

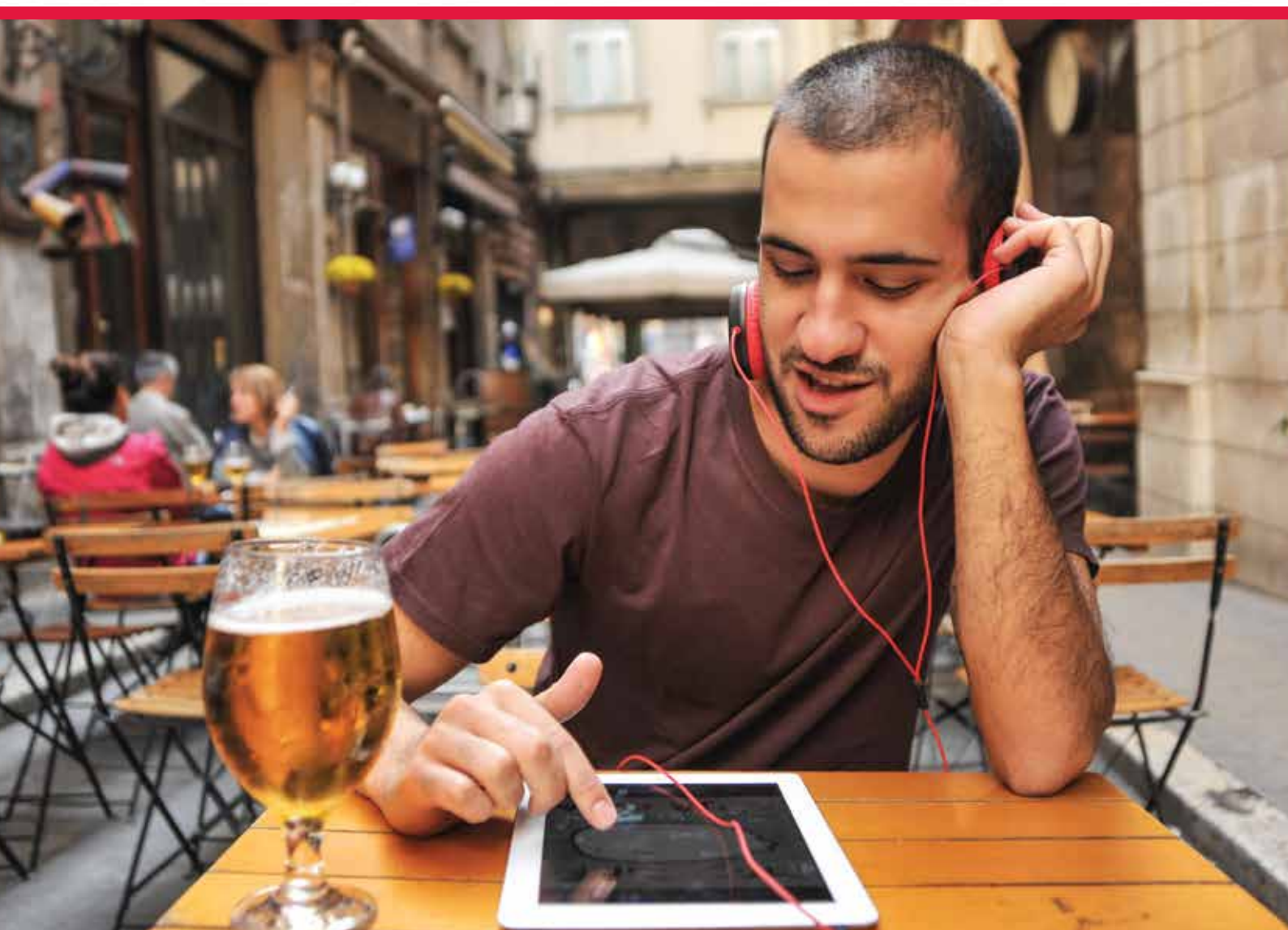


Managing  
The Business  
Of Content™

# Digital Transformation: Wooing the digital consumer



Explore how Digital Transformation can help broadcasters woo digital consumers while countering flat revenues and high operating costs.



