

Case Study



CHALLENGE

Industrializing promo versioning production for CANAL+ International.

SOLUTION

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

Red Bee Media Streamlines Its Promo Versioning Operations

EMBRACE

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 aimed 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 MediaCentral, 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 tailored to the client's work methodologies and, while 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 conducts a robust off-the-shelf powerful audit of the sources, ensuring all information is present, detecting inconsistencies and notifying the appropriate stakeholders as needed.**

This Automate-IT implementation also includes an intuitive nodal delivery design tool that allows users to define various delivery methods and destinations for finished trailers across a wide range of third-party platforms.

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.

WHAT HAPPENS UNDER THE HOOD?

Thanks to Automate-IT, Red Bee Media implemented a data-driven video generation platform and integrated Adobe® creative tools with Avid MediaCentral | Production Management.

Creative teams can now send jobs directly to Avid® MediaCentral | Production Management with Alpha Channel support. This integration allows Adobe® Photoshop® CC & After Effects® CC artists to seamlessly connect with the production environment, providing an unprecedentedly fluid experience by eliminating all manual tasks and ensuring a consistent quality in their deliverables.



Our channels operate accross various territories, brands and time zones, making the automation of the promo creation process essential. With Red Bee Media hosting our solution, we chose the Automate-IT platform to automatically generate promos and seamlessly ingegrate our creative team to our production environment. My team can now swiftly launch new channels in any territory, manage different time zones in real time and collaborate more efficiently. This has not only enhanced the overall quality of the content going on air but also allowed us to keep operating costs under control and predictable.

Marc Socquet, Artistic Director, CANAL+ International



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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