HOW TO LEVERAGE NEW TECHNOLOGIES FOR UNPRECEDENTED TIMES

INTRODUCTION

We live in exciting, but also challenging times. In all industries, businesses are transforming to become more digital and technology-driven. Dealing with changes and responding to opportunities have become key to be successful in this new reality. Media companies are also working hard to adapt. The boundaries between linear channels, VOD and OTT are quickly fading. Content quality and user experience should be the main focus.

The need for more flexibility and agility becomes even more clear when businesses deal with unexpected events. The COVID-19 outbreak had an unprecedented impact on society. Who would have thought that a virus could cancel an entire summer filled with amazing sports events? The European football championships and the Olympic Games are postponed until 2021, while other tournaments have been rescheduled. But even those dates remain uncertain due to the unpredictable nature of the virus.

Sports broadcasters face the challenge to change their schedule, but other shows are feeling the crisis too. Soap operas are running out of daily episodes, new seasons of TV series have been delayed, and some shows have become impossible due to healthcare regulations. Without corona, the schedule of almost every broadcaster in the world would have been different today. Linear, VOD, OTT … the virus makes no distinction.

THE BENEFITS OF TECHNOLOGY

COVID-19 is an extreme example of a challenge that broadcasters must overcome, but schedules are always vulnerable to last-minute changes. Live sports events can be delayed or cancelled due to bad weather. The duration of a match or a race is not always fixed. Other live and non-live transmissions can be affected too, for example by breaking news or political events. That is why there always need to be a plan B.

An alternative schedule can consist of other shows for which you own the rights. Or you turn to footage from your archives – a touch of nostalgia often does the trick. You may even be more creative and bring your viewers something completely new, esports as an alternative to real sports events, for instance. There is one thing you need to consider every time: are you making good use of the rights you own? Automation is making every company in the world more efficient. A lot of time-consuming jobs can be solved by technology, enabling people to focus on things that bring more value to the business. AI has great potential to deal with rights and last-minute changes in schedules

"COVID-19 is an extreme example of challenges to overcome."

This document aims to inspire you to turn setbacks into new opportunities and always guarantee business continuity. It discusses challenges and solutions that involve linear, VOD and OTT services. It explains how technology has the potential to reduce costs and increase the efficiency of every media company in all circumstances. Because you know how the saying goes: the show must always go on!

1. PLANNING & MANAGEMENT

Broadcasters of live sports events are no stranger to changing schedules. The summer of 2020 is an extreme example of how tournaments, matches or races are prone to delays and cancellations. But these things can happen all the time. Think about a winter's day when the referee decides minutes before kick-off that the pitch is not good enough to play football. Or a rainy day in England that has the potential to brutally interrupt a tennis match in the second set. Then you need to find ways to fill the sudden gaps and keep your viewers engaged.

Whenever they can plan ahead, media companies can dive into their archives and rights to find a suitable alternative for shows that are interrupted. Both short-term and long-term planning always require a plan B to fall back on. This can be very time-consuming, but it is also very important to think about the content you want to offer your viewers. On the one hand it has to spark the interest of your viewers, on the other hand it can be a great opportunity to broadcast material for which your rights are about the expire.

Winston Churchill once said: "Never let a good crisis go to waste." Difficult times are often the best moments to discover new opportunities and strategies. This chapter explains how technology can help you achieve that.

THE CHALLENGES OF LIVE SPORTS BROADCASTING

Live events are very different from non-live broadcasting and present media companies with the biggest challenges. They pay dearly for sports rights and need to get optimal value from their broadcasts. However, these events also tend to be the most unpredictable. Think about the duration of a stage in the Tour de France. On some days, cyclists could cross the finish line much earlier than expected. Or do you remember the event of 2019 when bad weather forced the organizers to shorten the track in the middle of the race?

