

TV4 Media Selects Codemill's Accurate.Video Subtitle – Driving efficiency in Swedish Media Production

Umeå, Sweden, 12th of August 2025 - Codemill (Nasdaq: CDMIL) announces that TV4 Media, Sweden's leading commercial TV company, has signed an agreement for Accurate.Video Validate and Accurate.Video Subtitle. The deal is part of TV4's modernization program to increase operational efficiency and reduce costs across its media production workflows. The contract spans a period of three years. The solution will streamline TV4 Media's workflows for validating metadata, subtitling and captioning.

TV4 Media, part of the Schibsted Media Group, reaches millions of Swedish viewers through leading TV channels such as TV4, MTV, TV12, TV4 Fakta, and Sjuan, as well as its rapidly growing digital streaming service, TV4 Play. Headquartered in Stockholm, TV4 Media is a leading commercial broadcaster in the Nordic media market.

Accurate.Video enables media companies to execute core Media Supply Chain (MSC) operations faster and more accurately. Accurate.Video presents complex time-based metadata, frame accurately, in an elegant and intuitive web-based interface. TV4 will leverage Accurate.Video Validate for content verification and quality control of video, audio, and subtitle metadata, while Accurate.Video Subtitle will be used to accelerate and refine subtitle and caption workflows, ensuring precision in timing, spelling, and positioning.

Accurate.Video Subtitle addresses a key challenge in global content delivery by offering a smooth, non-destructive, and efficient subtitle management platform. This not only enhances viewer experience but also reduces operational costs and speeds up turnaround times — both critical factors for competitive media companies.

Maria Hellström, CEO of Codemill, commented: "We are very pleased to collaborate with TV4 Media on the launch of Accurate.Video Validate and Accurate.Video Subtitle. TV4 is one of the first media companies to go-live with our latest Accurate.Video application, confirming the need for innovative text processing tools in the media industry. This partnership, which is also on our home market, underscores our strategy to provide future-proof technology for broadcasters and content providers."

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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.

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

Attachments

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