

CREATE CTRL



Content

Content & metadata

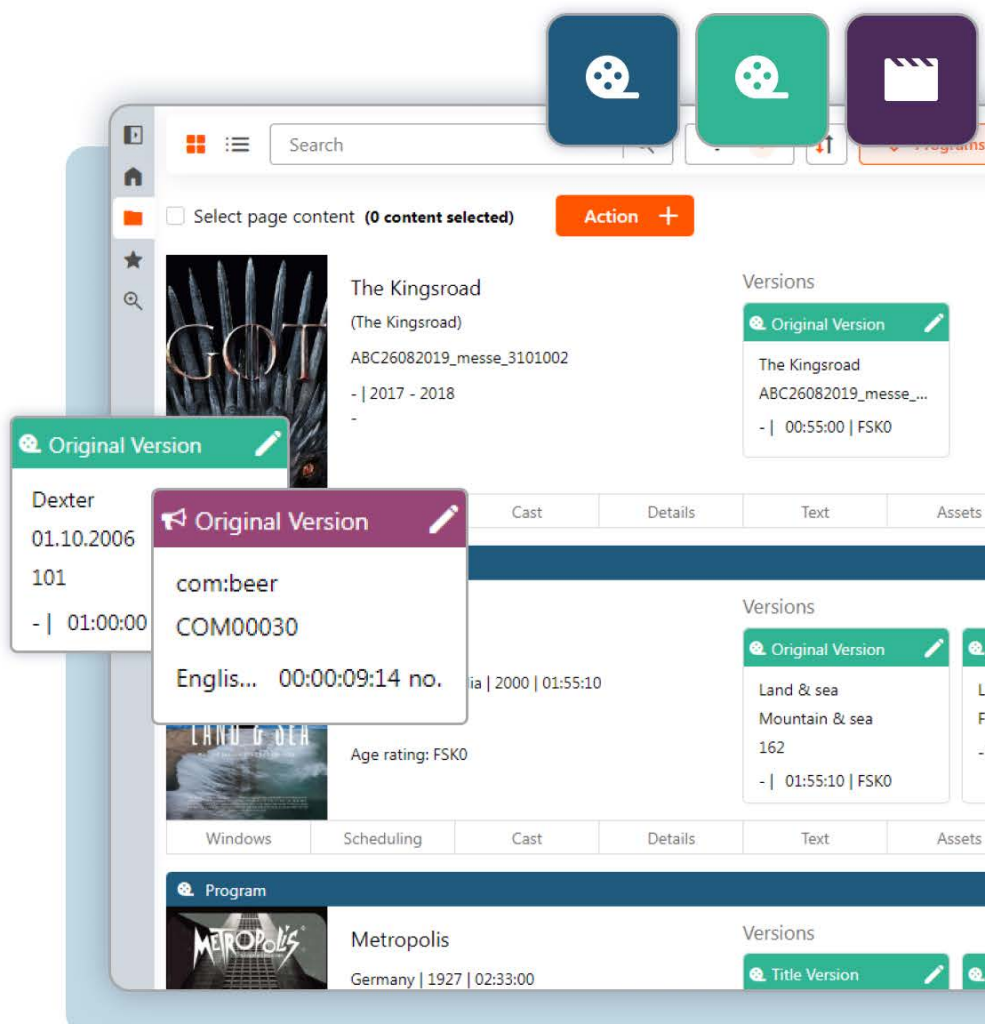
About Content

With our Content application you can easily manage your content. Enter all relevant data about your programs such as titles, texts, cast, genres, or ratings. The clear presentation gives you a complete overview of all your data, which you can access and edit at any time. Your final data is then accessible to all other apps, such as Programmer or Planner to manage your broadcast schedule.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Content

Key features



Seamless **Metadata Capture**

Create and organize genres, languages, texts, and a wealth of other metadata. Our intuitive interface provides instant access to all metadata, ensuring clarity and precision.



Streamlined **Data Management**

Easily update and manage metadata anytime. Seamlessly link your content to assets and activate them across your channels with just a few clicks.



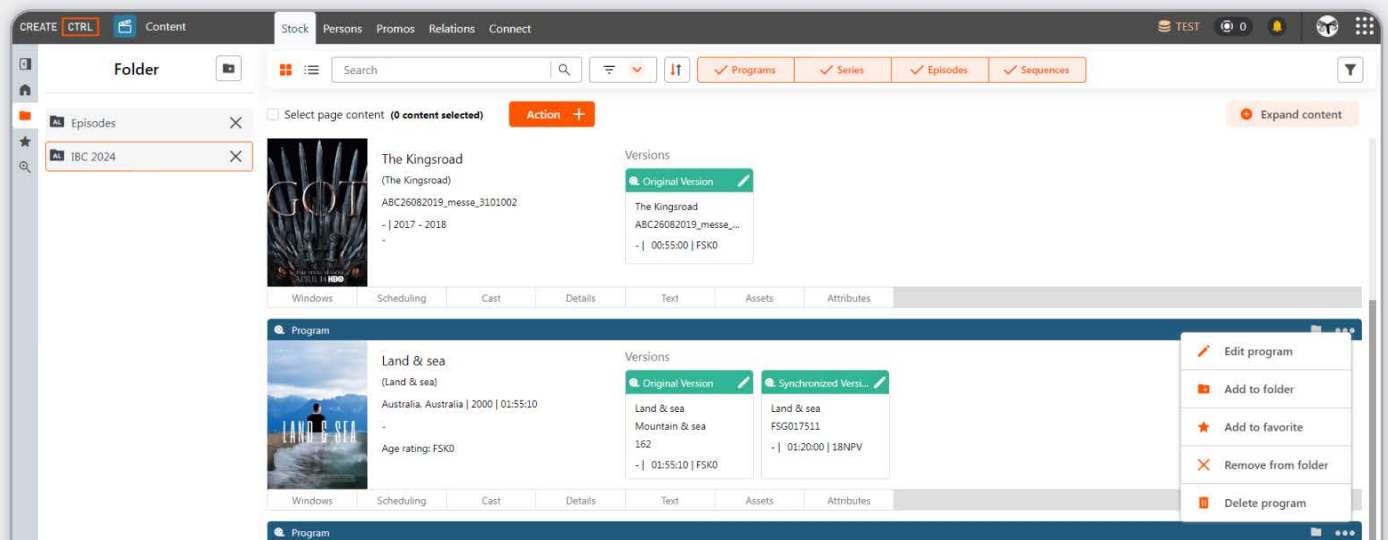
Versatile **Versioning**

Efficiently create and manage multiple versions of programs, trailers, and commercials. Tailor versions to specific channels with ease, ensuring optimal content schedule.



Effortless Creation of **Promotional Assets**

Quickly generate trailers, ads, and design elements. Manage secondary events for broadcast scheduling with unparalleled simplicity.



Fast Integration


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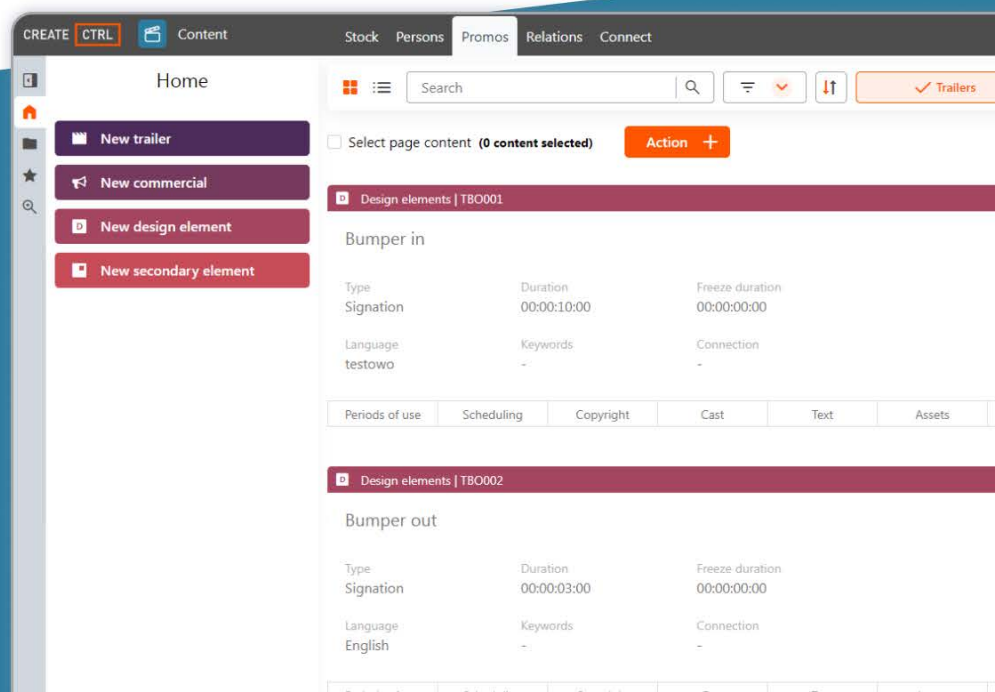
Dedicated assistance

From the initial concept to the seamless deployment of our CreateCtrl Web Apps, our team provides **comprehensive support, including training for employees, individual consulting, and ongoing maintenance**. We ensure effortless integration of our web applications to your workflows, offering continuous support to keep your apps running smoothly.

Cloud

Experience the power of AWS cloud hosting for your web-based applications. Our solutions **leverage AWS's robust, scalable infrastructure, ensuring high performance and reliability**. Benefit from on-demand resource allocation, enhanced security, and seamless updates, all while reducing operational costs. Enjoy the flexibility and efficiency of cloud hosting, with the confidence that your applications are supported by the leading cloud provider.

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CREATE **CTRL**



Asset

Materials & metadata

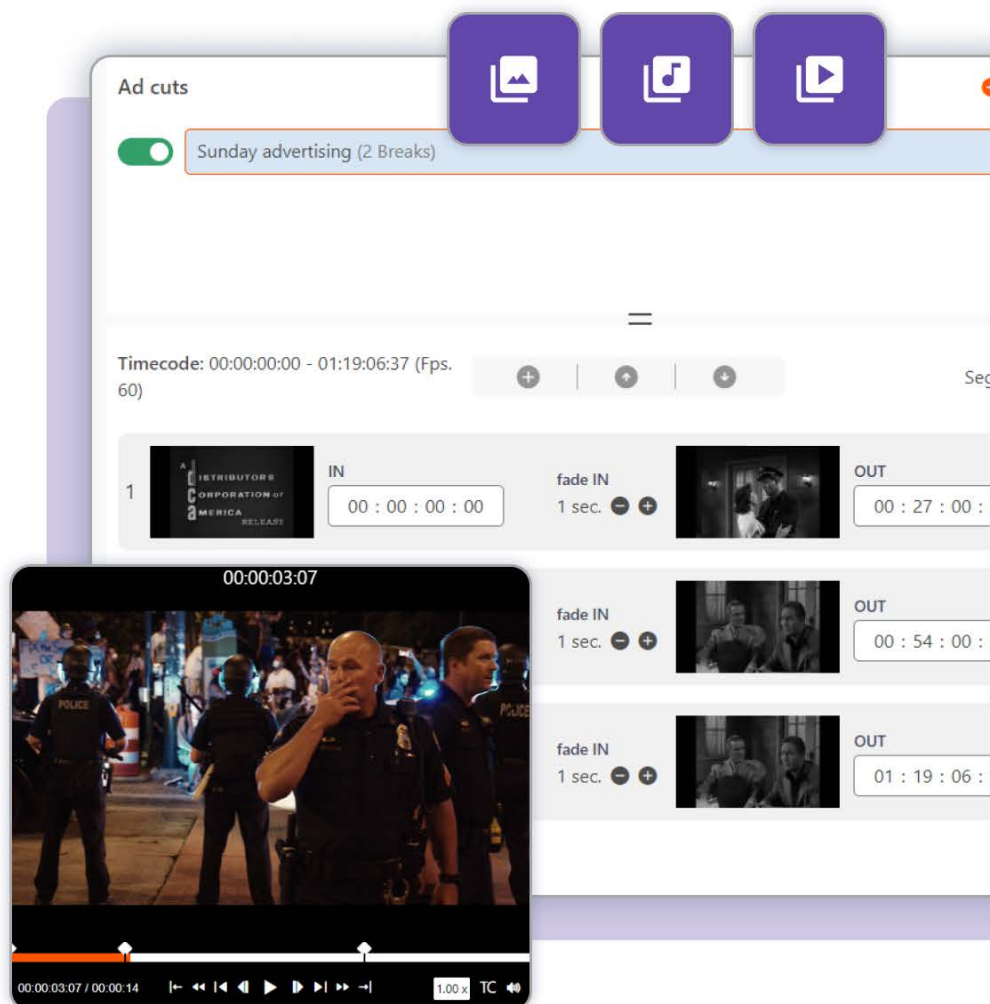
About Asset

Manage your materials quickly and easily! With our web-based Assets app, you can access all your assets such as videos, audio files, or images from one place. Either in our cloud storage AWS, on a local server or MAM system. Effortlessly schedule ad breaks for your content and set markers to create edit positions before passing playlists to the playout system. Or manage multilingual videos with .vtt subtitles files for each language.

