

PRESS PACKET

Dramatify Launches AI-Powered Show Concept & Episode Outline Developer

FOR IMMEDIATE RELEASE

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PRESS SHEET

Dramatify Launches AI-Powered Show Concept & Episode Outline Developer

Overview

Dramatify, the SaaS platform for pre-production and production, launches a groundbreaking **AI-powered Show Concept and Episode Outline Developer** – a tool that empowers TV, film, and broadcast professionals to instantly generate tailored show ideas and episode synopses. The new functionality aims to significantly reduce the time, cost, and risk associated with required, speculative early-stage development.

The Challenge

Traditional show development can cost \$10,000 – \$100,000+ per project in a slate, with no guarantee of a commission. For many production companies, this risk is necessary to generate revenue and new productions, but may also result in bankruptcy.

The Solution

Dramatify's new AI tools let users enter key criteria (audience, format, genre, language, focus) and receive customised show concepts and episode outlines in seconds. These are directly integrated into Dramatify's collaborative production planning tools. For non-fiction projects, Dramatify's AI can assist all the way to full rundowns.

Key Features & Benefits

- Instant concept generation
- Episode synopses tailored to format and audience
- Seamless integration into production planning
- Significant savings in cost and time
- Supports entertainment, drama, sports, reality, factual & educational content

Quote from CEO Annika Lidne

"Creating great ideas shouldn't come with such high financial risk. Our AI tools give producers and broadcasters a safer, smarter starting point – helping them move faster and pitch better, without burning through budgets."

Availability

The tools are now available to all Dramatify users and are part of the platform's expanding suite of AI-powered production features.

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Revolutionising Early-Stage TV Development with Speed, Affordability, and Creative Precision

Stockholm, Sweden — May 21st, 2025 — Dramatify, the collaborative production platform for TV, film, and broadcast professionals, today announced the launch of its latest innovation: an AI-powered **Show Concept Developer and Episode Outline tool**. The new feature is set to radically reduce the time and cost traditionally involved in creating original television and streaming content, helping production companies and broadcasters get from idea to pitch-ready material in seconds.

“Early-stage development is one of the biggest financial risks in our industry,” says **Annika Lidne**, CEO and founder of Dramatify. “Production companies are required to create show concepts, pitch decks, and episode structures to win a commission, at a cost of tens of thousands, and that’s before the greenlight. For many companies, it’s a gamble that’s simply unsustainable. We built our new AI tools to give creators a safer, faster way to develop great ideas.”

Dramatify’s AI tools allow users to input key information, such as target audience, genre, format, language, and focus areas, and receive tailored show concepts and episode outlines almost instantly. These concepts are not only ready to send to final art and presentation, but can also be immediately added to a production slate within the Dramatify platform, streamlining the move from creative brainstorming to execution.

“In television, timing is everything,” continues Lidne. “Our AI doesn’t replace creativity, but it gives the creative team a serious head start. Whether you’re pitching a new factual series, a reality format, or a scripted drama, our goal is to help you develop more ideas — with less risk and greater confidence.”

The Show Concept and Episode Outline Developer is now available to all Dramatify users as part of the platform's AI-powered feature suite, which also includes AI-supported script breakdowns and an AI-powered rundown suite.

Key Benefits:

- Develop original show ideas tailored to your audience and genre
- Generate structured episode outlines in seconds
- Reduce development costs from tens of thousands to a fraction
- Add AI-generated concepts directly into your production workflow

This launch continues Dramatify's mission to modernise media production through intelligent, collaborative tools that respond to the real-world needs of producers, broadcasters, and creative teams across the globe.

For more information, visit:

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

VIDEOS, IMAGES & RESOURCES

Vimeo: <https://vimeo.com/1083854678?share=copy#t=0>

Youtube: <https://youtu.be/sdGnpjRH0L0>

Image pack (zip):

https://www.dropbox.com/scl/fi/e3bvhyb088sgd1dmznugz/Dramatify_PressImages_AI_Pitch_Creation.zip?rlkey=ybi5uq8skycbzxap0n85e0o0d&dl=0

SOCIAL MEDIA

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