

## VTVCab Renews its Vote of Confidence with Etere

Vietnam's largest pay-TV operator, VTVCab expands its playout and MAM system to 36 channels with Etere as its preferred choice.



The Logo of VTV Cab



Etere logo

VTVCab has been a customer of Etere since 2014 when it chose [Etere MERP](#) approach to manage its cable television channels. The largest pay TV operator of Vietnam renews its vote of confidence in Etere with the addition of Etere licenses for 4 new channels based on Etere Harmonic Channelport driver, including 2 channelports, main and backup with full redundancy for each channel. VTVCab's addition of new licenses also includes Etere Web Service Driver and the renewal of Etere software support license.

VTVCab enables integration of its Application Program Interface (API) with its customised schedule system using Etere Web Service Driver. The integration empowers the station to automatically publish contents to many channels from a single platform. In addition, it allows content to be seamlessly integrated for a smoother and more integrated user experience combined with a more efficient overall performance.

Renowned for its reliable and fully scalable systems, Etere's distributed architecture provides a fault-tolerant and fault-resilient performance throughout the entire eco-system.

### About VTVCab

VTVCab was established in Vietnam on September 20, 1995. VTVCab which stands for Vietnam Cable Television (formerly known as VCTV) is largest cable television network in Vietnam and a division of the national television VTV established in 1995. VTVCab offers a wide range of pay-TV channels with TV programs including cartoons, dramas, music, news, sports, health, shopping, etc. VTVCab provides pay-TV channels and is an affiliation of Vietnam Television (VTV), the national television broadcaster for Vietnam. VTV is not only the largest television network in the nation, but it also broadcasts in nine FTA channels and is available internationally via satellite.

[www.vtvcab.vn/](http://www.vtvcab.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.