Interfaces

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- EPG
- Ad Sales
- MAM



Asset

Key features



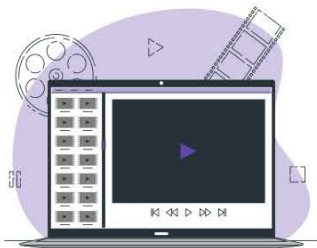
Upload assets

Upload and manage assets from any location, whether through our secure AWS cloud storage or a local server. Easily handle multiple simultaneous uploads.



Integrated video player

Quickly retrieve videos with our powerful search and view them through a modern HTML5 player. Instantly see edit positions while reviewing video assets.



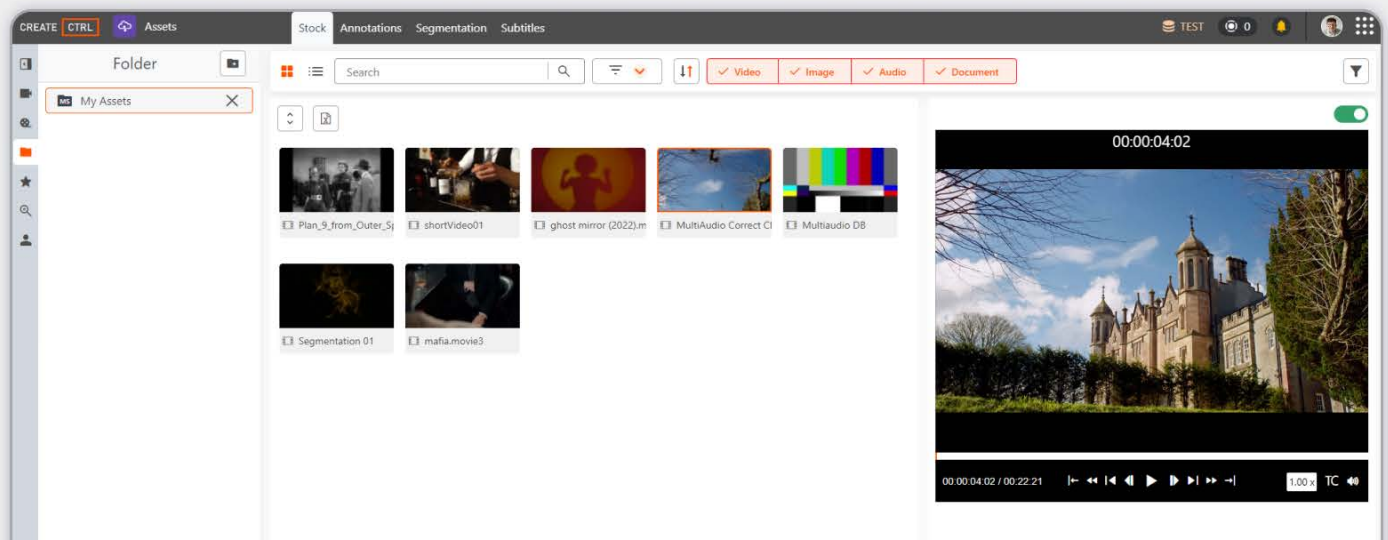
Precise Ad Segmentation

Seamlessly schedule commercial breaks with frame-accurate precision. Set IN and OUT markers and efficiently manage multiple ad cuts.



Managing subtitles

Manage multilingual video assets with ease. Upload your asset and mark scenes for each subtitle, and share the finalized versions.



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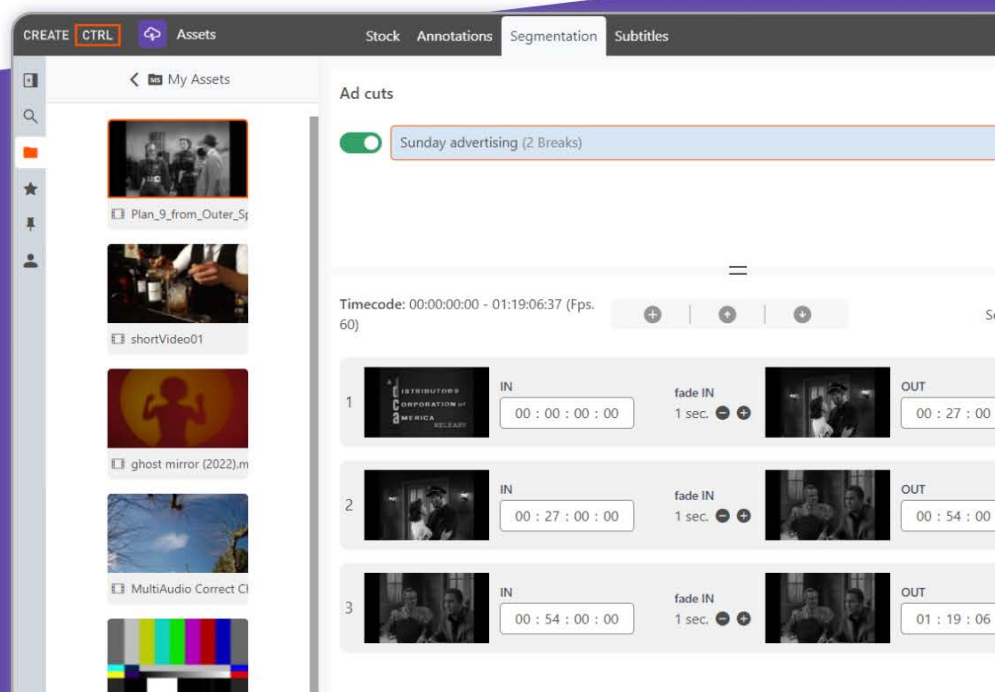
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CREATE CTRL



License

Contract & license
management

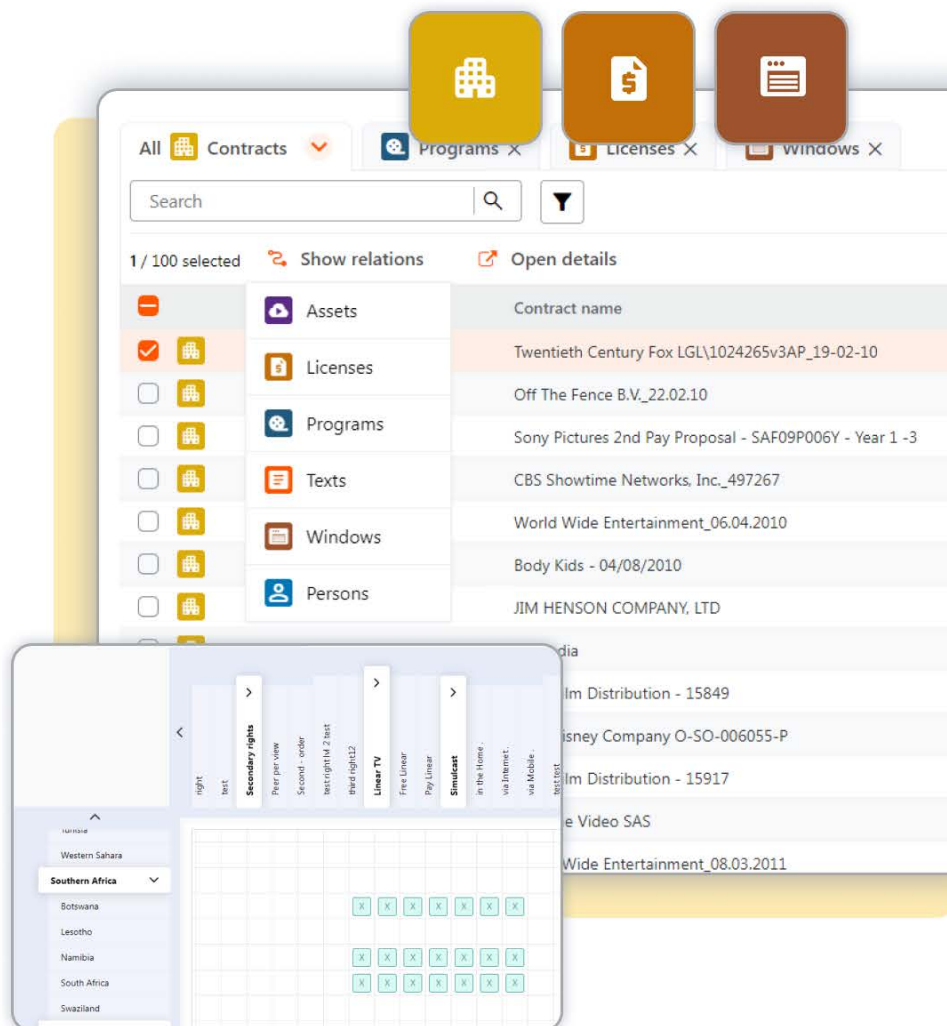
About License

Maintain and manage all your contracts with just one app and keep track of all your licenses. The detailed contract and license management gives you exactly the control you need for your linear as well as non-linear licensing. Manage the rights of each license with the help of our innovative rights matrix.

Interfaces

Our Apps are compatible with multiple interfaces, like:

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- Ad Sales
- MAM



License

Key features



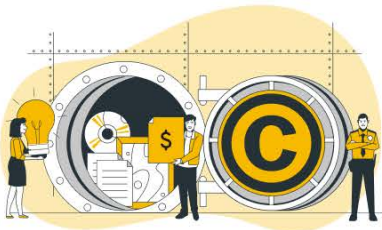
Complete **Contract Capture**

Efficiently capture all essential contracts for your broadcast data. Easily create and manage licenses for your content, with simple input of key contract details such as designation, type, date, status, and more.



Clear **Content Relationships**

Gain a clear understanding of how your contracts, licenses, windows and broadcast content are interconnected with our intuitive overview. This clarity fosters enhanced collaboration across teams and departments.



License **compliance**

Easily access and manage contract data with secure, on-demand viewing of key details like license rights. Make adjustments with just a few clicks, ensuring your content remains compliant and up-to-date.



VOD **Availability Management**

Beyond linear planning, seamlessly manage VOD channels with effortless scheduling and planning of individual content availabilities.

The screenshot shows a software interface with a navigation bar at the top containing 'CREATE CTRL', 'License', 'Dashboard', 'Rights', 'Contracts', 'Relations', 'Analysis', 'Accounting', and 'Connect'. Below the navigation bar, there are tabs for 'All Contracts', 'Programs X', 'Licenses X', and 'Windows X'. A search bar is present. The main content area displays a table with the following data:

Contract name	Contract type	Contract date	Contract begin	Contract end	Contract category	Contracting party
Twentieth Century Fox LGL1024265v3AP_19-02-10	Aquisition Contract	19.02.2010	01.05.2010	31.12.2013	International	
Off The Fence B.V._22.02.10	Aquisition Contract	22.02.2010	01.04.2010	31.03.2012	International	
Sony Pictures 2nd Pay Proposal - SAF09P005Y - Year 1 -3	Commissioned	03.03.2010	01.05.2010	31.03.2014	International	
CBS Showtime Networks, Inc_497267	Aquisition Contract	26.03.2010	01.05.2010	31.10.2011	International	
World Wide Entertainment_06.04.2010	Aquisition Contract	06.04.2010	01.05.2010	30.04.2012	International	
Body Kids - 04/08/2010	Aquisition Contract	04.08.2010	17.08.2010	17.08.2012	International	LR: BODY KIDS, LE: JC Media, LE: On

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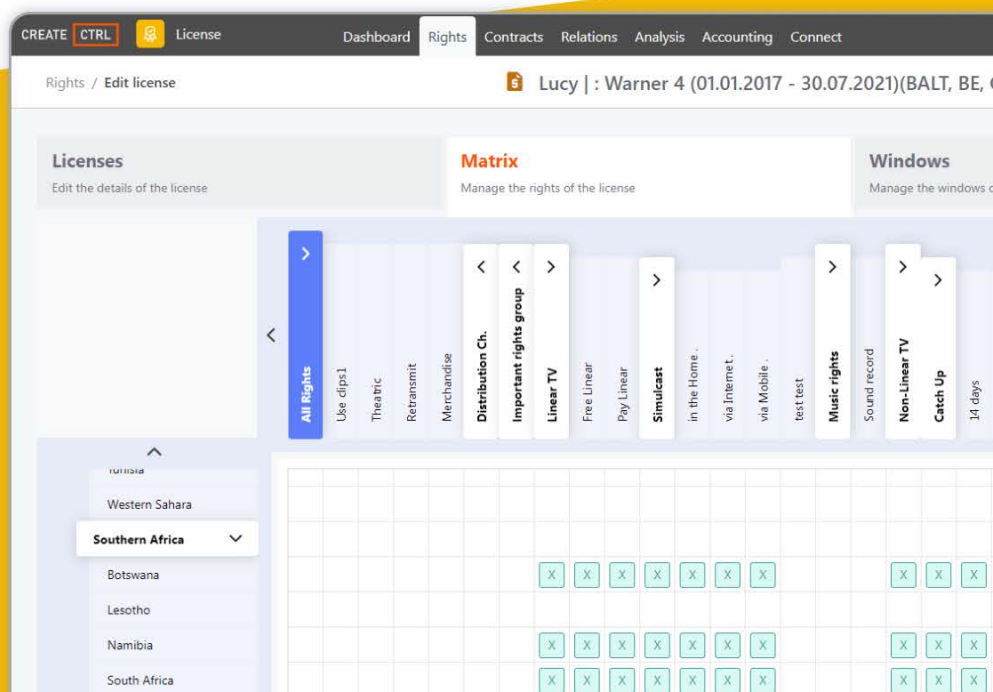
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Programmer

