

# WTFN Entertainment

## CASE STUDY

WTFN is a global production and entertainment company behind many popular shows such as Bondi Vet, Emergency, Space Invaders and Paramedics. Headquarters is in Melbourne, Australia. The company's workforce is distributed globally; spread across brands WTFN BE, Fred Media, Empire Talent, and RadarMCN.



## OVERVIEW

WTFN was expanding rapidly, with incumbent processes and practices no longer fit for purpose. Data handling was vastly different from project to project and they urgently needed a cohesive solution.

WTFN wanted to achieve the following outcomes:

- A more centralised and secure system, with a consistent process, through full-time and freelance crews
- The ability for people working on a show to work together in one space, even when they couldn't physically be together
- Improved information flow between field and post
- Improved speed, quality and availability of field notes and hot sheets

## RESULT

WTFN adopted Lumi in 2021, commencing digital transformation of end-to-end production, with one of their biggest factual programs, Emergency. The team quickly recognised the time, cost, security and management benefits and expanded to a company-wide Lumi platform for the production of all shows. They are now expanding further to use Lumi for casting, crewing, human resources, and managing legal compliance also.

Sandi Austin, Senior Production Manager at WTFN puts the success of Lumi at WTFN down to a staged roll-out. Starting with one show and expanding Lumi's use as new programmes were greenlit, creating a company-wide standard.

### Lumi delivers WTFN the following benefits at production level:

- Reduced time in edit
- Savings in overtime
- Reduced time to onboard new staff
- Improved accuracy
- Templates create consistent, repeatable processes and clarify where to find information and what it represents
- Projects are easily replicated. Spinning up a returning series is straightforward. Templates provide structure and consistency
- Centralised information helps share company knowledge
- Greater visibility increases the impact and influence of senior staff, who can make faster and better decisions because everything is connected

## COMPANY-WIDE BENEFITS

- Savings in time, money and resources
- Greater consistency and oversight across individual and series, of shows
- Consistent, repeatable processes implemented company wide
- Streamlined, structured workflow
- Improved communication between cross-functional teams
- A central hub of IP
- Efficient onboarding of staff



"It's people power. It's time, and it's also resources

Lumi has saved the company money.

I can't think of life before Lumi anymore. "

**Sandi Austin**

Senior Production Manager

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## MANAGEMENT STEWARDSHIP

One of the challenging things for a growing production company is having management oversight across everything. Before Lumi, WTFN had oversight stress and challenges ensuring:

- Consistency in production standards across every show
- Making sure they delivered what they promised to network clients
- Fulfilling the network's requirements.

Steve Oemcke said, "In television, there's a lot of trust in creating content. You go into a network, pitch an idea, promise what the show will be, and then there's an expectation that you deliver on that. **And when you're doing one series, that's not a difficult proposition, but when you're doing two and three and four and five and six series, it becomes infinitely more difficult to ensure you've got the consistency and everything that you're doing is keeping up to the expectations of you as a company or, you as the head of creative. So having systems supporting you and making the backend streamlined and simplistic are paramount.**"

WTFN has also seen that Lumi can add efficiency and oversight beyond showmaking and is extending it to crewing, HR, equipment and resource management, and casting.

Sandi Austin said, "I have created a crew database in Lumi where all freelancers have their own card that details position, equipment, rates, etc. and a link to their CV or showreel. I would like to develop that even further utilising the casting tool, and prompt freelancers to upload their insurance documents and certificates each year. That's the next step."

"Lumi is not just a production tool. I am utilising it for HR, equipment, and resources, and I'm exploring how Lumi can be utilised in other ways."

## AT A GLANCE

### Benefits

- Greater oversight and consistency across multiple series of a show
- A system that makes the backend of production streamlined and simplistic
- Not just a production tool - the same system can be extended to crewing, HR, equipment and resource management, and casting.



**"Lumi allowed us to create a centralised database of our shows and our information so that we had the ability to turn the switches on and off."**

**Steve Oemcke**

Chief Creative Officer

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## IMPROVED EFFICIENCY

### Efficiency in Production

Always keen to leverage technology, Steve Oemcke said, **"The efficiency Lumi brings has been amazing."**

Although it is hard to put a firm dollar value on it, Sandi Austin said Lumi has improved efficiency and is part of why WTFN can get massive projects delivered on time.

Recently, WTFN had to **reduce an edit period by several weeks**. "Lumi has assisted with that because post-producers have all the information they need about their stories at their fingertips. I'm sure it would be hard to reduce editing by weeks if we didn't have a tool like Lumi because the post producers would constantly be trying to track information," said Sandi.

**"Almost instantly, I could see the value in Lumi's ability to centralise all the information from the field and make it instantly accessible to our post team. Prior to Lumi we would write hand-scribbled field notes, hot sheets that someone would then go home and transcribe into another hot sheet once they had their laptop. It would end up being two or three o'clock in the morning when they sent in their sheets. There was always a delay and a risk you could lose information . Lumi makes it current. It's up to date immediately, and you're not losing the data. It's there."**

**"It has saved on overtime and improved well-being** because people don't have to work until 2 a.m. or 3 a.m. to do their notes and upload them. They can do it on the fly as they go. **It's also helped with accuracy** because people can get the information in as soon as possible and can go in and update it if they know that there was a correction."

