

Case study



CHALLENGE

Modernizing the existing packaging process for on-air promotion content.

SOLUTION

Using Automate-IT to industrialise the promo production and streamline delivery across all channels.



RTL Nederland is transforming with EMBRACE Automate-IT



RESULTS

150.000 trailers in 5 years.

- **Seamless integration** with the custom campaign management tool and post-production environment.
- **Modernization** of Creative workflows and enhanced security measures.
- **Elimination** of repetitive 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.

BACKGROUND

The increasing number of screens, versions, events and channels has prompted broadcasters to adapt their promo creation workflows, which were previously managed manually. RTL Nederland sought a solution to automate and seamlessly manage the entire packaging process for on-air promotional content.

THE CHALLENGE

Creating a large volume of promos was becoming increasingly challenging with the existing set-up, which involved many repetitive non-creative tasks. Not only did the RTL Nederland needed to surpass the limitations of their legacy platform while continuing to rely on their Adobe graphics tools and scheduling system.

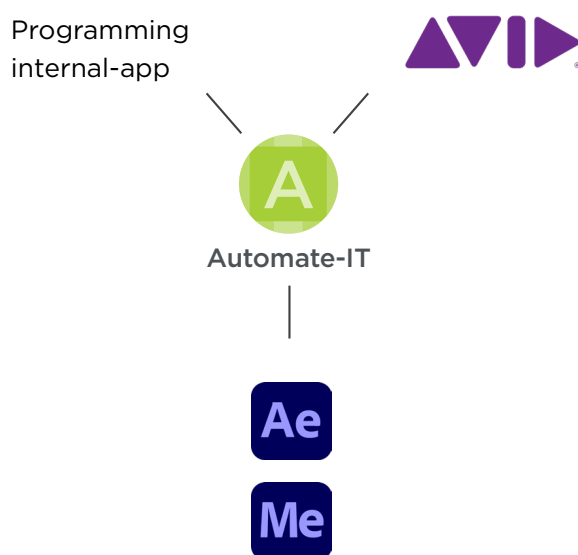
THE SOLUTION

After a formal tender process, the group chose Embrace industrialize their promo creation process and streamline operations. RTL Netherland implemented the Automate-IT promo versioning platform and the Share-IT collaborative tool, which integrates with Adobe® Photoshop® and After Effects® with Avid® MediaCentral I Production Management.

Automate-IT tasks are triggered by a custom management system via webservice (based on FileMaker server). This portal, called “Planmonster” iserves as the control center for the production team to oversee and execute all tasks related to the promo creation process. The solution automatically assembles & delivers 2,500 high-quality clips per month, providing users with real-time progress updates. Featuring an intuitive delivery nodal design tool, Automate-IT also manages content distribution across a wide range of third-party platforms.

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 creative departments efficiently with the rest of the production environment.



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

Promo creation is now fully automated from production to delivery, featuring an impressive technical integration with our custom information systems. We automatically generate all graphical elements and promo versions for our five Dutch free-to-air channels, allowing us greater scope of creativity!

The expertise and products provided by the Embrace team are unparalleled, and we highly recommend them for any modernization project of this nature.



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



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