Program planning

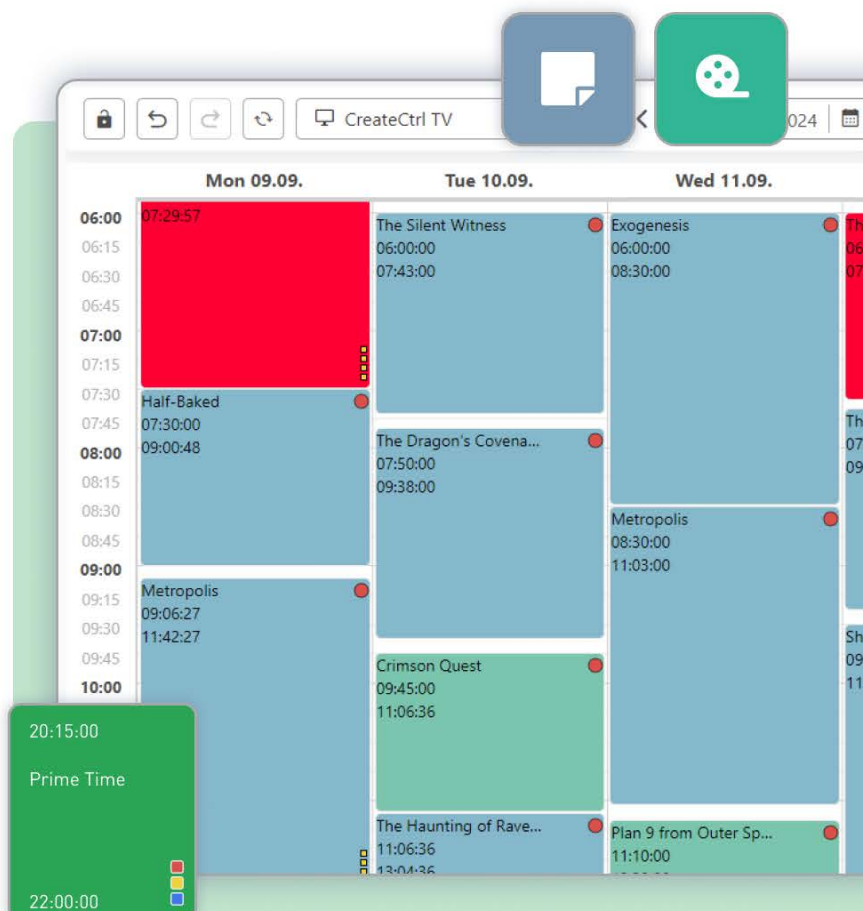
About Programmer

Programmer simplifies content planning by allowing you to effortlessly plan and schedule linear content in our intuitive calendar grid. It ensures compliance with licensing requirements and provides built-in ad scheduling interfaces so you can seamlessly manage your content from start to finish. Automatically share your scheduled content to your broadcast schedule in our Planner App, making the entire process efficient and streamlined.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Key features



Easy and fast scheduling

Effortlessly streamline your workflow with our intuitive calendar grid, making it easy to manage your broadcast plan with minimal effort and maximum efficiency.



Collaborative planning

Empower your team to collaborate seamlessly, simplifying coordination and joint planning to create a cohesive broadcast strategy for your TV channels.



Comprehensive ad scheme planning

Strategically design and manage detailed ad schemes, ensuring every element integrates perfectly into your program plan for maximum impact.



Tailored channel management

Optimize your workflows with tailored channel management solutions designed to meet your unique business needs, ensuring a fast and efficient program plan.

The screenshot displays the CreateCtrl TV software interface. The top navigation bar includes 'CREATE CTRL', 'Programmer', 'Stock', 'Plan', 'Listing', 'Scheme', 'Advertising', and 'Connect'. The main area shows a weekly broadcast schedule grid from Monday to Sunday. The grid is organized by time slots (06:00 to 11:30) and days. Programs are represented by colored blocks with their titles and time ranges. For example, on Monday, 'The Silent Witness' is scheduled from 06:00 to 07:43, and 'Erogenesis' from 06:00 to 08:30. On Sunday, 'The Silent Witness' is scheduled from 07:43 to 09:26. The right sidebar shows 'Event details' for a specific event, including 'Version type', 'Title Version', 'Version number', 'Airing type', 'Age rating', 'Program type', 'Year of production', 'Country of production', 'People & companies', and 'Event status'.

Fast Integration


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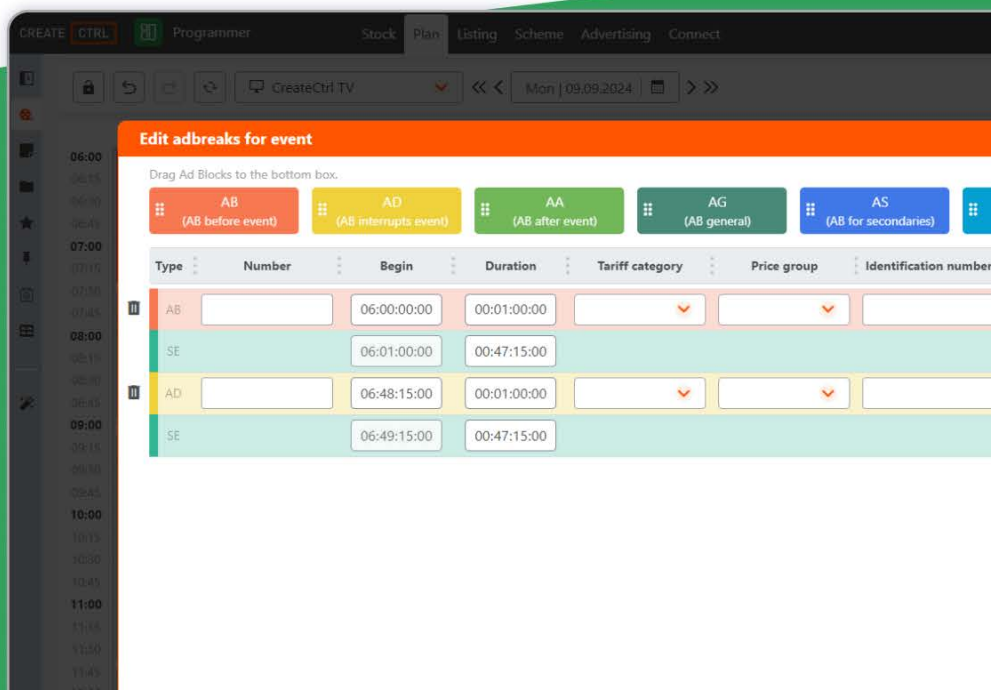
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CREATE **CTRL**



Planner

Broadcast scheduling

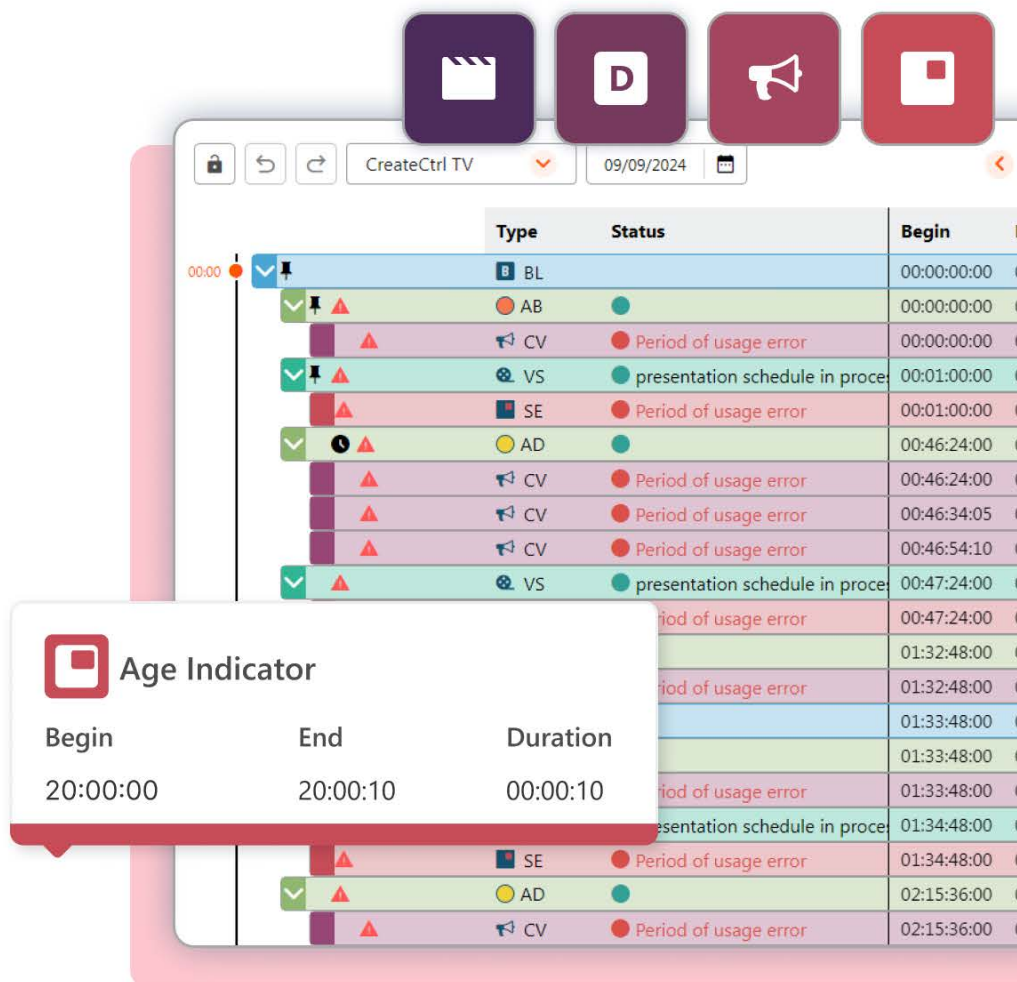
About Planner

With our Planner application, you can effortlessly create frame-accurate broadcast schedules for each day. Populate the schedule previously created in the Programmer with trailers, secondary events, and commercials. You can do this manually or automatically by using our wizards for an error-free schedule.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM
- Playout



Key features



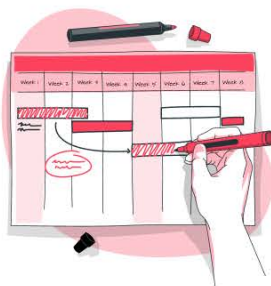
Easy and fast scheduling

Streamline your workflow fast with our intuitive timeline grid, making it easy to manage your broadcast plan with minimal effort and maximum efficiency.



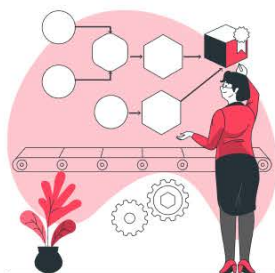
Automated Error Detection

Ensure precise, frame-accurate broadcast plans with automatic error detection. The app calculates an error-free schedule, preventing overbooking and verifying compliance at the license level.



Enhanced Secondary Event Scheduling

Schedule secondary events like image crawls and inserts with ease, using a macro language to pull relevant data such as start times and titles.



Rule-Based Scheduling Wizards

Simplify the scheduling of promotional elements with rule-based wizards. Easily select the desired source, target and time period, ensuring smooth and efficient planning.

The screenshot shows the software interface for scheduling. The main window displays a grid of scheduling events. The columns are: Type, Status, Begin, Duration, End, Material, Clip number, Number, Segment, and Episode. The interface includes a sidebar with 'Assistants' and 'Run rule assistant' options, and a top navigation bar with 'CREATE CTRL', 'Planner', 'Stock', 'Plan', and 'Connect' tabs. The date 'Monday, September 9th' is displayed at the top right.

