

Codemill enables compliance editing in Accurate.Video Edit, that will reduce costs and streamline workflows

Umeå, Sweden, September 9th 2024 - Codemill, a leader in media supply chain solutions, is reinforcing its dedication to help broadcasters and content creators by launching a new functionality in Accurate.Video Edit to handle the growing challenges of compliance editing. As media continues to evolve globally, ensuring content meets regulatory standards and respects cultural sensitivities is more important than ever.

Traditionally, broadcasters had to outsource compliance editing tasks, like blurring in pictures and audio muting or blipping, to external companies, which increased costs and caused delays. Codemill's innovative solution, Accurate.Video Edit, now enables media companies to handle compliance editing tasks internally, reducing costs and speeding up the process. "Compliance editing is not just about following rules—it's about understanding and respecting cultural nuances," said Codemill CEO Maria Hellström. "By giving broadcasters the tools to do this work themselves, we're helping them work faster and more efficiently."

While technology and AI offer support, human editors are indispensable for handling the subtleties of content sensitivity. Codemill is leading the shift toward cloud-based solutions, enabling faster, more efficient compliance editing without sacrificing accuracy. These innovations reduce costs and streamline workflows, ensuring content remains compliant and culturally appropriate.

Accurate.Video is a web-based platform for video production created for media companies and other companies that work with video production of various kinds, e.g. production companies and advertising agencies. Accurate.Video consists of three applications, Edit, Poster and Validate. Accurate.Video Edit functionality has now been extended with compliance edit functionality.

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

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Attachments

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