When this happens, you should be able to respond quickly. You can broadcast the highlights of another tournament for which you own the rights. Or you could rerun footage from a previous event. "There is a major editing task if you want to reuse your archives from the past", says RTBF Director Thierry Delrue. "It is a jigsaw puzzle and you need to be creative." Rights and contracts are important aspects of the puzzle, but

this is further explained in the second chapter of this document.

"Near-live or behind-the-scenes is becoming ever more important"

Arnaud Simon, In&Out Stories

Become more flexible
Sports broadcasters must always find ways to capture the dynamics and complexity of their rights and to get maximum value from licenses they acquired. Flexibility is very important as the average viewing figures of live events are also dropping. "Fans are increasingly turning their attention to the highlights", says Arnaud Simon, founder of In&Out Stories and former CEO of Eurosport France. "There is so much content that they just cannot watch everything. If I'm an Arsenal fan, I will watch the Arsenal matches. But all the rest I'll watch in a different way."

Simon believes there is an enormous shift in the way fans consume sports, so media companies should adapt to this new situation. "Near-live or behind-the-scenes is becoming ever more important." So when a live event gets cancelled or delayed, there are a lot of opportunities to keep their fans engaged. This is also where technology can help.

WHATS'ON provides planners with a central view of all content related to a specific event. This makes it a lot easier to find alternative content surrounding a sports event such as highlights, magazines, interviews, etc. Short-term schedules can easily be adjusted or even replaced by an alternative programme, and the playout system is steered accordingly. Last-minute changes are also pushed to the EPGs.

The system is a great solution to deal with uncertain schedules. You can prepare and update alternative schedules with your normal

scheduling tools. For every event, you can define various scenarios and corresponding production needs for both linear and OTT services.

"We can do contingency planning whenever desirable."

Scott Ferguson, DAZN

"One of the great benefits of WHATS'ON is that we can do contingency scheduling whenever we think that is desirable, which is mostly for sports like tennis or cricket or any event where the duration is fluid or influenced by the weather or results",

says Scott Ferguson, Vice President Content Planning and Analysis at DAZN Group. "So if a tennis match finishes early or is rained off we can always switch to the contingency schedule."

Pop-up channels

The year 2020 was all about cancellations of events, but media companies have high hopes that 2021 will be completely different. That summer could suddenly be the busiest they have ever experienced. Some sports broadcasters may not know where to park all this content. To deal with the fragmented interest of sports fans, it might be a good idea to set up pop-up channels. These are channels that can be configured in only a few hours and can run for a

specific period, for example during the four weeks of the European football championship.
Even 2020 suddenly became busier when many competitions such as the NBA or the Formula One season eventually restarted and rescheduled a lot of events in a short period of time.. You could decide which event is most important to you, but a pop-up channel will enable you to please all your viewers. MEDIAGENIX already offered this opportunity in 2018, when several customers scheduled their World Cup football coverage over both linear and nonlinear channels. For instance, it allowed A+E Networks UK/HISTORY to focus on dedicated football content on a special channel during a 14-day period.

To deal with the fragmented interest of sports fans, it might be a good idea to set up pop-up channels.

AUTOMATED SCHEDULING AND ARTIFICIAL INTELLIGENCE

Many industries are experiencing the benefits of automation and artificial intelligence (AI). They can take away time-consuming routine jobs from people and even perform certain tasks with more efficiency. So how about planning and scheduling? Is AI already capable of generating high-quality schedules and deal with last-minute changes?

Scheduling content is a complex and time-consuming job, handled by experienced planning managers that have deep knowledge about how to attract and retain viewers. There are various dimensions that

make a schedule successful, and the importance of these dimensions differs between broadcasters.

Scheduling tools can leverage an advanced machine learning model that will evaluate and optimize how to continuously improve the interpretation of these prioritized dimensions.

