

ASKI DA



Group presentation

September 2025



Ensuring broadcast continuity

Specialized technicians and experts are present daily at the heart of television channels' production and broadcasting systems



Designing and Deploying Visual Universes

Advising, directing, designing, and deploying visual universes for television, fiction, and corporate internal or external communication.



Thinking beyond the screens



Continuous training

Designing and deploying training modules to enable our clients to stay at the cutting edge of technological evolutions, professions, and their challenges.



Supporting Change

Supporting our clients in all their technological and strategic transformation challenges.



Automating Workflows

Providing end-to-end managed services to seamlessly automate your media workflows.

OUR CLIENTS

Broadcast



Production



System integrators



Corporate



Vendors



ASKI DA Broadcast



Ensuring broadcast continuity



At the heart of production environments

Ensuring broadcast continuity and
enhancing our customer's support
and project teams

1000+ man/days provided each month

Systems administration
& Media management

Broadcast systems
engineering

Maintenance of production
infrastructure

Technical support

Newsroom assistance

Tech teams coordination

Areas of expertise

Media
Management

Post
production

Production

Playout

Distribution

Graphics tools

IT
infrastructure

Video over IP,
ST-2110, NDI...

Audio

Remote
production

Newsroom

Workflows
orchestration

Cloud

Scheduling

Transcoding



ST-2110 infrastructure for the Paris 2024 Olympic and Paralympic Games

Infrastructure design

Network and systems engineering

L2 support

france•tv

ASKI  **DA Broadcast**



24/7 support and engineering services that scales up for major events

L1 & L2 support

Cloud-based Production, Post and Playout environments

Projects engineering

★EUROSPORT

Recent projects



Avid PAM deployment, administration and support for news environment

MediaCentral deployment and configuration

Workflows design

Users assistance and training



ASKI  DA Creative

 Designing and deploying
visual universes



A global expertise in graphics workflows

Leveraging innovative technology
to create high quality viewer
experience

Consultancy

Getting the right technology for your
artistic and editorial vision

Design

Imagining and designing 2D graphics,
virtual sets, augmented reality and 3D
animation elements

Implementation

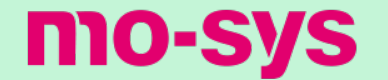
Integrating your graphics design
within your tools & workflow

Operations and support

Live operations, maintenance, hand-
holding and training

[Click to watch the showreel online](#)

Mastering all industry-leading solutions



ASKI  **DA**

Managed Services



 **Automate
media workflows**



Practical use cases

Providing **end-to-end** services for broadcasters and organizations seeking seamless **automation of their media workflows**, leveraging a **team of experts**, **robust infrastructure**, and **innovative solutions**

