

MAKING THEIR MARK

CASE STUDY

Produced by: JamTV

Commissioned by: Amazon Prime Video



SHOW OVERVIEW

Making Their Mark is an unprecedented journey inside the Australian Football League (AFL). The original Amazon series follows players, coaches and executives across six teams over the course of a season.

The series aims to connect fans on a deeper level with the game they love, following several key players throughout the season, capturing the inner sanctum of the AFL landscape and sharing key moments behind the scenes.

HOW LUMI HELPED

The team needed a hub that could be easily accessed, that would give both the highlights and details of the last shifts editorial content, as well as any practical housekeeping that would be useful to know or act upon.

In the 24-hour recording of shows, it is a constant challenge to keep editorial updated with events and dynamics within the contributors. Often handovers are from tired and rushed people just trying to get home, resulting in key information getting lost in the shift changes. Lumi provided immediate context and real-time information to every person in every role. The team was able to access information in one place on their own devices swiftly and easily whilst on the go.

Production involved teams working in the field for long periods and shooting every day. The team was most concerned about the management of field notes, how they would keep track of stories across multiple units filming at the same time, and how they could ensure effective communication with a separate post team. Lumi improved the storage of field notes in a clean and intuitive workspace that was easy to use. Lumi enabled clear lines of communication about stories across multiple team members in real-time.

AT A GLANCE

Challenges

- Keeping editorial updated with events and dynamics within the contributors.
- Management of field notes, keeping track of stories across multiple units filming at the same time.

Benefits

- Clear lines of communication about stories, across multiple team members, in real-time
- Instant dissemination of information to the whole team, regardless of location.
- Ability to respond to stories in the field as they happen.



You can see in the system's fundamentals and its flexibility that it is going to be a strong part of TV production.

The team has built an amazing range of functions that will make every productions' life easier.

Sheldon Wynne

Senior Post Producer

MAKING THEIR MARK

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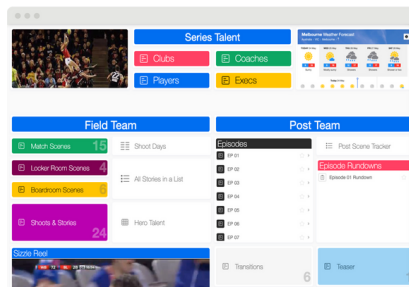


How Lumi helped Director

In the 24-hour recording of shows, it is a constant challenge to keep editorial updated with events and dynamics within the contributors. Often handovers are from tired and rushed people just trying to get home, resulting in key information getting lost in the shift changes.

The team had been using call sheets, emails, texts, and in person briefings to share information.

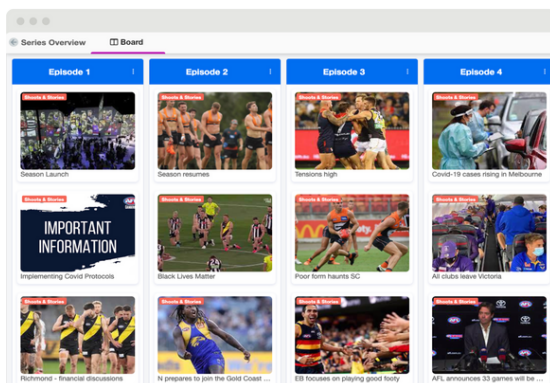
Lumi disseminated information instantly, providing immediate context and real-time information to every person in every role.



Example: Project Dashboard

Lumi enabled the team to access information in one place on their own devices swiftly and easily whilst on the go. "At breakfast, you can see that what the overnight story producer has flagged is editorially relevant, and you can be prepared for any issues the gallery producers have encountered that they were unable to resolve.

The advantage of having easily accessible information that can be shared is that we have been able to segue from one location to another without having to put contributors into a holding pattern whilst the teams hand over.

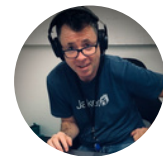


Example: Series Overview Board

AT A GLANCE

Highlights - Director

- Instantly disseminates information.
- Immediate context and real-time status updates for every person in every role.
- Brings editorial and crew together for a more cohesive, inclusive and involved team.



"Traditionally editorial and crew are two different entities with agendas that do not always seem to match.

The inclusion of the crew and the directing team into the editorial direction & decisions, by means of an app, has made communication easier and more effective. It is a painless process to access information and allows everyone to know what has happened and what is expected to happen.