WHATS'ON already uses AI to generate completely new schedules during off-peak hours. But if you were planning to broadcast an entire afternoon of tennis and the event gets cancelled, the same

artificial intelligence could be used to automatically propose a plan B containing other material that secures the attention of sports fans. Or it could create an entirely different schedule that has the potential of pleasing your average afternoon audience.

It's all about data

AI and machine learning models only work if you feed them as much data as possible. Media companies are paying meticulous attention to collecting data about their broadcasts and audience, simply because this is increasingly essential in acquiring

a deep understanding of the needs and behaviours of their viewers and providing a highly personalised and engaging viewing experience. For AI purposes, these data must be available in real-time without causing performance issues on the operational database. Besides that, the data should also be delivered in an easily interpretable data model that is well documented in the form of a data dictionary.

To enable customers to unlock the value in their data, MEDIAGENIX is developing a data product portfolio. On the one hand, it uses data that is readily available in the scheduling system, such as costs and ratings. On the other hand, new data can be calculated by machine learning algorithms. For example, it can predict the ratings of a transmission, or determine the similarity of a programme with content that was successful in comparable timeslots.

AI assisted scheduling
The MEDIAGENIX approach is guided by the "self-reinforcing circle of data" which is to augment the

intelligence of the human experts. Augmented intelligence makes it possible to automate large parts of manual processes, improve the quality of scheduling and rights and content management, and enables new workflows that were previously impossible because of complexity constraints. Some workflows are beyond the scope of entirely automated solutions. Peak time scheduling, for instance, requires the knowhow of a human expert.

" AI can be a great assistant for developing the best plan B."

It involves many strategic decisions and marketing visions. Still, AI can be a great assistant to make better informed choices, for example while developing a plan B for your regular schedule. It could recommend content based on a list of items that seem to be best suited for prime time transmissions. This involves lots of parameters about content (cast,

synopsis, …), ratings and budget. Compliance is also a very important aspect to consider when crafting schedules. These regulations are often extremely complex and vary from region to region, and between channels and platforms. Rules can inform the AI algorithm, so that schedules generated by AI comply with all applicable regulations – e.g. no horror movies when children are still watching – or are optimized towards specific quotas — e.g. nighttime movies in a certain language.

Even very specific transmissions like sports events can benefit from AI support. For each live broadcast, AI could generate a list of the best plan B scenarios. These can be similar matches, legendary games, highlights, … The next part of this document elaborates on content and also discusses the importance of having rights. It speaks for itself that AI can only search for suitable alternatives in your content library if you are allowed to transmit certain footage.

HOW ABOUT COMMERCIAL BREAKS?

Adaptations to your schedule could also affect commercial breaks.Think about a sports event that takes longer than expected. How do you keep your advertisers pleased? Airtime sales systems make sure that commercials are run in accordance with contract agreements.

WHATS'ON integrates with any ATS by creating slots for commercial breaks. When a schedule has been adjusted, the platform automatically sends this information to the ATS. So if a sports event surpasses its time limit and the following commercial break will be

shorter than expected, the system can immediately adapt the content. This can help you, for instance, to ensure that the most urgent commercials are run in accordance with contract agreements.


A sports event that takes longer than expected can affect your commercial breaks.

2. CONTENT & RIGHTS

The quality of content is more important than ever. Media companies want to make well informed strategic decisions about their schedules and alternative transmissions, because the competition is relentless. Most broadcasters are now focusing on a multi-platform experience for their viewers. Keeping them engaged often requires a lot of creativity.

As mentioned in the previous chapter, sports broadcasters have a great choice of alternative material to replace live events in case of last-minute changes. Highlights, interviews, magazine, footage behind the scenes, ... Whatever you decide to do, there is always one issue for both sports and non-sports, and for live and non-live broadcasts: do you have the rights and are you making good use of all the rights you have obtained?
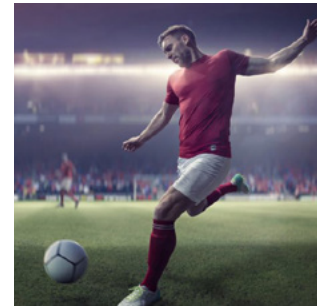
Complex contracts

Particularly sports rights can be very complex. For example, you had the rights to broadcast the World Cup football in 2018, but this does not necessarily mean that you can now use certain footage to make a new show about a player or a team. Maybe you have the rights to broadcast a popular sitcom, but does that mean that you can schedule an episode for a second or a third time?