Content
localization

Automated video
generation

AI agents
orchestration

Fan & audience
engagement

Intelligent
reframing

Media &
metadata
enrichment

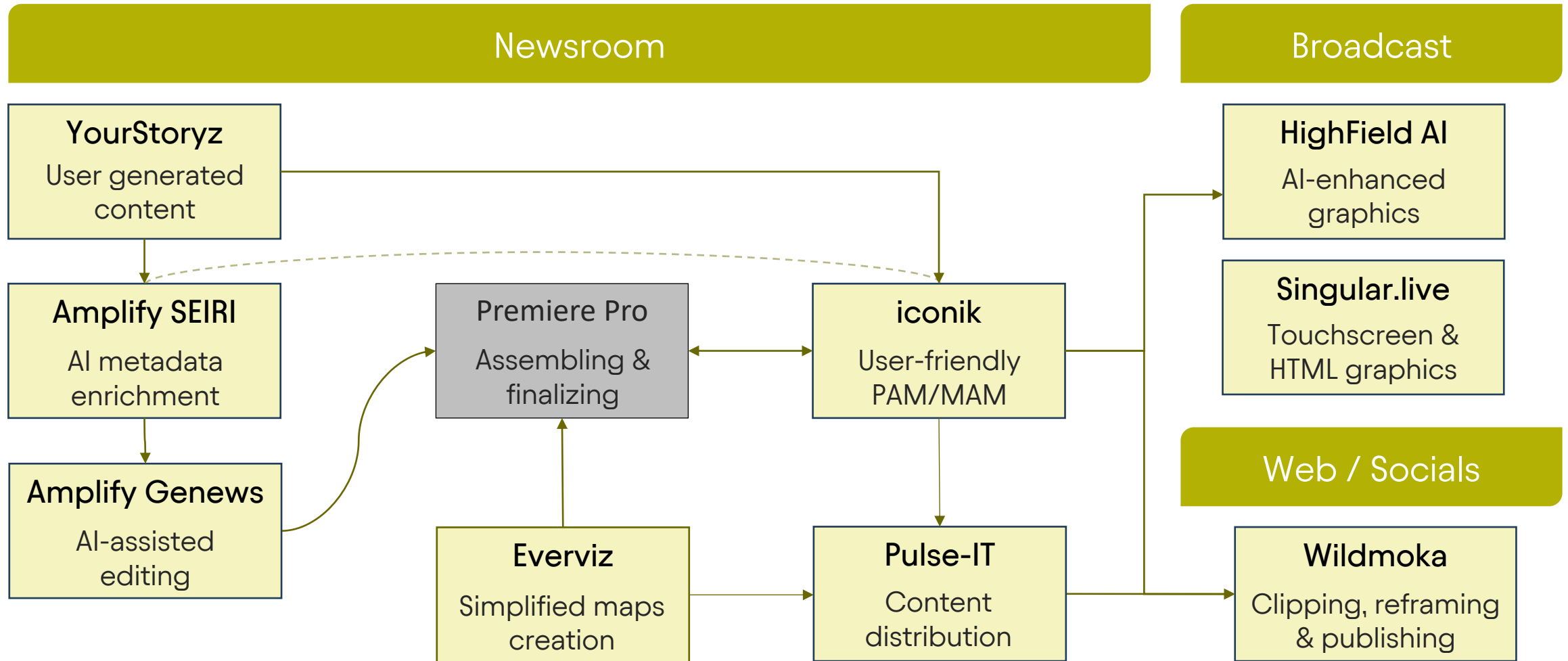
Multi-channel
publishing

Promo
versioning

AI-based live
subtitling

Event-based
cloud payout

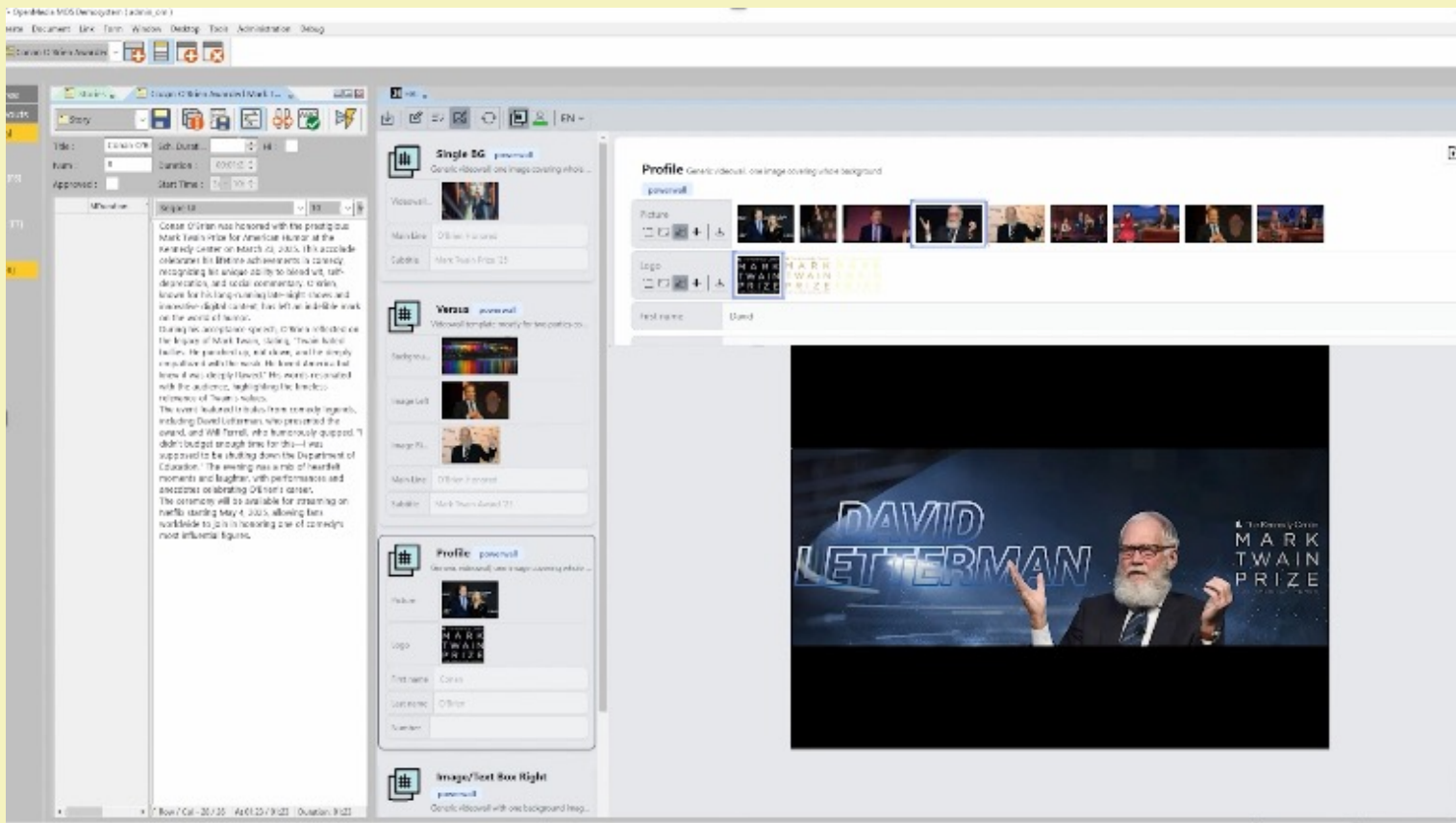
Challenge: deploying an innovative news workflow for general elections coverage