Type	Status	Begin	Duration	End	Material	Clip number	Number	Segment	Episode
BL		00:00:00	01:33:48:00	01:33:48:00					
AB		00:00:00	00:01:00:00	00:01:00:00					
CV	Period of usage error	00:00:00	00:01:00:00	00:01:00:00	NO		WFS005953		05
VS	presentation schedule in proce	00:01:00:00	00:45:24:00	00:46:24:00	NO		7773	1/2	H
SE	Period of usage error	00:01:00:00	00:00:20:00	00:01:20:00			AIBUG01		At
AD		00:46:24:00	00:01:00:00	00:47:24:00					
CV	Period of usage error	00:46:24:00	00:00:10:05	00:46:34:05	NO		WH284093		04
CV	Period of usage error	00:46:34:05	00:00:20:05	00:46:54:10	NO		WH272203		01
CV	Period of usage error	00:46:54:10	00:00:30:00	00:47:24:10	NO		WFS003572		01
VS	presentation schedule in proce	00:47:24:00	00:45:24:00	01:32:48:00	NO		7773	2/2	H
SE	Period of usage error	00:47:24:00	00:00:20:00	00:47:44:00			AIBUG01		At
AA		01:32:48:00	00:01:00:00	01:33:48:00					
CV	Period of usage error	01:32:48:00	00:01:00:00	01:33:48:00	NO		000011_TO000074		VI
BL		01:33:48:00	01:24:36:00	02:58:24:00					
AB		01:33:48:00	00:01:00:00	01:34:48:00					
CV	Period of usage error	01:33:48:00	00:01:00:00	01:34:48:00	NO		WFS005961		01
VS	presentation schedule in proce	01:34:48:00	00:40:48:00	02:15:36:00	NO		7776	1/2	01

Fast Integration


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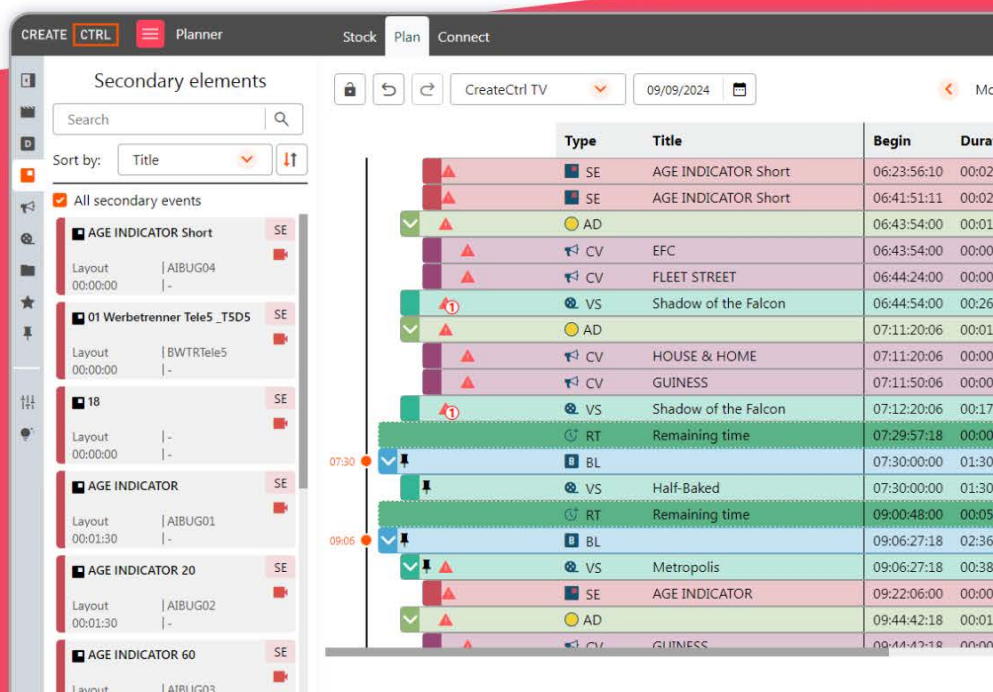
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VOD

Planning for streaming

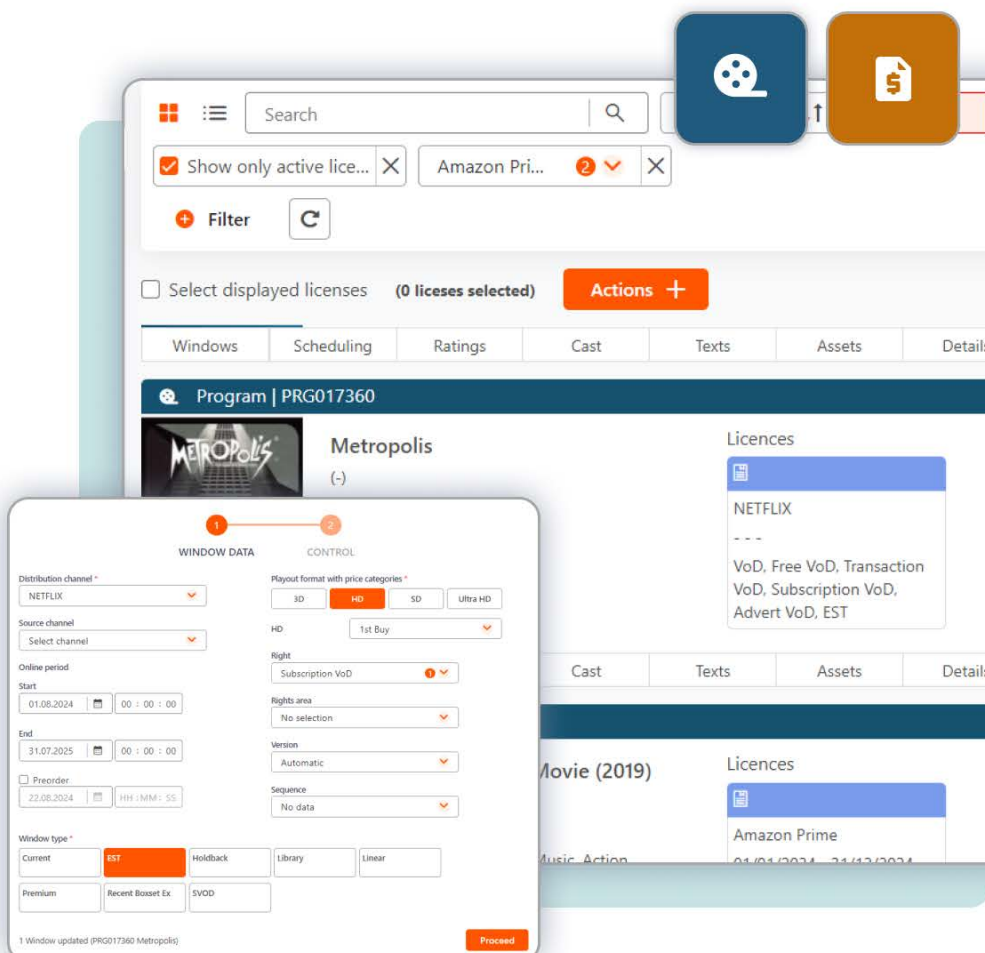
About VOD

VOD is an advanced content management and scheduling tool designed for video-on-demand platforms. It offers features like rule-based content placement, automated scheduling, and real-time performance analysis. The app supports various VOD formats (A-VOD, S-VOD, T-VOD) and integrates seamlessly with major platforms. With its user-friendly interface and robust functionality, the app enables content providers to efficiently manage licenses, optimize workflows, and enhance viewer engagement.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



VOD

Key features



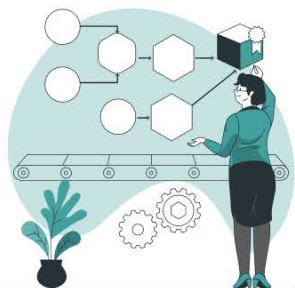
Comprehensive **Management and Scheduling**

Gain a clear, organized view of your entire content. Quickly assess available licenses or platform windows. Effortlessly edit licenses and availabilities with direct access to all platforms, channels, quotas, and schedules.



Advanced **Filter Functions**

Quickly narrow down your search with a wide array of filter options. Easily find active licenses to expedite content scheduling and instantly view platform availability and valid license periods.



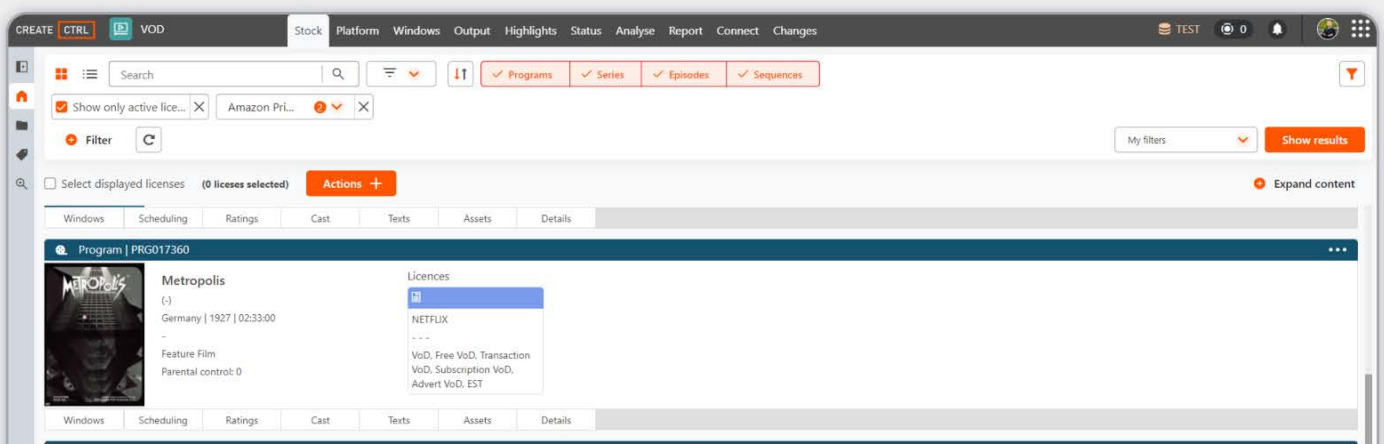
Rule-based **window creation**

Generates content availability windows for different platforms automatically, ensuring timely releases and expirations. This helps maintain consistent content flow across all platforms.



Integrated **Monitoring & Reporting**

Provides real-time insights through graphical reports on content performance, enabling data-driven decisions. This feature allows for quick adjustments to content strategy based on viewer behavior.



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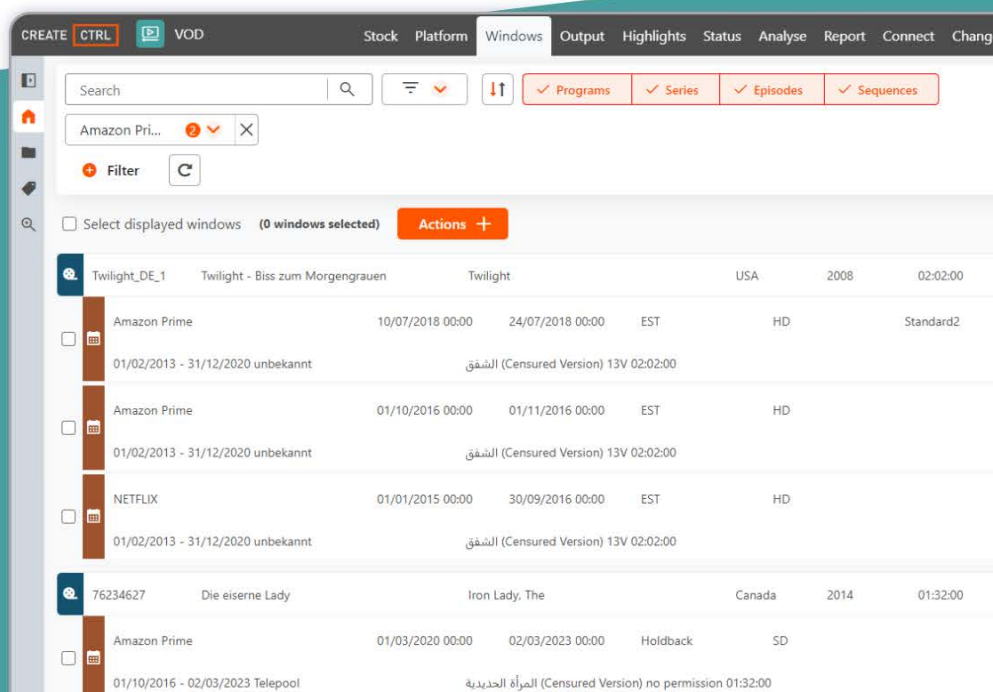
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Campaigns

