

PRESS RELEASE



CJI and BeNarrative Form a Strategic Partnership to Industrialize Live Production and Automated Clipping

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Cognacq-Jay Image (CJI), a managed and supervised broadcast services operator, and BeNarrative, a cloud-based platform for live video production and assisted/automated clipping, announce a strategic partnership designed to accelerate live-to-social and near-live workflows for broadcasters, OTT platforms, and players in sports, events, and corporate communications.

In practice, the integration of BeNarrative's live production platform and live clipping module into CJI's operations will reduce time-to-clip, optimize unit costs, and industrialize multi-platform publishing — all under CJI's NOC supervision, with service level agreements (SLA) tailored to professional broadcast and OTT environments.

Both partners aim for rapid deployments with CJI clients and are preparing major tenders through a shared go-to-market approach and reference framework.

“With CJI, we combine the speed and flexibility of BeNarrative's cloud-native platform with the operational rigor of an established operator. Our goal is simple: make live content monetizable in minutes, not hours — with predictable costs and broadcast-grade service levels.”

— Jean-Marc Denoual, Founder & CEO, BeNarrative

“This partnership lies at the heart of our mission: to operate critical media workflows and help our clients automate their operations without compromising quality. Integrating BeNarrative's innovative live production and assisted/automated clipping platform into our service portfolio will accelerate multi-channel production and distribution — all under full operational control.”

— Philippe Bonpunt, Managing Director, Cognacq-Jay Image

About BeNarrative

BeNarrative is an innovative cloud platform for live video production and assisted/automated clipping. The solution combines live directing, multi-source ingest, near-live clipping, and multi-platform publishing, with automation modules and broadcast/OTT integrations.

Learn more at benarative.com.

About Cognacq-Jay Image (CJI)

For over 30 years, Cognacq-Jay Image has supported broadcast and telecom players by providing consulting expertise and operating managed and supervised audiovisual services for TV and OTT companies — including playout, content management, distribution, and 24/7 operations via its Media NOC. CJI helps media organizations transform their workflows and scale their operations.

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