Quarterly review — what the studio got back

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Document issued on 09/11/2026

7 person-days a month · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **The gains are measured on the studio's timesheets, not estimated.** *A person-day is one working day of one person.*

The three areas the studio was measuring

Area	Before	With the agent	What stays with a human
First draft of an article and its derivatives	**60 % of the time of a production**	**12 %**	Review, angle, arbitration
Deriving a post across networks	**37 % of the time of a post**	**8 %**	Review and scheduling
Answering a recurring advertiser request	**10 % of a project manager's time**	**6 %**	The 11 subjects that call for a decision

What the hours given back became

Timesheet line	Change	Commercial consequence
Angle, concept, advice	**+34 %**	The work the advertiser pays for
Tender responses	**2 made possible**	**1 won — the only figure that shows up in revenue**

The figure the agent publishes about itself

Measurement	Value	Explanation	What is done
Pieces rewritten by more than half	**148 of 1,060 — 14 %**	**2 advertisers account for 96 rewrites: joined this year, fewer than 25 pieces of history against 340 for Helianthe**	**3 approved texts per advertiser: editorial voice rebuilt**
Effect of the fix, where it was applied	**29 % then 8 % in six weeks**	Two pilot advertisers	Same fix on the last two

> **An advertiser's editorial voice is thin when its history is.** That isn't a limit of the method, it is a question of material — and three approved texts close the gap.

The measurement the studio didn't have

Indicator	Quarter	How it is obtained
Content published without human approval	**0 of 1,060 logged approvals**	**Not a setting: the agent holds no publishing access**

Advertisers for whom the 3 reference texts are still outstanding: _____

LINDBERGH FORMATION — Blue Lemon Agent — Companies register (RCS) Évry 817 946 114 —
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