

Case study



CHALLENGE

Industrialize promo versioning production for CANAL+ International

SOLUTION

Use Automate-IT to automatically generate on-air promos and connect creative team with the production environment



Red Bee Media streamlines its promo versioning operations



RESULTS

1.000 promos/month

- Seamlessly manage the content creation process
- Remove all manual and repetitive tasks
- Brand consistency in deliverables

BACKGROUND

Red Bee Media offers a fully managed service for CANAL+ International, CANAL+ GROUP's subsidiary in charge of International and French overseas territories, covering content production to worldwide distribution.

THE CHALLENGE

Red Bee Media looked to industrialize the promo creation process for their customer, and enhance the quality of their deliverables while managing different time zones and countries. **Key systems' components for Canal+ International included Avid Media Central, Adobe creative tools, a scheduler and advanced Excel programming sheets.**

THE SOLUTION

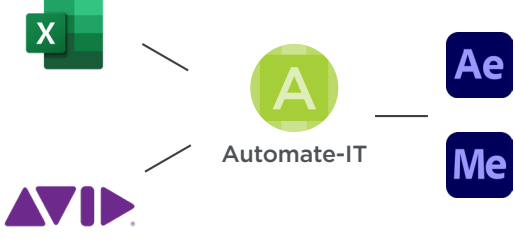
Red Bee Media deployed Automate-IT to orchestrate this complex infrastructure and the entire promo production chain including Adobe After Effects template automation and contextual web forms. Forms help users to oversee and control all operations while enhancing collaborations between creative and production teams. In no-time, Red Bee Media was able to provide Canal+ International teams a flexible solution adapted to the client's work methodologies and, at the same time, automatically assemble and deliver a volume of around 1000 promos each month. **All the required data (title, on-air time slot, time zone, etc.) is pulled from Excel files managed upstream by producers. Automate-IT performs an off-the-shelf powerful audit check of the sources, ensures all information is present, detects any inconsistency and notifies the right stakeholders as appropriate.**

This Automate-IT implementation also includes an intuitive delivery nodal design tool enabling users to define all kind of delivery methods and destinations for the finished trailers for a wide range of third-party platforms.

WHAT HAPPENS UNDER THE HOOD?

Thanks to Automate-IT, Red Bee Media implemented a data-driven video generation platform in their environment and connected Adobe® creative seats with Avid MediaCentral | Production Management.

Creative teams are now able to send jobs directly to Avid® MediaCentral | Production Management with Alpha Channel support. The system allows Adobe® Photoshop® CC & After Effects® CC artists to easily connect with the production environment. This offers an unprecedented fluid experience removing all manual tasks while ensuring a constant quality in their deliverables.



ABOUT RED BEE MEDIA

Red Bee Media is a leading service provider to the media industry, delivering 4 million hours of programming in 60+ languages for over 500 TV channels every year.

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.



Our channels are available in different territories, with various brands and multiple time zones. Automating the promo creation process is essential in our context. With the help of Red Bee Media hosting us, we opted for the Automate-IT platform to automatically generate promos combined and easily bind the creative team to our production environment and ecosystem. My team can now quickly launch a new channel in any territory, manage different time zones in real-time and easily collaborate. The overall quality of content going on air is enhanced and my operating costs are in control and predictable.



Marc Socquet, Artistic Director, CANAL+ International



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.