

CREATE **CTRL**



# Asset

Materials & metadata

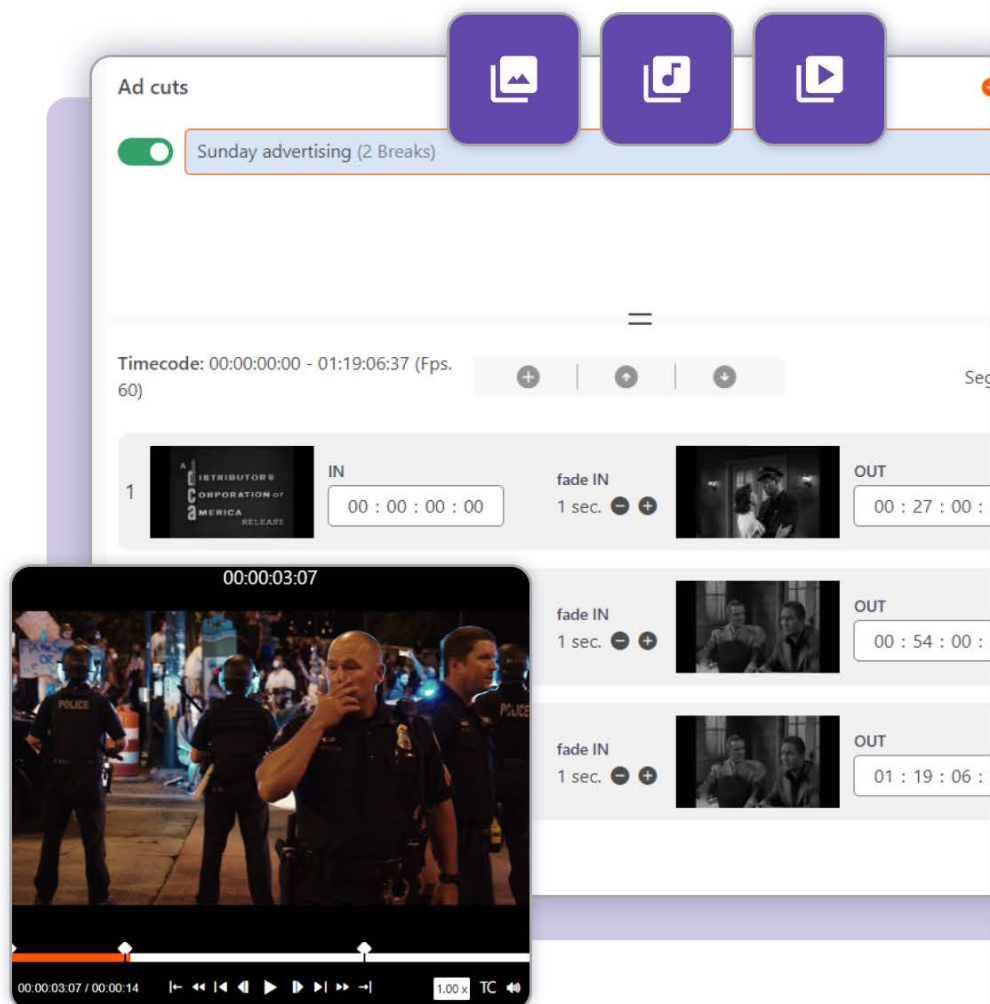
# About Asset

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

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Asset

# Key features



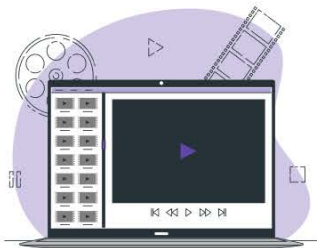
## Upload assets

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.



