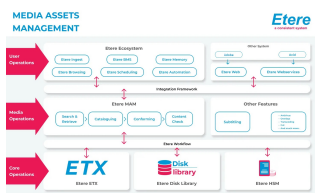


## Etere is the Top Choice for Hai Phong Radio and TV in Vietnam

Etere MERP solutions have been selected as the top choice to manage the end-to-end workflows of the THP and THP+ channels in Hai Phong, Vietnam.



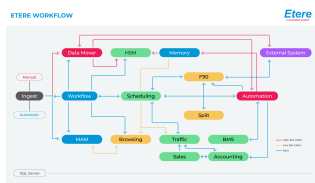
Hai Phong Radio and Television



Media Asset Management diagram



Adobe Premiere Pro



Design your Workflow

Etere, an established software provider for broadcast and media companies worldwide, is the preferred choice to manage the end-to-end workflows of the **Hai Phong Radio and Television (THP)** station in Vietnam. The television station was established in 1956 as the press office of the People's Committee of Hai Phong City. It is located in Hai Phong City in Vietnam.

THP has been collaborating with Etere to establish a seamless connectivity throughout its end-to-end digital workflows for a high performing broadcast and production facility for its channels THP and THP+. **Etere Media Enterprise Resource Management (MERP)** framework of integrative and modular software solutions allow operators managing the channels THP and THP+ to fully connect and manage the complete lifecycle of the company with a centralized database. Additionally, Etere MERP is designed to accommodate upgrades and modifications easily, making it a system that is ready to grow with all of the company's needs. The deployment includes the following Etere software modules:

### Etere Media Asset Management (MAM)

Etere MAM simplifies all workflows with advanced workflow orchestration for media assets, metadata and content management. Etere MAM helps users to improve operational efficiency, optimize the value of media assets and improve collaborations across the entire media lifecycle. All asset data are managed in the central Media Library which is fully integrative and scalable for the dynamic requirements of the company.

### Etere MAM with NLE Integration for Adobe Premiere Pro

Etere Media Asset Management with NLE integration for Adobe Premiere Pro allows the media company to achieve a tight integration with Non-Linear Editing systems including Adobe Premiere Pro. With that, users can access the editing suite and perform video editing operations without the need for unnecessary transfers. Etere Plugin for Adobe Premiere Pro CC is integrative with Etere modules including Etere MAM, Etere HSM, Etere Promo Placement and Etere Nunzio. Users can leverage the benefits of a unified and integrative Etere Media Enterprise Resource Planning (MERP) system for an efficient and seamless operations.

### Etere Workflow

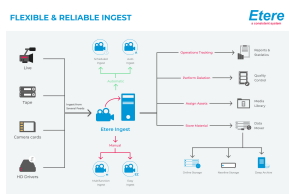
Etere Workflow is a central component of the broadcasting facility. It is a fully flexible software solution that enables administrators to configure and modify broadcasting procedures according to the specific requirements of the company. Additionally, it provides a visual representation of the complete broadcasting process as well as every step of the workflow. Users are able to download logs of all steps involved for an easy reference of all activities and procedures. With Etere Workflow, users can monitor and manage all media assets in real-time.

### Etere Ingest

Etere Ingest is a software application that is capable of fulfilling all types of ingestion requirements including manual, scheduled and automatic ingestion. It is able to capture SD/HD media in real-time from any video source, broadcast streams, FTP and IP streams. Etere Ingest also facilitates one-click ingest based on predefined profiles for a faster management of any ingestion requirements.

### Etere Executive Scheduling

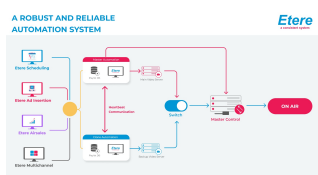
Etere Executive Scheduling is a complete solution for all broadcast planning and



Etere Ingest diagram



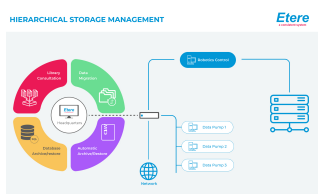
scheduling integration



Etere Automation diagram



Etere Player Graphics



HSM Diagram

playlist scheduling requirements including licensed content, contractual commercials, missing materials, imported materials and regional ad insertions. It facilitates strategic editing as it enables segmentation and preparation of the schedule in grid in advance based on planned broadcast. With Etere Executive Editing, users are always one step ahead with the planning of their long-term and short-term playlists.

### Etere Automation

Etere Automation empowers users with real-time device control and Media Asset Management in a single platform. It also offers different levels of fault-tolerance including backup, master/clone as well as disaster recovery modes.

