



Ai-Media Case Study

oXyFire Media Creative

oXyFire Media Creative is a UK-based television and corporate production company delivering compelling visual stories for household names, including IKEA, British Airways, ITV and Sky, and many others across the UK and Europe. These companies come to oXyFire when they need to get their content out to the masses.

With expertise in live TV and video production, oXyFire has a deep bench of talent. The agency also has extensive experience across a wide range of sectors, including sports, entertainment, news, communications, digital and marketing.

The Situation

One of oXyFire's clients is Manchester International Festival (MIF), renowned for its live biennial festival showcasing original new works from world-renowned artists across art forms from live music to dance, theatre and visual arts. As well as the biennial Festival, MIF has increasingly been presenting events outside of the festival year, paving the way for the opening of The Factory - the world-class arts space being built in Manchester that will be their future home.

As part of their response to the COVID-19 crisis, MIF decided to present an online program of activity for audiences at home during lockdown. They reached out to oXyFire to help them livestream a number of mixed artworks drawn from the MIF archives, as well as talks and new commissions by Greater Manchester artists. It was important to make sure the performances were high-quality and accessible to everyone.

The Solution

oXyFire knew the livestreaming needed to be technically excellent to reflect the festival's reputation for quality and innovation, and the creative agency had the in-house expertise to create a perfect livestream. oXyFire recommended leveraging Skype TX with Ai-Media's captioning expertise, as well as satellite and all the required infrastructure.

"Livestreams are technically demanding, and captioning, especially livestream captions, has its own unique technicalities that require expertise," said Jay. "I was glad to find Ai-Media, because I hold my team and my work to the highest standards for our clients, and I needed to work with captioning experts who have the same high standards, which is what I found with Ai-Media."

The Result

From oXyFire's initial outreach to Ai-Media, the first captioned MIF livestream on YouTube was two business days. And every week for seven weeks, Ai-Media captioned three live performances each week.

Ai-Media's Work, by the Numbers

- 19.25 hours of live captioned video
- 18 events captioned
- 85,730 words captioned

The global explosion in online content means that the standards and expectations from audiences for visual content keep going up. Audiences now expect to have a lot of control over how they view content.

oXyFire and Ai-Media's partnership put the high-quality polish on the MIF livestreams that viewers expect.

"oXyFire and their team were instrumental in bringing MIF LIVE to life," said Kiah Simpson, Content Producer at MIF. "With their support, we were able to continue our work with local artists, stay engaged with our community and bring much-loved shows from our archives to audiences at home."

"Working with the Ai-Media team was very easy - from conveying what my client needs to technical set-up to final product," Jay said. "My client is very happy. They reached many new audiences as well as staying engaged with their very loyal fanbase."

"We will work with Ai-Media again very, very soon," he said.

To find out more about Ai-Media's captioning and other services, visit the Ai-Media website at ai-media.tv.



Jay Rozanski,
Producer and Director,
oXyFire

Globally recognised brands rely on Jay Rozanski's many years of live production experience to tell visual stories on the small screen.

As a producer, Jay knows all the technical requirements of video production, from storyboarding to video and audio editing, motion graphics design and build, pre-production and post-production. He keeps up with the latest technology and knows what audiences need and expect to be fully engaged.

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