



Transforming Media Operations Through Controlled AI Automation

Faster workflows. Lower costs. Human in control.

THE CHALLENGE

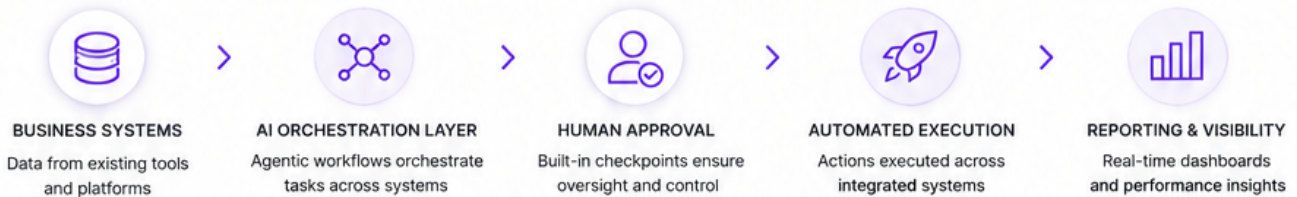
Media workflows today are:

- Manual coordination
- Repetitive execution
- Email dependency
- Fragmented systems
- High manpower requirements
- Slow turnaround

CASE STUDY SNAPSHOT

	PROMO LIST GENERATION Automated data gathering, validation and list creation	3-4 DAYS → MINUTES
	PROMO SCHEDULING Complex scheduling across multiple systems and teams	2-3 RESOURCES OVER 5 DAYS → AUTOMATED ORCHESTRATION WORKFLOW
	PROGRAM ANALYSIS AI-assisted analysis for deeper insights and enhancement recommendations	MANUAL ANALYSIS → AI-ASSISTED ENHANCEMENT & OPERATIONAL ANALYSIS

HOW IT WORKS



BUSINESS OUTCOMES

- Reduce operational turnaround**
From days to minutes
- Lower cost to serve**
Optimise resources and reduce manual effort
- Reduce repetitive workload**
Free teams to focus on high-value priorities
- Improve execution consistency**
Standardised, reliable, and accurate workflows
- Keep humans in control**
Human-in-the-loop for quality and governance

INDUSTRIES WE SERVE

 BROADCAST	 OTT & STREAMING PLATFORMS	 CONTENT PLATFORMS
 MEDIA NETWORKS	 STREAMING OPERATIONS	 CONTENT SUPPLY CHAINS



Intelligent workflows.
Controlled automation.
Measurable impact.

➤ **Play Studio** by **Metaplay**
in collaboration with **Intent AI**
Building the future of media operations—together.