On the other hand, you might also have lots of rights on the table that will eventually expire. So if a magazine with content in the margins of a sports event is part of your deal with a sports association or team, then you should not leave these rights on the table, and bring the material to your viewers. Or if you have the right to put a series on your VOD services for a limited period of time, then it would be a waste to broadcast it only on your linear channels.

Managing contracts and rights can be very complex. Fortunately, also this task can be automated with the help of technology.

THE AVAILABLE RIGHTS CATALOGUE

When diving into the archives for content that can alleviate a viewer's hunger for sports or other TV content, broadcasters want to be able to immediately see and schedule content that supplements their main content. This was a concern MEDIAGENIX often heard when consulting its customers. For that reason technological solutions were developed to easily find bonus content or related content and get real-time insight into which content is still available based on exploitation rights and use. Such insight enables media companies to make faster and more valuable decisions about their schedule.

It would be impossible to follow up on rights if this implied checking the written contracts for all the content.

Contracts can be very complicated and many properties of the contract need to be taken into account to know which rights are still available for planning.

With the Available Rights Catalogue this is a matter of seconds. Finding out in time that rights are expiring or no longer available, can then be your timely cue you to contact the distributor and start negotiating a renewal of the contract.

Fully integrated

As rights are the backbone of all content and scheduling decisions all linear and VOD schedules in WHATS'ON are constantly evaluated against all the latest rights, obligations and restrictions. The system stores information about runs and reruns that are available for a chosen channel, period or service.

A digital rights catalogue is also a necessary feature to make use of automated solutions. AI can only generate new schedules if it knows what content is available in specific situations.

So how does it work? Both long- term and short-term schedulers can open the catalogue directly from the schedule and fill in gaps by specifying search criteria such as title, product category and duration. They then only need to drag the preferred available right from the catalogue to the schedule.

Scheduling tools should be adapted to the new TV environment.

THE BOUNDARIES BETWEEN LINEAR AND VOD ARE FADING

Making full use of available rights also means that broadcasters are changing their strategy and offer viewers content through different channels and on different devices. People watch video content wherever and whenever they want. Of course, most sports events are still preferably watched live, but lots of other content is perfect for VOD distribution.

Media companies need to take a closer look at the content they can offer. What rights and distribution platforms are available, and through which techniques can they best serve business goals with each title? Blockbusters, vintage series and movies, gameshows and soaps, old content or new – all require a different approach, which always needs to ensure the highest operational efficiency, immediate insight into availabilities, and instant information to make strategic decisions.

To be able to repurpose content, slice and dice and recompose it, put it on an on-demand platform, or stream it, media companies need to know

whether there is some restriction on contract attached to some other part, or an issue on some music track. And they need to be sure that such parts of the content are not reused.

Any media company that publishes content on diverse platforms has seen the complexity of content distribution grow exponentially.

> ## "Media companies have seen the complexity of content distribution grow exponentially."

Content-centric

MEDIAGENIX were quick to notice that the boundaries between linear and VOD were fading. Broadcasters now need a content-centric approach to offer their audience freedom in how they access the content. In the past, many broadcasters would have focused on filling their linear

channels, now they are thinking about what content should be offered where, and how. They realize that the quality of the content and the user experience will make the difference between winning and losing against tough competition.

Scheduling tools should be adapted to this new reality. Tools for linear TV and VOD should not just co- exist or interact, they should be the same. That is why WHATS'ON is a content-centric platform where linear and VOD data and structures are merged and one set of tools supports VOD services, linear schedules and combined services.