Campaign planning

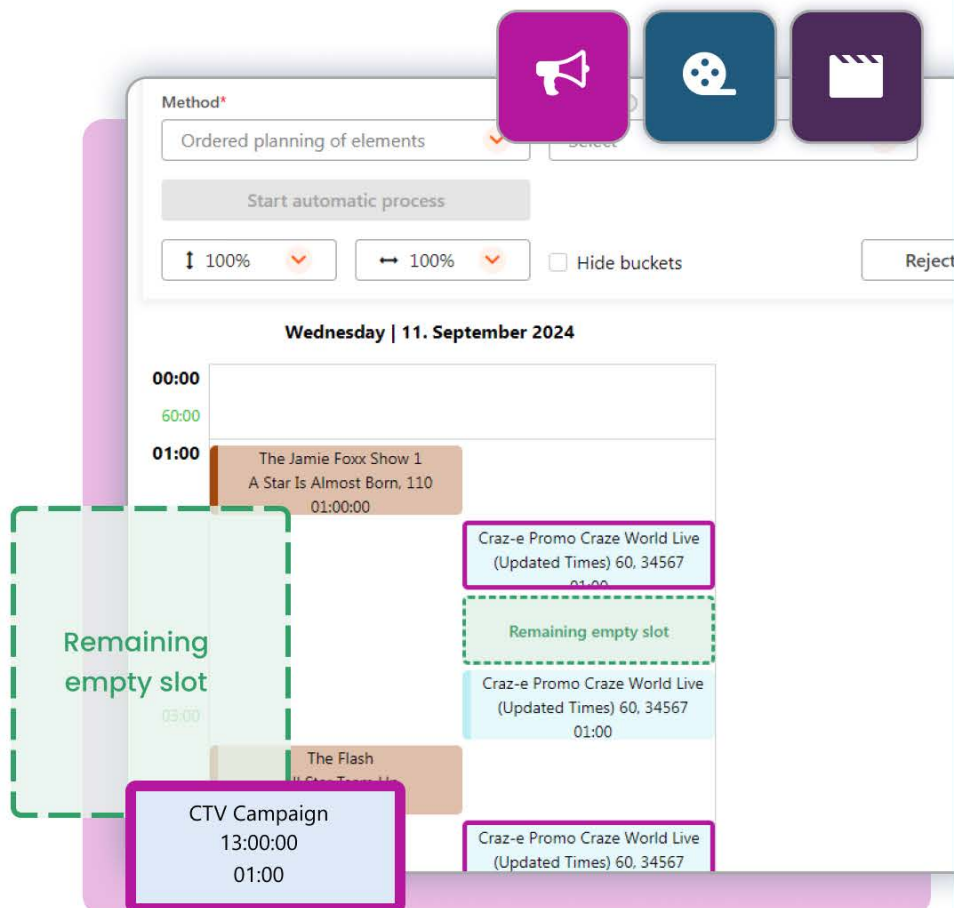
About Campaigns

Manage your media campaigns with ease and transparency using the Campaigns app. It allows you to schematically prepare campaigns before planning specific details, ensuring a streamlined approach. The app features an integrated rules engine for precise planning of on-air promotions and other campaigns. Additionally, automated planning is made simple with intuitive wizards, enabling efficient and consistent campaign execution across various platforms.

Interfaces

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- EPG
- Ad Sales
- MAM

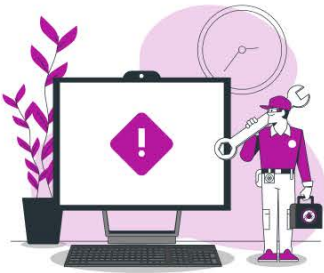


Key features



Easy trailer scheduling

Easily manage promotion trailers by defining key metadata like time periods and departments. The app enhances clarity with color-coded campaign types and offers a planning view that highlights different campaigns for a quick overview.



Rule-based error checking

Ensure accuracy with immediate notifications of violations, based on predefined rules. Manage and adjust rules to your personal needs .



Automated campaign planning

Simplify campaign planning with automated tools that schedule content based on chosen channels and time periods. Customize using individual or predefined methods and rules.



Status overview

Gain clear insights into planning statuses with a detailed view of remaining or overused time slots. This enables quick adjustments and ensuring error-free planning.

CREATE CTRL Campaign Campaigns Plan Automatic planning Connect PRODUCTIVE 1

Return FastChannel One 11/09/2024 One week Display elements without period of use

All departments All campaigns All contents	Wednesday 11/09/2024		Thursday 12/09/2024		Friday 13/09/2024		Saturday 14/09/2024		Sunday 15/09/2024
	Plan	Current	Plan	Current	Plan	Current	Plan	Current	Plan
Ad Sales	06:00	02:00	00:00	00:00	00:00	00:00	00:00	00:00	00:00
Nice Trailers	00:00:00	02:00	00:00:00	00:00	00:00:00	00:00	00:00:00	00:00	00:00:00
Craz-e Promo Craze World Live (Updated Times) 60	3	1	0	0	0	0	0	0	0
Craz-e Promo Craze World Live (Updated Times) 60	3	1	0	0	0	0	0	0	0
Sum of Nice Trailers	6	2	0	0	0	0	0	0	0
Sum of Ad Sales	6	2	0	0	0	0	0	0	0

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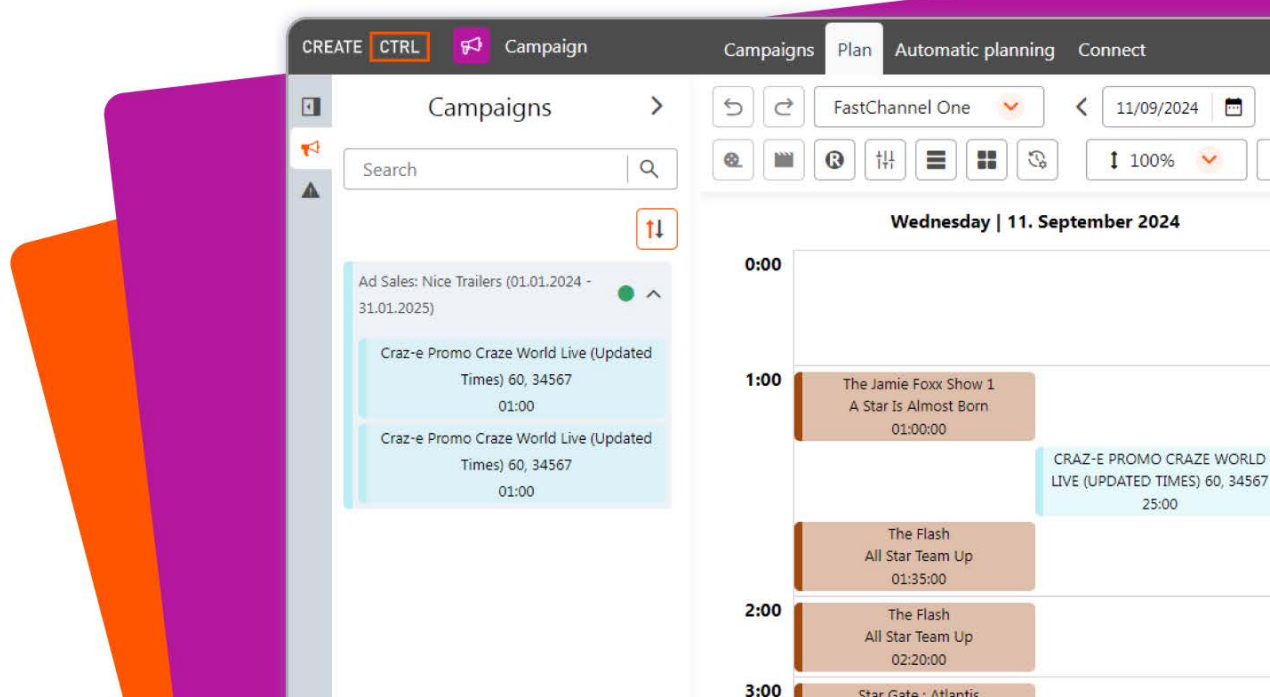
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Forecast

Strategic program stock

About Forecast

Plan your channels' future content with confidence using the Forecast app's flexible time matrix. Designed for strategic, category-based program planning, the app allows you to map long-term content needs for both linear and non-linear platforms. With its graphical interface, you can easily visualize and manage content requirements, while features like drag-and-drop scheduling and multi-level content categorization help optimize program slots.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM

VOD Planung WAIPU (01/01/2024 - 30/12/2034)

Type selection

Period of program requirements
(Please select range)

KW: 01 (Jan 2024) KW: 02 (Jan 2024)

Category	KW: 01 (Jan 2024)	KW: 02 (Jan 2024)
Movie	4 / 0	1 / 0
Action	4 / 0	1 / 0
Drama	0 / 0	0 / 0
Current	0 / 0	0 / 0
Library	0 / 0	0 / 0
Family	0 / 0	0 / 0
Serien	0 / 0	0 / 0

Linear Schedule
01/01/2024 - 31/12/2030

Channel: CC Channel

Type Tree: Planning Schedule CreateC tri TV

Number of tags: 280

Interval: Monthly



Forecast

Key features



Long-term planning

Facilitate strategic program planning to accurately forecast content demand. A graphical interface displays content requirements, allowing easy drag-and-drop placement of series and movies into your schedule.



Content in tag structures

Organize content with flexible, multi-level categorization for tailored scheduling. Create customized structure trees to optimize the use of series and feature film slots, with annual evaluations to adjust program demand.



Time periods and intervals

Utilize a flexible time matrix to craft diverse planning scenarios for both TV and streaming channels. This feature offers a clear view of future broadcast plans, enabling detailed specifications such as channel, time period, and program requirements.

The screenshot displays the 'Planning' section of the CreateCtrl software. The interface includes a top navigation bar with 'CREATE CTRL', 'Forecast', 'Stock', 'Planning', 'Scenario', 'Types', and 'Connect'. A search bar and 'Apply' button are located at the top right. The main content area is a grid of 10 planning scenario cards, each with a calendar icon, title, date range, channel, type tree, number of tags, and interval.

Title	Date Range	Channel	Type Tree	Number of tags	Interval
4th Quarter	17/09/2023 - 18/09/2023	WAIPU	CCTV 4	280	Monthly
CCTV4	01/09/2019 - 30/09/2019	CCTV 4	CCTV 4	280	Monthly
Champions League	26/08/2022 - 31/05/2023	CreateCtrl Sports TV	Global	280	Monthly
CreateCtrl TV Scenario	29/06/2020 - 31/10/2020	CreateCtrl TV	Planning Schedule CreateCtrl TV	280	Monthly
Eastern 2025	01/04/2025 - 31/05/2025	CreateCtrl TV	Global	280	Quarterly
Forecast 2022	01/01/2022 - 24/09/2022	CreateCtrl TV	Planning Schedule CreateCtrl TV	280	Monthly
Linear Schedule	01/01/2024 - 31/12/2020	CC Channel	Planning Schedule CreateCtrl TV	280	Monthly
Monthly movies	01/01/2019 - 31/12/2019	CreateCtrl TV	Planning Schedule CreateCtrl TV	280	Monthly
Movies for Christmas 2024	20/12/2019 - 26/12/2019	CCTV 4	CCTV 4	280	Monthly
Next Summer Blockbusters	31/07/2020 - 30/08/2020	CreateCtrl TV HD	Planning Schedule CreateCtrl TV	280	Monthly

Fast Integration


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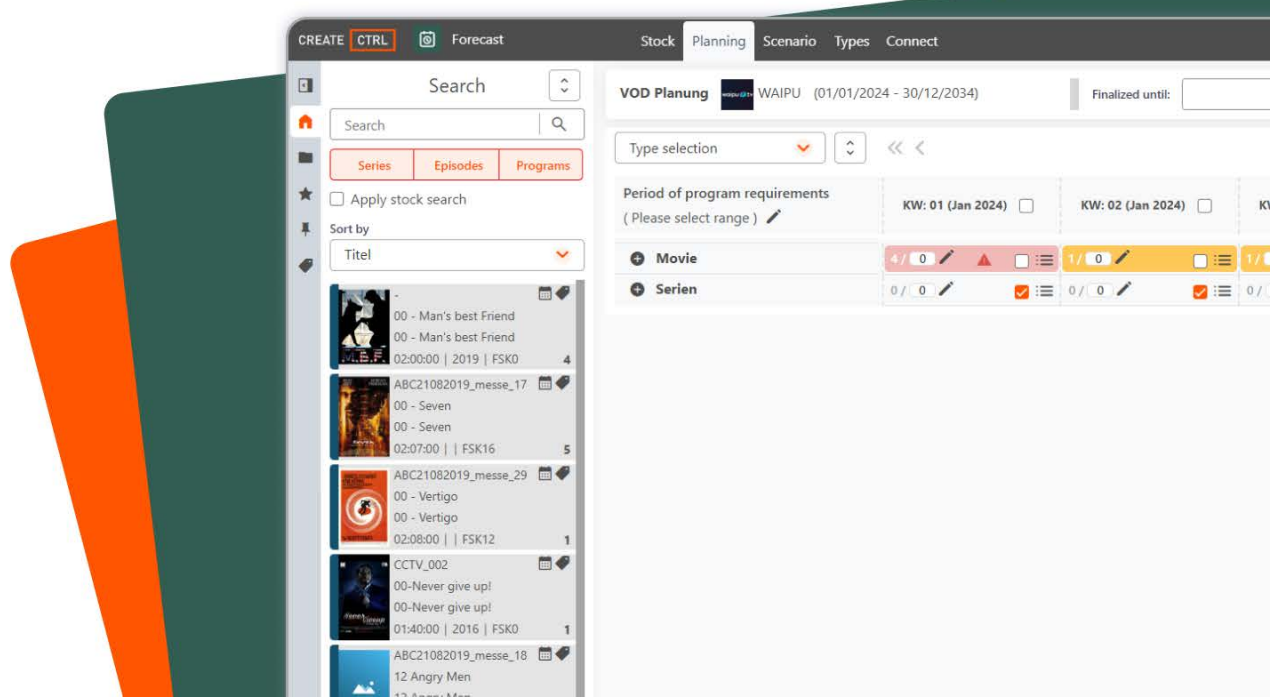
Dedicated assistance

From the initial concept to the seamless deployment of our CreateCtrl Web Apps, our team provides **comprehensive support, including training for employees, individual consulting, and ongoing maintenance**. We ensure effortless integration of our web applications to your workflows, offering continuous support to keep your apps running smoothly.

