

Case Study



CHALLENGE

Industrializing promo versioning production to delight CANAL+ subscribers with a comprehensive view of all programs.

SOLUTION

Leveraging data-driven graphics videos at scale to seamlessly combine branding, storytelling and collaboration.

A Transformational Journey to Creating Desire with EMBRACE Automate-IT

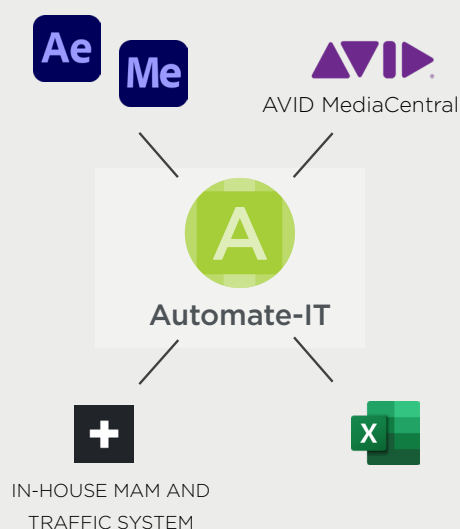
EMBRACE

RESULTS

2.000
promos/month

350%
productivity gains

30+
daily users



ABOUT CANAL+

CANAL+ is an international media group. A community of enthusiasts, present in 50 countries to bring cultural diversity to life throughout the world. CANAL+ creates, produces and selects the best content experience for over 25,5 million subscribers.

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.



With Automate-IT, my team can 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 predictable and in control.

Marc Socquet,
Artistic Director at
CANAL+ International



BACKGROUND

In its inception, CANAL+ started as a solitary channel; however, it has since expanded to encompass a remarkable total of 72 channels. The central focus of the group revolves around promoting its diverse content, ranging from television programs to films, to effectively engage and cater to its subscriber audience.

THE CHALLENGE

Building upon the expansion of CANAL+ and its global reach, the organization encountered a significant challenge in effectively showcasing its diverse programs to subscribers. With the proliferation of channels, the need for numerous trailers arose, each requiring multiple versions and diverse layouts.

Recognizing the importance of these promotional materials in assisting viewers with program selection, CANAL+ sought to streamline the creation process. The goal was to simplify time-consuming, non-creative tasks and redirect focus towards fostering creativity within the promotional content. In addressing this challenge, the EMBRACE Automate-IT solution emerged as a pivotal player in the optimization of CANAL+'s promotional content creation workflow.

THE SOLUTION

EMBRACE seamlessly integrates with familiar Adobe tools used by CANAL+ graphic designers, establishing a cohesive and user-friendly workflow for the team. By implementing more efficient processes, EMBRACE automates the generation of all required promo versions, leading to substantial time savings for creative and production teams.

Tasks that once required manual intervention can now be completed in minutes, resulting in a significant reduction in both time and effort. Automate-IT has not only accelerated these processes but also eliminated the tedious aspects of the work, leading to a more streamlined and efficient business operation at CANAL+.

The positive transformation facilitated by Automate-IT extends to CANAL+'s international barker channels. Managing three channels for Africa and three for overseas territories, the team now utilizes a simplified process. By entering a single reference into Automate-IT for a specific area, the system automatically generates variations that comply with local branding guidelines. This feature significantly boosts efficiency and ensures consistency across diverse channels and regions, further enhancing Automate-IT's impact on CANAL+'s content creation and distribution capabilities.

WHAT HAPPENS UNDER THE HOOD?

Leveraging Automate-IT, CANAL+ successfully deployed a comprehensive data-driven video generation platform within their operational framework, achieving seamless integration with Adobe® creative seats and Avid MediaCentral | Production Management.

This innovative solution empowers creative teams to transmit jobs directly to Avid® MediaCentral | Production Management, incorporating robust Alpha Channel support. This integration facilitates a smooth connection for Adobe® Photoshop® CC & After Effects® CC artists to engage effortlessly with the production environment. The transformative impact is evident in the automation of previously manual tasks, which not only enhances efficiency but also ensures the consistent delivery of high-quality outputs throughout their workflow transformation.

Furthermore, Automate-IT's adaptability is demonstrated in its capacity to gather scheduling data from a diverse range of sources, ranging from simple Excel files to the sophisticated MediaHub and CANAL+'s bespoke Media Asset Management (MAM) system. This flexibility enhances its effectiveness in managing scheduling intricacies, further solidifying its role as a versatile and integral component of CANAL+'s content creation and distribution capabilities.

In a testament to security and control, the solution is hosted within CANAL+'s private cloud, underscoring a commitment to data privacy and providing a robust infrastructure for seamless and secure operation.

EMBRACE

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 aims to unleash creativity and improve performance around video and graphics supply chains.

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