Improving the quality of content is a difficult challenge as most media companies are also trying to reduce costs. Still, you do not always need a bigger budget to improve content quality. We already demonstrated how automation can help to minimize your efforts and still optimize your schedule, but we come back to the financial benefits in the final chapter of this document.

3. NEW OPPORTUNITIES

So far, we have focused on more traditional footage and existing material in your archives for which you own the rights. However, there are lots of new opportunities for broadcasters to be more creative when adapting their schedule.

To be successful in this complex world, you need to address the power of experimentation. You can only discover trends by trying out new concepts. Every transformation should also start from the experience of the viewers. What content are they watching and how? In this chapter we try to inspire you to explore new territories.

ESPORTS

COVID-19 has demonstrated that broadcasters often need to dig a little bit deeper than their archives. As sports events were cancelled all over the world, something very specific started to attract the attention of a more general audience: esports. Athletes that were forced to sit in their apartment or house due to postponed and cancelled events, discovered the digital version of their sports discipline.

Cyclists, for example, participated in simulations of important races while they were sitting on a bike in their own living room. Football stars were keen to show their dribbling skills in FIFA20. Formula One drivers met their need for speed in virtual races on their sofa. Esports were already conquering the world, but now it seems they are here to stay. So why not add some interesting esports events to you regular sports schedule?

Esports engage hundreds of millions of fans worldwide, and younger viewers spend more time watching esports and video games than traditional sports. Some people even think that esports could one day become an official discipline at the Olympics.

"E-sports tick exactly the same boxes as traditional sports."

Arnaud Simon, In&Out Stories

"With events, competitions, full stadiums and fans, esports tick exactly the same boxes as traditional sports", says Arnaud Simon. "That is new to traditional sports, but it shouldn't be a problem. Only, they will have to accept that they now get a smaller slice of the total attention cake.

People do still have a big appetite for traditional sports but this will have to be met with different formats and distribution models."

WHATS'ON is ready for the introduction of alternative content such as esports. It does not matter which type of content you want to integrate. The sports module can easily be applied to cover esports events. Just as with regular sports, it will show planners all information and fixtures of a specific team, help manage the production flow (feed requests, audio, ...) and handle complex rights.

So imagine you want to broadcast the games of the Boston Celtics in the official Esports League of the NBA, then you have access to the complete schedule of upcoming games.

You only need to select the games you want to broadcast and WHATS'ON will take care of the rest. Note that this system can also be applied for other live events such as elections or music festivals.

© Kiss Super League - Zwift
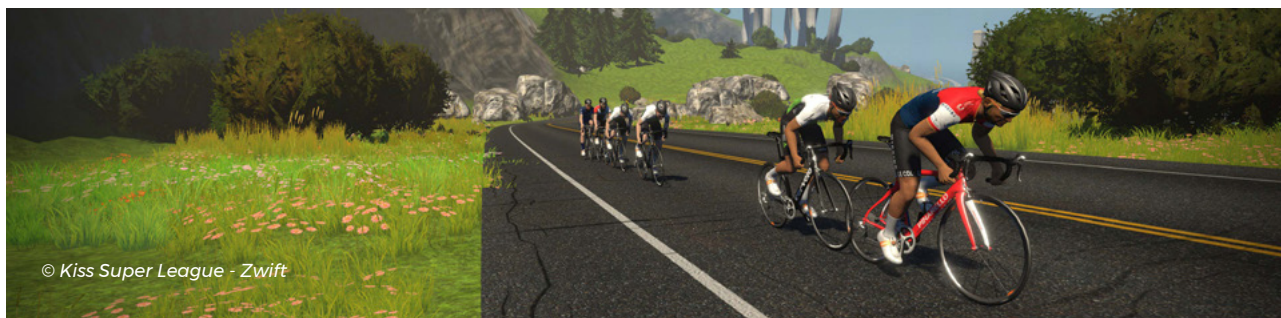
Cyclists participate in simulations of important races while they were sitting on a bike in their own living room..