Cloud

Experience the power of AWS cloud hosting for your web-based applications. Our solutions **leverage AWS's robust, scalable infrastructure, ensuring high performance and reliability**. Benefit from on-demand resource allocation, enhanced security, and seamless updates, all while reducing operational costs. Enjoy the flexibility and efficiency of cloud hosting, with the confidence that your applications are supported by the leading cloud provider.

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Teamer

Event planning

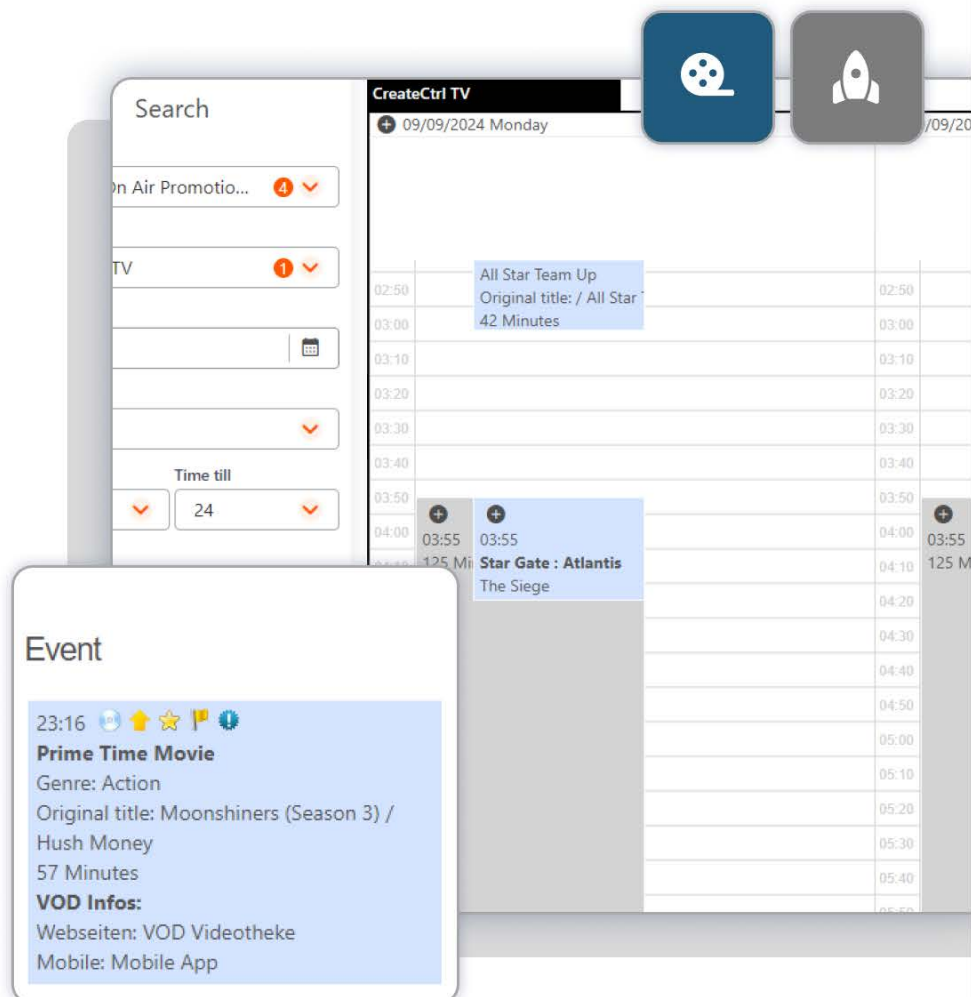
About Teamer

Teamer transforms how you manage and share your planning calendars for all critical content-related events. Whether you're organizing theme weeks or coordinating internal company events, Teamer streamlines the process with ease. Our platform facilitates seamless information sharing across departments, enabling you to effortlessly collaborate and keep all stakeholders aligned.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Key features



Cross-team event planning

Effortlessly plan, create, and manage critical projects and events with Teamer. Our platform empowers you to coordinate across teams with precision, tailoring events to your specific needs.



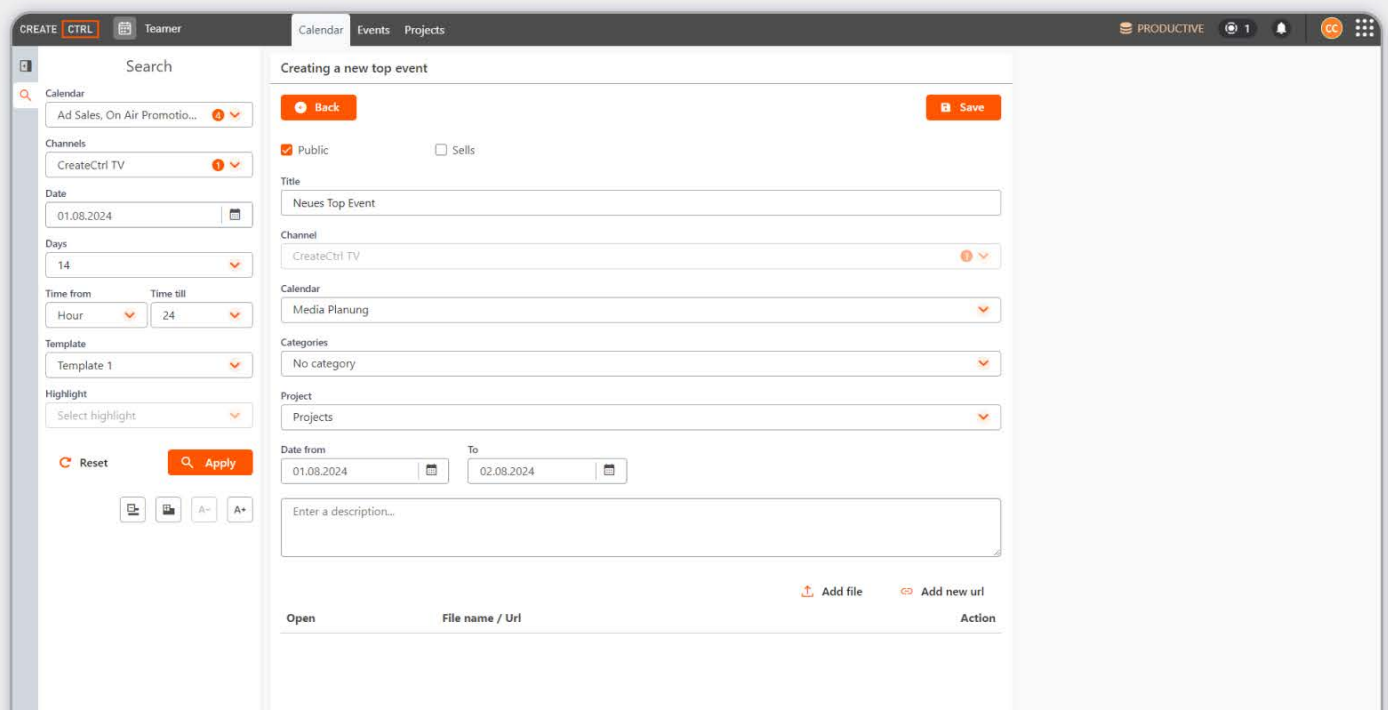
Easy-to-use event calendar

Experience unparalleled ease with our user-friendly event calendar. Adjust event durations with a simple drag-and-drop action, allowing for quick changes to fit your schedule.



Set the information visibility

Take control of what information is displayed for each event type. Teamer's visual tools make it easy to configure and customize information, with options for both text and icons to enhance clarity and organization.



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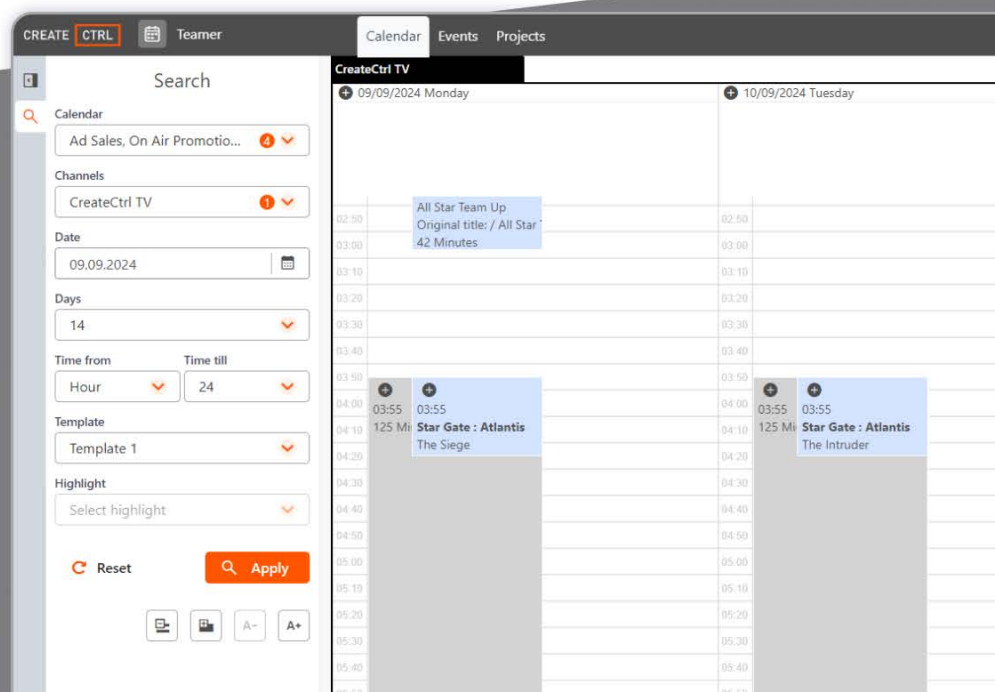
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Sport

