

Myawaddy TV in Myanmar Upgrades from Media Alliance to Etere Ecosystem

Myanmar's leading broadcaster, Myawaddy TV in Naypyidaw, has selected Etere as its trusted partner to streamline its complete broadcast workflow. Etere Ecosystem seamlessly integrates every step of the media lifecycle, from metadata management to content delivery, delivering unrivaled efficiency.



MWD

Following an extensive technical evaluation, Myanmar's premier free-to-air broadcaster, Myawaddy TV Naypyidaw (MWD), has chosen Etere as its strategic solutions partner to transition from its legacy Media Alliance system. This marks a significant milestone in MWD's digital transformation journey, positioning the broadcaster at the forefront of innovation in media operations.

Etere Ecosystem offers a unified and scalable architecture that seamlessly manages end-to-end broadcasting workflows. With fully customisable modules and dynamic adaptability, Etere is engineered to meet the evolving demands of modern media enterprises.



Etere logo

Etere Media Asset Management (MAM) for a More Efficient Way of Working

At the heart of this transformation is the Etere Media Asset Management (MAM), the central repository of the Etere Ecosystem. This cutting-edge solution simplifies and enhances the ingest, indexing, storage, and retrieval of digital assets. Etere MAM orchestrates workflows with unmatched efficiency across the entire media organisation.

Powered by Advanced AI Technologies, Etere MAM Includes Smart Features:

- Facial recognition
- Optical Character Recognition (OCR) for precise text extraction
- Speech-to-text for automated closed caption generation

These features enable intelligent automation and data analysis, streamlining even the most complex operations with ease.

By adopting Etere MAM, MWD gains a robust software toolset to accelerate media delivery, support multi-format content, and ensure frame-accurate, high-quality output, ultimately driving greater operational efficiency and ROI.

Unlock Seamless Operations and Elevate Performance with Etere Ecosystem

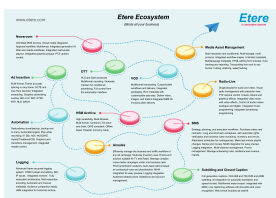
Etere Ecosystem is a fully software-based solution designed to seamlessly integrate all company data, enabling smooth and efficient communication across every department. With Etere, MWD can unify operations under a single, powerful system, streamlining the management of production facilities and enhancing the overall workflow.

Etere's deployment at MWD includes a comprehensive suite of Etere modules, each designed to optimise specific facets of broadcast operations:

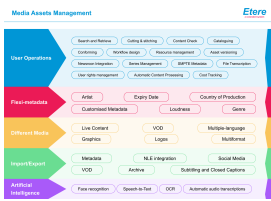
- **Etere Web:** Facilitates seamless internal and external communication across departments, staff, suppliers, and clients
- **Etere T-Workflow:** Visualises and automates workflows from content creation to delivery using intuitive digital diagrams
- **Etere Media Manager:** Manages content transfer, duplication, and movement with customisable workflow rules
- **Etere Proxy Browsing:** Enables advanced clip browsing, editing, and selection with full web integration and streaming support
- **Etere Transcoder:** Supports all major format conversions and frame rate



Myawaddy TV



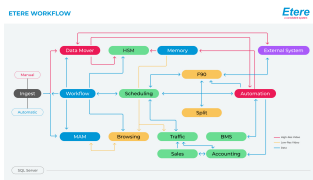
Etere Ecosystem



Etere MAM



Etere Web Multiplatform



Etere Workflow diagram

adjustments for versatile encoding workflows.

■ **Etere Broadcast Quality Player:** Delivers 4K-ready, dual-monitor playback with QC features for superior viewing and monitoring

■ **Etere F90:** Streamlines SQL database import/export processes for efficient data handling

■ **Etere Studio Player:** Supports live and prerecorded playlist broadcasting with intuitive controls

■ **Etere Ingest:** Modular ingest solution for reliable acquisition of all common feeds

■ **Etere SNMP Console:** Centralised monitoring with automatic recovery and support for third-party SNMP messages

■ **Etere Multi-Channel Ingest:** Handles up to 6 live channels with preview capabilities, ideal for large-scale operations

■ **Etere Technical Support:** 24/7 expert assistance, VPN access, instant chat, incident reporting and tracking, unlimited software updates, and a commitment to vest in Research and Development to keep systems optimised.

Ready to Elevate Your Media Strategy?

Etere's integrated approach empowers broadcasters like MWD to streamline operations, enhance content quality, and future-proof their infrastructure. For a tailored media management strategy that aligns with your business goals, reach out to us for a personalised consultation.

About Etere

Since its beginnings in 1987, Etere has been preparing users for the future. Etere is a worldwide provider of broadcast and media software solutions backed by its mark of excellence in system design, flexibility, and reliability. The revolutionary concept of the Etere Ecosystem promotes real-time collaborations and enhances operational efficiency across the enterprise. Etere Ecosystem software solutions manage the end-to-end media workflow and feature an integrative Web and Windows customizable architecture to fit perfectly in any system.

Etere delivers on its service excellence commitment with 24/7 worldwide support and inclusive software updates. Etere digital technologies and market-proven remote/on-site services, such as consultancy, training, installation, and demonstrations, are ready to run with your business no matter where you are. Etere enhances your adaptability for the future and empowers you with the most innovative software tools to drive your business to greater heights.

To find a media management strategy that works for your business, visit www.etere.com

About Myawaddy TV Naypyidaw (MWD)

Myawaddy TV (MWD) is a military-owned television network in Myanmar, based in Yangon and Naypyidaw, launched on 27 March 1995 to commemorate Myanmar's Armed Forces Day. MWD is the second television station in Myanmar following MRTV. All channels from the MWD television network are 24-hour free-to-air channels. <https://www.myawady.net.mm/>