Result: Improved efficiency, reduced costs, increased simplicity

HighField Cast

AI-Powered Graphics for Newsrooms



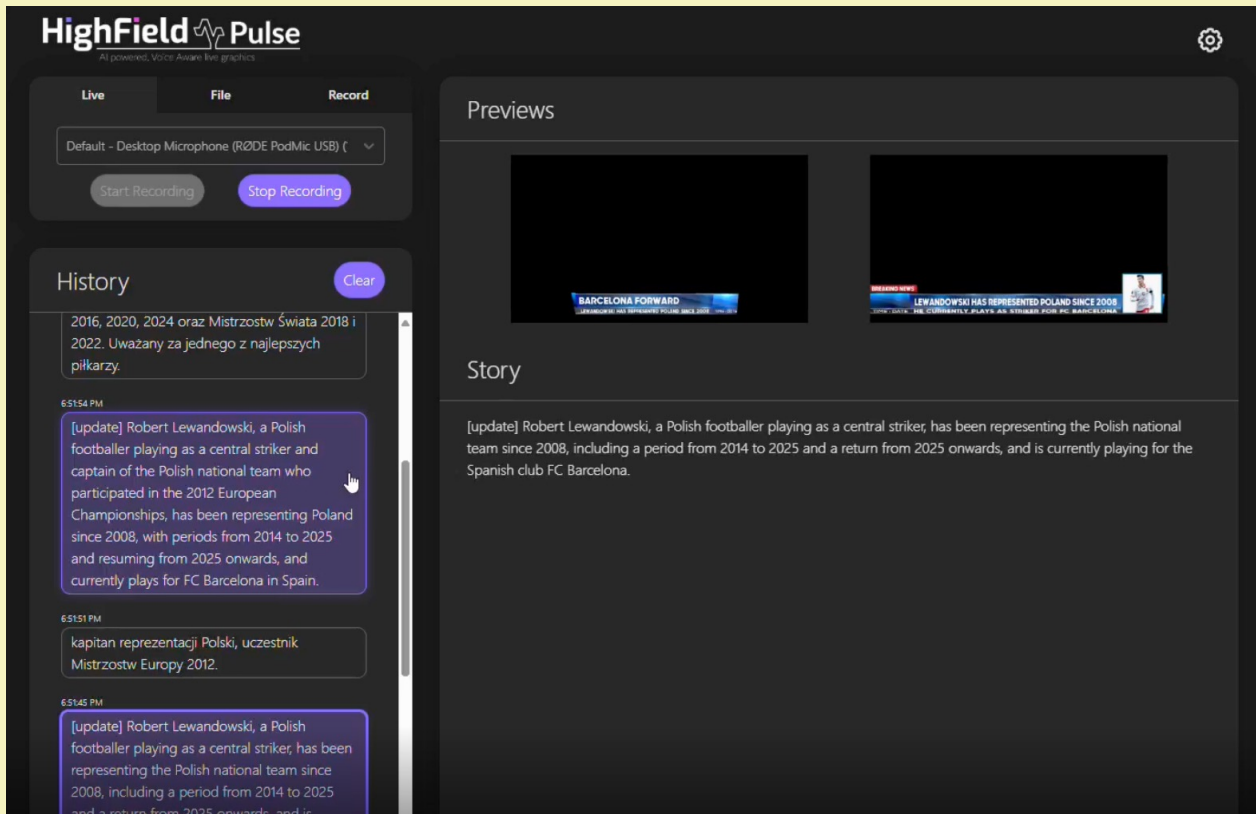
[Watch the video online!](#)

Agentic AI platform that automates graphics production

- Voice-aware or connected to your Newsroom environment
- Automatically analyzes editorial content to suggest the most relevant graphics
- Do not disturb your existing workflow, enhance it!
- Achieve faster turnaround, higher consistency and richer storytelling
- Agnostic of NRCS, graphics platform and MAM

