

Accurate.Video rallies Iyuno assets



The Rework 35,000 media assets ahead of schedule

How Iyuno used Codemill Accurate.Video within SDVI Rally to replace a fragmented QC process with one cloudbased, operator-first workflow.

35 000
titles processed

2 mos
ahead of
schedule

700
fixes per day

2.5x
higher
throughput

Serving the world's screens with content is a complex and demanding job. While major streaming brands are household names, few know the companies responsible for captioning, adapting and quality-checking the vast libraries delivered to international subscribers.

Iyuno is a leader in media localisation, helping studios and content owners manage digital fulfilment for global audiences. Providing end-to-end services in more than 100 languages, the company operates 40 facilities across 29 countries, backed by a worldwide network of language experts and creative professionals.

Drawing on these extensive resources, Iyuno recently celebrated the early completion of a massive migration project for one of the world's leading entertainment streaming platforms. The

brief was daunting: move an entire Southeast Asia catalogue of around 35,000 titles into the platform's global service. The sheer scale of the content to be processed threatened to push Iyuno's existing pipeline to its absolute limit.

However, a strategic switch to the Accurate.Video suite from Codemill resulted in a new workflow that not only helped Iyuno deliver roughly two months ahead of the original target but also take on the whole project as sole facility, and in doing so reshaped its relationship with the client.

Accurate.Video is developed, provided and wholly owned by Codemill.

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International integration

The platform's decision to retire its regional Southeast Asia service was part of a worldwide push to replace local apps with a unified, global streaming experience, integrating thousands of international and local entertainment titles into a single core interface, serving subscribers across Malaysia, the Philippines, Thailand and Indonesia.

It didn't just mean localising files. As the library had been built over many years across multiple markets, content had been prepared to different technical specifications, with a variety of edits and structures. The underlying assets had to be rebuilt to meet unified delivery requirements covering file formats, audio encoding, subtitle styling and metadata, reconciling content compliance and censorship edits, outdated specs and inconsistent heads and tails. Lyuno was also asked to flag and fix missing or misaligned dialogue across multiple languages, and to fill any gaps in packages that didn't match the main catalogue.

Each title required assessment; many required hands-on correction before they could pass the platform's ingest pipeline.

The migration represented the first major, large-scale proof point for a new strategy championed by Chase Logan, VP of Global Media Operations, Lyuno. "This was our shot," Logan says. "We couldn't mess it up."



"Typical manual processes lead to simple errors even from the best of our operators"

Chase Logan

VP of Global Media Operations, Lyuno

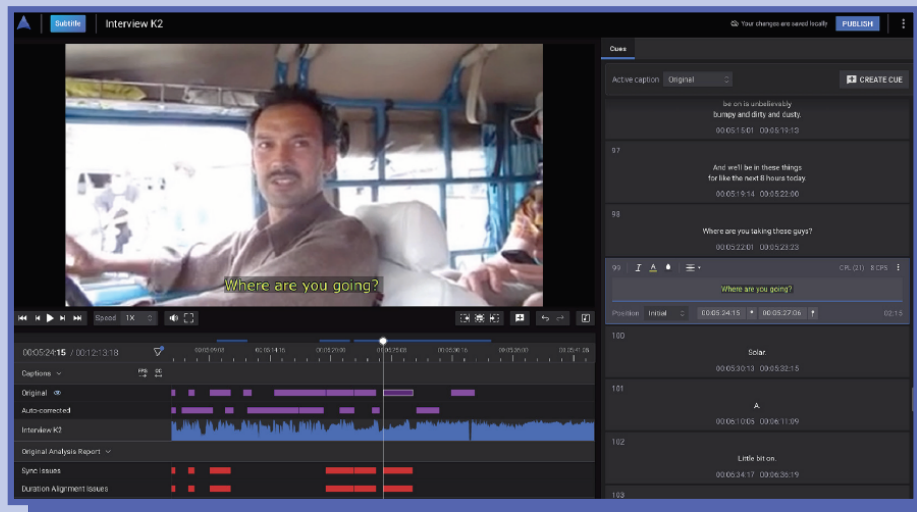
Legacy workflow

Logan had come on board a year and a half earlier with a clear mandate: standardise Lyuno's highly distributed media operations, move key workflows into the cloud, and orchestrate as much as possible.

