

CREATE CTRL



Content

Content & metadata

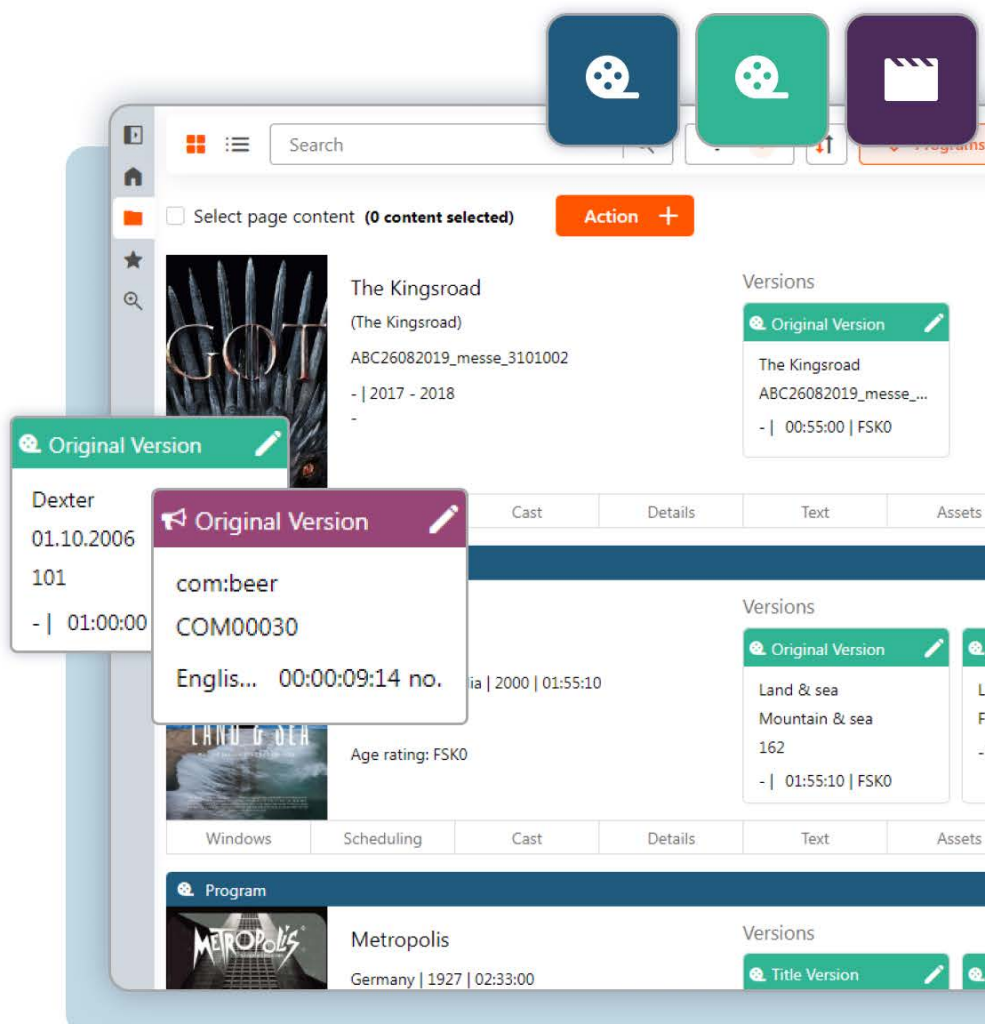
About Content

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.



