



Managing  
The Business  
Of Content™

# Subtitling & Closed Captioning

[CAR SCREECHING]

## Reach global customers in their languages & gain international market share

Today viewers have access to a host of international and regional language television shows and films. Subtitles enables viewers to understand foreign language content, increasing viewership. Closed Captions (CC) and Subtitles for the deaf or hard-of-hearing (SDH) bring content alive for the hearing impaired audiences.

Today Subtitling and Closed Captioning (CC) are gaining popularity and are mandatory in many countries. For Media & Entertainment (M&E) enterprises, it is vital to find a reliable, cost-effective localization partner who can deliver high quality output while complying with international quality standards with a quick turnaround time.

## Our Subtitling & CC Capabilities

Prime Focus Technologies (PFT) provides high quality Subtitling and Closed Captioning services across the globe in more than 60 languages. Our flagship Media ERP Suite, CLEAR™, provides clients the added advantage of instant availability of the subtitled content to review and approve while the work is being completed. Here's what we offer:

- An exceptional team of 200 subtitling experts
- Native translators around the world
- Genre-specific editorial support
- Extensive experience with Captioning software like Swift, MacCaptions, EZtitles, and Cavena
- Ability to deliver Combined Continuity & Spotting Lists (CCSL), Combined Dialogue & Spotting Lists (CDSL), and As-Broadcast scripts

## The PFT Advantage

- Proven expertise, with over 2 decades of subtitling experience
- Global delivery model that leverages the best available local talent
- Award winning Industry-first Cloud based Subtitling tool powered by Artificial Intelligence (AI) to generate subtitles that can be straightaway taken forward for Quality Checks (QC)
- Stringent QC process
- Best-in-class infrastructure and storage systems
- Support for all format types
- 24/7 personalized customer support
- Dedicated project management support per client
- We are certified under the Netflix Preferred Fulfillment Partner (NPFP) Program and Netflix Post Partner Program (NP3)
- We meet the industry's highest standards for security, availability, confidentiality, and processing integrity
- ISO 27001 and SOC2 certified

## Facts & Figures

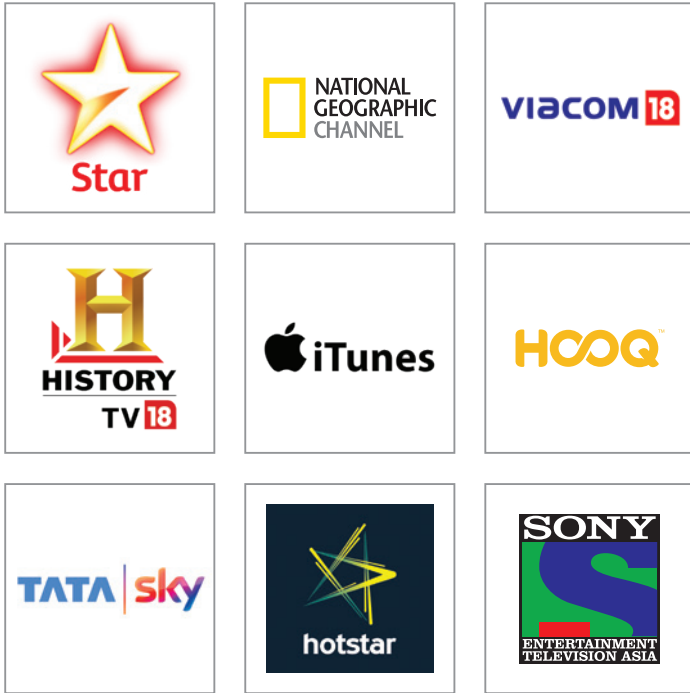
- We deliver to clients globally, including:
  - o 50,000 hours for 21st Century Fox (Star India)
  - o 13,000 hours for Hotstar
  - o 8,000 hours for Viacom 18
  - o 16,000 hours for Sony India
  - o 30,000 assets for Warner Bros.
- 40% faster turnaround time (TAT) with Express Delivery
- Annual Subtitling & CC volumes: 35,000 hours

## Business Benefits

- Increased operational efficiencies
- Reduced manual effort
- Creative enablement
- Faster Turnaround Time (TAT)
- Lower Total Cost of Operations (TCOP)

## A History of Success

PFT is a preferred partner for subtitling & CC services for some of the world's largest broadcasters, studios, OTT platforms, brands, music companies, and e-learning portals. We support their localization operations within specific regions and globally.



### About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Disney, Turner, PBS, 21st Century Fox-owned Star TV, Hearst, Warner Bros., CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: [www.primefocustechnologies.com](http://www.primefocustechnologies.com)



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