WATERSTON DIGITAL MEDIA



INDUSTRY PROFILE

Award-Winning Video Production, Motion Media & Generative AI Workflows

EXECUTIVE OVERVIEW & PRODUCTION CREDENTIALS

Waterston Digital Media is a globally recognized media production studio with over 25 years of experience delivering high-impact digital video, broadcast television, commercial campaigns, and motion media. Combining multi-award-winning creative direction with state-of-the-art technical innovation, Waterston crafts compelling stories and scalable visual media for top international broadcasters, global brands, advertising agencies, and corporate partners.

25+
YEARS
Industry Experience

1M+
DOWNLOADS
Mobile App Organic Reach

3
GLOBAL PATENTS
SA, EU & US Patents Granted

8+
TECH AWARDS
International Innovation Wins

FULL-SPECTRUM MEDIA & PRODUCTION CAPABILITIES

From concept to delivery - traditional production craft combined with emerging technology.

01

COMMERCIAL & CORPORATE MEDIA

Cinematography, high-end film & TV lighting, motion graphics, color grading, and multi-camera live video.

APPLICATIONS: Brand commercials, corporate communications, annual launches, retail marketing.



02

BROADCAST & UNSCRIPTED TV

Director of Photography (DP) & Lighting Camera lead on top global reality, magazine, and documentary formats.

APPLICATIONS: Prime-time reality series, documentary specials, glossy lifestyle/travel magazine shows.



03

GENERATIVE AI WORKFLOWS

Cutting-edge generative AI video pipelines, automated asset synthesis, and cost-effective prompt-to-render media creation.

APPLICATIONS: Agile social media marketing, rapid ad prototyping, futuristic motion media campaigns.



04

VFX & TECH INNOVATION

Green screen visual effects, mobile compositing engines, patented automated masking/keying software development.

APPLICATIONS: Interactive mobile campaigns, brand engagement apps, custom VFX pipelines.



WATERSTON DIGITAL MEDIA

SELECTED EXPERIENCE

BROADCAST, DOCUMENTARY & SPECIAL PROJECTS

Selected television credits and landmark productions spanning reality, documentary, lifestyle and current affairs.

SELECTED TELEVISION & BROADCAST CREDITS

Survivor South Africa	M-Net / Afrokaans	Reality lighting cameraman & camera operator
Project Runway	SABC 3 / Rapid Blue	Reality lighting cameraman & camera operator
Eastern Mosaic	SABC 2 / Saira Essa Productions	Glossy magazine & travel series, DP & Lighting cameraman
Come Dine With Me	BBC / Rapid Blue	Multi-season international format hit camera lead
The Great South African Bake Off	BBC / Rapid Blue	Award-winning lifestyle & cooking format camera operator
High School Musical: Spotlight	Disney Channel / Rapid Blue	Youth talent search reality format camera lead
Carte Blanche	M-Net / Combined Artists	Over 100 investigative documentary & current affairs inserts

LANDMARK DOCUMENTARIES & SPECIAL PROJECTS

USC Shoah Foundation

Steven Spielberg / USC

Cinematography for South African visual history survivor testimony archive.

Antarctica: Ice World Pioneers

Discovery Channel

Feature documentary filming extreme environment exploration.

Circle of Ice

Discovery Channel / E-TV

Filmed the first-ever full circumnavigation of the Arctic aboard a Russian icebreaker.

Miracle Rising

History Channel

Epic documentary chronicling South Africa's political transformation to democracy.

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INDUSTRY PROFILE



CLIENT PORTFOLIO & INNOVATION

Enterprise brand experience backed by technology innovation and international recognition.

ENTERPRISE CLIENTS & COMMERCIAL BRAND PORTFOLIO

FINANCIAL & HEALTHCARE

- Discovery Health & Vitality
- Standard Bank
- ABSA Bank
- Nedbank
- PSG Wealth
- KeyHealth / AVBOB

FMCG, RETAIL & CONSUMER

- Kellogg's
- AB InBev / SAB
- Coca-Cola
- Microsoft
- Huggies
- Roman's Pizza / Slumberland

AUTOMOTIVE, MINING & ENERGY

- Ford / Jaguar / Toyota / Subaru
- Anglo American
- Implats / Gold Fields
- DEKRA / AA
- Africon / Bigen Africa

TECHNOLOGY INNOVATION & INDUSTRY RECOGNITION

DOUBLE GOLD AWARD WINNER

MMA Smarties Awards

Gold Winner for Best in Show and Technology Innovation.

TOP 150 GLOBAL START-UPS

Pioneers Festival, Vienna

Selected from over 1,000 global tech applications across 58 countries.

BEST SOFTWARE INNOVATION FINALIST

The Technology Expo, London

Shortlisted for groundbreaking automated mobile video keying software.

PARTNER WITH WATERSTON FOR YOUR NEXT PRODUCTION OR MEDIA CAMPAIGN

Waterston collaborates directly with marketing agencies, corporate brand teams, commercial directors, and broadcast producers.

EXPLORE SHOWREELS >

SERVICES & CAPABILITIES >

INQUIRE & GET IN TOUCH >