Pluto TV Extends Deal with Codemill for UX Digital Services

Umeå, Sweden, 28th September 2022 - Codemill (Nasdaq: CDMIL.ST) has announced an extension to its existing contract with US-based streaming service, Pluto TV. This follows the selection of Codemill's Accurate.Player SDK and Digital Services (DS) in 2020. Pluto TV has confirmed a further 11 months of User Experience (UX) development with the Codemill DS team, estimated at $239k. The new project will expand on research, design and development for Pluto TV's media processing, search, QC and content validation workflows. Accurate.Player SDK provides a web-based framework that is now deeply integrated into Pluto TV's infrastructure.

Pluto TV, a Paramount Company, is a leading free streaming television service, delivering hundreds of ad supported live linear channels and thousands of titles on-demand, to a global audience of nearly 68 million monthly active users. Headquartered in Los Angeles, Pluto TV's growing international footprint extends across three continents and more than 30 countries and territories. The Emmy® award-winning service curates a diverse line-up of channels, in partnership with nearly 400 international media companies, offering a wide array of genres, languages and categories.

Accurate.Player SDK is Codemill's cloud-native, professional media player framework, developed for frame-accurate broadcast and post-production workflows. Accurate.Player SDK enables developers to easily build custom web interfaces and tailored media workflows, with advanced software functionality, a front-end component library and well documented REST APIs. Codemill's Digital Services includes UX research and UI design, alongside front-end, back-end and full-stack software development. The ongoing Pluto TV project enables users to ingest media and manage all associated metadata. Media operations teams can easily search, playback, QC and validate assets, prior to content distribution.

Rickard Lönneborg, CEO, Codemill, commented: "Using Accurate.Player SDK as the component building blocks, Pluto TV has successfully built tools for ad-break workflows, poster image creation and enhanced QC and Validation. The Pluto TV team has also developed its own customised Media Asset Management (MAM) infrastructure to streamline in-house workflows. The customised MAM is a highly collaborative effort, informing Codemill's own product development, with valuable UX learnings and insights on typical user behaviours. Our Digital Services team will continue to develop efficient and enjoyable UX for Pluto TV, over the coming months."

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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.

The company is listed on Nasdaq First North Growth Market. Certified Adviser is Erik Penser Bank, +46 8-463 83 00, certifiedadviser@penser.se

Attachments

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