VTV4 Expands its News Archive Capabilities with Etere PAM
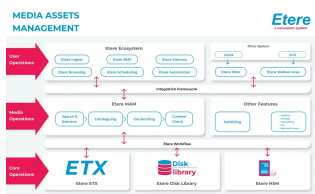
Vietnam's state television channel, VTV4 has chosen Etere to manage its news archive operations workflow. This is for a new role as PAM as well as MAM.
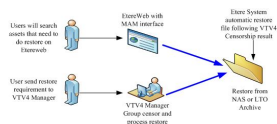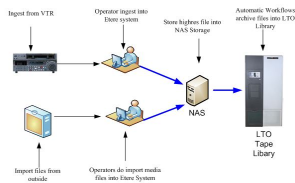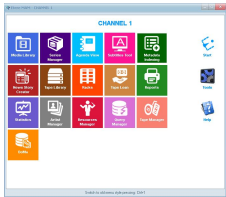

VTV4

VTV 4

Media Asset Management

Restoration

Archive

Etere MAM

Vietnam's state-owned news and entertainment channel, VTV4, has chosen Etere to streamline and manage its news archive. The installation serves as Production Asset Management (PAM) as well as Media Asset management (MAM).

The installation includes
■ Etere MAM/PAM System
■ Etere Quality Control
■ Etere Transcoding
■ Etere Player

Key Advantages
■**Tight integration:** Etere systems enable the channel to maintain the highest standards of metadata connectivity with its seamless third-party integrations
■**Mastery of workflows:** Etere empowers its users with configurable and flexible workflows that transforms operational efficiency at its core
■**Collaboration without technical barriers**: Etere Web allows users to stay connected in a fully tracked and authenticated environment
■**Dynamic and easy restoration**: Etere Web Services allows restoration of master files, segments that can be cut from a specified length from a master clip or segments that can be combined from 2 or many other segments/clips. Users have the option to censor and process restore manually or automatically
■**Secure environment:** Etere rights structure protects intellectual property including digital watermarking
■**Robust search engine with a user-friendly interface:** Equipped with full-text, asset filters and queries
■**Renowned reliability with high availability**: Etere systems ensure high availability with a fault-tolerant and load-balanced architecture. Since 1987, Etere has been providing trusted solutions to broadcasters worldwide

Unleash the Efficiency and Flexibility of Etere Workflows
Etere Workflow empowers VTV4 with a streamlined process of ingest, index, storage and retrieval of digital assets. Etere's customised and scalable workflows allow smooth integrations with third-party systems such as Avid, enabling users to trigger workflows without time delay.

VTV4 is equipped with Etere MAM on a Spectra Logic LTO6 library with 175 slots, accompanied by NAS Storage with 110TB storage space. In addition, Etere MAM will manage the station's transcoding with Harmonic Rohzet Carbon and also the quality control of the station.

Etere MAM enables the channel to achieve a tight integration with Avid systems which comprises of Avid Interplay System, Avid ISIS, Avid Web Services and Avid Newscutter NLE. Etere's integration with Avid Interplay allows users to manage content creation, automate workflows and enable collaboration on multiple projects or a single project simultaneously.

VTV4 is also equipped with Avid ISIS Storage, a scalable storage server where all files are centrally stored and shared to clients. The Avid ISIS Client Manager brings access to the ISIS Storage Server from any computer within the same network. In the archive process, Etere uses Etere Active Sync to monitor new jobs on Avid Interplay. These new jobs are automatically sent to the archive folder.

Furthermore, the installation comprises a smooth integration with Avid Newscutter NLE, a video editing software designed for broadcast news editing. Etere's tight integration allows full flexibility for VTV4 users to archive and restore sequences without exiting the Avid environment.

Moreover, Etere MAM also integrates with Avid Web Services. Etere's integration with Interplay Web Services provide tight integration with a variety of functions in an Interplay environment. Etere system is also able to retrieve metadata from Avid Interplay System over Avid Web Services.

About VTV4

VTV4 is one of the channels managed by VTV, the national broadcaster of Vietnam. VTV4 was launched in 1998 as a news and entertainment channel and it broadcasts mainly in Vietnamese for all programs. The channel broadcasts 24 hours a day in Vietnamese for all programmes, English for some programmes and has news bulletins in French, Chinese and Russian. In 1998, VTV4 started to broadcast its three domestic channels to Vietnamese audiences worldwide via cable and satellite.

vtv4.vtv.vn

About Etere

Founded in 1987, Etere is amongst the worldwide leaders in Media Asset Management and channel in a box software solutions for broadcasters and media companies. Etere's unique MERP software-only solution is used by many of the world's leading broadcasters to power their digital assets. Its modular solutions including Airsales, Ad Insertion, playout, HSM archive, TV automation and 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.