

Case Study – Redbox



Redbox is America's destination to watch new movies and free ad-supported movies & television.

Redbox was looking for a solution to manage the program scheduling for their FAST channels and streamline the data input required into Amagi's Cloudport channel playout platform.

The Problem

The scheduling workflows were manual, time consuming and complex. Creating high-quality program schedules that prioritise the higher quality titles, efficiently utilise the rights windows and the number of plays while also complying with platform rules such as certificate restrictions and the maximum commercial minutes per hour requires a lot of manual resources, including skill, knowledge, and time.

Solution from Virtual AI

Virtual AI was able to offer Redbox the Op2mise solution, a revolutionary channel management tool powered by the Virtual AI artificial intelligence platform.

The AI driven technology and algorithms take a data-driven approach to generating schedules that reflect the channel characteristics and business requirements. The solution optimises title utilisation, prioritisation, distribution, and the placement of ad breaks for FAST channels, which in turn maximises revenue.

Op2mise was implemented within 4 weeks using Virtual AI's light-touch on-boarding process making it easy for Redbox.

Op2mise is a cloud-based SaaS product that runs on the highly scalable and secure AWS infrastructure.

Final solution

Redbox have been able to fully streamline (and automate) its program scheduling workflows and maximise the revenue opportunities on their channels through the automated placement of the ad breaks.

Laura Florence, Vice President of Programming at Redbox said "Op2mise has truly revolutionised our scheduling workflow and our team now spends their time on more value-add activities. Op2mise is creating optimal schedules that utilise 97.5% of the available commercial inventory resulting in more space to sell our ads."

For more information contact us at enquiries@virtualai.io