HighField Pulse

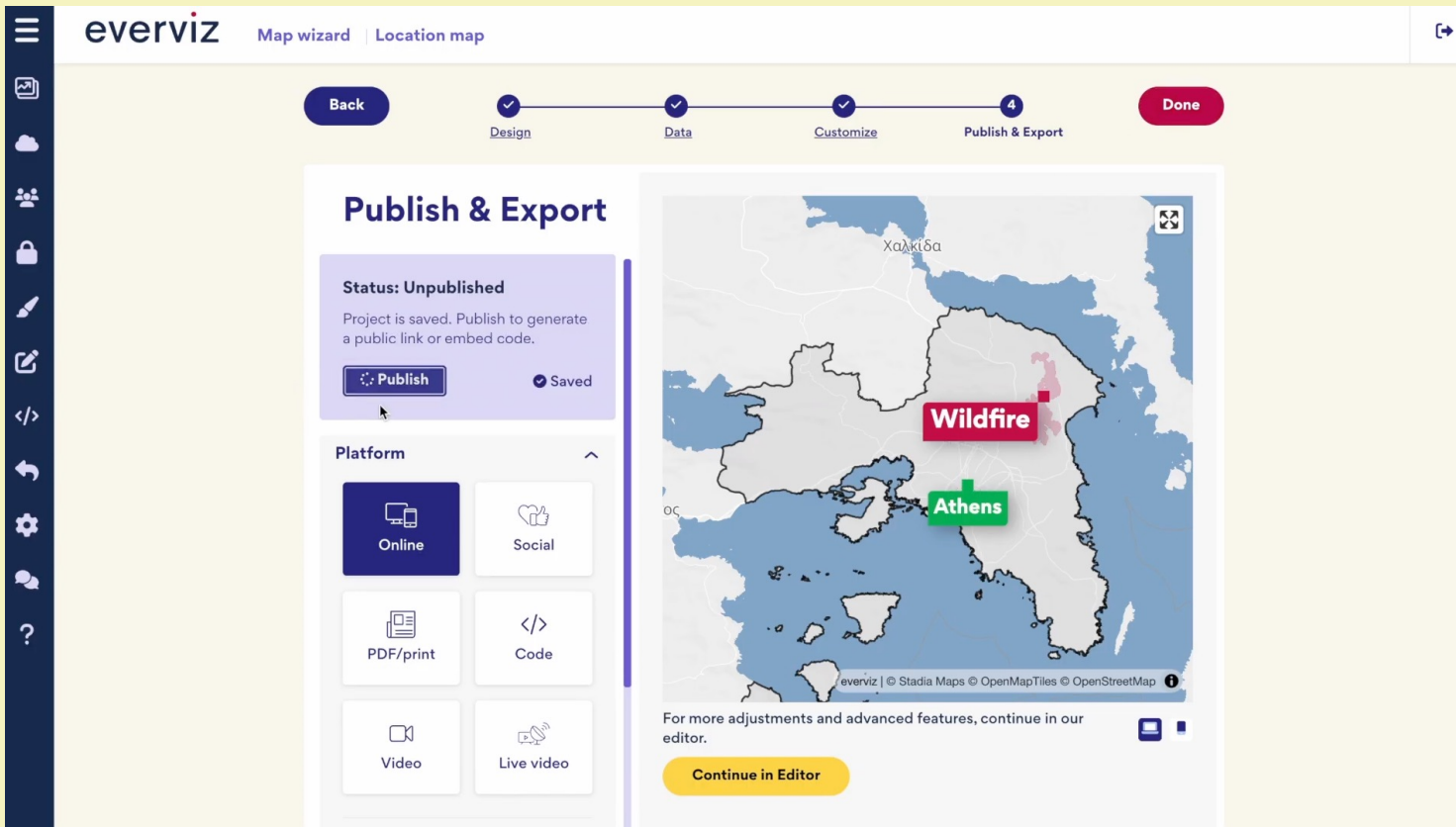
AI powered, Voice Aware live graphics



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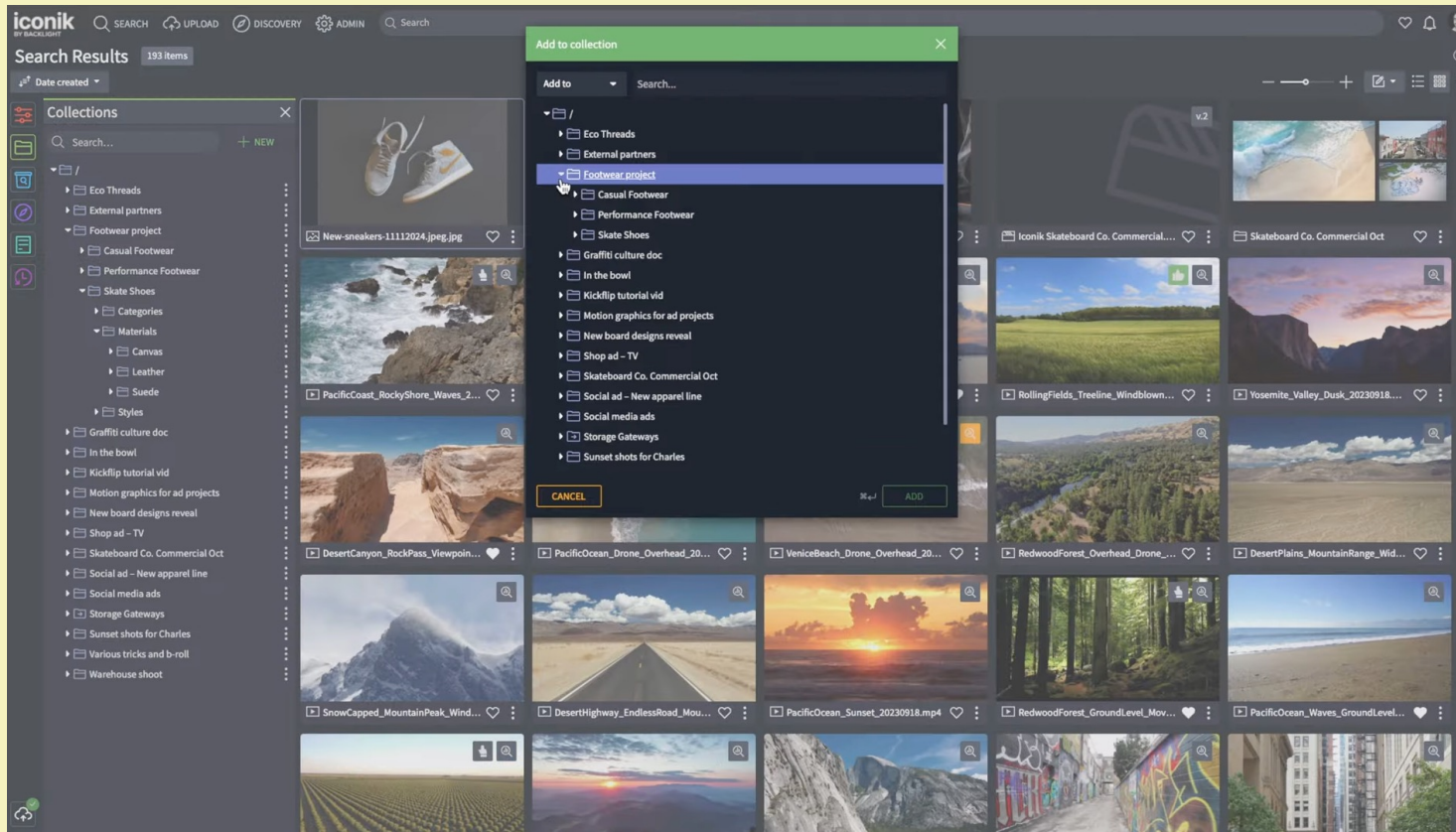
[Watch the video online!](#)



[Watch the video online!](#)

SaaS platform to create maps and data visualisation charts in seconds

- Give full autonomy to the journalists to create their content and get to air faster
- Ensure consistency using your own themes and animations
- Enrich your storytelling with 3D buildings and custom features
- Export video files, embed it to your website or use it live in your TV studio
- Use custom data packages for elections coverage or other special events



Cloud-native MAM platform ideal for hybrid workflows

- Advanced rights and roles management
- Easily share content internally and externally
- Advanced comments, review & approval workflows
- Customize the metadata schema according to your specific needs
- Build a storefront to monetize content and get the most out of your assets

[Watch the video online!](#)



