

## Case study

# euronews.

### CHALLENGE

Deliver news clips in 12 languages for both linear and non linear channels

### SOLUTION

Use Pulse-IT to orchestrate content preparation, AI translation and delivery



## Euronews expands faster with EMBRACE Pulse-IT

# EMBRACE

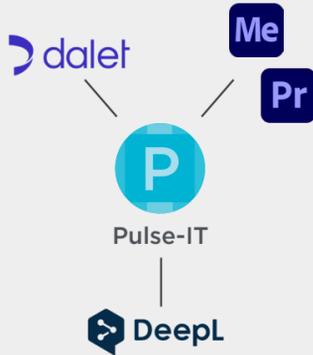
### RESULTS

**150 news bulletins and original content produced per day in 12 languages** for broadcast, partners channels, owned website, app and social media

**500 localized clips generated per day**

**Pan-European omnichannel collaboration across all editorial teams**

**Fastest growth rates in digital among competitors**



### BACKGROUND

Euronews is a leading international news channel and one of the best known and most trusted news brands operating across Europe. Worldwide, Euronews is broadcast in 160 countries and distributed in over 440 million homes. Every month, Euronews reaches over 145 million people, both on TV and digital platforms.

### THE CHALLENGE

In order to expand its broadcast services and boost its presence on digital channels, Euronews undertaken a major shift to localize editorial content and distribute it on both linear and non linear channels while keeping operating costs in control. **The primary objective was to benefit from any news bulletins produced by the local teams from more than 30 countries and make them available to all editors either at their desks or remotely, in the language of their choice, with simplicity and efficiency.**

### THE SOLUTION

In order to connect all its people, systems and processes, Euronews deployed Embrace Pulse-IT to orchestrate content preparation, translation and automate workflows. Euronews uses Adobe Premiere Pro for editing and motion graphic templates support, and Dalet for news production and distribution. Pulse-IT pilots and interacts with both them to handle workflows such as automatic Adobe Premiere Pro project creation and manipulation, news clips rendering, automatic translation based on DeepL AI service as well as metadata management.

### ABOUT EURONEWS

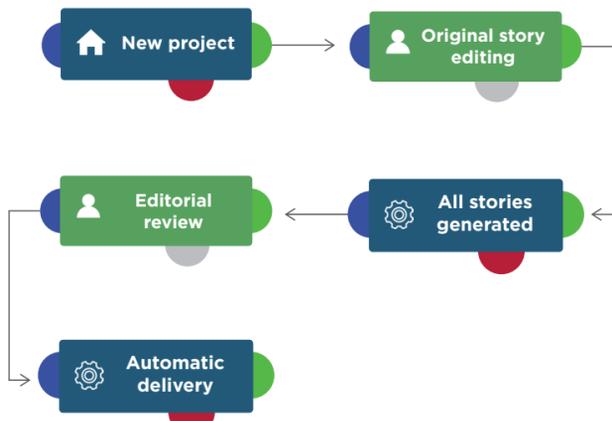
Launched in 1993, Euronews is the only international news media with a European perspective, available in 17 languages. Euronews is unapologetically impartial and empowers audiences to form their own opinion: Euronews is «All Views».

### 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.

### WHAT HAPPENS UNDER THE HOOD?

When Dalet Galaxy starts a new video project, Pulse-IT creates automatically all files with metadata. **The journalist owner edits the original version.** After validation through an integrated personalized custom webform, Pulse-IT iterates an Adobe Premiere Pro “guide sequence” in English as well as localized sequences on-demand with on-air graphics and subtitles in 12 languages. As a result, all journalists have access directly from Premiere Pro to the sequence of their choice to eventually edit both translated graphics and subtitles as required.



By generating 500 clips per day, Embrace Pulse-IT uniquely streamlines Euronews editorial, technical and business processes for 150 journalists 24/7/365 across Europe. It helps the news organization to achieve its strategic vision by extending its reach, growing its audience while offering editorial teams time and comfort to focus on stories without the technical hassles.

With the orchestration of our workflows, we can produce more without additional resources. The user focuses only on their work and feels confident with the media supply chain automation. Thanks to Pulse-IT, we can imagine to expand our business to other territories.

**François Schmitt, COO, Euronews**



# EMBRACE

## GET IN TOUCH

3 rue Castéja  
92100 Boulogne-Billancourt  
FRANCE  
+33 1 49 05 46 21  
contact@embrace.fr  
https://embrace.fr



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.