## Content is digital, Enterprise is not

Broadcasters are deeply engaged in dealing with the transition to High Definition (HD), Tape to Tapeless and Multi-platform delivery. These transitions entail the adoption of file-based workflows that have been focused on the digitization of the technical operations (MAM), leaving the rest of the enterprise unchanged. Content Operations continue to function in silos. For Broadcasters, Channel Operations, Content Production, Content Operations, Distribution and Digital remain independent and workflows remain fragmented. This continues to engender delivery delays, rampant content duplication and incremental costs, resulting in an inefficient enterprise. Traditional organizational structures, inefficient older IT systems, duplication of staff skills, higher costs and a lack of scalability in the changing world of the digital consumer, remain embedded within the content enterprise. The priority must be to adopt an enterprise-wide solution that embraces technology for business transformation beyond technical departments.

The power of digitization needs to be extended beyond just technical processes (MAM) around content to business processes and applications across the enterprise – Channel Operations, Content Production, Content Operations, Distribution, Digital and beyond. CLEAR™ brings content to the center of the organization, unifying the entire enterprise, removing duplication and enabling collaboration. It digitizes the enterprise processes and digitally mediates enterprise workflows around content – all-in-one technology platform. And PFT provides managed services around CLEAR, delivering the multi-platform Content Operations of the business to allow its customers to focus on creative development. PFT helps its clients to manage the business of content by increasing agility, unlocking new revenue streams, enabling creativity, cutting costs, and driving operational efficiencies – all delivered via a flexible business model.

## Evolution of Digital Transformation in Media and Entertainment industry

When the industry moved from tape-based workflows to HD and file-based workflows, MAM became the ultimate elixir. However slowly content enterprises began to realize that MAM is a problem solver but not a business enabler. Different parts of the content enterprise were continuing to work in silos and content was moving sequentially from creation to transformation, to distribution and exhibition. In the new digital landscape where multi-platform is a reality, the existing technology solution was not helping win new revenues either. As a first step enterprise digitization is necessary to derive true value from digitization. Some progressive media organizations have already moved in this direction. They have realized the entire content enterprise needs to be digital, not just the content. And it is not just about managing content, but managing the business of content.

The true innovation in this space is going beyond enterprise digitization to what we call Media ERP (Enterprise Resource Planning) where an integrated content ecosystem can be built connecting all external and internal stakeholders on a single cloud-based platform and digitally mediating workflows. This drastically enhances response to market, drives down cost and unlocks creative potential like never before. This is the future.

## Overview

Be it channel operations, distribution or digital business, CLEAR, our cloud-based Media ERP platform helps virtualize the content supply chain and digitally mediate enterprise workflows to manage the business of content.

We offer a range of technical, creative and media processing services on the cloud, including award-winning DAX® workflow, to manage multi-platform content operations. Our engagements have helped broadcasters to digitally transform their businesses by cutting 30% costs, gaining 40% efficiencies and enhancing monetization opportunities.

**MAM, BPM & Media Tools**

- Concurrent Reviews with Chat Window
- Enhanced BPM engine with 30 workflow primitives
- Enhanced Publish engine extended up to 400 robots
- Enhanced Essence Management with audio track level control
- Bulk Ingest tools
- Cloud Metadata Editor
- Cloud Visual QC tool
- Enhanced Media Player with support for multi-track audio, multi-language sub-title & audio
- Review comments integration within Edit timeline

**Channel Operations**

- Broadcast Operations
- Legal / BS&P / S&P
- OAP
- Programming
- Traffic and Sales
- OPS
- Rating dashboard
- Make list for Promo Workflow support
- Break Structure Management

**Marketing**

- CP / Project Management
- Content Creation Management
- Review and Approval
  - Concurrent Reviews with Chat Windows
- Sizzle Reel / Storyboard
- Vendor and Compliance Submission
- Custom secure asset publish for review

**Digital**

- VoD Management
- Publish Platform, 2nd Screen
- Ad Contextualization
- Recommendation
- Analytics

**Content Operations**

- Tools – Logging, QC
- Partner Portal

**Production**

- On Set
- DAX® Digital Dailies
- Media Management
- Indexing and Logging
- Cloud Edit
- NLE Native Panels
- Review and Approval
- OAP Production

**Distribution**

- Syndication
- International Distribution
- Servicing and Fulfillment
- Rights and Contracts Management
- Partner Portal

## Solution Overview

**Technology**

- Channel Operations for Linear TV: Drive digital mediation of stakeholders within Programming, Legal, Marketing, Traffic & Ad Sales, Broadcast Operations, content supply chain and downstream partners. Integrate CLEAR with existing enterprise IT systems like Broadcast Management, Rights Management and Sales Order Systems to provide a unified IT platform.
- Distribution: Manage global content sales and distribution processes including screening, syndication, content supply chain and fulfillment operations.
- Digital and TV Everywhere: Streamline content packaging and delivery for TV Everywhere distribution with single dashboard for content analytics.
- Media Asset Management (MAM) and BPM: Experience best-in-class MAM, ahead of the curve BPM engine and a wide range of media tools including frame accurate media players, data model driven cataloguing tools and multi-language subtitling & audio player.