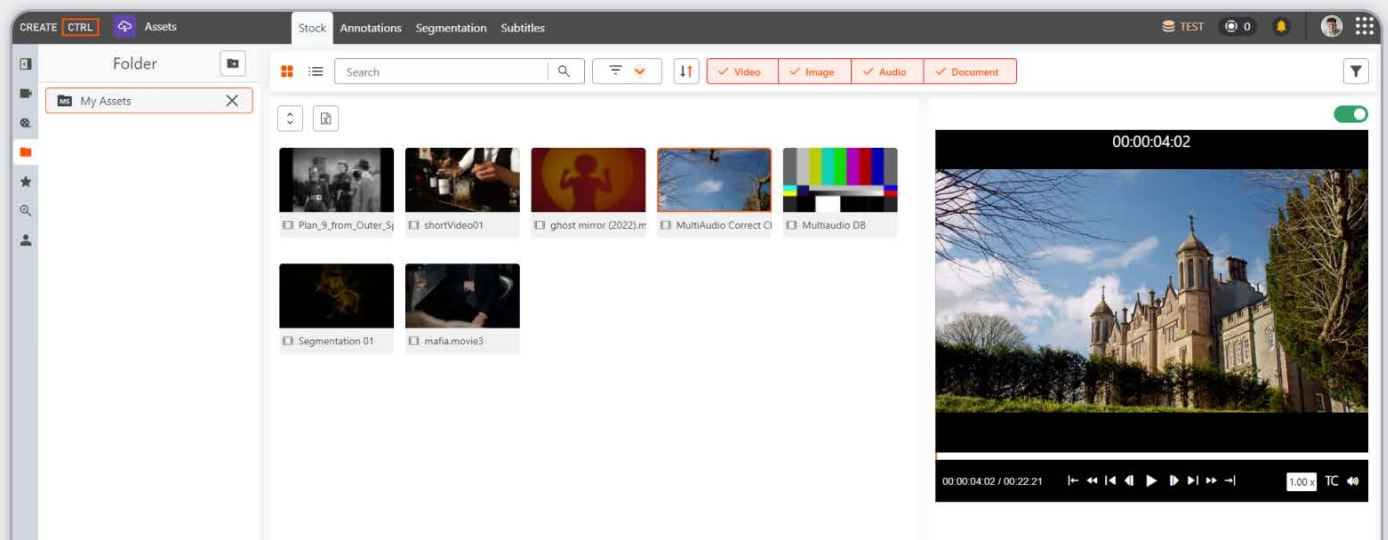
## Precise Ad Segmentation

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.



# Fast integration


Getting started with our web applications is **incredibly simple**. There's no need to install any additional software - just use your existing web browser. All you need is a stable internet connection, an up-to-date browser, and secure login credentials to access and **start using your web app instantly**. We take care of all the technical details, allowing you to concentrate on what truly matters - **growing your business**.

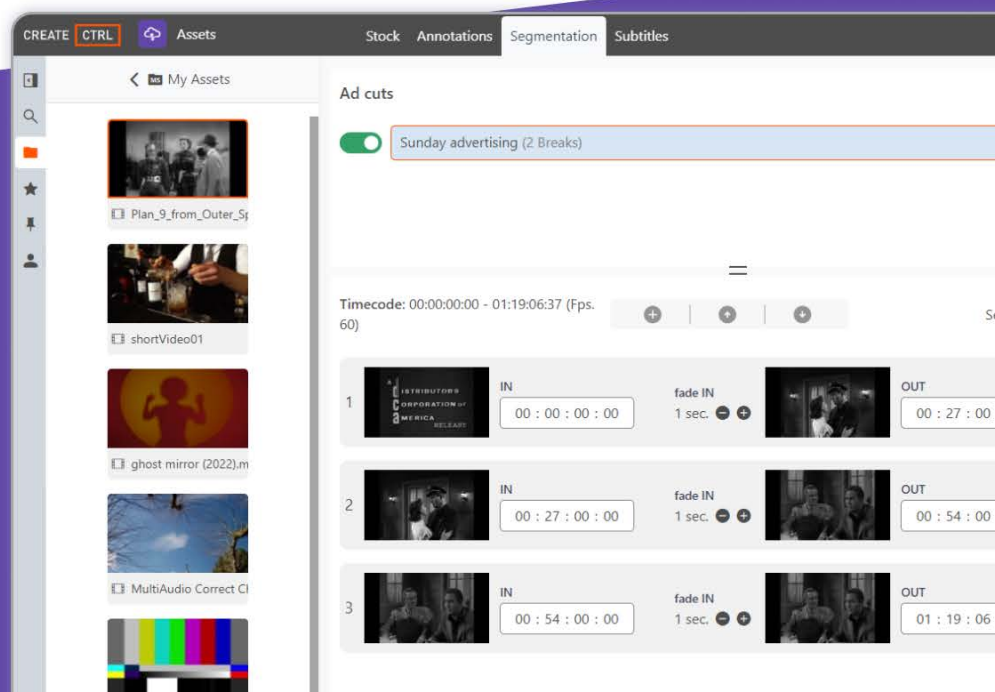
# Dedicated assistance

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.

powered by 



# 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

...fsf  
FREIWILLIGE  
SELEKTION FÜR  
FRÜHSEHEN

HD +

intigral

Mainstream  
Media AG

MMO  
Munich Media Operations GmbH

MOTOVISION®

PLANET

sbc

SEVEN.ONE  
ENTERTAINMENT  
GROUP

SILVERLINE  
MOVIE CHANNEL

SPI  
SPORTS

SPIEGEL TV

SPORTTOTAL

STUDIO100  
MEDIA

Sunrise  
upc

WOLFF  
BRUNNEN  
ENTERTAINMENT

CREATE

CTRL

## Contact us

Empowering your success with our Solutions.

Get in touch with us!

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