Sport contributions

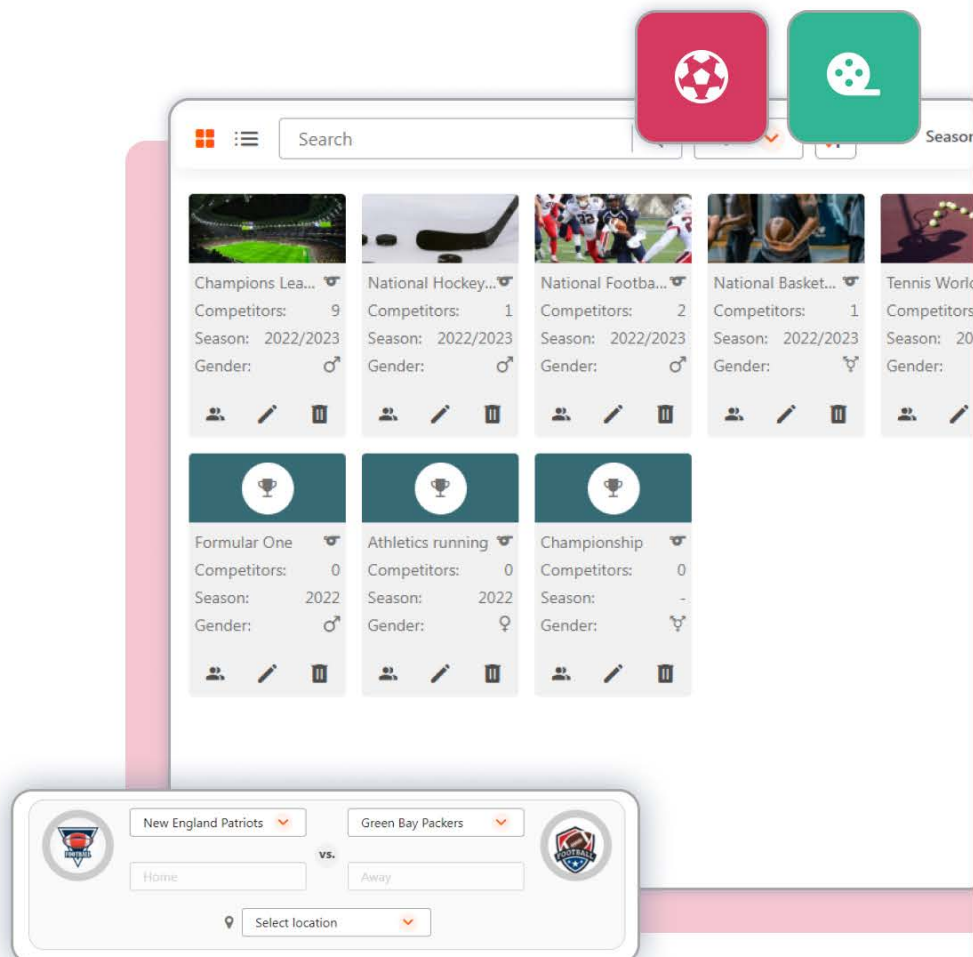
About Sport

The Sports app streamlines the management and scheduling of sports content across platforms. It features real-time data integration and comprehensive sports broadcast management, enabling efficient organization and distribution of live and on-demand events. With its intuitive interface the app enhances viewer engagement and operational efficiency for broadcasters.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Sport

Key features



Management of Sports Data

Tailor a comprehensive range of sports data to your needs. Choose from a variety of sports, including soccer, tennis, basketball, and more. Manage single, double, team, or list tournaments, and enrich your sports programs.



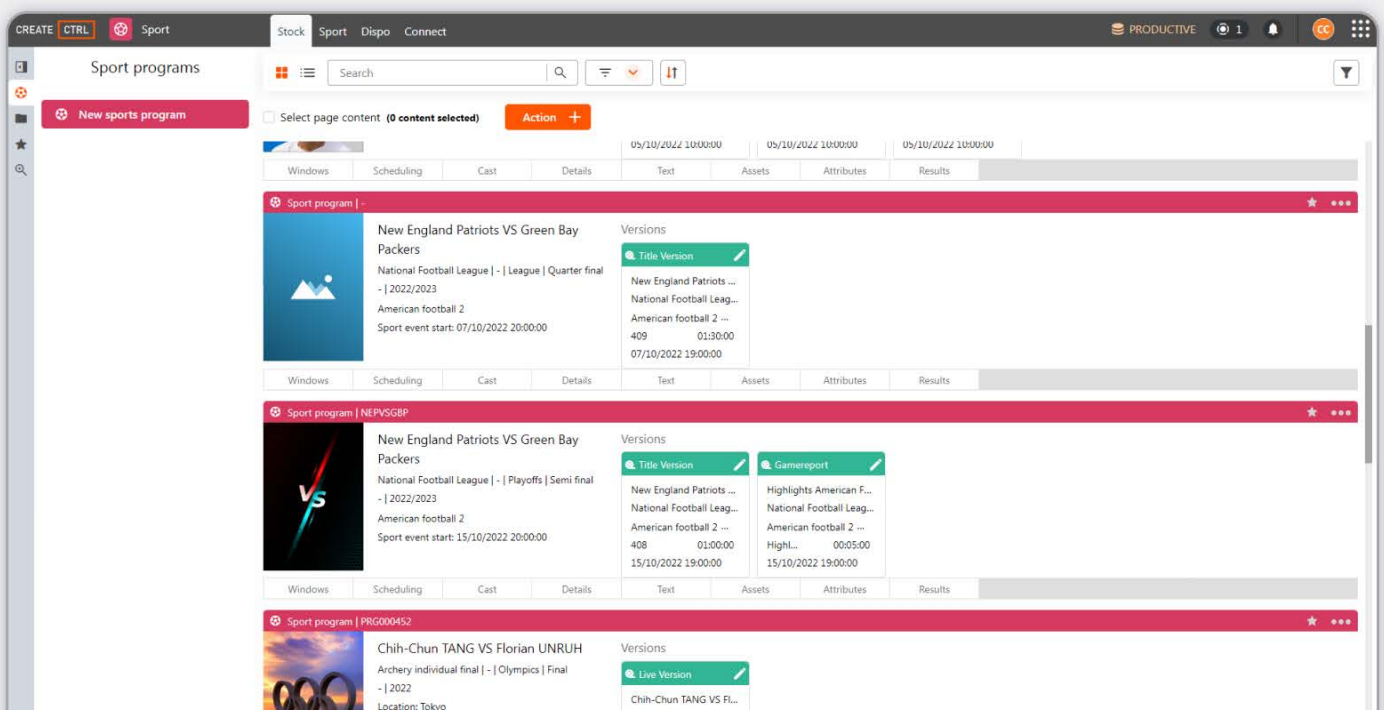
Versatile Versions Management

Easily create and manage multiple versions of your sports content. Whether it's live broadcasts, game reports, or highlights, maintain a clear overview of all versions.



Comprehensive Sports Data

Enhance your sports programs with additional detailed information. Easily add and adjust data such as categories or seasons for each competition, ensuring accuracy and quick updates when changes occur.



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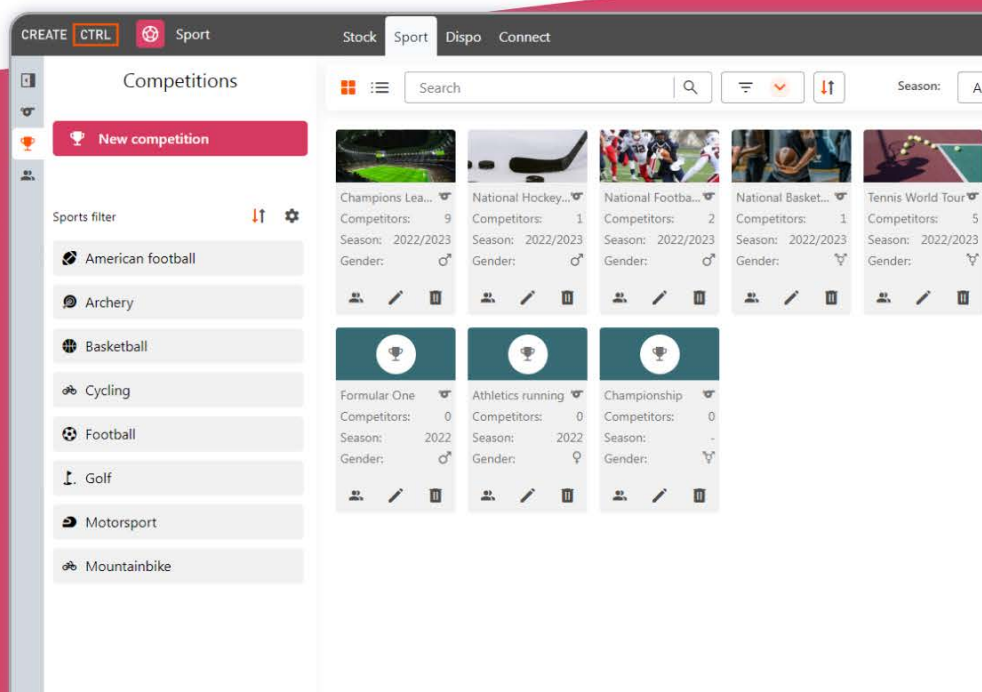
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Shield

Protection of minors

About Shield

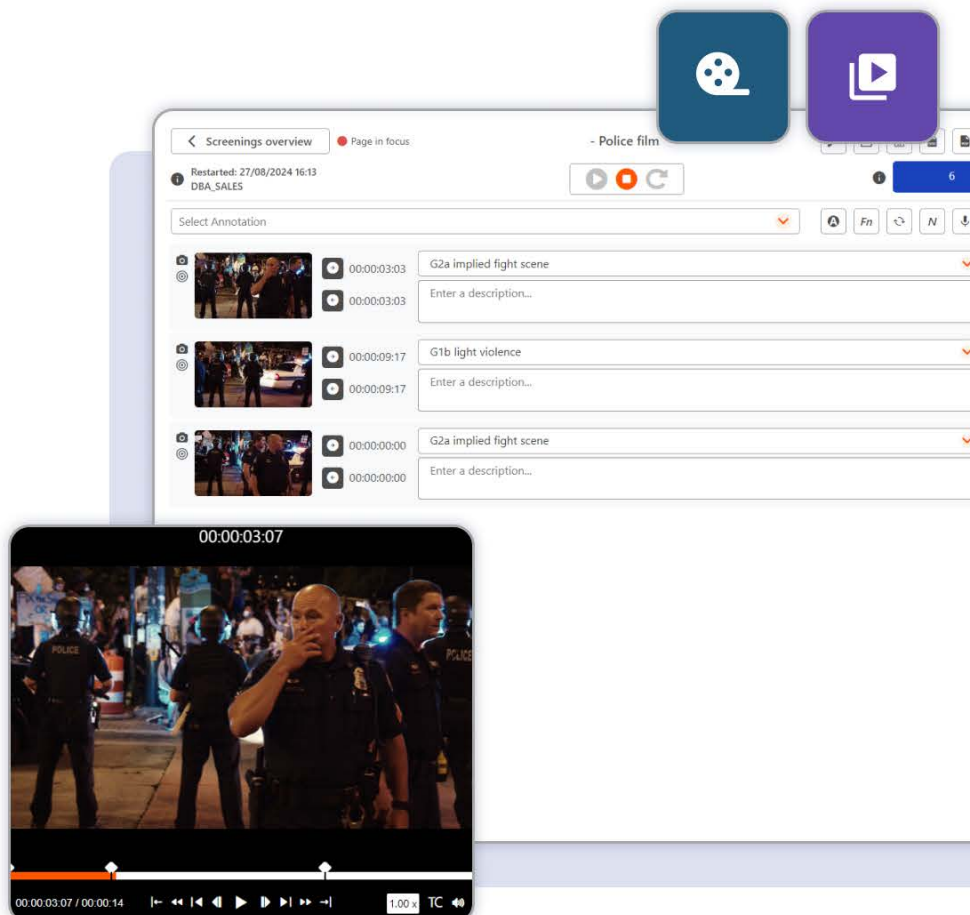
Shield is an advanced software solution for youth protection, enabling precise age rating classification for your content.

It features an integrated video player for viewing and annotating scenes, with customizable settings for flexible, country-specific compliance. Automatically generate detailed screening reports with timecodes and screenshots, and easily export them in various formats. Shield ensures efficient and accurate content evaluation, streamlining communication with reviewing bodies.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Shield

Key features



Content viewing

The integrated video player in Shield allows you to view and capture scenes pertinent to youth protection at any time. Effortlessly pause, stop, and resume screenings as needed.



Setting annotations

Set annotations for relevant scenes manually or via voice control. Customize abbreviations for different categories and benefit from a high level of clarity through configurable parental control parameters.



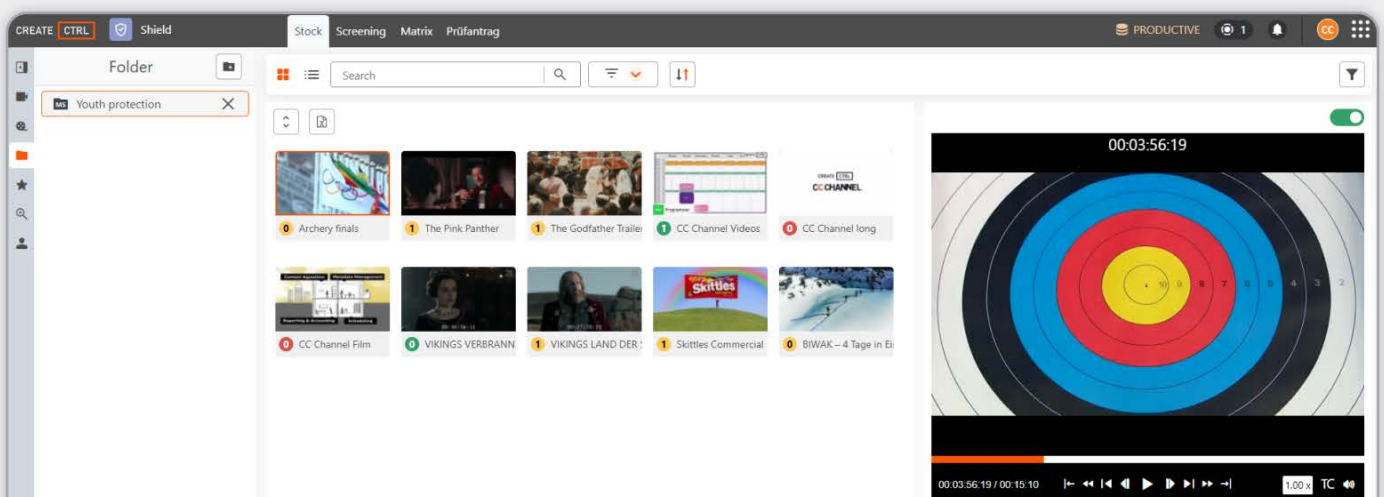
Automatic calculation of age rating

Configure your criteria once for automatic evaluation based on stored parental control matrices. This high-reusability feature streamlines age classification, adaptable to different countries.



