

## Content and Technology: Etere Installation with TodayTV

The May-June 2016 issue of Content + Technology magazine features Vietnam's Etere Installation with Vietnam's TodayTV:



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Etere logo

Vietnam's TODAYTV recently chose Etere's broadcast solutions to manage and automate the TV station's tapeless production and digital delivery workflows. Using Etere's MERP concept, it is a total software solution able to connect and manage the complete lifecycle of media for the company.

Etere worked with its distributor, SV Tech, for the roll-out of the TodayTV installation. TodayTV's installation of Etere Automation with a master and backup automation based on MTX2, features a master-clone mode, as well as a disaster recovery mode. Its approach combines real-time device control and media asset management in a single solution.

The eco-system includes Etere ingest, which has the capability to capture media from a selection of feeds including real-time SD/HD media from video source, broadcast stream, FTP and IP stream, into a cloud storage and apply it to any part of the workflow.

TodayTV is also equipped with Etere Memory (two channels). Etere Memory is designed to provide broadcasters with a media logger capable of recording and storing all transmitted content in a low resolution format such as MPEG4/WMV, allowing tracking of everything that was aired within a configurable time slot, thus fulfilling broadcast recording laws. In addition, Etere Memory allows recording and viewing of clips at the same time with minimal delay.

[Content + Technology May-June 2016 Issue](#)