## Services

Our cloud enabled suite of content services are delivered using a global delivery model leveraging 'True North', the world's largest Digital Media Services Cloud. With a 'one neck to grab' that is necessarily local for our clients, we provide a CLEAR platform orchestrated servicing model with full visibility to status of the jobs. PFT's Media Services delivered over CLEAR help drive greater efficiencies, cost rationalization and business certainty.

- Cloud Infrastructure Services: Cloud Storage, Hybrid Cloud Storage (ability to manage assets across multiple sites) and Cloud Media Processing Services including Transcoding, Auto QC, Packaging and Delivery.
- Digital Media Services: A suite of creative and technical services including Bulk Digitization, Metadata, Content Localization, Content Preparation Services like QC, Mastering, Compliance Editing, VoD Packaging, Post for On-Air Promos, Live Streaming, and Monetization Services like Contextual Advertising, SEO & Analytics, Monitoring and Digital Media Supply Chain Management.

## Why PFT

**Proven** – Some of the world's biggest broadcast networks run their daily revenue and time critical channel operations on CLEAR. Today, CLEAR manages over 1.2 million hours of content, helps process over 100,000 new TV episodes annually and delivers over 10 million files yearly for TV Anywhere platforms.

**Fastest** – Experience Digital Transformation in 6 months flat. CLEAR is the quickest to deploy thanks to process accelerators and best practices curated from multiple deployments.

**Scale** – CLEAR is powered by PFT's 'True North' – the world's largest digital media services cloud which is the 24x7 global content operations hub. PFT also has a fully owned Tier 3 Data Center.

**Secure and Available** – ISO 27001 compliant, SOC 2 certified and MPAA® audited; 99.987% uptime. Highly Available platform instance with multi-site DR option.

**Adaptable** – Workflow templates are fully configurable and customizable to address the specific needs of content businesses including integration with existing technology investments.

**Certainty** – SOC 2 compliant SLA driven Digital Media Services spanning content processing and monetization services for channel operations, production, distribution, marketing and digital departments.

## Business Value

### Compelling business case

- 30% cost savings delivered.
- 40% time savings delivered.
- No upfront Capital Expenditure; Pay-as-you-grow.

### Innovation and Technology Excellence

- Virtualization of content supply chain – Digitally mediate content workflows across the enterprise and supply chain from just about anywhere.
- Hybrid Cloud – The perfect architecture for global broadcast networks with content operations across sites.
- TV Cloud – We conceptualized the TV Cloud helping accelerate Digital Transformation across the ecosystem of broadcasters, studios, brands, distributors and digital outlets.
- Mobility – CLEAR App allows you to collaborate among stakeholders and engage with content like never before.
- CAD (Contextual Advertising) – the next billion dollar opportunity. TV in context, dynamic play listing for secondary element advertising, contextual to the content.

## References

### Star India

CLEAR Media ERP platform and Cloud-enabled Services built a virtual digital media supply chain that connects all stakeholders of Star TV's content ecosystem, enhancing efficiencies and realizing new revenue.

### Zee India

CLEAR Media ERP platform runs the channel and content operations at Zee TV

## About Prime Focus Technologies

Prime Focus Technologies is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud-enabled Media ERP Suite and Cloud Media Services help broadcasters, studios, brands, sports and digital organizations drive creative enablement, enhance ecosystem efficiencies and sustainability, reduce cost and realize new monetization opportunities.

PFT works with major M&E companies like Disney, Warner Bros., 21st Century Fox-owned Star TV, TERN International, GEE, Cricket Australia, Miramax, CBS Television Studios, 20th Century Fox Television Studios, FX Networks, Crown Media Holdings, Legendary Pictures, Starz Media, Lionsgate, A+E Networks, HBO, Mnet, CNBC Africa, SABC, IFC Films, HOOQ, Sony Music, Viacom 18, Showtime, BCCI, Indian Premier League, Novi Digital – Hotstar and The Associated Press.

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them virtualize business processes around content and manage the business of content better.

In 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies® and Academy® Award winning Lowry Digital.

Prime Focus is listed on the NSE and BSE in India. For more information visit: [www.primefocustechnologies.com](http://www.primefocustechnologies.com)



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