

## Content + Technology Feature on Etere for HanoiTV

Content + Technology features Etere's installation for HanoiTV. For more information, please view the attachment.



Etere logo



HanoiTV



Content + Technology

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 an integrated and scalable solution that is also reliable. Etere MERP connects all departments, streamlines operations and optimises 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 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. 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.

For more information, please write to [info@etere.com](mailto:info@etere.com)

### 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.

**E-mail:** [info@etere.com](mailto:info@etere.com)

