

CREATE CTRL



VOD

Planning for streaming

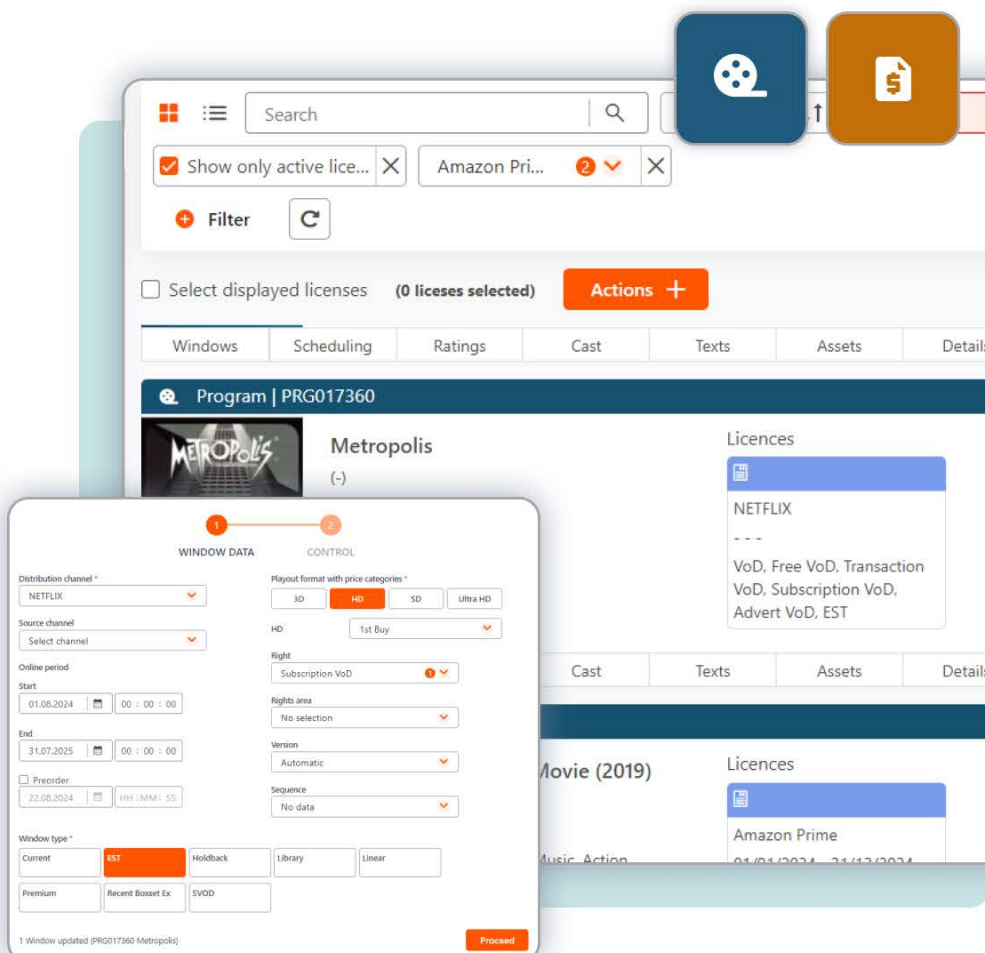
About VOD

VOD is an advanced content management and scheduling tool designed for video-on-demand platforms. It offers features like rule-based content placement, automated scheduling, and real-time performance analysis. The app supports various VOD formats (A-VOD, S-VOD, T-VOD) and integrates seamlessly with major platforms. With its user-friendly interface and robust functionality, the app enables content providers to efficiently manage licenses, optimize workflows, and enhance viewer engagement.

Interfaces

Our Apps are compatible with multiple interfaces, like:

- EPG
- Ad Sales
- MAM



VOD

Key features



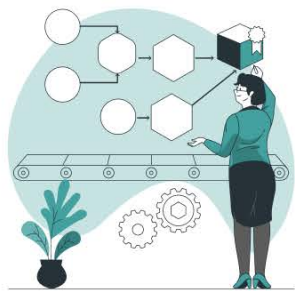
Comprehensive **Management and Scheduling**

Gain a clear, organized view of your entire content. Quickly assess available licenses or platform windows. Effortlessly edit licenses and availabilities with direct access to all platforms, channels, quotas, and schedules.



Advanced **Filter Functions**

Quickly narrow down your search with a wide array of filter options. Easily find active licenses to expedite content scheduling and instantly view platform availability and valid license periods.



