

# Case study



## CHALLENGE

Delivering news clips in 12 languages for both linear and non linear channels.

## SOLUTION

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



# Euronews expands faster with EMBRACE Pulse-IT



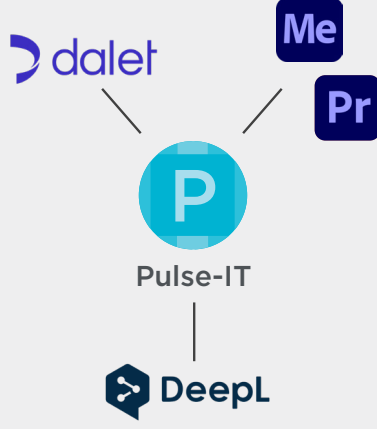
## RESULTS

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 to over 440 million homes worldwide. Each month, Euronews reaches over 145 million people across both on TV and digital platforms.

## THE CHALLENGE

In order to expand its broadcast services and boost its presence on digital channels, Euronews has 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 leverage news bulletins produced by local teams over 30 countries and make them accessible to all editors – whether at their desks or remotely – in their preferred language, 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 of 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».

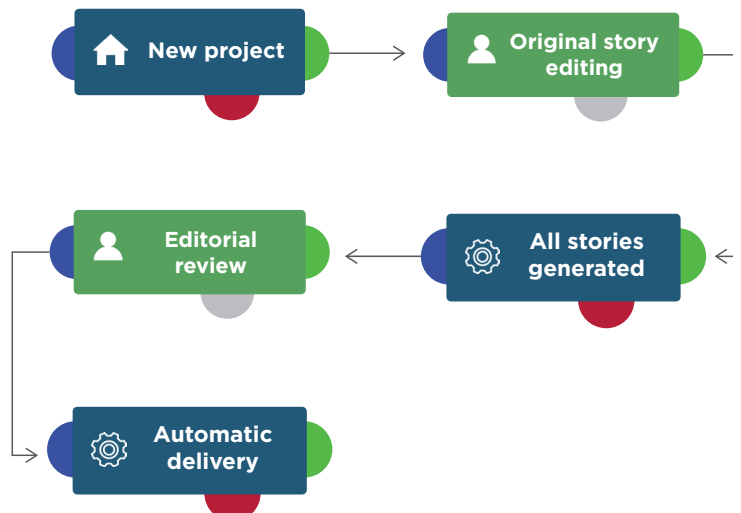
## WHAT HAPPENS UNDER THE HOOD?

When Dalet Galaxy starts a new video project, Pulse-IT automatically creates 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 on-demand localized sequences with on-air graphics and subtitles in 12 languages.

As a result, all journalists have directly access from Premiere Pro to their chosen sequence, allowing them to edit both translated graphics and subtitles as needed.

## ABOUT EMBRACE

Embrace excels in the market with its powerful specialized business process management technology for media workflow orchestration. Embrace emphasizes low-code, human integrations, scalability, and sovereignty, making it a trusted solution for the media and entertainment industries. Its widespread adoption highlights its ability to empower all teams to handle complex mission-critical demands effectively.



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 our orchestrated workflows, we can produce more without needing additional resources. Users can focus solely on their tasks, feeling confident with the media supply chain automation. Thanks to Pulse-IT, we are now considering expanding our business into new territories.



**François Schmitt, COO, Euronews**



Since 2015, Embrace has been transforming 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

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

