

## Case study

# EUROSPORT

### CHALLENGE

Offer best-in-class brand experience to all audiences, on any device

### SOLUTION

Operate Automate-IT on AWS to generate data-driven promo versioning at scale

## Eurosport performs to the next level with EMBRACE Automate-IT

# EMBRACE

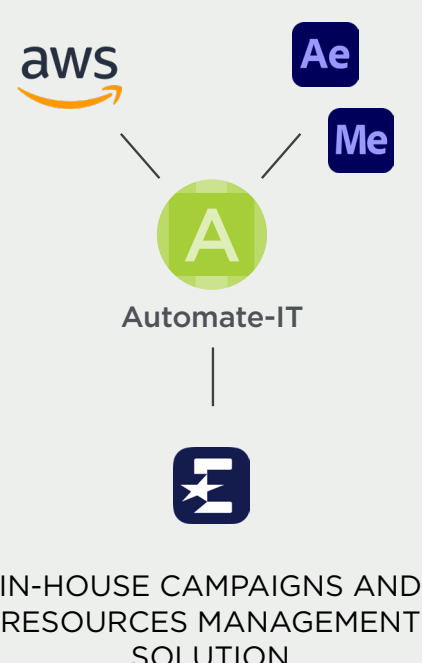
### RESULTS

**400 promos produced weekly for all Eurosport channels in 10 languages.**

**Scalability and ability to handle peak production time** with the promotion of key events.

**Significant gain of ~15% on the cumulated processing time.**

**Full automation of Adobe graphics tools** and built-in compliance with Eurosport branding guidelines.



### ABOUT EURONEWS

Eurosport is part of Warner Bros. Discovery Sports and is the number one sport destination in Europe, unlocking the power of sport through localised content from the world's greatest sporting events.

### 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 support content supply chain transformation efforts.

### BACKGROUND

Owned by Warner Bros. Discovery, Eurosport is the number one sports destination in Europe and is available in parts of Asia. Eurosport has two linear channels —Eurosport 1 and Eurosport 2— across most of its territories, and streams on the Eurosport App which superseded Eurosport Player. Eurosport will be the Home of the Olympics in Europe (except Russia) for Paris 2024 and holds the rights to all four Grand Slams in multiple markets.

In a multi-language and multi-channel context, Eurosport creative teams and the Broadcast IT department were in dire need for an automated promo packaging and delivery platform that could scale efficiently at predictable cost.

### THE CHALLENGE

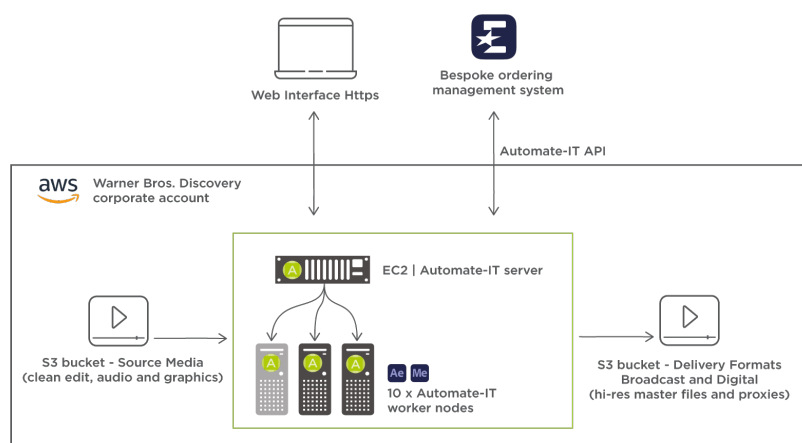
Back in 2015, Eurosport was looking for an automatic and scalable promo versioning platform offering:

- Native control of Adobe After Effects and Adobe Media Encoder
- API-driven automatic generation of videos with graphics
- Delivery at scale for multiple languages, geographies, and time zones
- Management of broadcast quality and social media formats alike
- Branding guidelines compliance, management of complex variables
- Ability to insert localised sponsoring billboards
- Simple and fast technical integration capabilities (REST APIs)
- Cloud or hybrid-Cloud ready architecture

### THE SOLUTION

Back in 2007, Eurosport's internal Broadcast IT department designed a bespoke solution named Swoopy to enable the On Air Promo team (called StarTeam) to manage campaigns and resources efficiently. The underlying need was to integrate elegantly Swoopy with the selected promo versioning system.

**Following a tender process, EMBRACE was selected to implement its solution Automate-IT to become the engine generating promos at scale for Eurosport channels in Europe.** Once all editorial information and content is available inside Swoopy, the system triggers an Automate-IT workflow automatically via APIs. Users interact with a dedicated and contextualized dynamic web interface mainly for the validation process. The rest is done automatically!



**Deployed on the Warner Bros. Discovery AWS corporate account, Automate-IT enables full control on an Adobe After Effects project also called template. A composition is automatically updated, with specific text styles, replacement of images, logos, video clips or audio files.** Automate-IT packages, generates, and delivers trailers fully automatically for Broadcast, on-demand, and social media delivery.

Once rendered, a low-resolution version is automatically generated and becomes available directly inside Swoopy for editorial validation.

### BENEFITS

- Dynamic management of render capacity (auto-scale)
- Significant gain of ~15% on the rendering time of unitary promos
- Future-proof platform and workflows
  - Additional 1.000 promos weekly during the Olympic Games
  - Promo content generated specifically for digital channels
  - Specific content packaged and delivered for Discovery D+
- Ready to leverage innovative AI/ML services on AWS
  - Intelligent cropping for social network formats
  - Media services for new formats/codecs



Automate-IT produces hundreds of promos weekly for all Eurosport channels, in 10 languages, and we did not experience any downtime since we put the system in production late 2015. Also, this was one of the first Broadcast services that was successfully migrated to AWS when we were just starting our journey to the cloud.

**Marc Amiot, VP Information Technology at Warner Bros. Discovery.**



# EMBRACE

Since 2015, Embrace transforms 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.

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