

Codemill announces first customer order for Just-in-Time (JiT) playback engine

Umeå, Sweden, Tuesday 25th February 2025 - Codemill (CDMIL), in partnership with Advanced Systems Group (ASG), has been awarded a software and professional services contract to streamline content management and Quality Control (QC) operations for an American mass media and entertainment corporation, headquartered in New York. The project will bring together Codemill's Cantemo Media Asset Management (MAM) software for ingest and content versioning control, with Accurate.Video Validate for QC workflows, as well as Codemill's new Just-in-Time (JiT) playback engine. The contract is worth \$450k over five years and follows the successful delivery of a Proof of Concept in late 2024.

Codemill's new Just-in-time (JiT) engine enables high-quality broadcast media playback directly in the web browser and will be used by the customer's media operations team to perform QC checks on full-resolution, high-bitrate media formats, eliminating the need for time-consuming file transcoding and low-resolution proxy media generation.

To ensure smooth adoption and optimal system configuration, Codemill will also take a UX discovery-based approach. By actively engaging key users and stakeholders - such as media ingest and QC teams - this process helps to identify user needs and challenges in detail, refines the desired workflows and determines the amount of advanced configuration or software customization required, ensuring the new system aligns with key operational requirements. This project will help the US-based media company - which operates several high-profile television networks, movie theatres and online streaming services, including premium SVOD and FAST channels, to significantly optimize their content QC and review workflows, reducing manual effort and improving efficiency, affordably.

Advanced Systems Group (ASG), is a US-based engineering, system integration and support services company.

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Carnegie Investment Bank AB (publ)

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 BBC, ITV and ProSieben.Sat1, VOD/OTT services including Joyn, and news publishers such as The Guardian.

The company is listed on Nasdaq First North Growth Market.
Certified Adviser is Carnegie Investment Bank AB (publ).

Attachments

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