SOCIAL MEDIA

Facebook, Twitter, Instagram, YouTube, … There is an abundance of social media platforms these days. For each brand, this is a great way to reach out to customers and fans. Many media companies have discovered the power of social media. For example, you can share extra content that will fascinate your viewers on these platforms and may convince them to start watching a show that is available on your VOD service. Or maybe you can use your social media channels to announce alternative shows if your schedule has changed.

Social media are an amazing opportunity to do more with your content and to turn watching TV into a more interactive experience. By sharing ideas and comments with other viewers and friends, the entire TV experience of your viewers has changed. Most people have their smartphone or tablet within reach when they watch your content.

Interactive
Especially for live broadcasts, social media platforms offer golden opportunities. Everybody loves to chat about an amazing goal or a weird decision by the referee during a match. And watching talent shows like 'The Voice' is much more fun if you can see what other viewers think about a certain performance.

"Social media are an amazing opportunity to do more with your content and to turn watching TV into a more interactive experience."

You can even make specific content for social media platforms. Some networks replaced a series during its summer break by a spinoff web series that each day offers a new episode on YouTube or Facebook. DAZN launched "The Football Hub" on TikTok and football website Kicker to give fans more possibilities to interact and feel closer to their favourite clubs and players. The service features exclusive 'behind the scenes', personal insights into the lives of Bundesliga footballers, commentary by social influencers, football skills tutorials, and even an in-platform game.

Some radio stations had the idea to transmit live concerts on social media from the living room of artists. This could never replace our beloved festival season, but fans are really enjoying this new experience. You can really engage with your audience if you are creative.

But how about rights?
Social media can help you to target a specific audience. It enables you to create a much closer relationship with viewers. As many advertisers are moving away from traditional platforms, social media might even offer a great alternative to traditional TV ads.

Here again, the availability of rights needs to be considered. Are you allowed to show footage from a live sports event on social media? There is always a chance that the event's organisation has its own channel on YouTube and wants to manage images from tournaments themselves. Or maybe you do have the rights to broadcast a sitcom on TV channels, but does this mean that you can show fragments of an episode on your Facebook page?

You can really engage with your audience if you are creative.

Eleven Sports came up with a 'Watch Together' feature which allows fans to watch games together remotely

EXPERIMENT WITH NEW TECHNOLOGY

Innovative media companies embrace the new technologies as their audience expects them to continuously improve the viewer experience even if content is increasingly consumed on-the-go.

You could say that OTT has changed the game. The rollout of 5G together with the inventive responses to the pandemic will accelerate these changes even more.

Sports without audience

Sports broadcasters went through a rough patch, even when competitions restarted with a drastically reduced audience or no audience at all. The odd notion of empty stadiums where you can hear the calls and grunts from the players instead of the deafening chants of the fans had a detrimental effect on the spectators' viewing experience. The average viewer satisfaction across broadcast and streaming reportedly dropped by 15%.

"Media companies were quick in finding ways to enhance the at-home viewing experience."

Several media companies were quick in finding ways to enhance the at-home viewing experience. Sky Deutschland, for example, immediately started to experiment with technology that adds the sound of cheering fans to the live broadcasts. Eleven Sports came up with a 'Watch Together' feature which allows fans to watch games together remotely.

Competitions and sports organizations added extra camera angles for viewers to choose from. Sometimes fans can choose overlays with customizable real-time data.

The fact is that traditional sports are increasingly adopting features we know from the booming esports. In the meantime VR is opening up further possibilities for interaction and engagement …

New technologies are not only drastically changing the way we watch sports. They also make it possible to engage the fans in a variety of ways, on diverse platforms. Sports broadcasting is indeed no longer just about the live event itself. It is about fan engagement before, during and after, and the way this is monetized.