Generate screening protocols

Effortlessly generate detailed screening reports (PDF or DOC) with timecodes and screenshots. Reports use predefined phrases to suggest age ratings, which can be adjusted as needed.



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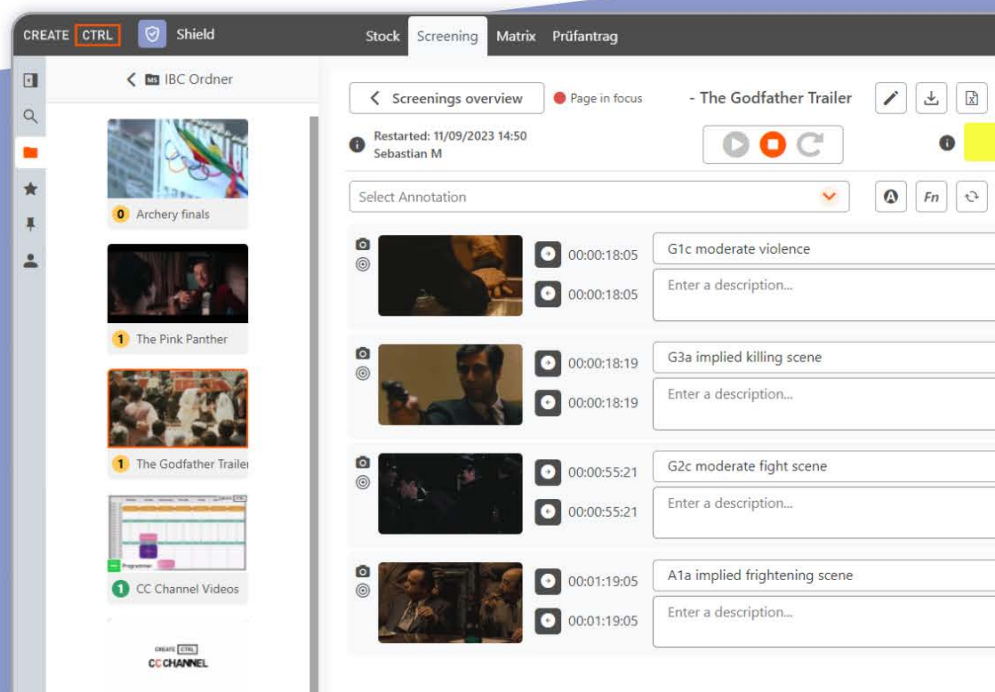
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CREATE **CTRL**



Topics

Editorial topics

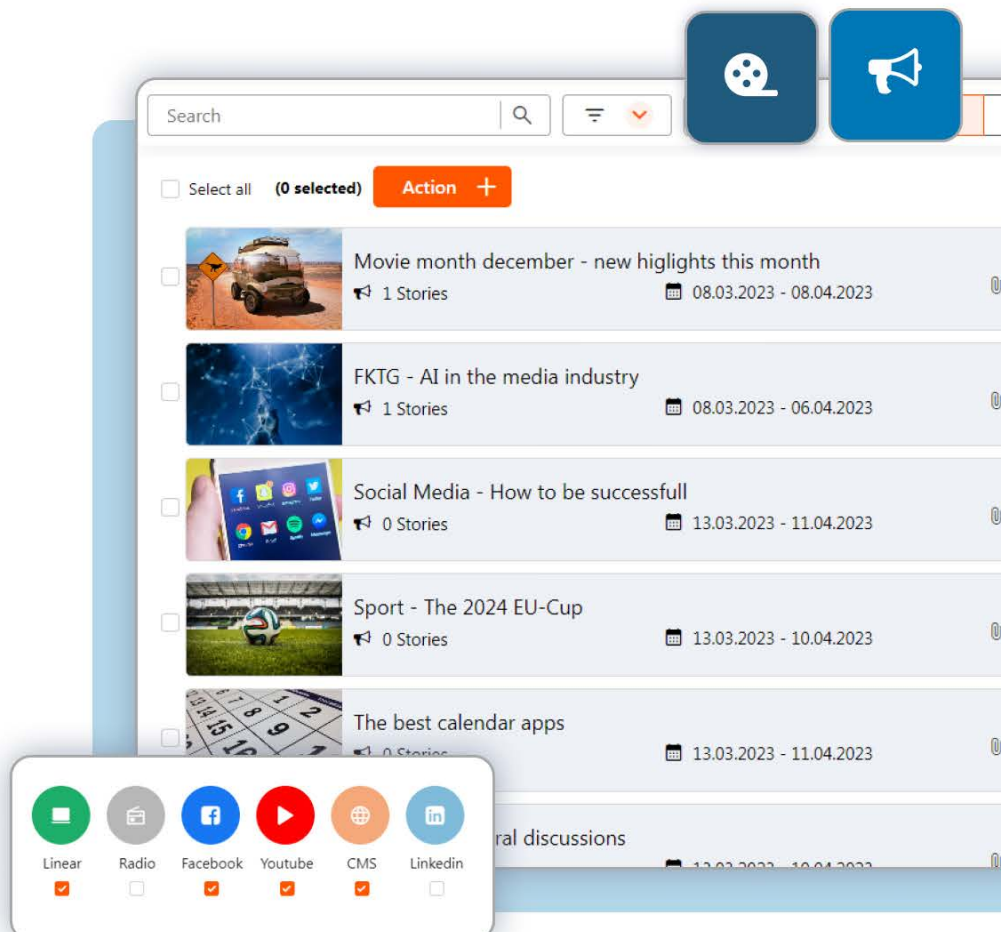
About Topics

Our Topics application provides a seamless way to track and manage all editorial content. Automatically generate and organize feeds from diverse sources, and swiftly create, manage, and publish multiple stories across channels. With real-time collaborative features and efficient cross-media publishing, you can maintain focus and ensure timely delivery of your content. Enjoy a comprehensive view of all topics and streamline your editorial workflow from a personalized workspace.

Interfaces

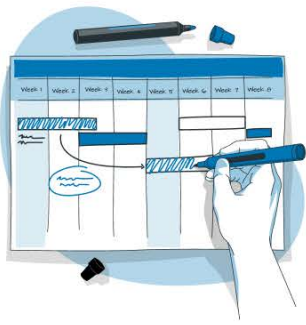
Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Topics

Key features



Editorial scheduling of **current topics**

Automatically generate feeds from various sources and swiftly create new topics for story development. Manage and publish multiple stories across channels instantly.



Broadcast **scheduling**

Create and convert topics from linear schedules with ease, and transfer metadata for efficient processing. Streamline content management and broadcast planning effortlessly.



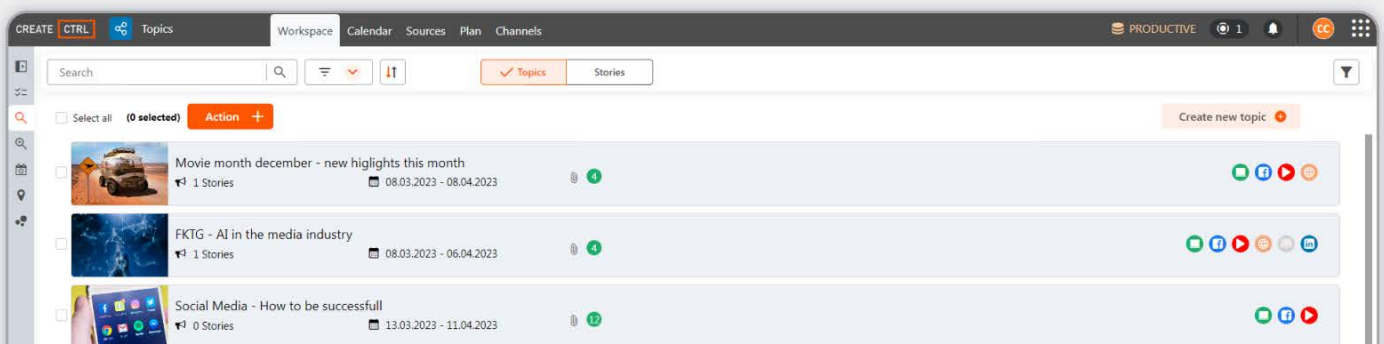
Topic & **Story Sharing**

Collaborate in real-time on topics and stories with cross-team access. Updates are reflected live, ensuring synchronized and consistent content management.



Cross-media **publishing of stories**

Gain a clear overview of all topics through a personal workspace and manage story deadlines effectively. Ensure timely delivery and cohesive publishing across all media.



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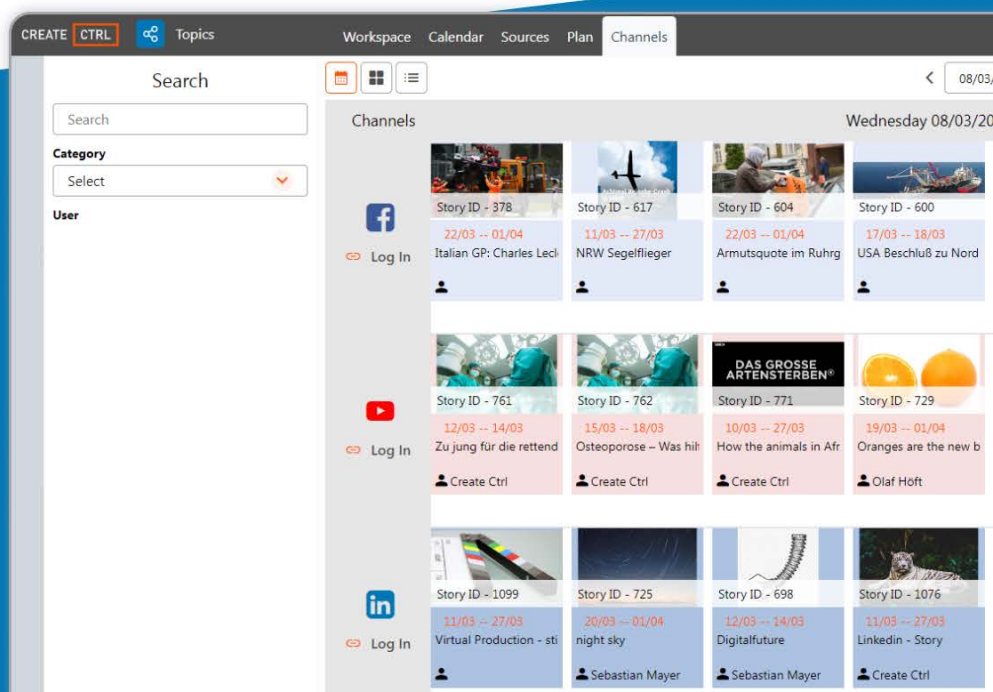
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Content workflow

Create your content and build a program schedule, ensuring compliance with license requirements. Plan and schedule with integrated ad scheduling to specify when and how long ads should run. Finally, export your content seamlessly to the playout system for effortless delivery and execution.



CreateCtrl Web Apps

- Seamlessly **plan and manage** individual programs for TV, streaming, radio, and social media platforms.
- Boost efficiency with **integrated tools** that streamline collaborative work.
- Ensure compliant **data security** through secure AWS Cloud services.
- Streamline the management of **contracts and licenses** for all types of content.
- Leverage integrated tools to **automate and simplify** campaign planning.
- Easily access and integrate **program data** for improved organization.
- Benefit from **smooth interfaces** with external systems such as **playout and MAM**.



Content

Content & metadata



Asset

Materials & metadata



License

Contract & license management



Programmer

Program planning



Planner

Broadcast scheduling



VOD

Planning for streaming



Campaigns

Campaign planning



Forecast

Strategic program stock



Teamer

Event planning



Shield

Protection of minors



Sport

Sport contributions



Topics

Editorial topics



Select

Offers & supplier



RPS

Editorial planning

Our customers



axel springer



ch media

Da Vinci

Deutschlandradio

Discovery

DF1

FRAME BY FRAME

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SELEKTION FÜR
FRÜHSEHEN

HD +

intigral

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Media AG

MMO
Munich Media Operations GmbH

MOTOVISION®

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SPIEGEL TV

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