



How Banijay Rights manages multi-channel programming at ease with Amagi PLANNER

Banijay Rights is the global distribution arm of media and entertainment powerhouse Banijay, representing 130+ in-house production labels globally, spanning 20+ territories and a multi-genre portfolio of over 185,000 hours of standout programming.

Banijay Rights manages an extensive portfolio of video content spanning multiple genres. With a growing focus on FAST channels and digital platforms, efficient channel scheduling and planning became paramount. Banijay Rights leveraged Amagi PLANNER to optimize and manage their multi-channel programming process, enhance efficiency, and scale their operations seamlessly.

Managing expanding channel management responsibilities

The channel programming team of multiple channel managers is responsible for the entire channel management, including content strategy, scheduling, and promotions. As investments in FAST and digital channels increased, it became challenging to manage multiple channels spanning the wide catalog with a small team.

Time-Intensive Programming: Managing channel schedules manually was time-consuming, with each channel manager spending significant hours planning and scheduling content.

Scaling Channel Operations: As the number of channels expanded, existing tools and manual efforts proved inadequate to handle the growing volume of scheduling tasks.

Channel Promotions: Each channel manager is responsible for the entire channel management, including channel strategy, scheduling, promotions, and coordination with platforms for aligning content and themes. Channel managers struggled to balance scheduling tasks with creative and promotional responsibilities, necessitating a more efficient solution.

With its intuitive and easy-to-use interface and automation capabilities, Amagi PLANNER offered a solution achieving:

Automation and Streamlined Scheduling: Amagi PLANNER's automation features for both content scheduling and ad break management drastically reduced the time required for scheduling, which enabled channel managers to allocate more time to creative endeavors.

Flexible and Scalable Solutions: Amagi PLANNER's ability to handle block, flexible, and pattern-based scheduling allowed Banijay Rights to manage their expanding channel lineup and diverse programming requirements efficiently.

Enhanced Programming Creativity: With time saved by Amagi PLANNER's automation, channel managers could focus on editorial decisions, promotional activities, and strategic programming initiatives, fostering greater creativity and innovation.



FAST and digital channels are strategically important to Banijay Rights, and Amagi PLANNER adoption has helped us in streamlining, programming and managing multiple channels effectively.

Tom Aglietti
Head of Channel Strategy
Banijay Rights



Key Results

Significant Time Savings: Banijay Rights experienced a remarkable **80%** increase in scheduling efficiency. Amagi PLANNER reduced the time required to schedule a week's programming from five hours to just one hour per channel.

Streamlined Operations: Amagi PLANNER's automation capabilities and schedule gaps management feature minimized manual efforts, allowing for smoother scheduling and reduced errors.

Scalability and Expansion: The flexible and scalable solutions provided by Amagi enabled Banijay Rights to rapidly expand their channel lineup to over 25 channels across 100+ platforms, without compromising on efficiency or quality.

Improved Content Discovery: The content automation capabilities and program management features – including discoverability – empowered channel managers to explore new programming ideas and formats, leading to enhanced viewership and audience engagement.

As Banijay Rights continues to expand its channel lineup, Amagi PLANNER is at the center stage of their channel programming team, helping Banijay deliver compelling content to audiences worldwide.



The automation capabilities – content scheduling automation and ad break automation – help us reduce manual efforts significantly so that we can complete channel programming faster and focus on managing more channels and other creative endeavors such as promotions and campaigns.

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Head of Channel Strategy
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