

## Case Study

# euronews.

### CHALLENGE

Delivering accurate, localized weather bulletins manually was time-consuming and resource-intensive.

### SOLUTION

Automated, data-driven and AI-powered system generates, translates, and delivers weather reports worldwide.

## Euronews Delivers Global Weather Bulletins with Automate-IT

# EMBRACE

### BENEFITS

Automate-IT now **delivers fully automated weather bulletins twice daily**, eliminating manual effort.

**Over 500 localized clips are generated each day**, with eight video and audio variants.

**Finished media is delivered directly** into Euronews' MAM, **ensuring speed, consistency, and efficiency.**

### ABOUT EURONEWS

Launched in 1993, Euronews is the only international news media with a European perspective, available in 19 languages.

Euronews is unapologetically impartial and empowers audiences to form their own opinion: Euronews is All Views.

### 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.

Embrace has become a true strategic partner, helping us streamline operations, harness cloud infrastructure, and leverage AI to meet the complex challenges of localization.

Together, we are building scalable, future-ready workflows that support Euronews' mission to deliver high-quality content to audiences worldwide.

**Pierre-Yves Roux,**  
**Head of Engineering,**  
**Euronews**



### BACKGROUND

Euronews is a leading international news channel and one of the most trusted news brands in Europe.

Broadcasting in 160 countries, Euronews is distributed to more than 440 million households worldwide. Each month, it reaches over 145 million people across both television and digital platforms, providing independent, multilingual coverage to a truly global audience.

### THE CHALLENGE

Euronews needed a solution to automate the efficient and timely production and delivery of weather forecast videos for a wide range of cities across Europe, Africa, and other global regions.

**The challenge was to guarantee that, twice a day, fresh weather data could be retrieved, transformed into broadcast-ready video content with consistent branding and templates, and delivered seamlessly into their media asset management system without delays or manual intervention.**

This required orchestrating several complex processes, including data collection and transformation, media rendering, system resource allocation, and coordination with editorial teams, in a reliable, scalable, and above all, cost-efficient way.

### THE SOLUTION

**The entire workflow is fully automated from end to end, requiring no human intervention.**

**Automate-IT manages every stage, from retrieving weather data and generating video variants to delivering the finished assets, without any manual input.** To guarantee smooth coordination, the system also issues real-time notifications via Microsoft Teams, ensuring the broadcast team is informed the moment media files are delivered and ready for use.



### WHAT HAPPENS UNDER THE HOOD?

Twice a day, **Automate-IT automatically queries the external weather data API** to gather the latest forecasts for Euronews' selected cities across Europe, Africa, and other regions.

It then activates rendering machines and produces eight video and audio variants combining locations and forecast days by merging the weather data with a standardized Adobe® After Effects template.

Once completed, **Automate-IT delivers the media, ready for immediate ingest into Euronews' MAM,** and powers down the rendering machines to optimize system resources and control costs.

# 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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