

Codemill partners with CLEAR, BBFC Technology's AI powered, regulatory-backed compliance tool

Umeå, Sweden, October 15th, 2025– Codemill (Nasdaq: CDMIL) is pleased to announce a partnership with CLEAR, the human-led, AI-assisted content classification tool developed by BBFC Technology. Together, the companies will deliver a new standard in content compliance, helping streaming platforms, content owners, broadcasters and distributors meet local regulations and content standards with speed, scale and confidence.

Built in collaboration with classification bodies from around the globe, CLEAR blends the efficiency of AI with human expertise to produce accurate, locally compliant age ratings for global markets, all from a single compliance viewing. By eliminating duplicate workflows, multiple submissions, and delays, CLEAR dramatically shortens time-to-market while ensuring compliance with local standards worldwide.

Accurate.Video is a cloud-native, product suite for content preparation. It enables operators to quickly review content and take corrective action, by presenting video, audio, subtitles and associated metadata in a clear and intuitive interface. Accurate.Video is designed for seamless integration with any content management or workflow orchestration platform. Key features include:

- Frame accurate playback of common media formats such as H.264, H.265, Apple ProRes and MXF, including Dolby Vision and Dolby Atmos, directly in a web browser
- Support for both embedded multi-channel audio and discrete audio track playback
- Extensive support for broadcast and web compatible subtitle formats
- Manage and review static and frame-accurate, time-based metadata, both user generated, or from third-party AI/ML and analysis services
- Sophisticated and highly configurable metadata visualization and access controls, for simultaneous, multi-user collaboration

Through integration with Codemill's media workflow products, including Cantemo Media Asset Management (MAM) software and Accurate.Video, CLEAR-compatible metadata markers are able to be used to generate ratings for multiple markets. For video content tagging and compliance editing tools, or those developing custom applications with Accurate Player SDK, CLEAR empowers compliance teams to make well-informed decisions about their content, significantly reducing the time required to classify content for global distribution.

By embedding directly with Codemill's solutions, CLEAR brings a new layer of transparency and trust to compliance. CLEAR is trained on international classification metadata from the last decade and continuously guided by expert regulatory oversight. It learns and adapts from new metadata in real-time, ensuring it remains current and aligned with local compliance standards both today and in the future.

Key benefits of using CLEAR:

- **Accurate:** Localised age ratings, produced with AI-assisted precision and human expertise.
- **Trusted:** Built in collaboration with classification bodies and with structured metadata, CLEAR gives you confidence in every rating, helping to mitigate business risk in new and established markets.
- **Fast:** Launch content with locally compliant age ratings in multiple countries at once. No delays, no duplication, just one smooth compliance process that is both scalable and cost-effective.

Maria Hellström, CEO of Codemill, commented, *"We are thrilled to partner with BBFC Technologies and integrate their CLEAR regulatory-backed, next-generation AI compliance tool to create highly efficient content moderation and classification workflows. This collaboration underscores our commitment to empowering broadcasters, studios, and content owners with cutting-edge media management technologies and contributing to safer viewing experiences for audiences worldwide."*

David Austin, OBE, CEO of BBFC Technology, added: *"Our partnership with Codemill marks an important step forward in empowering streaming platforms, content owners, broadcasters distributors and beyond with accurate, localised age ratings in today's rapidly evolving digital landscape. The integration of Accurate.Video and CLEAR demonstrates how advanced technology can transform compliance, accelerate global distribution and enable the industry to deliver content to audiences at scale, without compromise."*

To find out more about CLEAR or to request a demo, please contact: info@clear.org
For more information on how to buy Codemill products, please contact Codemill at hello@codemill.se.

About Codemill

Codemill is a Swedish technology company that develops software and solutions for leading video and media companies globally. Codemill's products Accurate Player SDK, Accurate.Video, and Cantemo are used by the world's largest players in broadcast, VOD/OOT, Content Supply Chain platforms, and tools to streamline and automate media production. Customers include Paramount - A Skydance Corporation, WarnerBros Discovery, NBC Universal, BBC Studios, ITV, ProSiebenSat.1 Media, Telegraph Media Group, and many other leading brands. The company is listed on Nasdaq First North Growth Market, Certified Adviser is DNB Carnegie Investment Bank AB.

About BBFC Technology

BBFC Technology develops cutting-edge compliance solutions that draw on over a century of classification expertise. By combining deep regulatory insight with pioneering AI innovation, BBFC Technology supports digital distributors, streaming platforms, broadcasters, content owners and beyond in navigating local age rating requirements with speed, accuracy, and confidence, helping content go further, faster.

About the BBFC

The British Board of Film Classification (BBFC) is the independent film and video regulator for the UK. Through widely recognised and trusted age ratings and content advice, the BBFC is dedicated to protecting children and vulnerable adults from potentially harmful content and empowering audiences to make informed viewing decisions. All BBFC classification decisions are based on its Classification Guidelines, which are updated every four to five years to ensure that standards consistently reflect the expectations and values of people across the UK.

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Attachments

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