PRESS RELEASE: FOR RELEASE **FROM MAY 8th, 2023**

# MPTS LAUNCH: Revolutionising Production Budgeting:

# Introducing Dramatify Budgeting for the Modern Entertainment Industry

**Dramatify launches a cutting-edge, integrated production budgeting solution in the cloud at the Media Production and Technology Show in London, aimed at a faster budgeting process while minimising risk and combatting fraud.**

As the entertainment industry continues to evolve and expand, professionals across the sector have been seeking more efficient and user-friendly solutions for creating and managing their production budgets. In response to this demand, Dramatify is thrilled to announce the launch of Dramatify Budgeting, a game-changing film and production budgeting solution that streamlines the budgeting process and offers unprecedented control.

Gone are the days of spending weeks or months learning complex desktop budgeting programs or struggling with cumbersome Excel spreadsheets. Dramatify Budgeting provides an innovative, integrated platform that caters to a wide range of production genres; film, drama series, TV entertainment, non-fiction, sports, and branded content. This cutting-edge tool saves time, money, frustration, and resources while offering users exceptional budget control.

– Dramatify is committed to making production budgeting and financial management easier, more manageable and efficient for entertainment industry professionals, says CEO Annika Lidne, and continues:  
– Commissioners and streamers demand increasingly detailed budgets and cost control. Our team at Dramatify is committed to continuing to develop and improve our financial management tools to satisfy the needs of the evolving media industry.

Dramatify Budgeting offers an innovative, user-friendly experience with key features such as:

* Universal access across all devices, including smartphones
* Intuitive layout for quick navigation and organisation
* Easy onboarding with commissioner templates and import from Movie Magic Budgeting
* Seamless collaboration and sharing capabilities
* Time-saving data import features from existing breakdown items in Dramatify
* 3D budgeting with tags for efficient cost monitoring and analysis
* Customizable budget tags for enhanced cost control and tax rebates
* Comprehensive tracking, transparency and fraud prevention with notes and cost specification attachments
* Multi-currency support for global productions

These features are designed to simplify and optimizse the budgeting process, making it easier for producers and executive producers to manage their productions effectively.

- Our innovative features and user-friendly design streamline the entire process, enabling teams to collaborate and manage their budgets more efficiently than ever before, says CEO Annika Lidne.

### Facts

### Key Advantages of Dramatify Budgeting

* No more old desktop programs and Excel spreadsheets! Designed with accessibility in mind, Dramatify Budgeting can be used on any device, from a large monitor at the office to a mobile device during a call.
* Simple and intuitive layout: The traditional budget layout has been reimagined to offer quick navigation and easy organisation, allowing users to start working on their production budgets in seconds.
* Budget templates and import options: To help users get started quickly, Dramatify Budgeting offers budget templates from major commissioners and the option to import existing Movie Magic budgets with personalised structures, account plans, and rates.
* Efficient collaboration and sharing: Share and collaborate on budgets within a team without the need for exporting, printing, or emailing, allowing for seamless teamwork on the same budget simultaneously.
* Time-saving data import: Dramatify Budgeting enables users to import existing crew, cast, department, character, set and location information from their Dramatify productions, reducing manual data entry, saving valuable time and minimising the risk of missing items.
* Innovative 3D budgeting with tags: Existing cast, crew, departments and breakdown items are available automatically as tags. By adding tags to budget items, users can access cost summaries for budgeted items on different accounts, making monitoring and analysing spending easier.
* Customisable budget tags: Users can create their own budget tags, such as for cross-account summaries and tax rebates, and compare different options to determine the most beneficial choice for their production.
* Notes and attachments for tracking budget cost: Producers and executive producers can add notes and upload cost specifications to accounts and line items, ensuring that all essential information is organised and easily accessible while promoting budgeting transparency and preventing fraud.
* Multi-currency support: Dramatify Budgeting supports multiple currencies and allows users to display their budget in two different currencies simultaneously, with a convenient dropdown for on-the-fly currency changes.

To experience the transformative power of Dramatify Budgeting, sign up for a free trial at [dramatify.com](https://dramatify.com).

*The development of Dramatify Budgeting has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 951981.*

### About Dramatify

* Dramatify is a female-founded, leading provider of innovative film and production budgeting solutions dedicated to empowering the modern entertainment industry with cutting-edge technology and user-friendly tools.
* Dramatify's mission is to streamline production workflows through a smart, cloud-powered production platform from idea to playout, saving time, money, and resources.
* Dramatify is based in Stockholm, Sweden, with customers worldwide.
* The Dramatify platform includes the workflow from team management, rundowns and scripts through preproduction, cast, sets and locations to shooting, playout and reporting.
* The Dramatify platform powers both features and series, pre-produced and live broadcasts within most genres: drama, entertainment, cultural shows, current affairs, factuals, documentaries, commercials, music and sports.
* Dramatify has national and commercial broadcasters, production companies, agencies and corporations as customers.
* The Dramatify platform is accessible online and requires no download or installation.
* More information at [www.dramatify.com](http://www.dramatify.com)

.

.

**Media**

* Images are available here: <https://www.dropbox.com/sh/h8tyjfyvj6u4lc9/AABgJJ2rvzBnHvoAUA21GWn3a?dl=0>
* Video & social media kits will be available from April 24th: <https://dramatify.com/press>

**Press contact information**

Contact CEO Annika Lidne, [annika@dramatify.com](mailto:annika@dramatify.com), +46704350545