

CREATE **CTRL**



Campaigns

Campaign planning

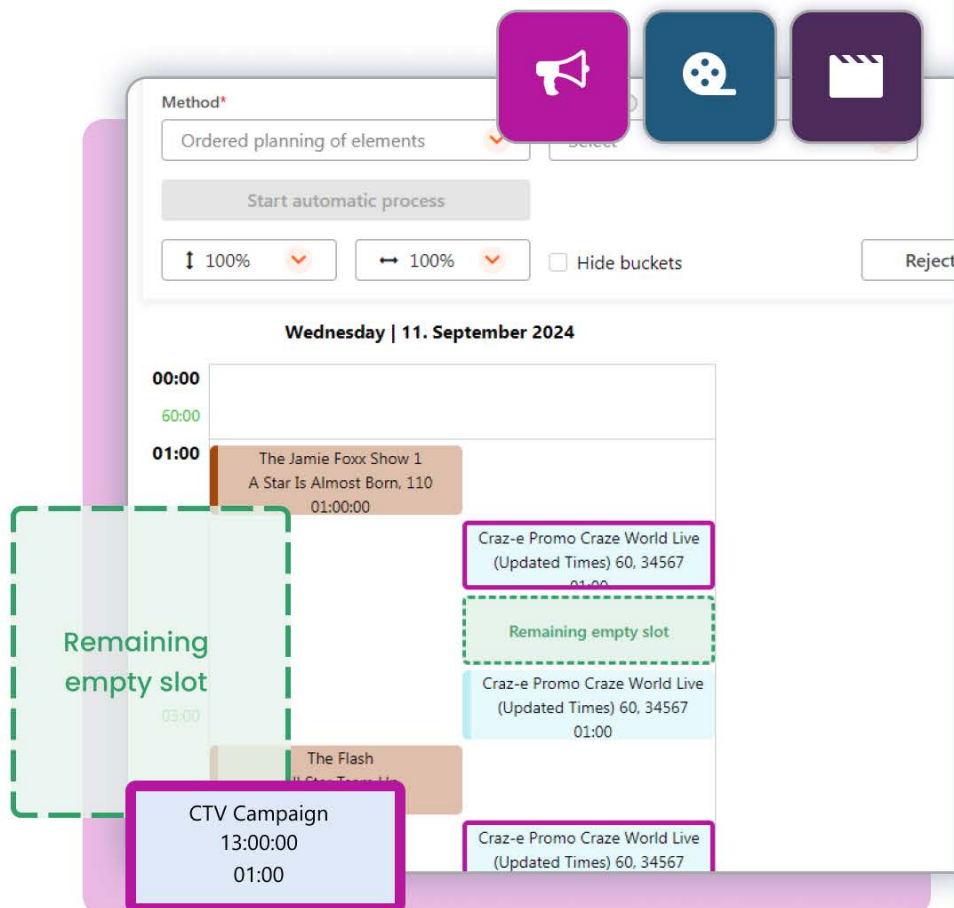
About Campaigns

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

Our Apps are compatible with multiple interfaces, like:

- 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
	1294:00		1440:00		1440:00		1440:00		144
	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

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**.

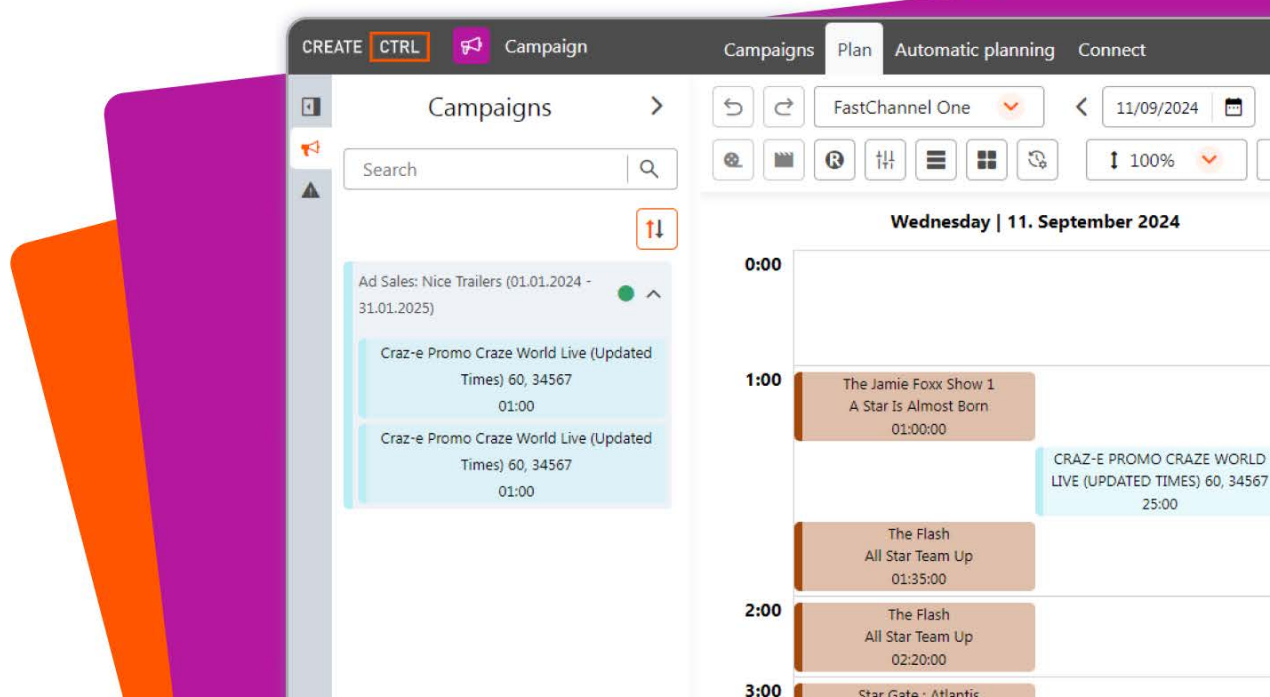
Dedicated assistance

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
SELBSTKONTROLLLE
FERNSEHEN

HD +

intigral

Mainstream
Media AG

MMO
Munich Media Operations GmbH

MOTOVISION®

PLANET

sbc

SEVEN.ONE
ENTERTAINMENT
GROUP

SILVERLINE
MOVIE CHANNEL

SPI
STUDIO 100

SPIEGEL TV

SPORTTOTAL

STUDIO100
MEDIA

Sunrise
UPC

WORLD
BRAND
ENTERTAINMENT

CREATE

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Contact us

Empowering your success with our Solutions.

Get in touch with us!

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