### Etere SNMP Console

Etere SNMP console is an integrated software solution that monitors, optimizes and manages all devices and processes in the system under one unified cockpit with an easy, integrative and customizable interface.

### Etere Proxy Browsing

Etere Proxy Browsing is a software solution that expands the features and usage of Etere Media Enterprise Resource Planning (MERP) modules including Etere MAM, Etere Executive Scheduling and Etere Ingest. It allows users to manage ingest operations, editing, playout, preview, archive and newsroom with all related secondary events. It allows simultaneous recording and preview at the same time, with frame-accurate viewing and scrubbing.

### Etere Transcoding

Etere Transcoder is a workflow-based transcoder that allows users to convert any media used in the broadcast industry including during the production, post-production, broadcast and distribution stages. It is capable of dealing with even complex media ingested from different sources, encoded at different bitrates and formatted in different standards.

### Etere Broadcast Quality Player

Etere Broadcast Quality Player equips broadcasters with a media player of professional quality with 4K capabilities for an unrivalled viewing experience. It provides broadcasters with the option to preview, monitor and playback their file-based content with the professional quality designed to impress.

### Etere Resource Management

Etere Resource Management is a highly efficient and all-in-one framework that is capable of managing all broadcast-related activities with a seamless integration between videos, processes and resource management. It includes integration with Microsoft Outlook, automatic workflow processing of media materials, tracking and reporting of financial information as well as web integration for remote access on the move.

### Etere Memory

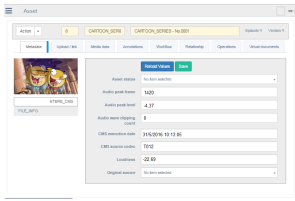
Etere Memory is an automatic video logging software with the full capabilities to record and view clips simultaneously with only a few seconds delay. It supports all commonly used input cards as well as support for IP input including IP with TS, AIMS and ASPEN. Etere Memory also provides broadcasters with a HTML5 player for web browsing bundled with H264 (MPEG-4) compatibility. Users are able to stream out content for the remote control of video with support of HTTP, UDP, RTMP (FMLE) and RTSP streaming services.

### Etere Advanced QC

Etere Advanced QC is a cost-effective video quality check software that is capable of speeds that are faster than real time. Etere Advanced QC also facilitates the management of multiple users, multiple formats and multi-level reporting environments simultaneously. It is capable of supporting multi-parameters analysis and parallel analysis of multiple sources for high quality of every content delivery.

### Etere Master Control

Etere Master Control is an IT-based playout solution that integrates all traditional



Etereweb MAM

Master Control functions into a fully digital interface with touch screen graphics interface, customized transition effects, preview, video switching and the integration of up to 8 logo layers with multiple sizes per decoder.

#### **Etere Loudness Control**

Etere Loudness Control is a software solution that is able to automatically correct common errors, including multi-channel surround audio loudness. It also comes equipped with predictive scheduling control capabilities which eliminates loudness problems with fast and accurate workflows. With Etere Loudness Control, users do not need to use audio compressors with its capability to predict an average loudness before broadcast.

#### **Etere HSM**

Etere HSM is a complete software solution that manages all archives in a single integrated environment and supports a mix of proprietary and industry file systems with a centralized control. Users are able to select a wide range of archive storage technologies and create an archive copy of all critical data on performance storage as well as saving additional copies for backup and disaster recovery. Etere HSM is compatible with any windows compatible library and tape drive.

#### **Etereweb**

Etereweb is a powerful and secure web-based platform that provides authenticated users with the capability to manage all their assets and operations in real-time. Etereweb offers users the flexibility to work from any location with an internet connection, and to manage all information exchanges between internal entities and external entities. Etereweb supports all major functions in the desktop version of Etere software including view, modify and compare daily playlists.

#### **Etere CAL**

Etere Client Access Licence (CAL) is an essential component needed to run Etere software. It is a licence that is registered by computer and not by username. As a result of this flexibility, multiple users can access the same PC without additional licences. This flexibility is also reflected in the servers where each server only needs one licence even if there are multiple processes running on the same server.

### **About Hai Phong Radio and Television**

Hai Phong Radio and Television (THP) was established in September 1956 as a press office of the People's Committee of Hai Phong City. The station was first established with the name "Radio Hai Phong" and in 1985, it changed its name to "Hai Phong Radio - Television". In 2013, the station was approved by the City People's Committee for the production of the THPC pay TV channel.



Access Hai Phong Radio and Television website on <http://thhp.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 solutions are 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.

