Codemill: UKTV increases adoption of Accurate. Video for media management teams

Umeå, Sweden, 11 April 2022 - Codemill (Nasdaq: CDMIL.ST) has announced a 33% increase in users of its Accurate.Video solution at broadcaster UKTV. Accurate.Video will support upgrades to the existing content workflow for UKTV's compliance team, specifically Freeway (UKTV's media management system) and the Freeway user interface. Accurate.Video Validate licences will be deployed across the UKTV compliance team, expanding on existing QC team users. Accurate.Video will be the front-end tool utilised by UKTV compliance operators, to view and render content, create Edit Decision Lists (EDLs), mark and create clips and extract images. An ad-break workspace has been deployed exclusively for UKTV, and will be released to all other customers at the end of May. In addition to this, Accurate.Video Poster licences will be rolled out, to quickly and easily create promo material and posters based on cloud-based content.

UKTV has been at the forefront of branded television in the UK for over 25 years. Its leading brands - Dave, Gold, W, Drama, Alibi, Eden and Yesterday - span comedy, entertainment, natural history, factual and drama. Its content is delivered to audiences through UKTV Play, Freeview, Sky, Virgin Media, TalkTalk, YouView, Freesat and Amazon Fire. The broadcaster is a significant investor in British creativity and is committed to working with new and established writers, directors and programme-makers. UKTV is part of BBC Studios, the UK's highly awarded production company and distributor with international branded services, as well as a commercial subsidiary of the BBC.

Accurate.Video is a suite of cloud-based solutions created for broadcast, post-production, and media professionals, designed for seamless integration with any video platform, application, or MAM. Accurate.Video Validate is a QC and validation solution with time-based metadata in mind. It is scalable and can sit on top of any infrastructure. Accurate.Video Edit is designed to optimise quality control (QC) editing processes. It provides a user-friendly interface to carry out the edits needed for content compliance, content localisation for different channels or markets, versioning for different platforms, and segmentation for promo and marketing teams. Accurate.Video Poster enables users across all divisions to work with media in the browser. Users can quickly create promo material and posters based on the optimum content options.

Rickard Lönneborg, CEO, Codemill, commented: "Accurate.Video solutions elevate content processing, through the automation of labour-intensive media workflows. By reducing manual processes, and utilising metadata-driven decision-making, media organisations can maximise efficiency. We are pleased to be helping UKTV, part of BBC Studios, to streamline its content workflows and create a better user experience for its compliance team."

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Contacts

Rickard Lönneborg, CEO Codemill AB
Telefon: +46 73 038 74 43
E-post: rickard.lonneborg@codemill.se

Certified Adviser:
Erik Penser Bank AB
Apelbergsgatan 27, Box 7405, 103 91 Stockholm
info@penser.se

Media Contact:
Helen Weedon
Radical Moves
helen@radicalmoves.co.uk
+44 7733 231922

About Us

Codemill is a technology company publicly listed on Nasdaq First North Growth Market, offering custom software development and products for the Media and Entertainment industry. Codemill's Accurate.Video, Accurate Player SDK and Cantemo MAM products power the world's leading broadcast, VOD/OTT, Content Supply Chain and Media Asset Management workflows.

Codemill's clients are the major Hollywood studios including Paramount Global, broadcasters such as the BBC, ITV and ProSieben.Sat1, VOD/OTT services including Joyn, and news publishers such as The Guardian.

Attachments

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