For complex subtitling work, Lyuno relies on GTS Pro, its proprietary browser-based editor, purpose-built for high-touch subtitle tasks where operators need full control over timing, language and compliance. Quality Control, however, was not as comprehensively served. Before the migration project, Lyuno's QC pipeline was fragmented across hubs and tools. Media Ops teams in each region would download content locally, check it in applications like Adobe Premiere, flag issues into internal systems and then manually push materials to dubbing and GTS Pro teams via file transfer tools. There was already a long chain of steps in place: creating orders in separate order management systems, generating and uploading specific proxies, linking assets, and then exporting and sending back conformant files. With the volume of corrections the migration project would demand, this multi-step setup added significant overhead.

The deeper problem was standardisation. With operations spread across dozens of hubs in different countries, and different tools for file conversion, quality control and delivery, Logan had limited visibility into whether each team was following the same process. "I didn't really want to spend all that extra licensing just so they could have the same tool sets," Logan explains. "What I wanted to do instead is place those tools in the cloud and build a pipeline. Otherwise, it just gets unwieldy."

The burden fell hardest on the operators themselves. When one hub hit capacity, redistributing work to another meant different workflows, different tools, and time spent explaining procedures rather than processing content. "Typical manual processes lead to simple errors even from the best of our operators," recalls Logan. "We were not giving them the tools they need to succeed and then slapping them on the hand when they fail."



Finding the key

Almost from the moment he joined, Logan had been in conversation with software and UX design company Codemill. Headquartered in Sweden, Codemill develops browser-based tools for content operations and quality control across the global media and entertainment industry. Its Accurate.Video platform is used by major broadcasters, studios and localisation providers worldwide to handle QC review, subtitle editing and compliance workflows, and crucially does so in the cloud, removing the need for operators to download content or work across disconnected on-premises systems.

Discussions with Neil Anderson, Codemill's Chief Revenue Officer, centred on the SDVI Rally media supply chain platform. Once he saw how tightly Accurate.Video is integrated into Rally as a browser-based environment, Logan concluded that a full MAM implemen-

tation was not what Iyuno needed; instead, a cloud-native orchestration layer with Accurate.Video as the interface for operators was the key.

"What we actually wanted most out of this was Accurate.Video," says Logan. "We didn't begin implementing anything in terms of a game plan moving forward with the Rally platform until June of 2025. And then we got the project at the end of the year."

Accurate.Video brings three tools to bear within the Rally environment. Accurate.Video Validate presents automated QC markers on a visual timeline, allowing operators to assess flags quickly without leaving the pipeline. Accurate.Video Subtitle allows operators to fix and offset multiple subtitle tracks simultaneously in the browser – at scale and across multiple languages in a single session, something that previously required separate handling for each track. Where files need structural correction, Accurate.Video Edit allows frame-accurate trimming and segmenting directly on cloud proxies, without moving media to external systems.

The Solution



Green light means go

Following discussions in November 2025, the project was greenlit. Work began in January 2026, with completion originally targeted for August. Within two to three weeks, Iyuno and its Rally team had spun up a dedicated pipeline that could automatically pull orders from the platform's systems, retrieve the right assets, auto-convert them to the required spec, and launch operators directly into Accurate.Video with all relevant dubs and subtitles preloaded for each title.