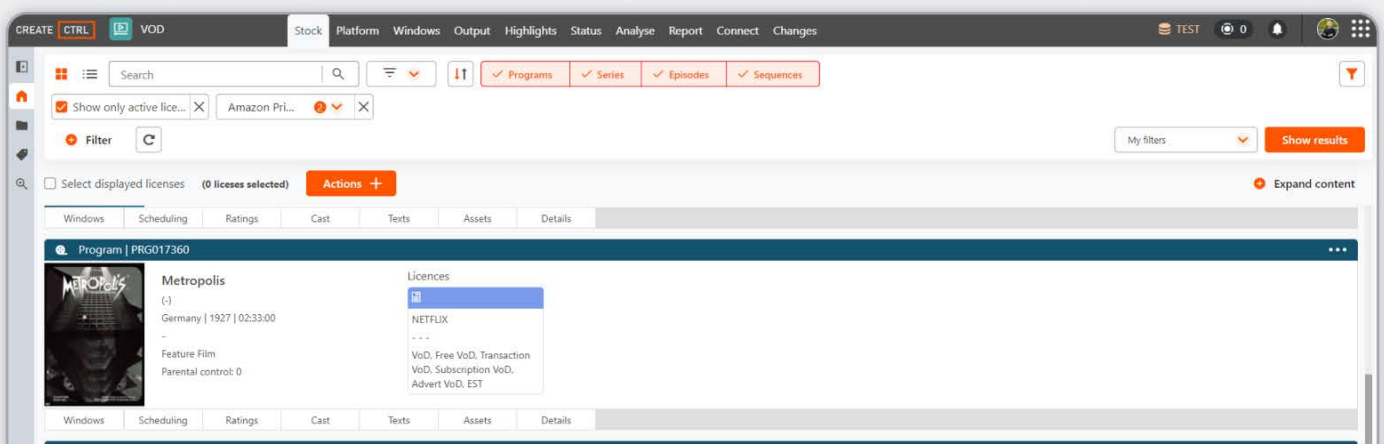
Rule-based **window creation**

Generates content availability windows for different platforms automatically, ensuring timely releases and expirations. This helps maintain consistent content flow across all platforms.



Integrated **Monitoring & Reporting**

Provides real-time insights through graphical reports on content performance, enabling data-driven decisions. This feature allows for quick adjustments to content strategy based on viewer behavior.



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**.

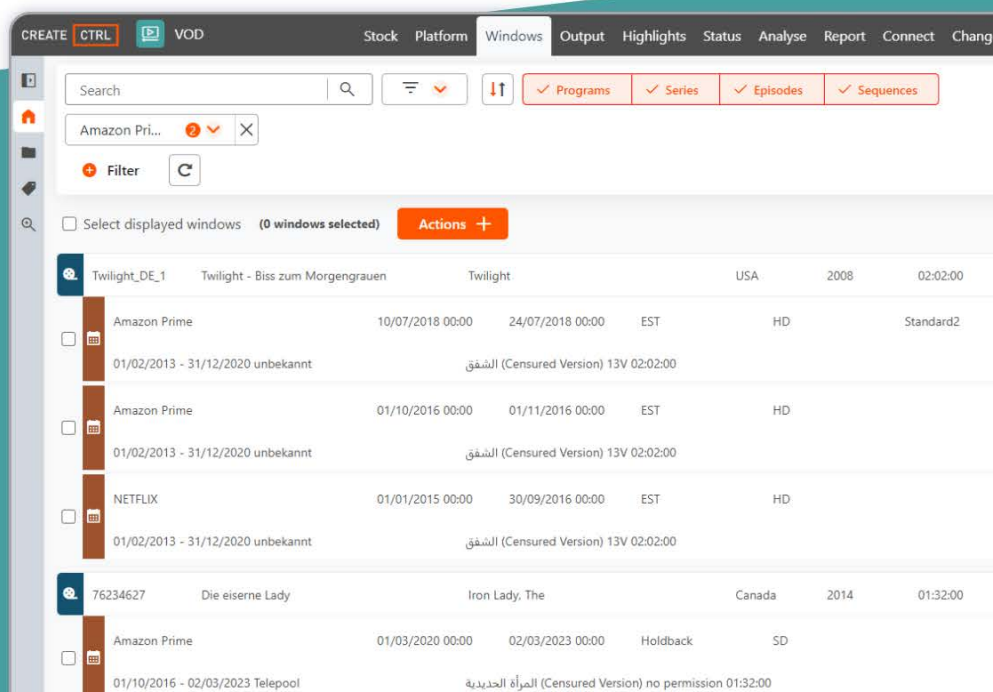
Dedicated assistance

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
SERIES

CREATE

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Empowering your success with our Solutions.

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