Client Case Study: Op2mise TV Scheduling – A Real Time Saver

Overview

Faced with the labor-intensive challenges of manual scheduling, Fremantle's broadcast team managing ten channels sought a more efficient, scalable solution. Their workflow required extensive human oversight, from assembling weekly schedules to managing last-minute stunts, often resulting in hours of repetitive work. By implementing Op2mise with its **AI-driven automation**, the team transformed their scheduling operations—streamlining processes, improving turnaround times, and enhancing overall productivity.

The Challenge

Scheduling a channel demanded significant manual effort:

- Creating a month's schedule across multi-series channels in Excel took **2–4 hours**.

- Weekly schedules could consume **4–6 hours**, depending on stunt complexity.

- Publishing, playlist adjustments, and promo rotations were handled manually, day by day, for both parent and child feeds.

- Slow publishing response and limited promo targeting flexibility often compounded delays.

Despite best efforts, scaling operations or quickly responding to programming changes remained a persistent bottleneck. With ten channels, resource constraints were nearing their limit.

The Op2mise Solution

Op2mise introduced a more intelligent approach. Op2mise's architecture enabled rapid schedule generation:

- Set up channel architecture **30 minutes to 1 hour.**

- Weekly schedules in Op2mise only takes **10 minutes**, or **30 minutes** with stunts.

- Op2mise automatically pushes completed playlists to playout.

- Promo rotation, playlist generation, and reporting are all handled seamlessly.

The integration also brought intangible benefits: faster support response, openness to user feedback, and proactive system development based on broadcaster needs.

Conclusion: Op2mise vs. Alternative Application – The Impact of AI-driven Automation

Op2mise dramatically reduces the **time required** for TV Scheduling workflows, delivering:

- **Total time savings per channel**: 5-8 hours and **6x** faster compared to previous provider

- Automated workflows that eliminate repetitive tasks.

- **Operational efficiency for the team**, increasing productivity while lowering resource strain.

By **leveraging AI and automation**, Op2mise transforms TV Scheduling into a **fast, scalable, and accurate** process, offering **cost savings and improved efficiency for broadcasters and channel operators**.

To learn how Op2mise can transform your scheduling, reach out to **ian.whitfield@op2mise.ai** or visit our website **www.op2mise.ai**