

# AUSTRALIA'S GOT TALENT

## CASE STUDY

Produced by: Fremantle Australia  
 Commissioned by: Seven Network Australia

### SHOW OVERVIEW

Every season thousands and thousands of people apply to be part of Got Talent, one of the world's biggest entertainment franchises. Attracting quality applications is paramount - as is the ability to make the most of every character, skill, secret, backstory and cliffhanger to produce a hit.

The challenge is always to keep on top of ALL the cast individually as they move through the process - from application, audition, contracting and production. But also to be able to see the cast as a whole, as an entertaining episode.

It's about knowing so much more than the basic stuff like who each act is or where they come from. Vital decisions are made all through the casting process - and it's impossible for one team to keep track of everything. Work is wasted. There's duplication of effort as everybody tries to get their job done. Notes are forgotten or mislaid. Time is wasted in admin and across different individuals rather than all coming together in one place.

### HOW LUMI HELPED

In casting and production - Lumi gave the team the power of visual 3D whiteboards - so they could see an overview AND click into detail if they needed. They had multiple boards with different views depending on how each member of the team wanted to see the info as the episodes were coming together. They could move acts around from episode to episode, constantly refining their series and ensuring they were creating the strongest lineups.

Production had a tracker, pulling together accom, travel, consent forms, and everything else that was needed along the way. When studio shoots began, the team were able to use Lumi's Live rundown capabilities, each Act-card carrying all its info with it - eliminating all the usual distribution, duplication and communication problems of pulling the show together.

Pitch meetings to the Client network were enhanced with a digital presentation directly from the platform (no hours and hours wasted laminating bios and photos), and all auditions were logged and available in place - feeding straight to the Post team to cut highlight reels or backgrounders.



### AT A GLANCE

#### Challenges

- Keeping on top of all the cast individually as they move through the process.
- Being able to see the cast as a whole.
- Keeping track and making the most of every character, skill, secret, backstory and cliffhanger to produce a hit.

#### Benefits

- Overview
- Reduced duplication
- Improved communication
- 3D Visual drag & drop display boards



**"If we aren't in Lumi from the moment we meet them with our eyes we are wasting time and information."**

**Digby Mitchell**  
 Executive Producer

# AUSTRALIA'S GOT TALENT

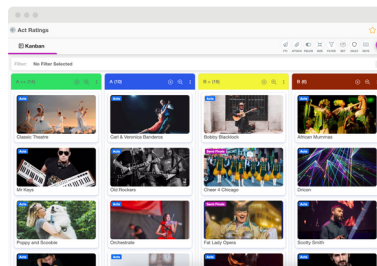
## CASE STUDY



### How Lumi helped Executive Producer

Lumi gave the benefit of visual overview plus detail all in one place.

Lumi enabled a paperless casting tour which meant during the audition tour, the EP had instant visibility of the number of Yes/No/Maybe's they had in real-time.



Example: Act Ratings Tracker

The team added finalists to a visual board and were able to drag and drop cards to play around with options. The final cast was presented to the Client on a live Board and printed in a custom format for hard copy distribution.

### AT A GLANCE

#### Highlights - EP

- Instant overviews across multiple different moving pieces.
- Real-time status updates
- Favourites board including vaulted cards.

#### Highlights - SP

- Information in one place growing across time.
- Templates create a consistent way to capture and store information.
- Real-time information reduces duplication and rework.

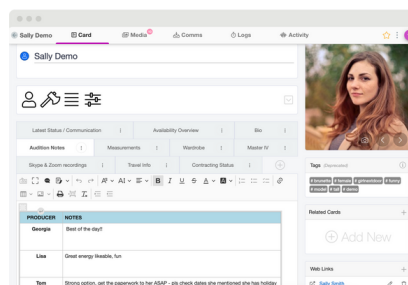
### How Lumi helped Series Producer

Information was previously captured by lots of people, in different ways, across many different systems. There was no uniformity in the type of information collected, where it was recorded, or how it was stored.

Lumi enabled the team to create templated Act Cards that moved with the talent through the lifecycle of the show.

The templates meant information about each Act was added in one place, in a consistent way.

Information was available in real-time and could be accessed by anyone in the team, reducing duplication and rework.



