

CREATE CTRL



Programmer

Program planning

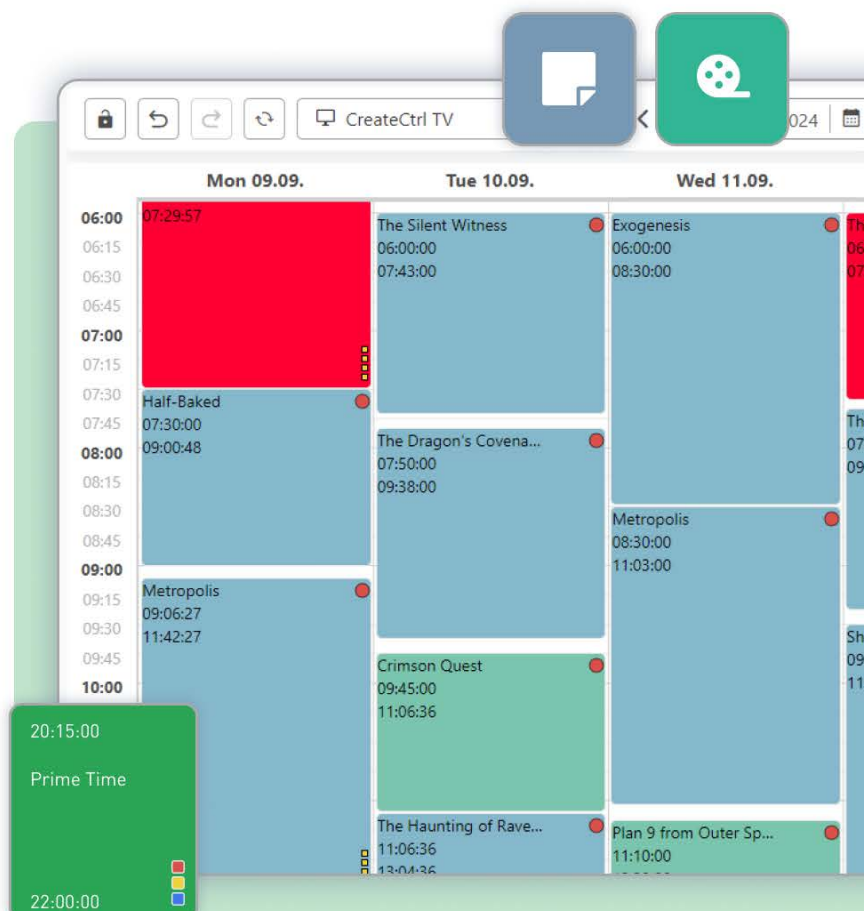
About Programmer

Programmer simplifies content planning by allowing you to effortlessly plan and schedule linear content in our intuitive calendar grid. It ensures compliance with licensing requirements and provides built-in ad scheduling interfaces so you can seamlessly manage your content from start to finish. Automatically share your scheduled content to your broadcast schedule in our Planner App, making the entire process efficient and streamlined.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



Key features



Easy and fast scheduling

Effortlessly streamline your workflow with our intuitive calendar grid, making it easy to manage your broadcast plan with minimal effort and maximum efficiency.



Collaborative planning

Empower your team to collaborate seamlessly, simplifying coordination and joint planning to create a cohesive broadcast strategy for your TV channels.



Comprehensive ad scheme planning

Strategically design and manage detailed ad schemes, ensuring every element integrates perfectly into your program plan for maximum impact.



Tailored channel management

Optimize your workflows with tailored channel management solutions designed to meet your unique business needs, ensuring a fast and efficient program plan.

The screenshot displays the CreateCtrl TV software interface. The main area shows a weekly broadcast schedule grid from Monday to Sunday. Programs are represented by colored blocks with their titles and time slots. For example, on Monday, 'The Silent Witness' is scheduled from 06:00 to 07:43. The interface includes a top navigation bar with options like 'CREATE CTRL', 'Programmer', 'Stock', 'Plan', 'Listing', 'Scheme', 'Advertising', and 'Connect'. A search bar and navigation controls are visible at the top. On the right side, there is a sidebar showing 'Event details' for 'Metropolis', including fields for 'Version type', 'Title Version', 'Version number', 'Airing type', 'Age rating', 'Program type', 'Year of production', 'Country of production', 'People & companies', and 'Event status'.

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**.

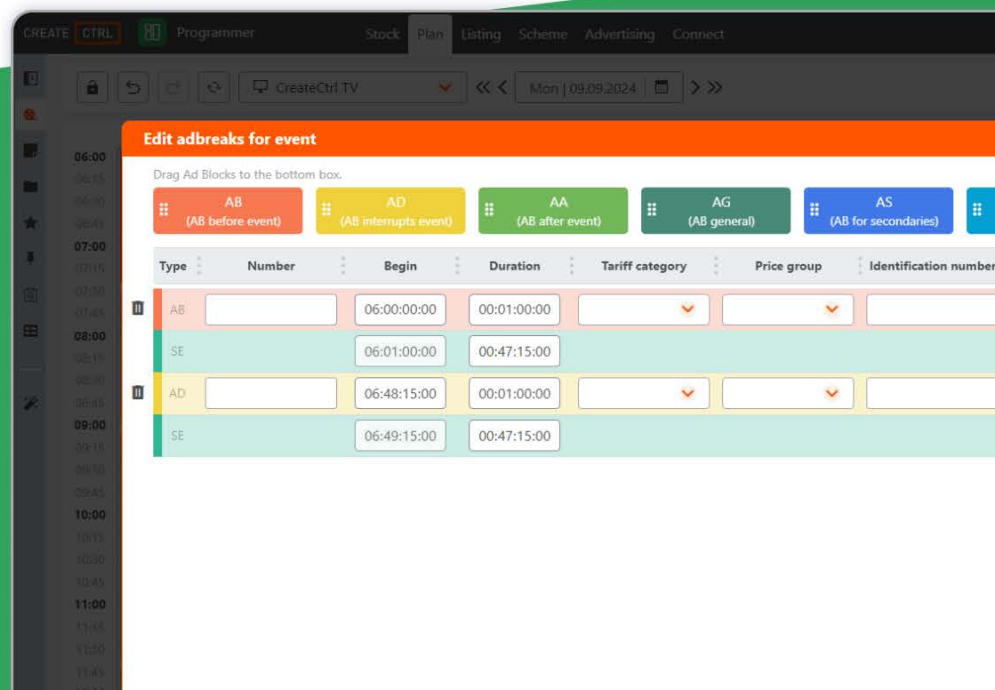
Dedicated assistance

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
SELBSTKONTROLLE
FERNSEHEN

HD +

intigral

Mainstream
Media AG

MMO
Multi-Media Operators Group

MOTOVISION®

PLANET

sbc

SEVEN.ONE
ENTERTAINMENT
GROUP

SILVERLINE
MOVIE CHANNEL

SPI
SPORTS

SPIEGEL TV

SPORTTOTAL

STUDIO100
MEDIA

Sunrise
UPC

WORLD
SPORTS
ENTERTAINMENT

CREATE

CTRL

Contact us

Empowering your success with our Solutions.

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