

## TV5MONDE COMBINES AI AND EDITORIAL EXPERTISE WITH BMINTY'S LOUISE® AND EOLEMENTHE® SOLUTIONS

Bminty is supporting TV5MONDE in the evolution of its editorial processes through a new AI-assisted press information generation solution. Combining the Louise® and Eolementhe® platforms, this project enables TV5MONDE teams to improve efficiency while maintaining the editorial quality of their content.

A long-standing Bminty customer, TV5MONDE relies on the Louise® Broadcast Management Solution (BMS) to manage its content assets, rights, and both linear and non-linear scheduling. As part of its ongoing operations, TV5MONDE sought to optimize the production of editorial content intended for press and promotional purposes. Until now, creating program taglines and synopses required manual input, consuming significant time and resources.

To address this challenge, Bminty deployed an innovative solution that combines Louise®'s media management expertise with the AI capabilities of Eolementhe®. This approach streamlines the creation of press information while integrating seamlessly into TV5MONDE's existing workflows:

- From a product form in Louise®, operators can trigger the automatic generation of press taglines and synopses.
- Content is automatically transferred to Eolementhe®, where AI generates multiple press information formats based on TV5MONDE's requirements, including taglines, short synopses and long synopses.
- Editorial teams then review and refine the generated content directly within the Eolementhe® web portal, with access to the media through an integrated player.
- Once approved, the press information is automatically reintegrated into the corresponding Louise® product records.

This approach accelerates the production of press materials while ensuring editorial quality through a human review and approval process.



Thanks to Bminty, we will be able to **accelerate the creation of press information while preserving the editorial standards** that define our content. The gradual integration of the solution into our working environment enables a natural adoption by our teams. The time savings generated will allow us to focus on higher-value tasks, where human expertise and creativity make all the difference

— Franck Chevreux, Operations Manager – DSIT, TV5MONDE

This project highlights Bminty's ability to deliver complementary solutions that address both the operational and editorial challenges faced by media organizations. By combining the management capabilities of Louise® with the automation and artificial intelligence features of Eolementhe®, Bminty helps customers modernize their workflows while enhancing the value of their teams' expertise.



Our goal is to support our customers with solutions that integrate naturally into their day-to-day operations. We are proud to support TV5MONDE in this new stage of its transformation. This project clearly demonstrates **the benefits of combining automation, artificial intelligence and human value** to address real business needs and **deliver tangible productivity gains**.

— Muriel Le Bellac, Managing Director – Bminty

As a trusted partner to numerous media organizations, Bminty continues its commitment to innovation in support of the audiovisual industry's evolving needs.



### About Bminty

Bminty is a software publisher and distributor for media professionals, born from the union of ProConsultant Informatique and Videomenthe.

Bminty offers a comprehensive suite covering the entire audiovisual workflow, from content preparation to linear and non-linear programming, with three flagship solutions:

- Eolementhe®: Collaborative Workflow Engine and Media Supply Chain
- Louise®: Broadcast Management Solution
- Cindy®: Ad Sales Solution

Together, they enable broadcasters, publishers, and platforms to optimize operations and achieve tangible productivity gains.

### Press Contacts

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### About TV5MONDE

TV5MONDE is the world's leading French-language general entertainment television network. Reaching more than 400 million households worldwide through its ten channels, subtitled in 12 languages, TV5MONDE also offers the TV5MONDE+ streaming platform available in 200 countries and territories, FAST channels, mobile applications, and a broad digital presence across social and messaging platforms.

In addition, TV5MONDE EDU provides educational programming and thousands of pedagogical resources designed to support the learning and teaching of French through audiovisual content.