

# Case study



## CHALLENGE

Offer to RTL Belgium powerful TV promo automation services to help their operational teams to make better use of their resources

## SOLUTION

Deploy Automate-IT to industrialize the packaging, generation and delivery of trailers



# BCE helps RTL to automate its on-air TV promo workflows



## RESULTS

**300 trailers/month for RTL TVI**  
**250 trailers/month for Club RTL**

- Simple creative process for the production and validation of trailers
- Easy integration and adaptation to BCE's editorial and technical contexts
- Effortless adoption by operational teams

## ABOUT BCE

Broadcasting Center Europe is a European leader in media services, system integration and software development in the areas of television, radio, production and postproduction, telecommunication and IT. With its extensive experience on the media market, our team provides high-quality services and will always find the solution that matches your project and budget.

With more than 200 highly qualified and motivated people, BCE serves about 400 clients in various sectors, such as TV channels, radio stations, film distributors, producers, advertising companies, telecommunications operators and public services.

## ABOUT EMBRACE

Embrace produces software that automates systems and connects people. The technology developed by Embrace is used extensively by operational and creative teams around the world to generate videos with graphics automatically and connect the creative departments efficiently with the rest of the production environment.

## BACKGROUND

As the technical provider of RTL TVI, BCE is responsible for broadcasting RTL TVI, CLUB RTL and PLUG TV channels from Luxembourg.

## THE CHALLENGE

Providing many services for the company, BCE was looking for a solution to automate the production process of the customer's trailers.

## THE SOLUTION

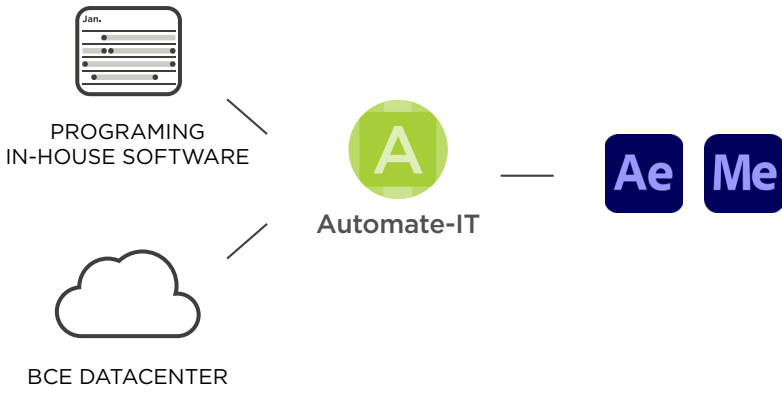
Automate-IT industrializes the process of packaging, generating and delivering trailers by aggregating data and media. The operators avoid all non-added-value tasks. Modern TV promo versioning workflows ensure BCE to handle an always increasing number of trailers for broadcast and social media networks. In parallel, Automate-IT guarantees a perfect compliance with RTL branding guidelines. BCE expert services and Automate-IT help RTL to reduce costs significantly and provide an improved working experience to all stakeholders involved.

## WHAT HAPPENS UNDER THE HOOD?

The Automate-IT platform is focused on three features:

- A simple creative process for the production and validation of trailers through HTML panels accessible from any PC at BCE, including for the most sophisticated channel branding.
- API-controlled Adobe® After Effects and Media Encoder solutions that are used daily by the on-air promo team.
- A workflow engine that integrates and adapts easily to BCE's editorial and technical contexts. In addition, the platform allows a secured connection with the business information and management systems.

These points fostered the integration of the solution into BCE's production workflow and its adoption by the operational teams. As the same time, Automate-IT enables remote production capabilities between 2 different sites : Luxembourg and Brussel. At the launch of the service, BCE automatically produces more than



With an increasing volume of trailers, it was critical for BCE to find an intuitive solution, allowing the automation of the production workflow. The Automate-IT solution perfectly meets this need and integrates particularly well into our private cloud hosted in Luxembourg.

**Frédéric Fievez, Projects Development Director at BCE.**



Since 2015, Embrace transforms content creation at scale by connecting people, systems, and processes. The company develops advanced automation, orchestration and collaboration solutions for the media & entertainment industry and global brands. Embrace's aim is to unleash creativity and improve performance around video and graphics supply chains.

## GET IN TOUCH

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