ABC World News Tonight with David Muir.mp4

Summary

The report covers multiple breaking stories, including a quickly spreading wildfire named the Park Fire in Northern California, which authorities state was deliberately set by a suspect under arrest. It also discusses Vice President Kamala Harris's meetings with Israeli Prime Minister Benjamin Netanyahu, amid strained relations over the Gaza conflict, where President Biden urged Netanyahu to consider a ceasefire. In political news, Harris received the endorsement of the American Federation of Teachers while campaigning in Texas, countering Donald Trump's attacks on her. Meanwhile, a significant international incident involved U.S. and Canadian fighter jets intercepting Russian and Chinese bombers off Alaska, highlighting increased military cooperation between those countries. Additionally, a small plane crash in Bar Harbor, Maine, resulted in two fatalities, and there were significant developments regarding Southwest Airlines changing its seating policy after 53 years. Lastly, Billy Joel performed his last show after a decade-long residency at Madison Square Garden, marking an end to a historic performance record.

Content type

NEWS

Transcript ☒ Sync with player

Filter by text

tonight, his running mate, J.D. Vance, under new scrutiny for past comments about people who don't have children. Dramatic images off the coast of Alaska for the first time the U.S.

00:01:22:28 - 00:01:48:02 Speaker: SPK #18

and Canadian fighter jets intercepting two Russian and two Chinese bombers. The incident raising concerns about the growing cooperation between Russia and China. Back in the U.S. tonight, the images coming in late today, video showing a small plane crashing in Bar Harbor, Maine. The plane going down in heavy fog at the end of a runway, exploding into flames. Tonight, Southwest Airlines revealing a major change for passengers ending a 53-year-old tradition.

00:01:48:23 - 00:02:05:27 Speaker: SPK #18

New reports about Celine Dion's possible comeback at the Paris Olympics. We've now learned who she may be performing with and what they will likely sing. And here in New York tonight, after his record-breaking 10-year residency in 150 shows, Billy Joel taking a final bow at Madison Square Garden.

00:02:09:15 - 00:02:16:20 Speaker: SPK #4

From ABC News World Headquarters in New York, this is World News Tonight with David Muir.

00:02:17:12 - 00:02:40:05 Speaker: SPK #18

Seiri is an AI software and may make mistakes. Consider reviewing and refining the output.

