

Case Study

Orange Prestations TV

CHALLENGE

Transforming legacy on-premise creative workflows in response to evolving multi-channel distribution.

SOLUTION

Building a modern, automated, API-first and AI-driven Media Supply Chain in the cloud.

EMBRACE Enables OPTV's Creative Studio to Enhance Its Graphics Supply Chain Efficiency

EMBRACE

BENEFITS

Increased Efficiency
Production going from 25,000 to 75,000 graphic files annually, without changing the team size.

Scalability
Successfully processed 3,500 illustrations remotely during Cannes Film Festival.

Enhanced Collaboration
And quality of deliverables.

Scalable Infrastructure
Supporting growing demands with 730,000 assets managed in iconik for multiple platforms.

ABOUT ORANGE PRESTATIONS TV

OPTV specializes in media processing, post-production, and content distribution, offering comprehensive services including media processing, post-production, OTT services, and global distribution.

As a technical operator, OPTV ensures seamless operation of complex media supply chains while maintaining high quality standards and security requirements.

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.

BACKGROUND

Orange Prestations TV (OPTV), a leading TV broadcasting and content distribution specialist, transformed its Creative Studio in 2020 to address the evolving demands of multi-channel distribution.

As a media services operator, OPTV needed to industrialize its graphics production while maintaining high quality standards and meeting complex distribution requirements.

THE CHALLENGE

The Creative Studio faced several operational hurdles:

- A growing volume of assets requiring efficient management and searchability;
- The need for automated adaptation of promotional content across multiple formats;
- Complex approval and delivery workflows to various stakeholders;
- Security and rights management requirements;
- Manual processes limiting scalability.

These obstacles highlighted the need for innovative and scalable solutions to manage the growing complexities.

THE SOLUTION

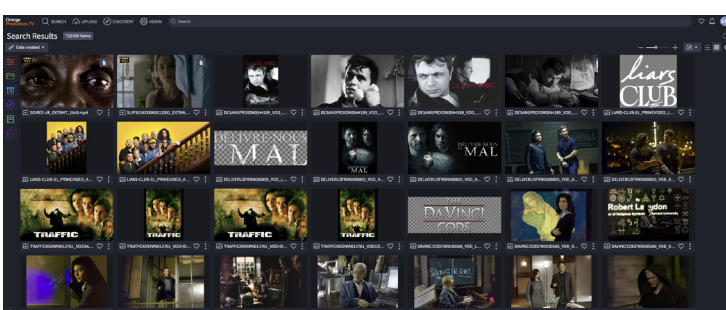
Guided by IVORY's expertise, a Consulting & Sales Outsourcing Services company, OPTV implemented an industrial-grade media supply chain powered by three key technologies:

Embrace Pulse-IT:

- Orchestrates end-to-end workflows
- Automates processes and synchronization
- Enables API-first integration
- Provides low-code workflow management

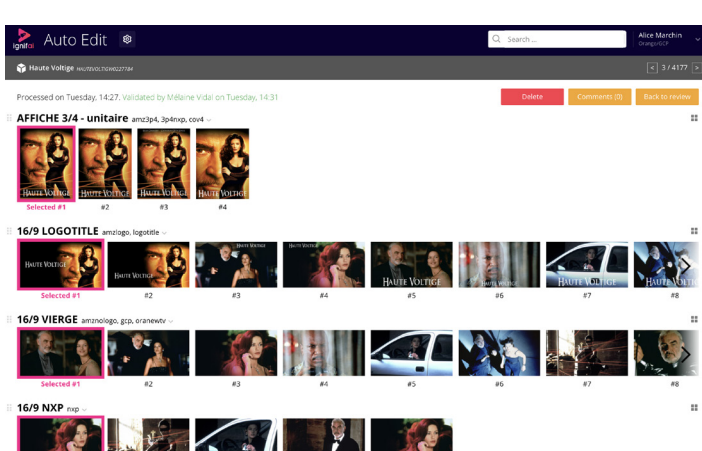
iconik by Backlight:

- Manages media assets and metadata
- Facilitates collaboration across 450+ active users
- Handles rights management and territorial restrictions
- Ensures secured access and sharing



Ignifai:

- Delivers AI-powered Smart Artworks, Logotitles, and Thumbnails generation
- Automates visual asset adaptation
- Enhances searchability through AI tagging



WHAT HAPPENS UNDER THE HOOD?

By integrating advanced tools and methodologies, OPTV eliminated inefficiencies, adapted to future challenges in the Creative Studio, and scaled operations effectively.

Named Hera, OPTV's industrial platform runs on an AWS cloud-based infrastructure, managing six petabytes of media archives with an automated workflow sequence.

- Asset upload to iconik
- Pulse-IT workflow orchestration
- AI processing by ignifai
- Automated reintegration with enhanced metadata
- Continuous monitoring and supervision
- Approval steps performed by OPTV teams
- Multi-channel content distribution
- Rights management and security enforcement



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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