



Press Release

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FOR IMMEDIATE RELEASE



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Ortana Media Group and freispace announce game-changing integration to automate media production workflows

London, UK — December 4, 2025 – *Ortana Media Group*, a leading provider of media and data orchestration solutions, today announced a strategic integration with *freispace*, the AI-native post-production management software. This powerful partnership connects freispace's advanced resource and project planning capabilities with Ortana's Cubix platform, a comprehensive media-aware workflow engine, to deliver unprecedented automation and efficiency for post-production facilities, broadcast networks, and creative studios worldwide.

The integration leverages the robust Cubix API and its 160+ native API connections to bridge the gap between high-level project planning in freispace and the low-level technical execution of media tasks. This creates a seamless, end-to-end ecosystem where planning automatically triggers action, eliminating manual bottlenecks and maximising resource utilisation.

"We are thrilled to integrate with Ortana Cubix," said **Leonardo Re, Managing Director of freispace**. "Our users plan for success, and now their plans can automatically execute. By combining forces between freispace's scheduling and resource management and the powerful orchestration and provisioning capabilities of Cubix, we are empowering our clients to move from reactive management to proactive, automated operations. This is a significant leap forward in making post-production smarter, faster, and more profitable."

Three Key Workflows Now Enabled

The new integration unlocks transformative workflows, allowing media companies to automate complex processes that previously required manual intervention:

Seamless Sync from freispace to Xero

Billing information from freispace is now seamlessly synced to Xero, Sage, and Salesforce accounting software. This ensures that financial reporting is always accurate, timely, and directly reflective of actual production activity, streamlining the billing and invoicing process.

Automated Provisioning of NEXIS / Storage

When a new project is planned in freispace, the integration can automatically trigger the provisioning of necessary users through Active Directory, and storage such as Avid NEXIS workspaces, directly through the Cubix platform. As media is ingested and processed, storage consumption is fed back into freispace, providing post producers with real-time visibility without ever leaving their planning dashboard.

Automated Setup of Remote Editing Facilities

Planning a remote edit is now as easy as creating a booking with freispace. The integration can orchestrate the entire setup: provisioning cloud-based edit workstations, assigning the necessary software licenses, spinning up secure shared

storage, and granting access to the scheduled team. This powerful workflow dramatically reduces the time and technical overhead required to deploy distributed production teams.

“Post-production teams want to spend their time creating great content, not chasing workflows” said **Simon Harper, Partnership Manager at Ortana Media Group**. “By integrating Cubix with freispace, we’re closing the loop between planning and execution. As soon as a project is scheduled, Cubix can take over the orchestration – automating the provisioning of users, storage, tools, and remote editing resources with accuracy and speed. This collaboration delivers a smarter operational model that scales effortlessly and gives media organisations the confidence that their workflows will always keep pace with their creative demands.”

About Ortana Media Group

[Ortana Media Group](#) is a privately owned specialist technology company that was founded in the UK in 2012.

With permanent team members located across the UK, Poland, Malaysia, and the USA, Ortana specialises in providing tailored solutions globally for data orchestration, provisioning, workflow, and MAM through its flagship platform, Cubix. Thanks to its extensive set of over 160 API-driven integrations and its Media Aware Workflow Engine (MAWE), Cubix allows for highly customised solutions to be achieved through configuration rather than custom or in-house development.



About freispace

[freispace](#) is an AI-native post-production management software designed for modern studios. The platform provides enterprise-grade scheduling, resource management, Gantt-style project planning, time tracking, and billing. freispace brings all project information together in one place, enabling transparent collaboration, optimised capacity utilisation, and efficient workflow management for post-production teams globally.



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Related Links & Media Assets

Media Assets <https://freispace.com/media-kit>

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