

CASE STUDY

A Producer's Perspective



WHO Daniel O'Sullivan

About Daniel

Daniel O'Sullivan is a versatile writer/producer with experience in narrative drama, comedy, journalism, sports broadcasting, and reality television.

Daniel first used Lumi while working as a Senior Story Producer on the observational documentary series "Making Their Mark" co-produced by JamTV and Amazon Prime Australia.

Objective

JamTV and Amazon Prime combined to produce the seven-part AFL docu-series "Making Their Mark", documenting the unusual 2020 AFL 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.

Challenges

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.

Solution

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

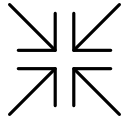


What would you say to others who are considering using Lumi?

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

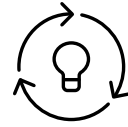


Results



Bring everything into one place

“Lumi is the first of its kind. Formerly we would use email or Google Docs, which would become unwieldy over a long shoot schedule. Lumi has improved the storage of field notes in a clean and intuitive workspace that was easy to use from the get-go.”



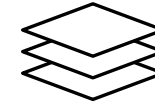
Simplify production management & make better production decisions

“Lumi improved the storage of field notes and the communication between Field and Post markedly. It also enabled executives on the show to be immediately responsive to a story as it happened in the field.”



Access information from anywhere

“Lumi invites instant feedback from executives and post producers about work in the field.”



Streamline information and communication

“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 does in Australian TV.”

Empowering dynamic content production.

Our dynamic hub brings real-time knowledge, clarity and unity to everyone, maximizing your ideas, resources and time.

Lumi connects the entire team to the whole story enabling you to reach new heights of creativity and productivity.

To learn more about Lumi.Media's dynamic content production hub, visit our website lumi.media.

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