Named Entity Recognition

Filter by text

Filter by entity type

Kamala Harris 6 Benjamin Netanyahu 4 Park Fire 3

Northern California 1 California 5 Netanyahu 6

Oval Office 3 Mary Bruce 3 White House 6 Harris 12

Texas 2 American Federation of Teachers 3 Donald Trump 2

J.D.Vance 3 Alaska 4 U.S. 10 Russia 4 China 3

Bar Harbor 2 Maine 2 Southwest Airlines 3

Celine Dion 1 Paris Olympics 3 New York 1/3

Billy Joel 6 Madison Square Garden 7 David Muir 3

Chico 2 Sacramento 2 wildfire camera 1

Kena Whitworth 1 Cohasset 1 Cohasset Road 1

Wednesday 1 TikTok 1 Police 3 David 7

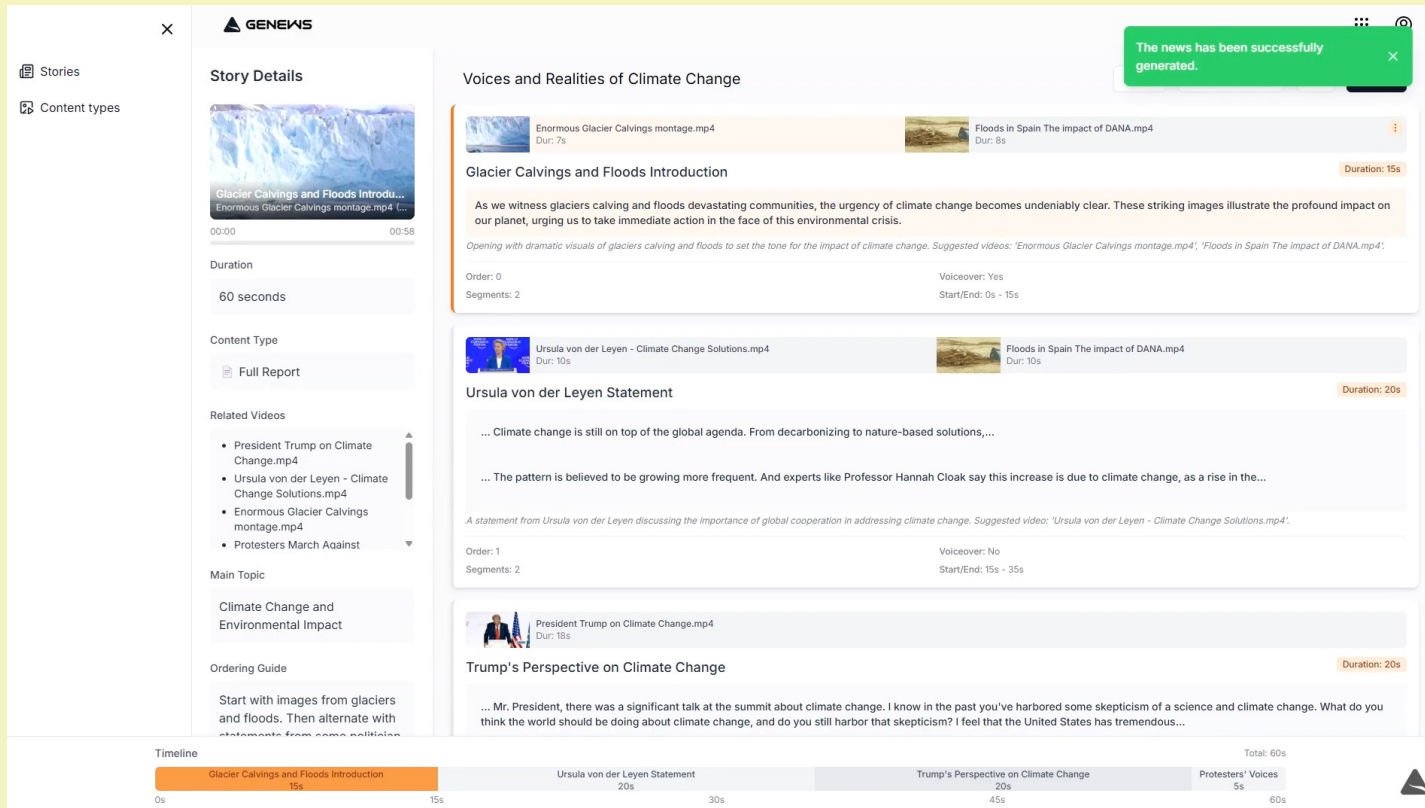
Washington, D.C. 1 Biden 8 Democratic 3

administration 1 Israel 2 Gaza 2 Middle East 1

Multi-modal metadata enrichment of your video & audio content

- Cloud, hybrid or on-prem deployment
- Train the engine yourself with new faces and voices
- Chat with SEIRI for faster content discovery
- Translation, subtitling and dubbing at your fingertips
- Easy integration with PAM/MAM systems using to the restful API

[Watch the video online!](#)



[Watch the video online!](#)

The First Generative Tool for Storytelling

- Generate a story in seconds from a natural language prompt
- Select your source material, add storyline instructions and let the magic happen
- Add commentary and voice over automatically
- Review and adjust the segments easily in the web UI
- Export your story to Adobe Premiere Pro or Final Cut to finalize it



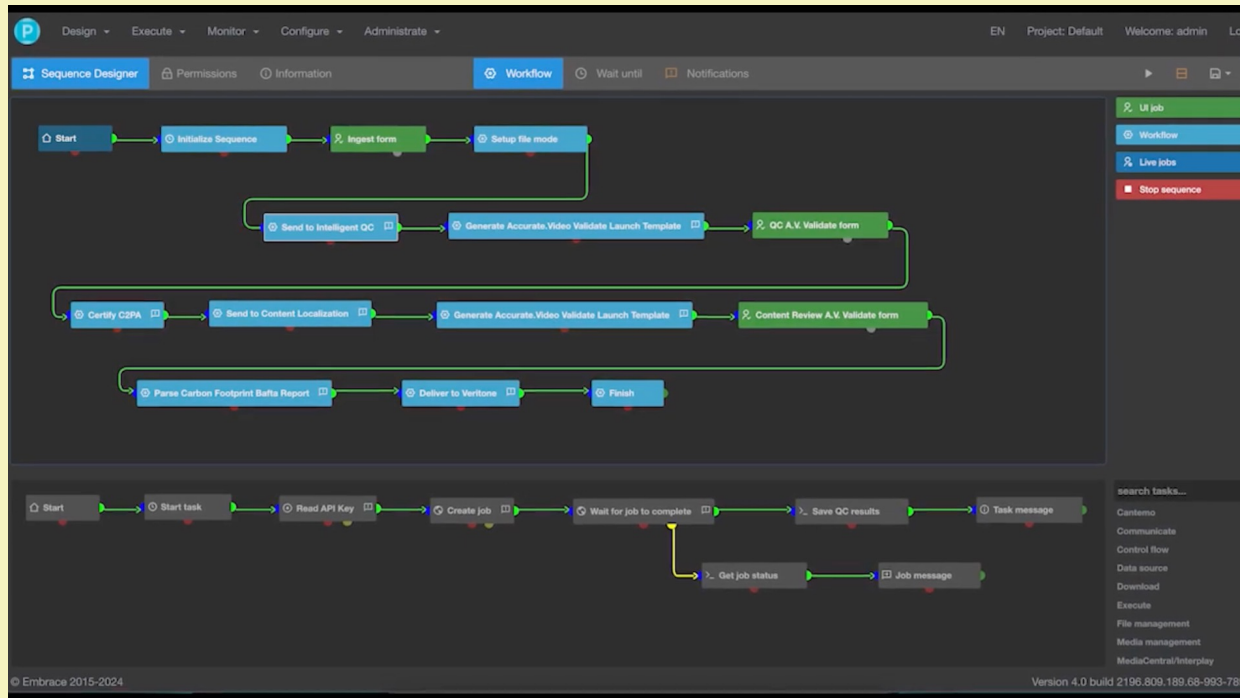
Pulse-IT

Media-Centric Business Process Management And Orchestration



Media-oriented BPM & orchestration platform

- The ideal solution for Media Supply Chain modernization
- Custom forms creation to keep a human in the loop
- No-code platform with 120+ standard tasks and connectors
- Creation, modification, and deployment of workflows without the need to call us



