



# Three surprising benefits of live production automation



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**Automation has the capacity to revolutionize live production with greater efficiency, flexibility, and productivity.**

As the media and entertainment industry shifts more toward automation with each passing year, you may be surprised to find out unexamined benefits of the technological leap. Automation frees your best operators up from mechanical tasks to focus on overall show quality, reduces errors, and allows broadcasters to create more content for monetization.

Moreover, manually running live and as-live studio productions is a major challenge and risk. As we all learned during the pandemic, if you are reliant on the specialist real-time skills of multiple individual operators, it's more challenging to weather any upheaval or staffing changes, and can result in risks to your brand assurance and bottom line.

Streamlining the production process by automating studio devices helps eliminate production mistakes, ensures consistently high show quality, and increases operational efficiency for

greater flexibility in news, sports, and other live and pre-recorded productions.

In the next few pages, we'll break down how automation can not only reduce your costs by thousands per show per year, but also result in more flexible, high-quality productions that allow your staff to focus on the creative tasks that define why they make TV in the first place. Keep reading to find out 3 surprising automation benefits for you and your staff.



# 01 Perfect production performance

**What sets us apart as humans is our fantastic capacity to be creative. For millennia, we have created increasingly sophisticated machines to help us with daily life. Unlike the machines we have created, we are designed for flexibility – not flawless repetition.**

Handling complex studio systems can seem more like art than science, but in fact, most elements of production can be broken down into sequences of tasks that define the look and feel of your show.

**Viz Mosart** gives you the power to carefully create that look and feel away from the heat of the moment, with frame-accurate precision. You can take the complexity upstream where you can plan and rehearse to get the perfect result. Then Viz Mosart can repeat that plan – truly error-free – a thousand times more. It doesn't stop you from changing the plan when you want to, whether for breaking news or handling complex elements with the flair that only a highly experienced operator can display.

Mistakes matter. Inconsistent production quality erodes perceived brand value, viewership, and partner confidence. Ultimately, your bottom line is at stake. Maintaining high quality in the context of unpredictable resources without the assistance of automation can feel like an uphill battle.

Automation allows multiple, complex tasks to be repeatedly performed with just a single key press, helping to keep quality consistent. Production automation software controls studio devices according to a prepared rundown, reducing the reliance on specialist real-time skills and the number of operators required in the control room. By enabling studio staff to focus on content creation instead of the technical elements of production, you help maximize quality.

Through adopting Viz Mosart, one successful 24-hour news station was able to move from a 2-shift pattern to a 3-shift pattern, without any increase in production staff. As a consequence, reduced fatigue and clearer focus contributed to a 66% reduction in errors, higher productivity, and more attractive working conditions.

## 66%

**reduction in errors per show**

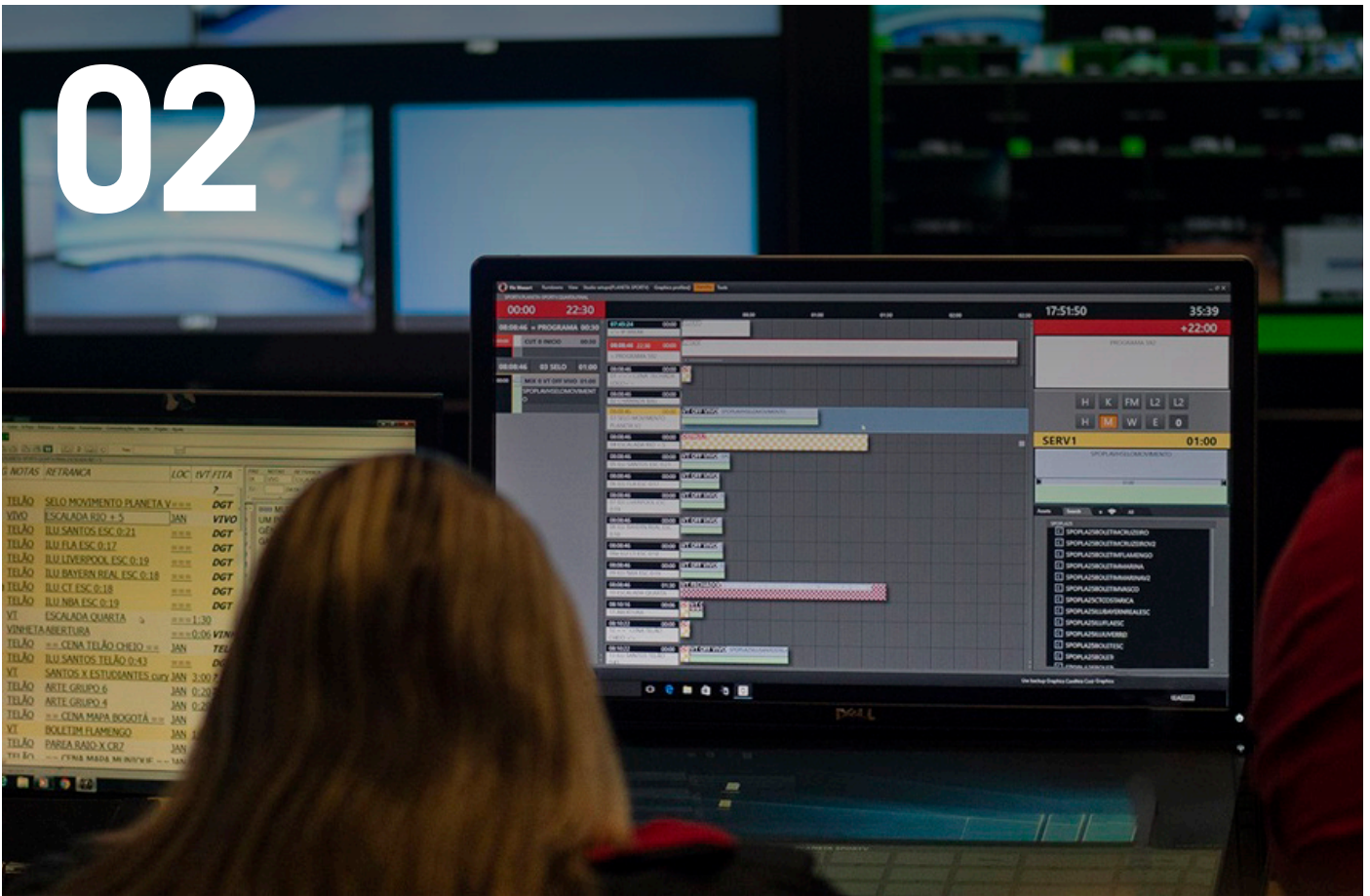
Average based on feedback from Viz Mosart customers

