

# VTVcab Vietnam Selects Etere for OTT

Etere empowers one of Vietnam`s largest pay-TV players, VTVcab, to deliver targeted commercials with SCTE-35 signals as an effective way to reach consumers across different markets and to increase content monetisation revenue.



(Etere logo)



(VTV Cab)



(SCTE Logo)



(SCTE Signal on scheduling)

VTVcab, one of Vietnam's largest pay-TV players has selected Etere to drive its smart advertising and remote ad insertion opportunities with SCTE-35. VTVcab is a long-time customer of Etere and it continues to renew its vote of confidence in Etere with its latest upgrade. Etere empowers VTVcab to deliver targeted commercials as an effective way to reach consumers across different markets and to increase its content monetisation revenue.

### Game-changer that adds value to your content monetisation

Content monetisation is one of the key drivers of business revenue and Etere SCTE-35 driver provides the technology to leverage this growth opportunity. SCTE-35 are timed metadata that are inserted by the driver to signal an ad insertion opportunity in the transport streams. It pre-defines exactly when an advertisement can be inserted in the stream and how long the duration should be. This metadata that marks the start and end of a pre-produced advertisement is embedded in the transport stream.

Subsequently, the video content and targeted commercials are stitched into a single stream to produce a seamless experience for the viewer. The system automatically detects the final data in SCTE-35 and matches it with the playlist data to ensure that the broadcast content is always in sync with that of the playlist. Etere gives you the flexibility to replace ads without re-authoring and re-encoding the media files.

With Etere SCTE-35 driver, you are able to deliver SCTE-35 signals that drive multiple advertisement deliveries with the same program but without the additional costs. Extending beyond traditional advertising, Etere empowers you with the software tools to deliver customised commercials driven by data analytics and advanced metadata. With advanced metadata, the commercial delivery can be targeted on multiple levels including geo-localisation, demographics, device type and media consumption preferences. The future-ready solution delivers SCTE-35 signals that send personalised ads to each viewer. This means that it is possible to deliver advertising content based on the unique viewer profile and each group of viewers can see a different commercial. This in turns increases the CPM rates for broadcasters and allows you to maximise revenue for content monetisation. Etere opens up new media monetisation opportunities to drive remote ad insertions and to tap on advertising opportunities in different markets.

Above all, Etere expands media monetisation opportunities, elevates the viewer experience and enhances the control VTVcab has over its content monetisation strategy.

Do you have questions on Etere solutions and the monetisation possibilities it can generate for your business? Talk to us at [info@etere.com](mailto:info@etere.com) about your plans and we will make it happen.



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#### About Etere

Since its beginnings in 1987, Etere has been preparing users to be ready 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. Etere Ecosystem software solutions including Media Asset Management, Channel-in-a-Box, Newsroom, Ad Insertion, Airsales, Automation, Broadcast Management System, Censorship, HSM Archive, Logging, OTT/VOD Delivery, Radio-Live, Subtitling and Captioning software are built with an integrative Web and Windows architecture that are customisable to fit perfectly in your system. Etere delivers on its service excellence commitment with its dedicated team and a 24/7 worldwide support. Its portfolio of digital technologies and market-proven remote/on-site solutions including 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 software tools to drive your business to greater heights. [www.etere.com](http://www.etere.com)



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#### About VTVCab

Vietnam Cable Television was launched in 2012 and has become one of the country's largest pay-TV players in terms of subscribers and service range, broadcasting 200 channels in cooperation with other television service providers. VTVCab is also involved in digital, customised, and Internet TV services. VTVCab is a division of the national television station, VTV, which was established in 1995.

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