Example: Everything about an Act on one Card



"Lumi affords people with restricted budget to spend more time and effort on the creative, and less time on admin."

**Martin Ferreira**  
Director of Post Production

# AUSTRALIA'S GOT TALENT

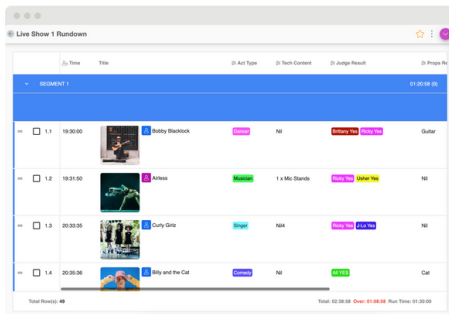
## CASE STUDY



### How Lumi helped Series Post Producer

On the audition tour every act was logged in Lumi so the Post Producer was able to mark up their notes in situ - totally streamlining the action points for the edit suites.

The logs were all completely searchable and filterable. Where the team might once have spent hours searching for a shot, in Lumi it was quick and easy.



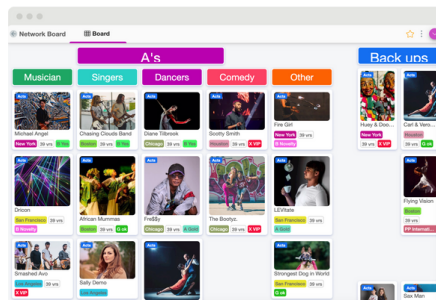
Example: Live Rundown

### How Lumi helped Series Casting Producer

Applications came into Lumi with all of their media attached, everything was in one place from the start, and everyone added to that information.

The team was able to grade and sort applicants using Lumi trackers, capture audition notes, bios, backstories, attach photos and other media, and see any red flags as they were discovered.

The team added finalists to a visual board and were able to drag and drop cards to play around with options. The final cast was presented to the Client on a live Board and printed in a custom format for hard copy distribution.



Example: Live Network Pitch Board

### AT A GLANCE

#### Highlights - Series Post Producer

- Streamlined action points for edit suites.
- Saved time using searchable and filterable logs.

#### Highlights - Series Casting Producer

- Everything in one place from the start and everyone added to that information.
- Streamlined workflow and instant visibility as things changed.
- Final cast presented to the Client on a live Board with the option of printed hard copies in a custom format.

"Our favourite thing about Lumi is that you can easily get the most up to date information."

**Gemma Murphy**  
Series Casting Producer

# AUSTRALIA'S GOT TALENT

## CASE STUDY



### How Lumi helped Associate Producer

The auditions tour was planned and prepped in Lumi, and the tour itself was paperless.

Rundowns and trackers are dynamic, so could be changed as needed without having to reprint and redistribute. Everyone could access from their device and see the changes live from wherever they were.

Production had a tracker pulling together accom, travel, consent forms, and everything else that was needed along the way.

On audition days, Acts were registered in Lumi as they arrived and status updates and producer notes were visible as each Act moved through the audition stages.

Lumi saved a lot of time just by not having to print and re-distribute information to the team every time something changed.

	Title	Psych Check	Social Checks	Welfare Checks	Covid Vaccination	Contract Comp
1	Chasing Clouds Band	Completed	Red Flag	Red Flag	Active 12 Jan	Completed
2	Billy and the Cat	Completed	Completed	Red Flag	Active 24 Feb 2020	Completed
3	Rahel Granger	Red Flag	Completed	Red Flag	Active 24 Feb 2020	Completed
4	African Mummas	Red Flag	Red Flag	Completed	Active 24 Feb 2020	Completed
5	D & B	Completed	Completed	Completed	Active 24 Feb 2020	Completed

Total Rows: 50

Example: Production Tracker

### AT A GLANCE

#### Highlights - Associate Producer

- No need to print and distribute information - everything is live and accessible.
- Production tracker pulled together paperwork for every Act in one place with updates visible in real-time



"Using Lumi was a joy and it worked exactly as we needed it to on the road.

It collated and captured all the information as we had hoped and in my opinion it has made the casting process very efficient."

**Farrah Bidgoli**  
Associate Producer