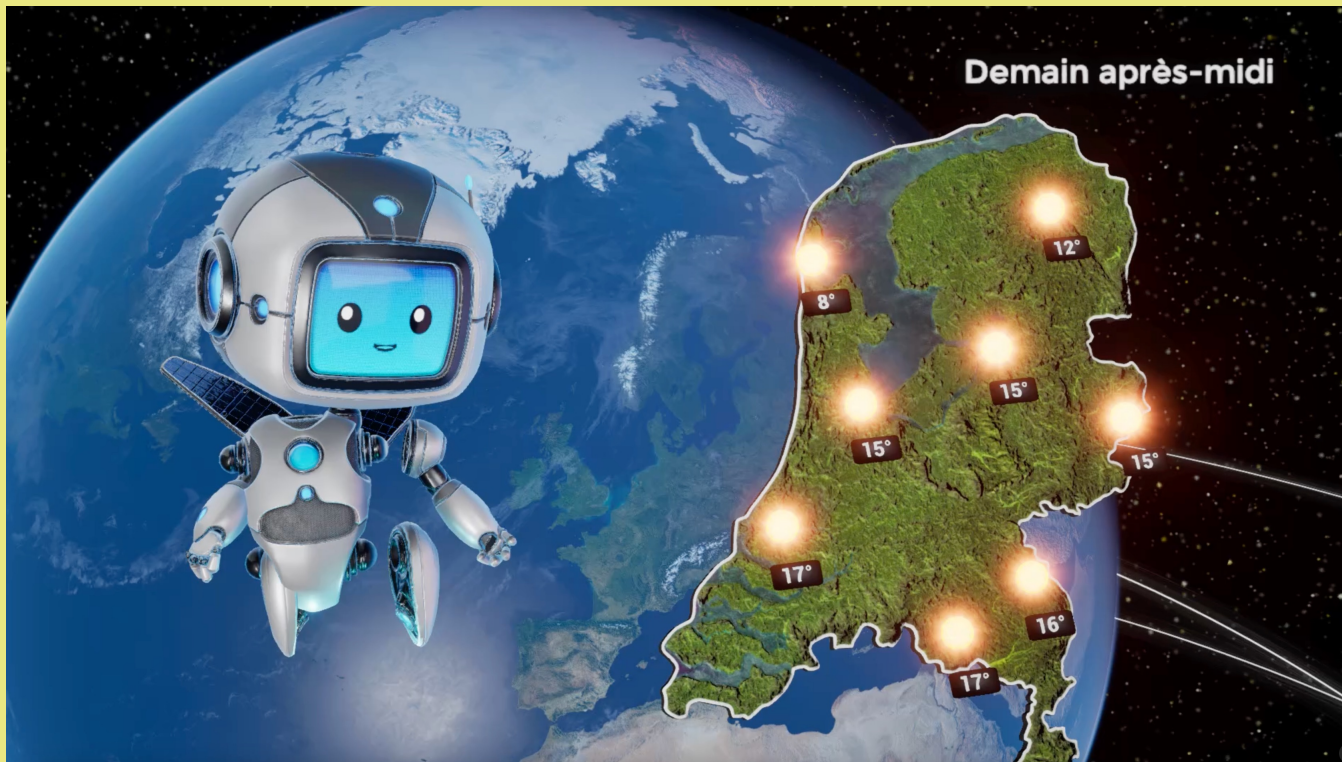
[Watch the video online!](#)



AI-powered content generation
automation



Automate-IT



[Watch a case study online!](#)

Content generation and adaptation at
scale, effortlessly

- Consistent branding. Every time
- Dynamic 3D avatar
- Real-time data integration
- Editorial UI for QA and approval
- Integration with multiple AI models
- Rendering on Unreal Engine or After Effects



Automated creation of weather forecasts

3 daily shows for TV broadcast and instagram

Real-time integration of weather data

Fully deployed, hosted and maintained by Aski-da

TVMONACO



Promo versioning & content adaptation

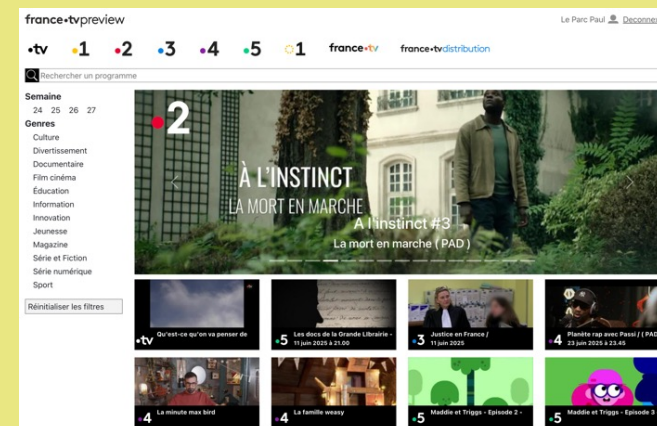
Ensure brand consistency and production efficiency