4. ECONOMICS

Broadcasters and streaming services should more than ever focus on the quality of their content, but they are also concerned about their budgets. Way before the corona crisis, most media companies were already trying to reduce their costs. In the coming years, the key to success will be found in automizing workflows and optimizing the use of rights. The best way to reduce costs and deal with sudden fluctuations will be through operational excellence, better insight, and scalable software as a service.
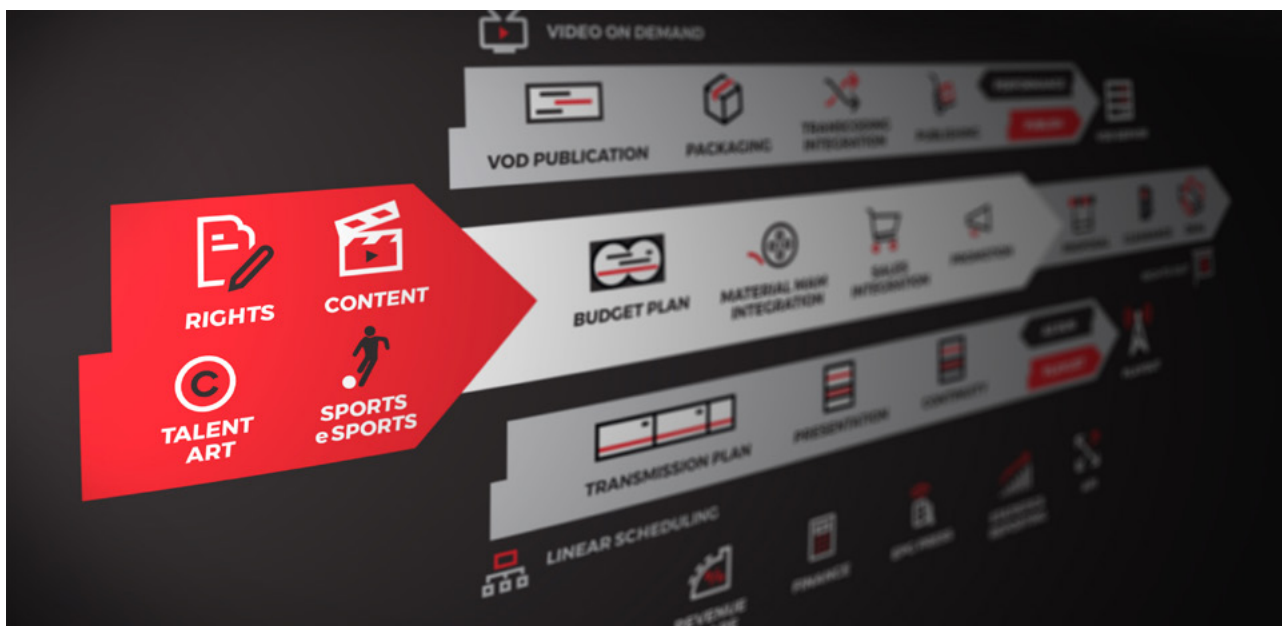
The necessary data is already available in every company, but need to be organized to create value.

MANAGE YOUR CONTENT AND ORCHESTRATE YOUR WORKFLOW

In every company in the world, automation is now part of the business plan. By taking over routine jobs, automated solutions free up human capital for more valuable and complex tasks. Moreover, automated models are often more accurate and efficient. Technology can make important data available for different departments that can each evaluate this information from their own perspective and use these insights to make better decisions.

The necessary data is already available in every company, but need to be organized to create value. Your employees should have access to one system that manages the workflow for all linear channels end to end. This system allows for the creation of a strategic master

"With 25,000 live sporting events a year we had to invent the workflow."