This allows for a more cohesive team that feels inclusive and involved in all areas of the process."

Jake Taylor
Director

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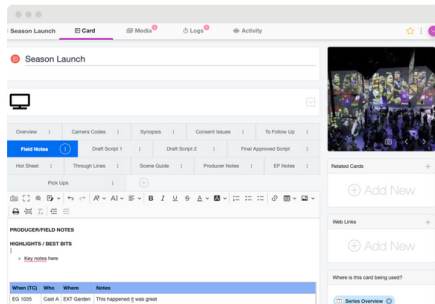
CASE STUDY



How Lumi helped Senior Story Producer

Production involved teams working in the field for long periods and shooting every day. The team was most concerned about the management of field notes, how they would keep track of stories across multiple units filming at the same time, and how they could ensure effective communication with a separate post team.

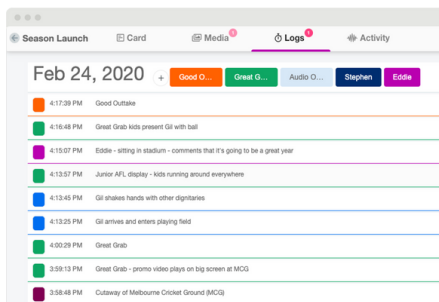
Lumi improved the storage of field notes and the communication between Field and Post markedly. Formerly the team used email or Google Docs, which would become unwieldy over a long shoot schedule. Lumi gave the team a clean and intuitive workspace to capture and disseminate field notes.



Example: Field Notes Taken on Story Card

An unexpected advantage of using Lumi to capture field notes was that it enabled executives on the show to be immediately responsive to a story as it happened in the field.

Lumi enabled clear lines of communication during production by providing one source of truth - in real time, searchable, accurate and complete.



Example: Shoot Log

AT A GLANCE

Highlights - Senior Story Producer

- Enabled clear lines of communication during production.
- Improved the collection and storage of field notes.
- Improved communication between Field and Post.
- Enabled executives to be immediately responsive to a story as it happened in the field.



"Lumi has enabled clear lines of communication about stories, across multiple team members in real-time.

Lumi can revolutionise the way Field communicates with Post, bridging a gap that shouldn't exist but unfortunately often does."

Daniel O'Sullivan
Senior Story Producer

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How Lumi helped Senior Post Producer

The challenge for post-production was to undergo the editing process without leaving behind scenes, shots or moments that would garnish the final product perfectly. No one forgets big scenes - but creating the building blocks or the reminders or the nuances that embellish those scenes is where the real challenge is.

Lumi ensured the team had the tools to be able to find or track specific moments and keep them accessible throughout the post process. The search functionality gave us the ability to search words - not just keywords, but any word - and was key to rediscovering moments that may have otherwise been lost in the paperwork.

Lumi enabled the production's logistical infrastructure to be accessible from anywhere. Gone are the days of retyping documents because they have to be done a little differently. Using Lumi meant the information uploaded by teammates was there for everyone to repurpose in the way that suited their role in the production.

Lumi allowed work to be immediately shared with everyone. Therefore, while working remotely, we were still able to work as a team.

	Title	Post Producer	Scene Editor	Edit Status	Camp Marked Up	Scene Assembled
1	Season Launch	Active	Not	Ready for Editor		
3	Richmond - financial discussions	Done	Not	Ready for Editor		
6	It prepares to join the Gold Coast hub	Done	Not	Ready for Editor		
2	Implementing Covid Protocols	Active	Not	Ready for Editor		
7	Black Lives Matter	Done	Not	Ready for Editor		
4	Adelaide Crores and QWS face off	Active	Not	Ready for Editor		

Example: Post Production Tracker

AT A GLANCE

Highlights - Senior Post Producer

- Able to focus more on the creative process.
- Search functionality enabled the team to rediscover moments that may have otherwise been lost.
- Able to repurpose information to suit each role without duplicating effort.
- Immediate access to information meant although working remotely we were still able to work as a team.



"Lumi isn't about substituting or over-systemising the creative process, it's about giving me the opportunity to focus on the creative process more."

Essentially, the logistical component of my role is heavily supported by Lumi, so that I can focus on the part that affects the audience the most - the content."

Sheldon Wynne

Senior Post Producer