

# Automate On-Air Promo Versioning



EMBRACE PROMO VERSIONING SOLUTION BRIEF

EMBRACE



### Unleash creativity

Unleash the potential of your creative teams for value-added tasks. Automate the rest!



### Deliver with agility

Quickly generate personalized and dynamic promos across different screens, geographies and channels



### Brand consistency

Campaigns and assets used business wide comply with graphical guidelines and improve overall quality

## Execute, assemble and deliver promos methodically, on time, every time and at scale.

In an increasingly fierce competitive media landscape, brands must stand out and need to bring viewers to their programs. As part of their 360-communication strategy, leading media groups boost awareness for TV and digital programs with more and more complex self-promotion campaigns. They have to offer a seamless brand experience across all devices with trailers designed and personalized in compliance with their branding guidelines.

As they work hard to stabilize their audience on linear TV, media organizations also relentlessly innovate to market an always increasing number of non-linear channels. Additionally, they need to keep pace with more and more content that requires advertising and monetization.

To succeed in this journey, automation and close collaboration between creative, broadcast, IT and digital departments becomes critical.



## **Boost on-air and digital promo versioning with future-proof automation**

The first innovative step for TV Channels was to promote their programs with their on-air time. Apps, on-demand platforms, multiple devices and social media changed the media industry practices, increased dramatically the number of promo versions and impacted the entire supply chain.

### **PEOPLE**

Modern promo versioning now requires a close collaboration between traditionally siloed departments, albeit promotion or creative, editorial and broadcast/distribution departments.

### **SYSTEM**

To scale, third-party programming, traffic, MAM systems and Adobe® After Effects templates need to be connected to gather content, select the right template, apply all variables, and generate clips automatically.

### **PROCESS**

Imagine a world where no-added-value tasks were automated. Today, an on-air and digital promotion platform must streamline the production flows, simplify execution, assemble and deliver promos methodically for increased efficiency and throughput.

## **EMBRACE Automate-IT combines in one solution all the capability you need**

There are many non-creative tasks and many versions thereof for each creative task within any professional promotion environment. Non-creative tasks are a distraction and are fraught with error, especially when the main priority is the design and promo output. Creatives need a system that automates repetitive tasks to focus on creating high-quality content.

Automate-IT enables promo departments to focus on creativity while automating the mundane, yet essential tasks, such as managing media transfers, transcoding, metadata management, versions' tracking, documentation, and notification. Brand compliance, graphical guidelines, or style guides are maintained throughout the promo supply chain.

With Automate-IT, all departments work as one on the correct elements and all content assets are in the right place at the right time - automatically.

Automate-IT embraces the complete production life cycle by increasing the visibility of the traceable flow of media from Adobe® After Effects templates to editorial and digital distribution, resulting in increased efficiency and throughput.



## Embrace the complete promo versioning life cycle

Automate-IT establishes automation, orchestration, and collaboration between creative, broadcast, IT and digital departments. Fundamentally, Automate-IT breaks down barriers for promo versioning production and distribution.



Automate-IT seamlessly integrates your Adobe graphics, solutions and systems into the broadcast domain.



Automate-IT is powered by Forms for user input and graphics template modification without editing After Effects projects or compositions.

## Easy implementation and personalization for everyone

### Data-driven generation of videos with graphics

Automate-IT workflows are triggered by third-party programming, traffic, or MAM systems to gather content, template selection, apply all variables, and generate clips automatically. Videos with graphics can be packaged from a native Excel spreadsheet or an XML file for further automation.

Resulting videos can be reviewed in HTML forms, in an email or in corporate collaborative systems from any desktop computer, on prem or remotely. Once approved, the final technical delivery workflow process begins, and once complete (successful or unsuccessful), notifications are distributed to people and systems.

### After Effects/AME to Avid® MediaCentral

Automate-IT combined with EMBRACE Share-IT empowers users to simply generate graphical elements with After Effects such as lower third animations. After Effects renders are automatically imported in the Avid environment while maintaining the alpha channel and metadata. Avid editors can instantly access media via shared bins without manually importing the file. This workflow produces thousands of graphical elements around the world every day.

### After Effects/AME to MAM

Producers can easily add relevant data and metadata to the promo package via the customized Automate-IT web forms during the graphics creation and production process. All data is automatically updated and populated in your MAM, providing a transparent audit trail.

### After Effects/AME to Social Media

As part of the digital production workflow, new editorial and creative templates are created for social media output in parallel with the broadcast chain. In just a few clicks, social media-specific videos are generated and published simultaneously with the broadcasted content.

**Automate-IT**  
native controls

Ae

Me



### Systems

Adobe After Effects,  
MAM, PAM, Traffic

### People

Design, Production, Programming,  
and Information Systems teams

### Processes

Campaign, Versioning, Validation

### Datasource

Data, Template,  
Media, and Schedule

### Delivery

Broadcast, Digital,  
Apps and Social media



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.

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



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 in control and predictable.

**Marc Socquet, Artistic Director, CANAL+ International**

**CANAL+**



# 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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