performance

Etere Automation is a module in the revolutionary Etere Ecosystem software-defined framework which integrates and facilitates the flow of information between cross-functional departments in the company. It is an open system that allows third-party software to be incorporated easily. Etere Automation integrates with VTV in-house software as well as its third-party master control, graphics and Media Asset Management, through the use of API. Etere also provides a high level of security and fault-tolerance to protect critical media data.

With the new installation, VTV9 establishes a strong foundation to prepare for the broadcast needs of today and the future.



Etere Playout Automation
diagram

About VTV9

VTV9 is a TV station owned by Vietnam's National Television broadcaster, VTV, and it screens content to cater to the cultural characteristics of TV audiences in Southern Vietnam. VTV9 was started on 1 October 2007 and its high definition channel, VTV9 HD was launched on 28 August 2015. **vtv.vn**



About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready 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. Engineered in Singapore, the revolutionary concept of Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the entire enterprise. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in any system. Etere system is developed by 4 different groups in different countries to ensure reliability and quality. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including 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 software tools to drive your business to greater heights. **www.etere.com**

