

PRESS RELEASE

From Idea to Rundown in Minutes – Dramatify Launches AI for Film and TV Development

FOR IMMEDIATE RELEASE

Stockholm, May 22, 2025 – Swedish SaaS company Dramatify is launching a suite of integrated AI features in its cloud-based production platform that radically reduce the cost and lead time of developing and producing film, television, and video content. With Nordic broadcasters and international production companies among its clients, Dramatify aims to modernise an industry long defined by inefficient, manual workflows.

“With our new AI suite – integrated into our existing semi-automated production platform – production companies and broadcasters can save both time and money while raising the level of creativity and quality,” says Annika Lidne, CEO and co-founder of Dramatify.

Costly Show Pitches – AI Cuts Time and Risk

Creating speculative show concepts – a necessity in the industry – can cost anywhere from tens to hundreds of thousands of Euros before a single meeting with decision-makers takes place. For many companies, a successful pitch is the difference between continuing operations or being forced to shut down.

“Our AI tools streamline the process, dramatically cut costs, and reduce financial risk. These features can save weeks of work – and six-figure sums – both in the speculative phase before a production is greenlit, and during actual production and broadcast,” says Angelika Stigenberg, CTO and co-founder.

Automated Development and Production – From Concept to Script and Planning

Dramatify's AI features cover the entire early production workflow:

- **AI Show Developer:** Instantly generates tailored show ideas based on target audience, genre, and format – a process that typically costs hundreds of thousands in speculative work.
- **AI Episode Generator:** Automatically builds out seasons and episodes with coherent synopses and character arcs.
- **AI Rundown Outliner:** Structures programme content into rundown outlines in seconds, based on selected parameters such as airtime and production setting.
- **AI Rundown Writer:** Speeds up scriptwriting for entertainment, sports, factual, reality, and children's programming – from intros and interview questions to facts and voiceover texts.
- **AI Script Breakdown:** Automatically breaks down scripts for planning, resourcing, and budgeting.

The Platform Behind Olympic Broadcasts and Eurovision Qualifiers

Dramatify's production platform is already in use by some of the leading broadcasters in the Nordics and internationally, supporting everything from daily shows in Sweden to Olympic and Paralympic broadcasts, world championships, galas, and Eurovision qualifiers for the Finnish Public broadcaster YLE, where Dramatify serves as the foundation for the majority of the broadcaster's productions.

With a global user base, Dramatify offers a unique combination of real-time planning, automation, and collaborative tools for teams working in scripting, production, tech,

graphics, and broadcasting – whether they're in the same room or scattered across continents.

Female Founders with Deep Industry Roots

Dramatify was founded by Annika Lidne (CEO) and Angelika Stigenberg (CTO), both with backgrounds in tech, media, and innovation. Among the shareholders is film and TV producer and screenwriter Henrik Jansson-Schweizer, known for last year's holiday TV hit *Whiskey on the Rocks* (SVT/Disney).

"It's time to modernise how we develop and produce content – and it's smart digital tools combined with AI that make it possible. We're seeing growing global interest in our solution, especially from producers who need to do more with fewer resources," says Annika Lidne.

For more information, visit:

dramatify.com for general information

dramatify.com/AI-services for details on the new services

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VIDEOS, IMAGES & RESOURCES

Vimeo: <https://vimeo.com/1084310124>

Youtube: <https://youtu.be/zlDp-JKvZKE>

Image pack (zip):

https://www.dropbox.com/scl/fi/1x50rt5d3s12cz6ul8nea/Dramatify_PressImages_AI_Features.zip?rlkey=myd9i01l5taxotds6jz3d6lbn&dl=0

SOCIAL MEDIA

LinkedIn: <https://www.linkedin.com/company/dramatify>

Instagram: @dramatify // <https://instagram.com/dramatify>

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