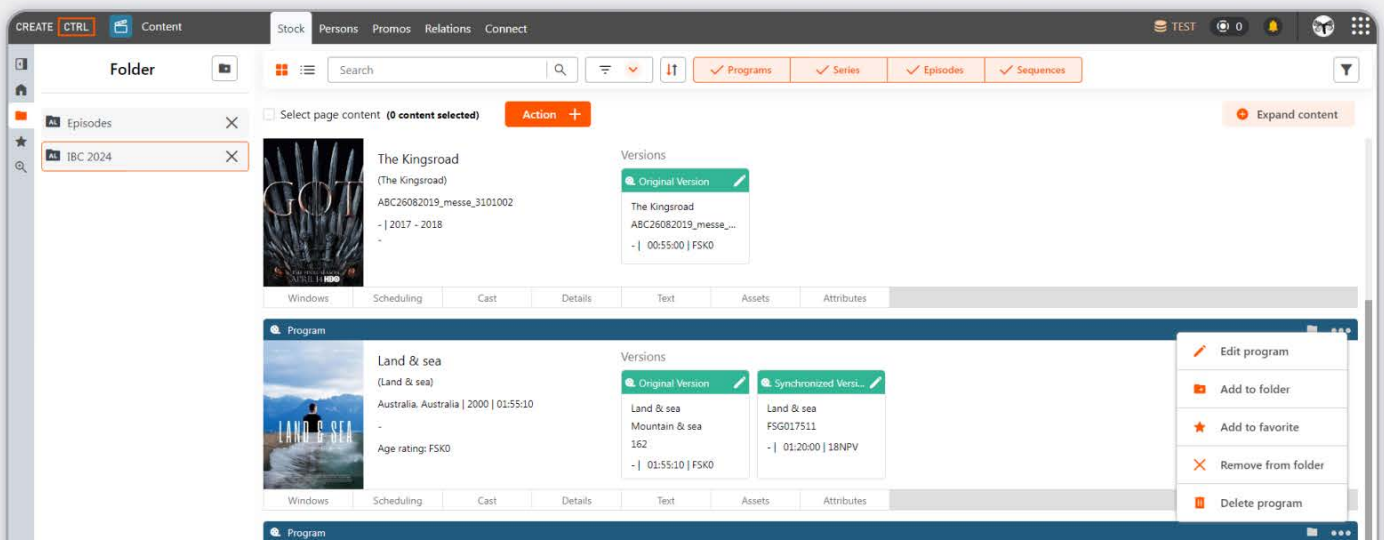
Versatile **Versioning**

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


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**.

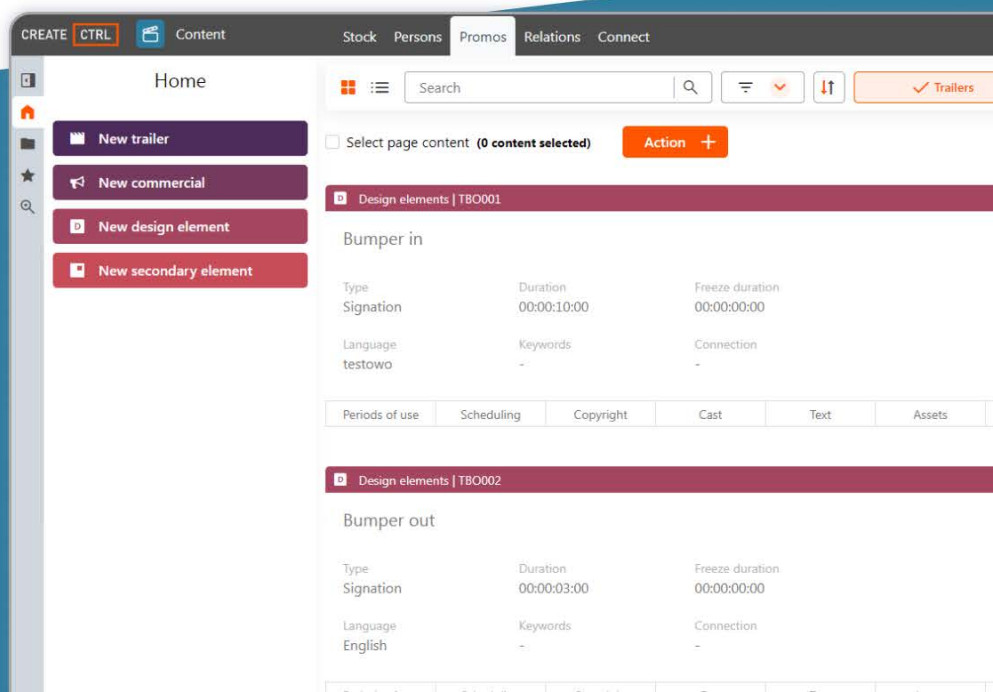
Dedicated assistance

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
FERNSEHEN

HD +

intigral

Mainstream
Media AG

MMO
Multi-Media Operators Group

MOTOVISION®

PLANET

sbc

SEVEN.ONE
ENTERTAINMENT
GROUP

SILVERLINE
MOVIE CHANNEL

SPI
STUDIOKINOL

SPIEGEL TV

SPORTTOTAL

STUDIO100
MEDIA

Sunrise
UPC

WORLD
BRAND
ENTERTAINMENT

CREATE

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Contact us

Empowering your success with our Solutions.

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