

CASE STUDY

Short & Sweet Podcast Atlanta

Tricia Lee of Netflix's *Owning Manhattan* took her YouTube podcast, *Short & Sweet with Tricia Lee*, on the road to Atlanta.

MODEx helped transform the digital show into a fully produced live experience, handling everything from production prep and custom content for the curved video wall to four-camera production, event photography, videography, and delivery of the raw production files.

The Challenge.

Take an established YouTube podcast out of the studio and create a live experience that felt true to the Short & Sweet brand while giving Tricia's team everything they needed to turn the event into compelling long-form digital content.

The production had to work twice: first for the audience experiencing it live, and again for the much larger audience that would eventually experience it online.

The Solution.

MODEx managed production prep and full event production, including custom content for the curved video wall, four-camera capture, professional audio, event photography, and videography.

Following the event, Tricia's team received the raw production files and combined MODEx's multi-camera footage with event videography to produce the final 30-minute episode for YouTube.



The Production.

From prep to raw files.

MODEx provided production planning, custom curved video wall content, four-camera production, professional audio, event photography, videography, and the raw media needed for post-production.

The Content Engine.

One live event became a 30-minute digital episode.

The combination of multi-camera production and event videography gave Tricia's team a rich library of footage to shape into the final Short & Sweet episode and additional content beyond the room.

The Results.

100

Live Attendees

4

Cameras

30 MIN

YouTube Episode

300K+

YouTube Views

The finished episode went on to generate **300,000+ views on YouTube**, making it the most-watched episode of Short & Sweet to date.

100 people experienced it live. More than 300,000 experienced what the production became.

Watch The Episode on YouTube.

See how Tricia Lee and her team turned the Atlanta live experience into the most-watched episode of Short & Sweet.

[WATCH EPISODE](#) →