

# Case study



## CHALLENGE

Modernize the existing packaging process for on-air promotion content

## SOLUTION

Use Automate-IT to industrialise the promo production and delivery to all channels



# RTL Nederland is transforming with EMBRACE Automate-IT



## RESULTS

**150.000 trailers in 5 years**

- Seamless integration with the bespoke campaign management tool and the post-production environment
- Creative workflow modernisation and enhanced security
- Eliminate many recurrent non-creative tasks

## ABOUT RTL NEDERLAND

With a strong broadcasting portfolio, RTL Nederland is one of the leading all-round Netherland-based media and entertainment companies. The group operates 8 television channels: RTL4, RTL5, RTL7, RTL8, RTLZ, RTL Lounge, RTL Crime & RTL Telekids - and has a strong hold on Dutch television. The leading local video on demand platform Videoland is also part of RTL Nederland.

## 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

The growing number of screens, versions, events or channels has turned broadcasters to adapt their promo creation workflows, mostly operated manually. RTL Nederland was looking for a solution to automate and seamlessly manage the entire packaging process for on-air promotion content.

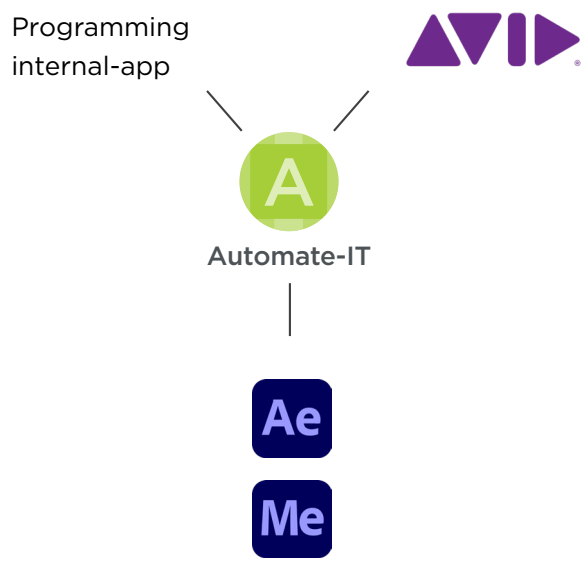
## THE CHALLENGE

It was becoming increasingly challenging for the teams to create the sheer volume of promos with the existing set-up that required to many recurrent non-creative tasks. Not only did the RTL Nederland have to go beyond the limits of the existing legacy platform, but also continue to rely on its Adobe graphics tools and scheduling system.

## THE SOLUTION

Following a formal tender process, the group turned to Embrace to help industrialise the promo creation process for them and streamline their operations. RTL Netherland implemented the promo versioning platform called Automate-IT and the collaborative tool called Share-IT that connects Adobe® Photoshop® and After Effects® with Avid® MediaCentral I Production Management.

Automate-IT tasks are triggered by a bespoke management system via webservices (based on FileMaker server). This portal called "Planmonster" is the cockpit for the production team to supervise and run all tasks related to the promo creation process. The solution automatically assembles & delivers 2500 clips per month in high quality and offers a real time view on progress for users. Equipped with an intuitive delivery nodal design tool, Automate-IT also manages content distribution to a wide range of third-party platforms.



The Automate-IT platform has significantly improved our post-production workflow efficiency.

The promo creation is now fully automated from production to delivery, with an impressive level of technical integration with our bespoke information systems. We now automatically generate all graphical elements and promo versioning for our 5 Dutch free to air channels, which gives us much more scope for creativity!

The products and the skills of the Embrace team in this domain is unparalleled. We highly recommend turning to them for any modernisation project of this nature.



**Roeland Awick, Architect - Project manager, Content Production & Broadcast Technology, RTL**



## GET IN TOUCH

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.

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