



YLE INTEGRATES DRAMATIFY TO INCREASE CREATIVITY AND EFFICIENCY IN ENTERTAINMENT PRODUCTIONS AND LIVE GALAS

Finnish broadcaster YLE digitises entertainment and live production to focus on creativity.

YLE is well-known in the industry to be at the forefront of innovation and adaption of new technology. The broadcaster's team leader and TV director, Rami Lindholm, have been spearheading the move to new cloud-based production software, using both Dramatify (www.dramatify.com) and CuePilot (www.cuepilot.com), in a combined integration to enable full digitisation of the TV director's production process.

Content-making has not been digitalised – until now

“Content-making or directing has not been digitalised until now. We use digital systems like old fashioned paper. We write scripts and plan shots on paper, shared files and copy-paste from one system to another,” said Lindholm. “Digital content-making should mean that once we input something, it should be outputted everywhere online. The problem with shared documents is that we can not output the data from them.”

Continued Lindholm, “The whole point of Dramatify is that you need only one system where you can handle the whole production. There are systems for Hollywood movies and for news, but most of the entertainment and music shows are done with Word, Excel and Google Sheets.”

A smart live/studio script tool custom-built for entertainment

When Lindholm first heard about Dramatify in 2016, he called CEO Annika Lidne to ask if the product could handle live entertainment production.

While Dramatify at the time worked with drama and episodic programming, the company teamed up with YLE to develop what is possibly the world’s most advanced live/studio entertainment script and rundown tool, replacing both previous Excel and Avid iNews, neither suited – but often used – for entertainment.

The focus was to build an easy-to-use and fast script tool accessible for an entire production team, featuring teleprompter text export and a dark mode that allows the production to go completely paperless. Another demand was that writers, producers, talent, camera and studio crew could create their own views of the script with a few clicks, regardless if they want to read it on their phones or print it.

A solid live production platform

Meanwhile, YLE had already been using CuePilot for three years as the YLE directors’ tool for shot planning and cueing on music programs.

“After first using Dramatify, we still had some manual paperwork,” said Lindholm. “The rundown/script from Dramatify and the cue sheets from Cuepilot for cameramen and control room personnel did not match.”

Lindholm essentially married Dramatify and CuePilot, for the first time, in the 2018 ‘Classical Trancelations’ broadcast. Dramatify built an importer for the CuePilot shot lists to be included in each scene in the rundown script. Since then, the combination has been refined and much used.

“When you see it, as a producer or director, you wonder why this has not been done before”, said Lindholm.

Together, Dramatify and CuePilot provide a robust live production platform for YLE. With CuePilot’s automated cueing delivering tight camera mixes, the combined platform is also ideal for live pop music, talent shows and competitions.

“With Dramatify’s features developed for scripted shows, we can also deliver fantastic entertainment functionality with team management, messaging, scheduling, call sheets, sets, props, wardrobe, and much more, which means that Dramatify suits the needs of any entertainment producer,” said Annika Lidne.

Smart data is the future

“Smart data is the thing. No matter if it is the data we import from CuePilot to Dramatify or the script/ text we export to web players and streaming video services. Digital content making should mean that you only input once. And output it automatically everywhere. The director plans the shots to CuePilot once. The plan is exported to Dramatify for the production team. Then the viewer at home sees the exact same shots and cuts on his screen, and nobody has had to edit the program manually. We have plenty of software for making video, but 99% of them are about editing, pixel resolution and so forth. Very few are about the content itself”, emphasises Rami Lindholm, and continues: “A producer just told me today, that her journalist still emails the script as Word-attachment to her. That was a good way to make productions in the 90’s. Today the script should be written to a cloud so that all the team members see where the production is going in real time. That’s the easiest way to keep confusion levels and cost down.”

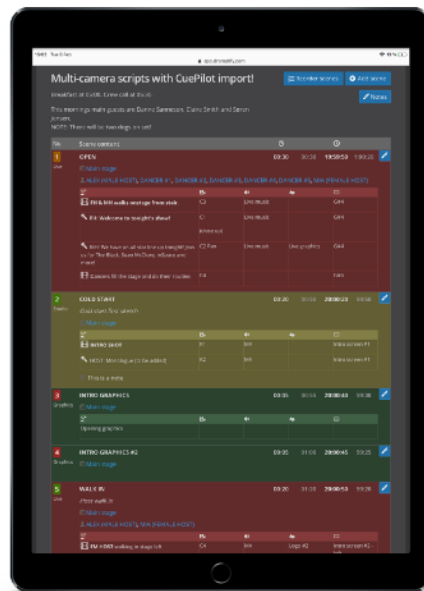
Automate, then you have even more time to be creative

One of the most significant breakthroughs for Lindholm was seeing how his creative team took to the combined Dramatify-CuePilot system.

“We have seen a really fruitful result from using Dramatify and CuePilot. A lot of directors like pen and paper. They think that computers are somehow stilted. I feel that it is the opposite,” said Lindholm. “All the things that can be automated should be because you have more time to be creative. We are now pushing ahead and looking to digitise our entire production flow. It’s the future!”

FACTS

- ▶ Dramatify offers production workflows from scripts, team management, planning and scheduling, creative planning (wardrobe, set design and more, locations, call sheets, automatic catering lists, time sheets, reports and more.
- ▶ Dramatify works on any device with a modern web browser; computers, tablets and smartphones
- ▶ Productions can work traditionally with a small core team, or invite cast and crew to their production on Dramatify.
- ▶ Production pay either per production or through an unlimited enterprise license
- ▶ Dramatify is GDPR compliant and separates personal data from production data. Each user is handling their own data and can be once added, can be invited and attached to a production with a click.
- ▶ Dramatify was founded and is run by two female entrepreneurs based in Stockholm, Sweden.



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Get Images & Digital Text Material: <https://dramatify.com/press>

Image of Rami Lindholm: <https://twitter.com/ramilindholm>

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