



## MAA TV drives efficiencies and revenue through enterprise digitization



CLEAR™ Hybrid Cloud-enabled Media ERP Platform and cloud media services build a digital media supply chain that connects all stakeholders of MAA TV's content ecosystem

## Client profile

MAA TV was launched in 2002 and is one of the leading Telugu-language TV channels. The channel is available on cable, DTH and IPTV platforms in India. In USA it is available through Dish TV and IPTV. MAA TV is among the top 25 TV channels out of more than 400 channels that operate in India today. MAA TV and its subsidiary channels are part of 21st Century Fox's STAR India network.

## Business context

The media and entertainment industry has been facing major challenges: the transition from tape-to-tapeless, moving to HD format and multi-platform content delivery requirements. Effectively addressing these challenges meant substantial investment in new technology which is a proven and integrated solution that manages content throughout its lifecycle from ingest to delivery. It is also critical to find a technology solution that reduces cost while allowing new monetization opportunities.

MAA TV was looking for a more structured system to manage its content operations. It had already made some investments in this area – a Storage Manager solution (Front Porch Digital Diva) and wanted a technology solutions provider who could effectively integrate older investments with the new ones meant for becoming HD ready, cataloguing content and enabling multi-platform delivery for new media.

### Objectives

- Transition from tape-to-tapeless
- Setup content ingest workflows
- Digitize enterprise processes and workflows
- Empower concurrent fulfillment on new platforms
- Enable data-based decision making for content

## PFT solution

CLEAR solution tailored for MAA TV includes:

- File-based content acquisition
- Technical Check
- Creative iterations/interactions
- Promo related content operations
- Metadata tagging interface
- Digital consumer platform for fulfillment
- Technology Platform (DAM, Archiving, Workflow, Managed Services)

With CLEAR, PFT moved MAA TV's content to the center of its organization, enabling concurrent rather than sequential workflows and driving efficiency across the business. CLEAR manages content workflows across multiple offices and work locations of MAA TV in Hyderabad – Punjagutta (production site) and Jubilee Hills (play-out site).

To keep MAA's TCO low and maximize RoI, PFT deployed its pre-integrated plug-in to archive, restore and partial restore content from their existing tape library – all managed through the CLEAR user interface.

CLEAR also brought about unmatched creative empowerment for MAA TV's production team professionals. PFT's cloud-based editor allows MAA TV users to create reels by marking in/out. Also, the user is able to export an Edit Decision List (EDL) that allows finishing to be done on a craft editor interface such as FCP or Avid. This reduced cycle time considerably and made the entire workflow more efficient.

PFT also created a multi-platform processing, packaging and delivery infrastructure at MAA TV. This allows MAA TV to both monetize their content aided by data modeling and cataloguing and quickly customize content for distribution across different platforms.

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**CLEAR has transformed MAA TV's channel operations by empowering the creative team, improving operational efficiencies and enabling multi-platform content delivery while leveraging prior technology investments.**

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For MAA TV to be able to manage its content effectively, it was necessary to be able to search and access the right content fast. PFT successfully built a data model for television content by defining a multi-tier program metadata taxonomy – the global metadata covering program and episode level and local metadata covering scene and character level tags. This helped MAA TV future proof its content by engaging PFT to tag legacy and current content.

## Client outcome

PFT's CLEAR offered on a PaaS model ensured there is no capital expenditure for MAA TV as it scales up its business. Digital consumer fulfillment can happen at incremental cost making it a financially viable business case. The payout is transaction-based and per episode.

PFT's solution has helped MAA TV improve time-to-market considerably and streamline its content operations avoiding duplication and redundancies.

“ In PFT we found a technology partner with unique media plus IT skills, who truly understood the content related challenges of a Broadcast Network.”

**J. Shekar**  
Chief Operating Officer, MAA TV

## How we work together

PFT and MAA TV have been working together since September 2012. For PFT, MAA TV was the first regional network in India to invest in its award winning CLEAR Media ERP.

With extensive content to manage, Media and Entertainment companies like MAA TV are looking for one platform to consolidate and access information from. Cloud-led enterprise digitization is playing a crucial role in this context, and CLEAR has emerged as an obvious choice for many broadcast enterprises. Our engagement with MAA TV reiterates the need for more industry players to look at technology as the key differentiator, to increase their efficiency and productivity, without compromising on creativity.

### Benefits

- More than 3000 hours of programming content in a year
- About 25 GEC shows per week
- YouTube fulfillment of about 3000 hours per year

## 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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