

CREATE CTRL



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)
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.

A screenshot of a software interface for content planning. The interface has a dark header with navigation tabs: CREATE CTRL, Forecast, Stock, Planning, Scenario, Types, Connect. On the right, it says 'PRODUCTIVE' and shows a notification bell with '1' and a user profile icon. Below the header is a search bar and an 'Apply' button. The main area contains a grid of 10 planning scenario cards. Each card has a calendar icon, a title, a date range, and details for Channel, Type Tree, Number of tags, and Interval.

Title	Channel	Type Tree	Number of tags	Interval
4th Quarter	WAIPU	CCTV 4	280	Monthly
CCTV4	CCTV 4	CCTV 4	280	Monthly
Champions League	CreateCtrl Sports TV	Global	280	Monthly
CreateCtrl TV Scenario	CreateCtrl TV	Planning Schedule CreateCtrl TV	280	Monthly
Eastern 2025	CreateCtrl TV	Global	280	Quarterly
Forecast 2022	CreateCtrl TV	Planning Schedule CreateCtrl TV	280	Monthly
Linear Schedule	CC Channel	Planning Schedule CreateCtrl TV	280	Monthly
Monthly movies	CreateCtrl TV	Planning Schedule CreateCtrl TV	280	Monthly
Movies for Christmas 2024	CCTV 4	CCTV 4	280	Monthly
Next Summer Blockbusters	CreateCtrl TV HD	Planning Schedule CreateCtrl TV	280	Monthly

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**.

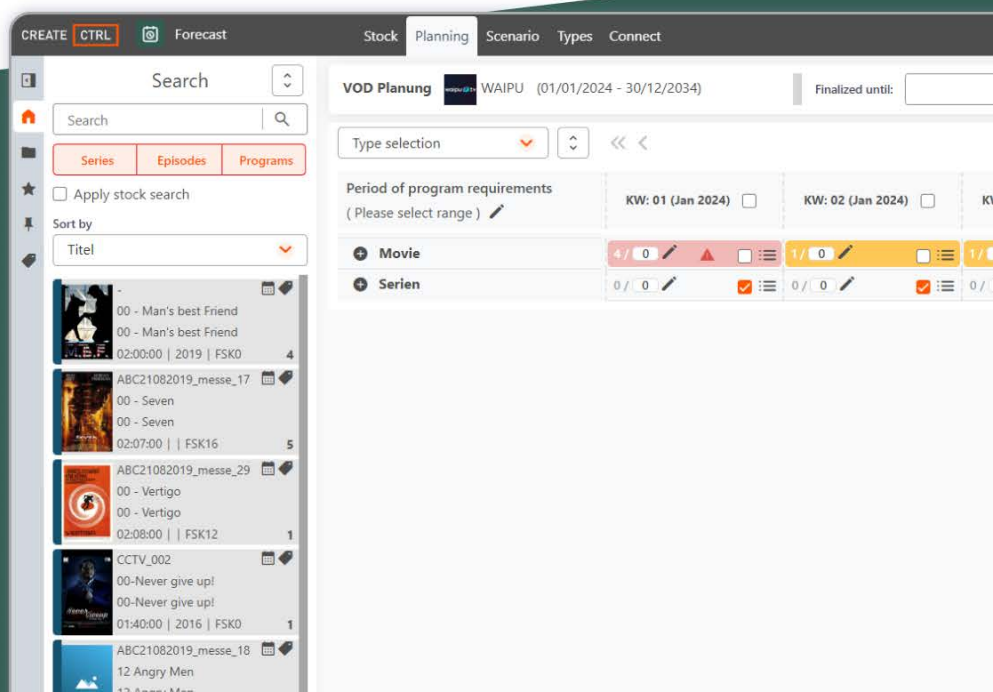
Dedicated assistance

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
Munich Media Operations GmbH

MOTOVISION®

PLANET

sbc

SEVEN.ONE
ENTERTAINMENT
GROUP

SILVERLINE
MOVIE CHANNEL

SPI
SPORTS

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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