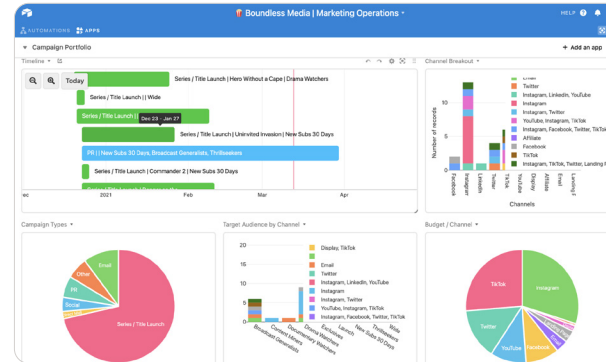


# How Innovative Teams Master Content Operations

Modern content teams are facing unprecedented pressure to drive growth through an exploding number of platforms. But most existing tools are rigid, and that rigidity leads to fragmented data, misaligned teams, and ad hoc solutions with a limited lifespan.

In an increasingly competitive world, work can't afford to be this way. Airtable eliminates the chaos of managing content operations at scale, so teams can focus on the creativity that sets them apart. Innovative brands such as Netflix, Red Bull, and more all partner with Airtable to reimagine the art and science of delivering content that inspires. Here are some of their stories.



**250,000+ Organizations | 57% Fortune 1000 | 1000+ Integrations**



## A+E Networks entertains the world with Airtable

A+E Networks spans the globe, and is home to TV hits like *Pawn Stars*, *Intervention*, and more. Prior to Airtable, A+E Networks had no central source of truth between teams. This made content creation, scheduling, distribution, and tracking complicated, which ultimately led to missed deadlines, rework, and lost revenue. From content creators to senior executives, Airtable's single source of truth now gives everyone full visibility into work being done across the business. Today, Airtable has become a company-wide platform that unites workflows across 12+ teams spanning marketing, programming, legal, finance, office operations, and more.



## Red Bull Media produces 1,250+ events per year

Red Bull Media House is one of the most all-encompassing media companies in the world, with a portfolio spanning live events, TV, mobile, digital, audio, print, and music. They use Airtable as their global content pipeline to produce 1,250+ events per year and distribute content in 170+ countries. Having all countries and teams on Airtable means they are able to share what's exactly happening on every owned and operated account at any moment.

“Our Amazon Business brand refresh required in-depth content audits and mapping assets for a new website launch. Airtable made it easy to organize our content and assets, allowing us to identify gaps, prioritize new content needs, and ultimately deliver our website launch on time.”

– Sarah Yacoub  
Head of Brand &  
Content Marketing



Production time reduced by  
**75%**

Technology company saves over a year of work

This global technology powerhouse is one of the 5 largest companies in the world. The team estimates that building a content production system internally would have taken more than a year longer to create than it did with Airtable. Airtable helps the team produce high-quality content faster with fewer headcount, increasing productivity and revenue. For example, the Airtable Automations and Page Designer app alone have cut down content production time by 75% and drastically reduced the risk of user errors.

**80%**  
Reduction in manual entry

Software company drives operational efficiency at scale

According to a leader of this Fortune 500 software company, Airtable “turns creative aspirations into value.” Airtable helps the organization accomplish its ambitious production goals through optimized systems instead of additional headcount. And that bump in operational efficiency improves top-line and bottom-line results. Since implementing Airtable, the organization has seen a 20% decrease in production time, 80% reduction in manual entry, and 2x increase in transparency across teams.

Saved  
**\$2.6M**  
in operational overhead

How a global media provider saved \$2.6 million

With Airtable, this global media provider more than tripled the velocity of campaign launches (3.4x) compared to its previous process built on spreadsheets and project management tools. Within one year, the team saved more than 50,000 hours of manual work with Airtable—equivalent to 25 full-time headcount—by eliminating duplicate work and minimizing tasks like status updates and report generation. To date, they estimate that they’ve saved nearly \$2.6 million in operational overhead with Airtable.

**3x**  
Increase in productivity

Unleashing empowerment with an Airtable Center of Excellence

This over-the-top media provider is one of the largest in the world, with over 200 million paid subscribers globally. Their team created an internal Airtable Center of Excellence in order to empower teams looking to rapidly build solutions, while creating alignment and transparency with the rest of the business. Using Airtable, they’ve seen a 3x increase in productivity per employee. They estimate that Airtable saves 32-40 hours of manual data entry per month for their marketing infrastructure team alone.



Learn more about [Airtable for Content Operations](#) or contact your Airtable sales representative.