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We were the second station in the world to use Viz Mosart... it helps us minimize our on-air errors and you can practically control everything with the touch of a button.

Kenneth Jorgensen  
Television Production  
Technician  
Kringvarp Føroya (KVF)

## 02



## Streamlined means flexible

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We wanted maximum flexibility for modern storytelling.

Philipp Kern  
Senior Director  
WELT

**Automation ensures that producers, directors, and journalists can operate flawlessly and quickly. By templating repetitive elements, the production team has more time and energy to spend on distinctive, creative elements. Automation releases focus for flexibility where it counts.**

Managing live changes on-the-fly and handling breaking news or ad hoc productions effortlessly, entire live and pre-recorded programs can be run with a smaller focused team, and even enables presenters to have control of shows using a content-centric interface that helps users concentrate on the story, rather than the operation.

Viz Mosart makes it easy for you to view and use the stories created by your

journalists from within the user interface. Entire shows can be set up in your newsroom system using the Viz Mosart plugin to insert production commands in your stories, and add graphics and media objects to your rundown. These are updated in real-time in the Viz Mosart GUI, ensuring perfectly timed shows with rundown and story durations being transferred seamlessly to Viz Mosart.

When combined with Viz Engine graphics, **Viz Mosart's Engine Switcher** feature can composite the whole show, even including animated transitions between preset layouts of multiple sources. These layouts and transitions can be adjusted in seconds before going on-air – a far cry from the experience of working with traditional video switchers.

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## Produce more with less

**By improving production efficiencies, reducing reliance on specialist real-time operator skills, and enabling the sharing of resources between studios, your team can create more live content, which sets your brand apart from your competition, drives viewer growth, and allows you to better monetize your content.**

With Viz Mosart, a channel can increase the amount of time they are live to air, without adding more resources to the production team. Without the bottleneck of in-depth device knowledge, production operators can reclaim that time for telling more and better stories.

One customer with 3 live studios chose Viz Mosart to run their news operation. Skilled production staff have been freed up from repetitive tasks in the 24/7 control rooms, enabling a more flexible working pattern and a higher intensity of creative focus. The customer now credits Viz Mosart as the key enabler for increasing the quantity of live output by 150%, without growing the team.

By centralizing and automating studio device control, Viz Mosart frees up operators to focus their time on captivating audiences. By automating the technical and repetitive elements of production while still allowing full manual control, your team can focus on the content you're producing and guarantee high-quality production with lean operational costs.

# 150%

**increase in the quantity of live output**

Average based on feedback from Viz Mosart customers

## “

One of the things that I will say is great about our company is there were no staff reductions with Viz Mosart. Lots of places would have scaled back. We did none of that. We kept everyone on staff, and they were retrained on how to use Viz Mosart. That was important since we are a locally owned family company.

Trey Schmaltz  
WBRZ-TV Assistant  
Director of News

# Conclusions

Introducing a powerful and robust production automation layer brings myriad benefits beyond a better ROI. By leveraging automation tools to streamline workflows, studios can revolutionize productivity, quality, and creativity without straining resources. Producing better content in greater quantities, at a time when competition for eyeballs has never been more fierce, opens the door to growing audiences and increasing revenue.

Capable of supporting fully automated, semi-automated, and manually assisted productions – including live scripted and unscripted breaking news and pre-recorded content – Viz Mosart is highly configurable to leverage its benefits to all your studio production scenarios.

Viz Mosart is a software-defined solution which runs on COTS hardware and is readily virtualized. Combined with Vizrt's flexible access model, you can enjoy a rapid return on your investment without the upfront costs usually associated with such revolutionary workflow benefits.

If you are ready to see what Viz Mosart can do for you, **book a demo**