Sandi said **Lumi has also helped communication in the company**. "The field and post teams are now communicating effectively and they don't even have to talk to each other because everything that they need to say is there, in Lumi."

## AT A GLANCE

### Benefits

- Improved efficiency helps deliver massive projects on time
- Reduced time in edit
- Savings in overtime
- Improved accuracy
- Information from the field is instantly accessible to post-team
- Improved communication between cross-functional teams



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## CONSISTENCY AND CENTRALISATION

### Everything in one place

Before Lumi, different WTFN teams were using their own setups for everything. Production information was captured in a myriad of ways across different systems. The process was always challenging for the team and there was no uniformity in the type of information collected, where it was recorded, or how it was stored.

WTFN needed a user-friendly system that could be custom-fit to each new project, would unify teams across different locations, and consolidate the vast and varied data into one place.

"That's what Lumi allows us to do" said Chief Creative Officer Steve Oemcke, "It was a no-brainer for a company like WTFN. **Lumi creates this central point where anyone working on a show can work together virtually in one space when they can't physically work in one space.** Lumi allows the team to work in whatever time zone, wherever they are, but still be part of the collective team."

Sandi Austin said, "**Lumi is great because you can design it however you want it. It's so versatile and customizable; it's easy to make it yours.** We have various show formats, from ObDoc to lifestyle programs and branded shows, and they're all able to make Lumi bespoke for their needs."

"I'm across multiple shows, and having everything in one place is so helpful. With the recent accelerated move into remote workflow, **before Lumi, I would have to search One Drive, Google Drive or the data server, and it wasn't efficient. Now I just go into Lumi and I can trust it's the current updated information I am looking for.**"

## AT A GLANCE

### Challenges

- Each team used their own setup
- No uniformity in the type of information collected, where it was recorded or how it was stored.

### Benefits

- A central place for everyone to work
- Lumi is easy to custom-fit to suit each new project and team
- Everything for every show is in one place - enabling greater oversight and reducing time spent looking for information.



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## CONSISTENCY AND CENTRALISATION

### Ownership of production processes

Chief Creative Officer Steve Oemcke said, "One of the main benefits of having something that's consistent and centralized is that WTFN gets to own the process. With everything in different systems, you lose control of the data, you lose control of the process, and you could lose control of access."

**"Taking on Lumi was a brilliant decision by WTFN because it has implemented protocols and set frameworks for freelancers to come in and work with our systems, not bring in their systems. Lumi acts as a "bible" for all programs and for new staff coming on board.** Lumi is so adaptable that you can build it any way you want. Creating a Lumi project at the start of a new program, using templates from the previous season, is a checklist. Staff can explore it and see what they need to be doing." said Sandi Austin, Senior Production Manager.

Legal review was a strict protocol WTFN needed followed.

- Everyone who's consented and anything that a lawyer might identify as a sub-judice risk, a copyright issue or a release issue gets flagged in Lumi
- After an initial legal review, the post team address any legal issues raised
- A second lawyer then reviews and makes sure that everything is signed off
- That's all documented in Lumi, so the team has updates.

Sandi said, "Lumi allows us to go in and update all the legal information as someone's consented. It's always a live document that is continually updated. When we do our final review, they can go back, and we can track what has happened and what conversations have happened over the past three months of making this episode. When the lawyer does their final sign-off, they can see that everything's been considered and signed off at a glance."

## AT A GLANCE

### Legal Review Process in Lumi

- The process involves multi-layer reviews by staff in cross-functional teams
- All legal information is updated in Lumi
- The same process is used for every show, company wide
- When a lawyer does their final sign-off on a show, they can see at a glance, that everything's been considered and signed off
- Information is held in Lumi and can be accessed, in perpetuity, as required.



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### EFFICIENCY

#### More efficient use of IT Resources

Before Lumi, everything was retained on a server and needed a lot of security support from IT; it was a big effort and hassle for everyone involved.

- VPN access had to be organised when anyone outside the company needed to access our server
- People couldn't use their own computers unless certain security software was installed and they were often uneasy about installing software onto their personal computer just to access the server.

Because Lumi is an online platform, there is no longer a need to give anyone access to the server. Sandi Austin said, **"I can't remember the last time I requested server access because all the relevant information they need is kept on Lumi."**

### SUSTAINABILITY

WTFN believes sustainability is an important topic, and their executive are working to embrace and measure sustainability more meaningfully, including an audit of their processes to understand better where they can make further improvements.

"Sustainability is critical for any company that's operating on planet Earth," said Steve Oemcke. "We've all got a vested interest in making sure that we're looking after the environment. There are so many different facets to that, for example, where and how often we're travelling."

"But I think the paper shuffle is one of the biggest things in any production business. Lumi sits at the forefront of us getting a big tick on that because I feel confident when we go through our audit; **when we look at how Lumi has changed the volume of paperwork we have, the fact is, our paperwork has predominantly gone digital.** We'll get a big tick in that box."



The Sustainability and Innovation Award  
MIPCOM, 2023  
Winner: Lumi Media



Winner: Lumi Media



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