

Team Unity

Scattered throughout various floors at 30 Rock, in different buildings and across state lines, the Digital Media Center brought the team together in one central space to generate fresh content.

Strategic Repositioning

Reactivated and repositioned an old line 1970s building to become a beacon of technology uplink to the world while providing talent cohesion for content creation and delivery in an idyllic setting.

Centralized Campus

The rejuvenated building, the Digital Media Campus, features an equipment library, editing rooms, and a conference center with moveable walls to accommodate the requirements of eight departments that would be using it.