Custom forms and user-friendly review & approval

Cloud-hosted in AWS customer's tenant



Recent projects



Media management and BtoB content portal

Centralized storage for trailers and programs before their premiere broadcast

Custom BtoB portal for secure content sharing

Private cloud hosting

france.tv

ASKI DA Training

 Continuous upskilling



**Recognized training centre
since 1999**

Filming

Editing

Color grading

Compositing & VFX

Broadcast IT

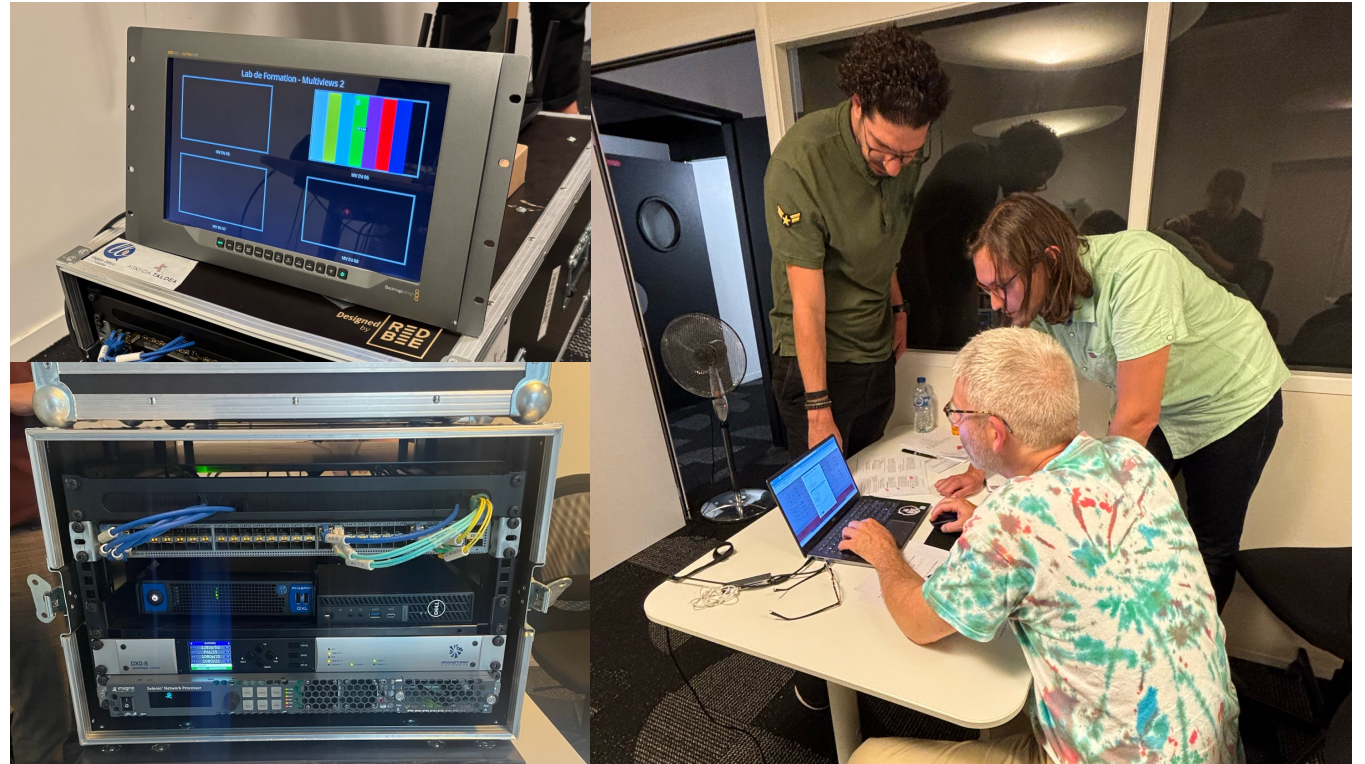
Postproduction workflows

Understanding and implementing ST-2110 workflows

In partnership with



- Dedicated ST-2110 lab with broadcast-quality equipment
- Practical exercises and hands-on
- Training delivered by experienced ST-2110 engineers
- 5-days course for broadcast and IT professionals
- Tailor-made courses available

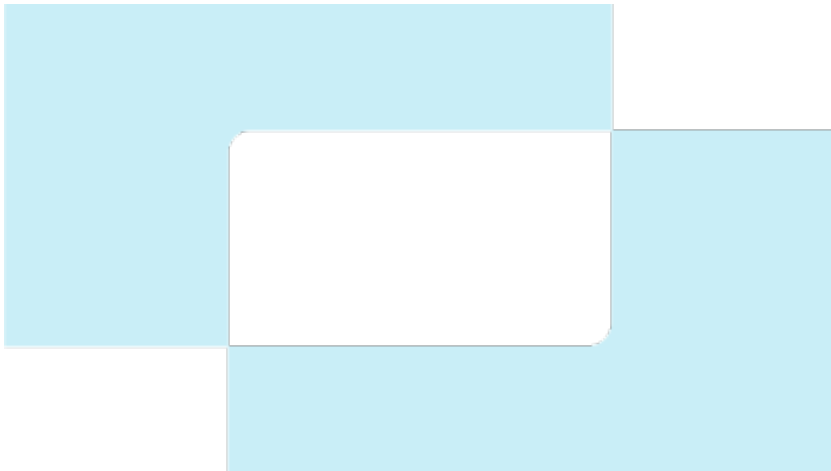




Building up on partnerships



ASKI  **DA** Synergies



 **Supporting change**



Supporting strategic transformation of media industry players

We work side by side with project sponsors and operational teams at every stage of the transformation, driving smooth execution and strong user adoption.

Project and Program management

Strategic advisory and consultancy

Change management programs design and implementation

Tailor-made training courses



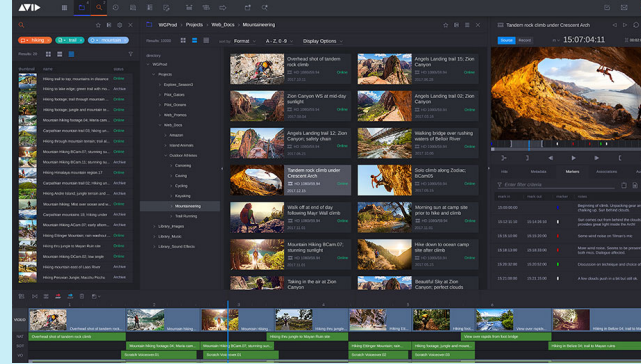
Enabling new NRCS adoption for 3000+ employees

Partnership with CGI and a dedicated team up to 30 trainers

5-years deployment across 35 locations

Custom training courses and on-air assistance

france•tv



Supervising Avid PAM systems upgrade for news & post environments

Project management and engineering

Custom training to highlight the new features and workflow changes



Recent projects



Building a new multimedia studio for a market-leading publisher

Needs analysis and RFP writing

Suppliers selection and integration supervision

Overall project management and consultancy

ASKI DA

Thinking beyond the screens

Thank you!

September 2025