

CREATE **CTRL**



Planner

Broadcast scheduling

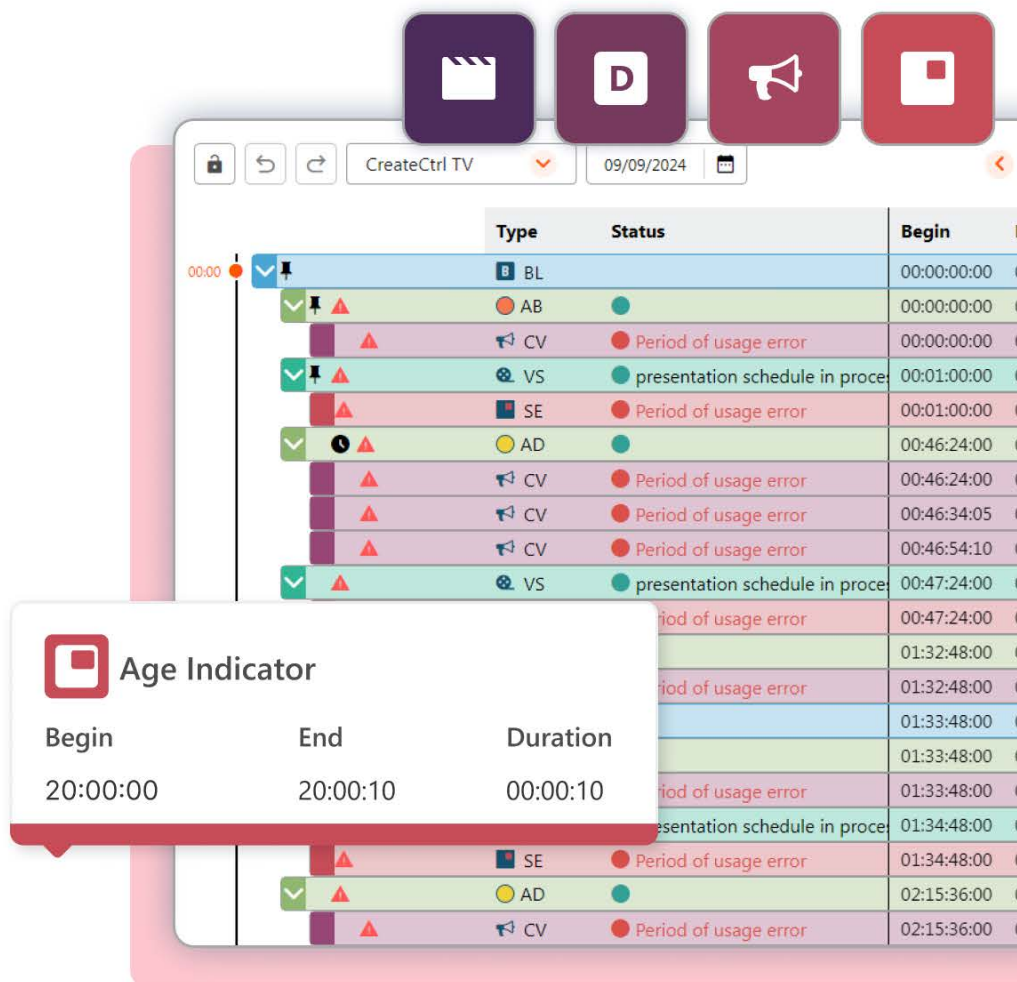
About Planner

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



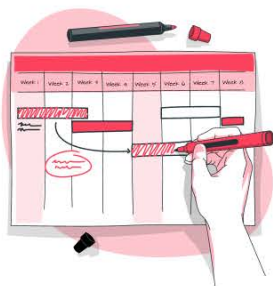
Easy and fast scheduling

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



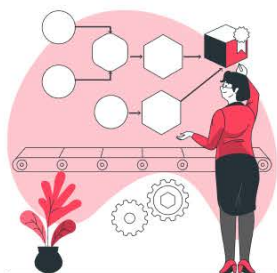
Automated Error Detection

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 area is a grid with columns: Type, Status, Begin, Duration, End, Material, Clip number, Number, Segment, and Episode. The grid contains various entries with colored icons and text. On the left, there is a sidebar with 'Assistants' and 'Run rule assistant' buttons. Below that, there are sections for 'Single rules' and 'Group of rules'. At the bottom, there are several rule-based scheduling wizards listed, such as 'Ad After end break', 'CC Channel', 'DS NEW Options test', and 'DS Secondary test'.

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		Ad
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		Ad
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


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**.

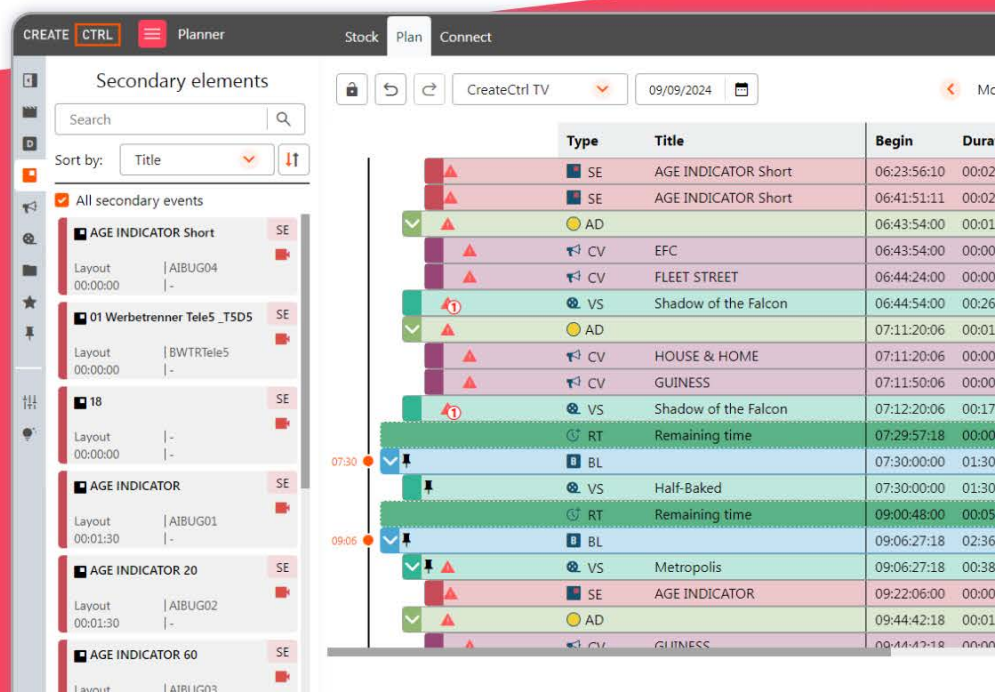
Dedicated assistance

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

WORLD
SPORT
EVENTS

CREATE

CTRL

Contact us

Empowering your success with our Solutions.

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