

ITV selects Codemill for Professional Services and its Cantemo Media Asset Management Solution

Umeå, Sweden, 16 February 2022 - [Codemill](#) (Nasdaq: CDMIL) has announced that ITV has confirmed a €250k annual commitment for its digital products and services. The agreement will include Software Licensing Agreements (SLAs) and Professional Services (PS), as well as a subscription to Codemill's Cantemo Media Asset Management (MAM) solution.

ITV is one of Europe's largest commercial broadcasters. As an integrated producer broadcaster, ITV creates, owns, and distributes high-quality content on multiple platforms globally. Its Broadcast division is home to the ITV family of channels – the largest family of free-to-air commercial channels in the UK, with programming delivered across multiple platforms, including linear television, on demand via the ITV Hub, ITV's OTT service, and through pay providers such as Sky and Virgin. ITV's family of channels consists of ITV main channel, the largest commercial channel in the UK, as well as ITV2, ITV3, ITV4, ITVBe, and CITV. ITV's portfolio is advertiser funded, the revenue from which enables investment in high-quality programming across a range of genres.

Codemill has over 10 years' experience developing digital products and delivering services of the highest quality. The Codemill PS teams are full service, meaning that UX, front-end, back-end, and full-stack all connect through the same team to offer an integrated customer experience. Cantemo MAM solves complex business problems in digital media workflows, collaboration and management. It combines a custom-built media planning application for broadcast and digital media with a media asset management system to keep track of video assets.

Rickard Lönneborg, CEO, Codemill, commented: "As ITV is one of the largest broadcasters in Europe, the ability to manage content storage and workflows efficiently is paramount for its operations. By utilising Codemill solutions for archive and campaign management systems, and Professional Services for custom software, ITV can maintain its high standards and support consumer expectations. This relationship will result in the creation of a unique, customisable, and accessible media planning system, that will future-proof ITV's infrastructure."

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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 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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