

ZDF Enterprises Selects Codemill For New Media Asset Management Project

Umeå, Sweden, 21st September 2021 –

[Codemill](#) (Nasdaq: [CDMIL.ST](#)) has been selected by [ZDF Enterprises](#) to design the company's new Media Asset Management (MAM) platform. This includes delivering the User Interface (UI) and ensuring an intuitive user experience, as well as a scalable design system fit for the needs of the company.

The custom application will be built and integrated in collaboration with [ZDF Digital](#), using Codemill's [Accurate Player](#) software. Codemill is providing User Experience (UX) services to design a bespoke UI and will work closely with the team at ZDF Enterprises to analyse their business needs. Codemill's input on the project will be UX discovery focused and include assessment of both the personas and user journey map. Codemill will undertake interviews with users and other key stakeholders, before building a wireflow and prototype designs to be thoroughly user-tested before the final workflow design is completed and handed over to ZDF Digital for turning it into a web frontend.

ZDF Enterprises is responsible for worldwide program distribution, international co-productions, program acquisition as well as the merchandising of strong program brands in its own name, for broadcaster ZDF, and for third parties. Bound into a strong group of 18 subsidiaries and affiliated companies, ZDF Enterprises manages an impressive portfolio of German and international productions and provides a comprehensive, full-service offering covering every step in the chain of creation and exploitation of successful content, from development to production and marketing.

Simon Zsebök, VP Digital Innovation, ZDF Enterprises, explains: "Creating a custom-built Media Asset Management system as a key component of our future-proof media supply chain is an ambitious yet important project for ZDF Enterprises. It is a no-brainer for us to pick a partner with vast expertise in video workflows, who at the same time uses a state of the art UX methodology. Knowing about their mindset and their many successful projects in our media peer group, Codemill just nailed it"

Rickard Lönneborg, CEO, Codemill, added: "UX is playing an increasingly important role in creating beautiful, elegant workflows for large organisations with vast content libraries. With this new project, ZDF Enterprises is building a MAM workflow to manage metadata and assets efficiency, while leveraging Codemill's considerable expertise to ensure that the user journey is as seamless as possible."

The first phase of this project kicked off in early September 2021.

Contacts

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

Media Contact:

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

About Us

Codemill is a publicly listed technology company 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 ViacomCBS, 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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