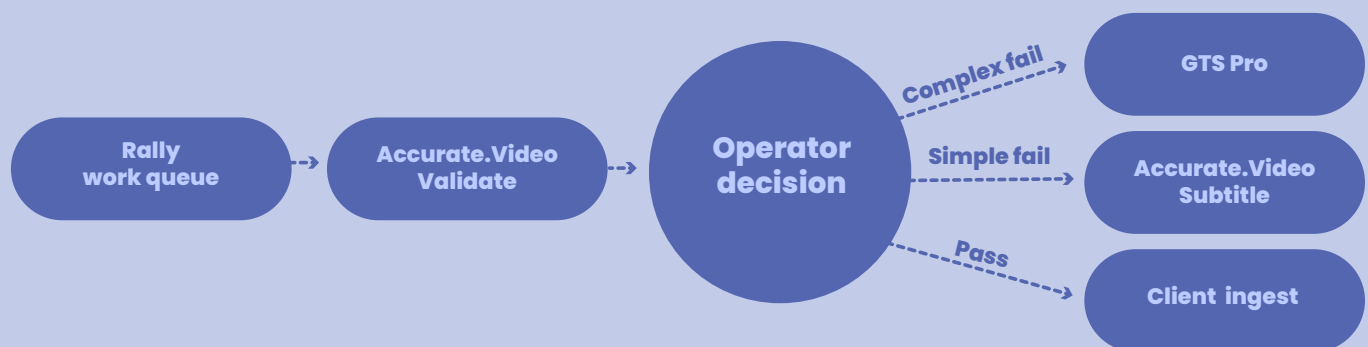
Operators accessed their work through Rally gateways, a simple queue of titles assigned to them. Clicking a title launched Accurate.Video Validate with all relevant dubs and subtitles preloaded against the delivery proxy, allowing QC across multiple languages in a single pass. Operators could simply mark each asset pass, fail-simple or fail-complex: straightforward subtitle offsets flowed straight into Accurate.Video Subtitle; complex work requiring full editorial control was

routed into GTS Pro with the right proxies already prepared; successful passes were pushed directly into the platform's asset ingest system via existing APIs.

"All they'd have to do is say 'pass' or 'fail' within Accurate.Video Validate and move on to the next in the queue," Logan says. "It cut out a lot of overhead, a lot of chatting back and forth in Teams, and a lot of going into separate systems."

Access to Accurate.Video is controlled through IP-locked Rally gateways, meaning operators can only reach their queues, and the media within them, from approved office locations or secure remote connections. Content never leaves the controlled S3 environment.

To keep throughput high, Logan restructured the operation as a deliberate assembly line. "We ended up having a team specifically dedicated to anything that fails to go through the pipeline: you get it unstuck, and find out where it fell down, and why," he says. Even with only two to three per cent of files requiring intervention, isolating that work protected everyone else's focus.



One queue. One place to work.

Within weeks, Iyuno and its Rally team built a pipeline that pulled orders automatically, retrieved the right assets and launched operators directly into Accurate.Video with all relevant dubs and subtitles preloaded.

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The measurable impact



The numbers

The impact on productivity was immediate. Around half the project's volume turned out to consist of straightforward subtitle timing corrections – high in number, simple in nature, and exactly the kind of task where Accurate.Video Subtitle's browser-based workflow came into its own. Operators completed around 700 fixes per day, up from roughly 250 with the previous workflow, approximately two and a half times more work through the same hours.

Logan is clear that the gain was not simply about a faster editor. "The subtitle offset feature in Accurate.Video Subtitle is faster than GTS," he says. "But I wouldn't say it's two and a half, or three times faster. The majority of the productivity increase is down to being able to remove all that additional back and forth, and the ability to load all five subtitle languages at once."

As Iyuno's pipeline hit its stride, the client consolidated its vendor workflow, trusting Iyuno to absorb additional volume. By June, six months into a projected eight-month job, the bulk of 35,000 titles was done.

Winning the argument

The rapid delivery proved to have consequences well beyond a single project. Iyuno has a long-standing relationship with the client, and the migration became a significant opportunity to demonstrate what a tech-forward, cloud-native media ops capability could deliver at scale.

"We saw our opportunity, and we knocked it out of the park."

The result was a fundamental shift in how the client views Iyuno's role. Work that had previously been directed elsewhere was returned, and Iyuno's position in the client's supply chain was significantly strengthened. "We've re-earned a lot of media services work because of this," Logan says.

The project has also reshaped how Iyuno approaches other client relationships. The same SDVI Rally and Accurate.Video architecture is now being extended to post-mix QC for other studios, with the same principles: cloud-based, standardised, integrated directly with client pipelines.

"Studios have been doing a lot of building out their own pipelines internally," Logan says. "I don't know that they're fully aware that their vendors are basically doing the same work. But we can build pipelines that significantly reduce the amount of hand-off and give better visibility into where things are for the content partners. That groundwork's laid."

"I want Iyuno to be looked at now as more technically forward thinking and operating a little bit more at the cutting edge," he adds. "That's the big thing for us."

As for Codemill, Logan's assessment of the integration is direct: "They paved the groundwork, and we were able to put exactly what we needed on top of it."

