

PRESS PACKET

Dramatify's AI Script Breakdown Turns Days of Pre-Production into Minutes

FOR IMMEDIATE RELEASE

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Stockholm, Sweden – 12 June 2025 – In film and television production, deadlines tighten as soon as a script or rundown is finalised—yet the traditional breakdown phase can stall momentum for days.

Dramatify, the Stockholm-based SaaS platform for film, TV, and broadcast production, already automates workflows from show development through shooting and broadcasting. Today, the company launches AI Script Breakdown, a native feature that reads any screenplay, AV script, or multi-camera rundown and produces a fully tagged, production-ready breakdown in under an hour—transforming what has long been a multi-day, or sometimes multi-week, task.

The Hidden Bottleneck in Pre-Production

For decades, the task of colour-coding, annotating and listing every character, prop, location, stunt and effect fell to first assistant directors and production coordinators armed with highlighters or clunky desktop software. A single hour-long episode can demand up to 3,500 individual tags, turning what should be a creative sprint into a marathon. Remote collaboration exacerbates the pain: legacy tools are tied to single machines, and import-export gymnastics send teams chasing version conflicts across email threads.

How AI Script Breakdown Works

The moment a script is uploaded—or a rundown is written natively—Dramatify's AI Script Breakdown analyses it, surfacing cast, props, wardrobe, vehicles, animals, stunts, locations, effects and other critical elements. The data flows straight into Dramatify's existing Scene Item Manager, DooD schedule, Breakdown Report and Stripboard views, so every department starts working immediately without duplicate entry or copy-and-paste mistakes. Even better, assigned to episodes and scenes, all breakdown items are automatically scheduled for the correct shooting days.

“Producers are spending brain-power on spreadsheets and manual routine work instead of storytelling,” said Annika Lidne, Dramatify co-founder and CEO. “AI Script Breakdown cuts 80 per cent of the grunt work so teams can focus on casting, locations and solving creative challenges rather than counting props.”

The team is in control, not the AI.

The tool offers two distinct operating modes. Strict Mode extracts only what is expressly written in the script, a must for drama and other scripted content. Creative Mode leverages generative AI to fill gaps often found in entertainment, factual content, reality, and branded content, suggesting missing props or synopsis copy without locking teams into a black box.

“What I think is most important is that the AI analyses and suggests, it never does anything on its own. The user is always in control of what gets saved into the production flow. AI Assistance should be fun and helpful to work with and save hours in routine work, says Annika Lidne.

Built for Global, Collaborative Crews

With support for 70 languages and real-time, cloud-based collaboration, Dramatify’s AI Script Breakdown brings distributed teams together on a single source of truth—no matter where they work or how fast the schedule moves.

Enterprise-Grade Security

All AI requests are processed inside Dramatify’s own infrastructure and private Microsoft Azure AI tenancy; no user data is ever used to train external models. Broadcasters and studios can also deploy Dramatify in their own Azure tenancy for maximum privacy.

“Protecting our customers’ intellectual property has always been our top priority,” said Angelika Stigenberg, Dramatify co-founder and CTO. “Whether AI processing runs in Dramatify’s secure Azure tenancy or your own, your data remains private and never trains external models.”

Completing Dramatify's AI Production Loop

AI Script Breakdown joins the company's AI Show Developer and AI Rundown Assistant, rounding out an early-phase automation suite that carries projects from concept to scheduling in record time.

Availability & Pricing

AI Script Breakdown is live for all Dramatify customers from today. Each account includes 100 free AI credits, with additional credits available on demand. New users can start a free trial at dramatify.com.

About Dramatify

Dramatify AB is a cloud-native production management platform powering scripted, unscripted and live productions in more than 30 countries. From concept through call sheet, Dramatify delivers collaborative tools for scripting, rundown, scheduling, budgeting and AI-assisted workflows.

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For more information, visit:

- <https://dramatify.com>
- <https://dramatify.com/features/ai>
- <https://dramatify.com/features/script-breakdown>

VIDEOS, IMAGES & RESOURCES

Vimeo: <https://vimeo.com/1084620623?share=copy#t=0>

YouTube: https://youtu.be/RLc_GSvkKJQ

Image pack (zip):

https://www.dropbox.com/scl/fi/5z0q6l47lbnyxk2ycdiuu/Dramatify_PressImages_AI_Breakdowns.zip?rlkey=tpfsbuqe3uryid0amyekgiz3s&dl=0

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