

HanoiTV Expands with Etere to Support Second Channel

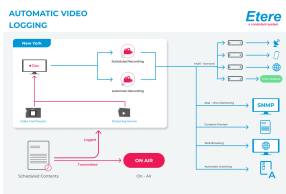
Leading television network of Hanoi, HanoiTV, renews its vote of confidence in Etere with the expansion of Etere system to support its second HD channel.



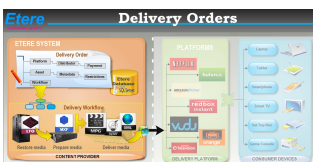
Etere logo



HanoiTV Logo



Memory diagram for video logging



Etere Delivery Orders Workflow

HanoiTV, the official radio and television network of Hanoi, Vietnam has confirmed an expansion of its Etere installation to drive a second HD channel.

In 2015, HanoiTV selected Etere to manage the complete media lifecycle of its Media Asset Management and Playout system. The TV station needed a fully integrated, scalable and robust solution that is also highly reliable. Etere MERP connects all departments, streamlines operations and optimizes digital media for its production, transformation and distribution. Etere's distributed architecture ensures a fault-tolerant and fault-resilient performance. The installation included Etere Media Asset Management (MAM), Playout Automation, Transcoding, HSM Archive, EtereWeb, Proxy Browsing and Executive Scheduling. With the successful delivery, HanoiTV has commissioned an expansion of its Etere system to drive a second HD channel that requires a similar configuration.

The latest installation comprises additional modular solutions for the complete management of a second HD channel. It includes **Etere Memory with Automation, OTT Delivery and Etere Main/Backup Redundancy Switch**. The tight integration among the modules ensure that files move efficiently across all departments and work in unity to ensure a robust performance. **Etere Memory** features dynamic media logging capabilities that record and store transmitted media files in a low resolution format and comes equipped with Etere Player for windows and HTML5 player for web, ensuring a superior playback experience. The playout operation is supported by **Etere Automation** which retrieves assets, move, manage and deliver content across multiple platforms seamlessly. Additionally, HanoiTV is also equipped with **Etere OTT Delivery** which simplifies the export of content to over-the-top platform providers while ensuring the accuracy of all contract terms and media format requirements.

The installation also interfaces **Etere-Harmonic MediaGrid archive driver, Etere-Harmonic MediaDeck Drivers, Etere GPI I/O board, Etere Logo Generator Driver, Etere Master Control Driver and Etere Audio/Video Router Driver**.

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 Media Enterprises 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.



About HanoiTV

Hanoi Radio Television is the official television and radio network of Hanoi, Vietnam. It owns television channels including Hanoi Cable Network Television (HCaTV), Hanoi1 and Hanoi2, as well as radio stations in Hanoi. Hanoi Radio was launched in 1954 while the television service was launched in 1979.

<http://hanoitv.vn/>