Scott Ferguson, DAZN

plan with possible scenarios. It also generates a transmission plan with time slots for programmes, series, trailers, promotion and sales. That way, you ca ured that your schedules stay within budgets and in line with editorial aspirations and regulatory requirements.

Scott Ferguson, Vice President Content Planning and Analysis at DAZN: "What makes us very different from anyone else is the sheer scale of the number of events that we manipulate and manage. We have about 25,000 live sporting events a year. (...). That meant we had to invent this workflow. (...). Taking some of the legwork out is high on the agenda. Things that can be suggested by automation and machine learning."

MAXIMIZE THE VALUE OF RIGHTS WHILE REDUCING MANUAL WORK

Media companies spend a big part of their budgets on rights and licenses, so they want to get optimal return on investment. Implementing a more efficient rights management will be another important ingredient for successful organizations. As mentioned before, this is not just about owning the correct right, you also need to make optimal use of the rights you have acquired by not letting licenses expire or by offering content on multiple platforms or with different techniques.

It would take employees a long time to read through the rights and licenses, but technology allows them to check this in a matter of seconds. WHATS'ON even enables broadcasters to drag available right directly to the schedule. And with a few clicks they also set up amortization rules and multicurrency payment schedules. They know the value of their schedule and stock at any moment in the past, present or future.

To facilitate operations even more, MEDIAGENIX are now working on a machine learning algorithm to help extract information from written contracts into a structured digital format, something that would occupy employees for days.

It is not just about owning the correct right, you also need to make optimal use of the rights you have acquired.

GET BETTER INSIGHTS INTO COSTS AND REVENUES

More than ever, you need to be able to make informed management decisions based on accurate data about revenues and spending. You need to know your ROI on different levels, such as transmission, day, channel or contract. This takes accurate reports, not only for reviews, monthly closings or stock trend analysis.

It is very easy to extract the data you need from WHATS'ON. All attributes and objects are available for reporting and users can easily create their own reports, and export them to Excel or a professionally laid out format. Reporting can also be automated, grouped and scheduled.

THE AGILITY OF SOFTWARE AS A SERVICE

As the whole industry is shifting from CAPEX to OPEX and moving systems from the cellar to the cloud, media companies are increasingly looking to software as a service in their search for more operational flexibility and less upfront investments. Amid constant change they do not wat to set up and manage costly infrastructures that may be obsolete the next day. They want their operations to be able to deal with uncertainties, fluctuations and sudden changes, and leverage the fast technological evolutions in these unprecedented times.

CONCLUSIONS

The world is more complex than a few decades ago, but it also offers endless opportunities. Technology helps you overcome challenges and improve the results of your organization. If anything, COVID-19 has accelerated digital transformation and many companies are now forced to face this reality sooner than expected.

To survive in the post-corona world, media companies will have to become more cost-efficient by improving the quality of their content and making optimal use of their rights. They also need to think about the platforms they use to bring content to their audience. Viewers have really been spoiled with an abundance of choice from linear channels, VOD and OTT services. They can choose where, when and how they consume content. Their expectations have reached unprecedented levels.

Fortunately, reducing costs and optimizing both operations and user experience go hand in hand. Technology can really help you to make decisions about the content you offer and the way you distribute this content across channels and platforms. Even when content is really unpredictable and prone to last-minute changes, you should always be able to keep your audience engaged. Automation and artificial intelligence will be important aspects of the strategy of all enterprises. These solutions can help you to create the best possible schedules, effectively manage your rights and contracts, and free up human capital by enabling employees to focus on other tasks that bring more value to your organization.

MEDIAGENIX understand the challenges broadcasters are experiencing and integrate all solutions into one easy-to-use platform. WHATS'ON is the ideal partner for your fascinating journey. The platform enables your organization to become future-proof and create win-win situations for your viewers and your company.

Contact us and let our experts explain how your organization can benefit from new technology. Together, we can ensure business continuity and work on a great future for your company.

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