



Managing  
The Business  
Of Content™

Unleash the power of your brand



Realize the full potential  
of your brand by driving  
marketing communications  
creatively and efficiently



## Integrated Brand Services

Whether it is production, adaptation or distribution of advertising materials, across different media and languages, Brands rely on us. Our roots in creative services (pre/post, VFX, 2D/3D, animation, rotoscoping, naramatic/stilomatic, DI and versioning (language dubs), and award winning cloud-enabled media ERP technology, CLEAR™ allow us to offer the most comprehensive portfolio of integrated services and solutions to brands. As the trusted partner of many of the world's most recognizable brands, we transform brand delivery processes for our clients in 5 countries (India, Nepal, Bangladesh, Sri Lanka & South Africa) and in 20 languages. More than 900 brand marketers and agency partners access our services and technology each and every day.

Working closely with our clients and their creative and media partners globally we help drive cost efficiency, increase speed to market and ensure brand consistency across media, in every sector and every market.

## Solution Overview

### Technology

**Marketing:** The marketing module of CLEAR dovetails traditional content management with enterprise workflow and application needs within the marketing function of Brands.

**Campaign Performance Management:** Drive digital mediation of stakeholders, both external and internal, aligned to a brand's marketing/media organization to create, manage and deliver brand communications. Integrate CLEAR with existing enterprise IT systems like Procurement, CRM and Media Supply Chain to provide a unified IT platform.

- Project and Campaign Management workflows
- Online approval workflows
- Media and Production Management workflows
- Dynamic Publishing
- Digital Supply Chain Management and Ecosystem
- Reporting/Dashboards – full visibility of marketing/media activities globally across all media and business units
- Audit trails

**Distribution:** Cloud-enabled TVC Spot and Marketing/Media material distribution network connecting and managing the Digital Media Supply Chain comprising major media owners across broadcast, publishers, online, outdoor and radio.

**Digital:** Over 400 pre-set robots for one click digital fulfillment to third party digital platforms or the brand's direct to consumer communication destinations.

**Media Asset Management (MAM) and BPM:** Experience best-in-class MAM and ahead of the curve BPM engine. Create that ONE repository to store all the Brand marketing materials and associated artifacts and manage them. Creative assets, campaign information, financials and media schedules are stored in one place. Reduce duplication of assets and facilitate easy search.

### Services

Most comprehensive set of integrated services built around clients' needs. Our services span the entire marketing communications cycle covering creative concepts, production, versioning, logistics and fulfillment across channels, platforms and regions. We manage both online and offline assets.

**Production:** We pre (shoot) and post produce all types of Audio Visual advertising and communications across all media. We produce over 3500 unique content pieces every month which then is published across broadcast, radio, outdoor and online. Take your brand engagements live to audiences through our Live Streaming production services.

**Versioning & Transcreation:** Tailor your brand messages for specific target audiences. A full range of culture and legal consulting, local consumer insights and multiple language services capabilities are offered globally. We produce the VOs with native speakers and post produce the individual language versions in the most timely and cost effective manner.

**Digital:** Create optimized digital brand experiences with our suite of services spanning web development, mobile and tablet integration, SEO, digital publishing, email and campaign management, social media and app development. PFT is a YouTube certified partner for Audience Development.

**Distribution Services:** Leveraging CLEAR Media ERP platform, PFT delivers spots and marketing/media materials to major media owners across broadcast, publishers, online, outdoor and radio.

**Cloud Digital Services:** A suite of technical services including Archiving, Metadata creation, Content Preparation Services like QC, Mastering and Bulk Digitization.

## Why PFT?

**Proven:** Some of the world's biggest brands leverage CLEAR. Today, CLEAR distributes over 60,000 spots and delivers over 10 million files yearly for TV Everywhere platforms.

- Serving over 900+ brands
- Unique coverage in South Asia

**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; 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 brands 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.

**In-house Creative:** A large team of over 500 creatives – copywriters, designers, translators, online and offline editors, visual effects and CG supervisors, colorists, producers, researchers, marketers and creative directors.

**Global:** World class facilities and talent across key content markets like London, New York, Los Angeles, Vancouver, Johannesburg, Cape Town and Mumbai. Our global post-production capability also

provides integration of restoration, creative mastering, and international versioning and adaptation.

## Business Value

### Compelling business case

- Fastest Go-to-Market
- 99.9% Control & Brand Consistency
- 30% lower cost

**Simplifying complexity:** Brands x Partners x Markets x Languages x Channels. Single technology platform and media services capability simplifying your communications processes, driving continuous improvement and efficiencies

### 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 brands serving worldwide markets and delivering brand messages across media channels, languages and regions

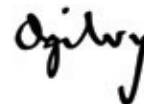
## References

### JWT

PFT has helped JWT drive workflow efficiency and creative collaboration within the organization and externally with clients, vendors and media outlets by deploying a Campaign Performance Management solution. Today JWT's 6 offices and over 1000 employees in India use CLEAR.

Campaign	Client	Brand	Start Date	Delivery Date	Task(s) Over Due	Task(s) Due Next 7 Days	Task(s) Completed	Task(s) Total	Budget
Sample Campaign Creation	Advertz Infavor...	Zuari Garden City	25/01/2013	31/01/2013	0	-NA-	0	0	Rs. 0
Kingfisher jobs for the month of Feb 2013	United Breweries...	Kingfisher	01/02/2013	28/02/2013	0	-NA-	0	0	Rs. 0
KFP - Notebook design 2013	United Breweries...	Kingfisher	07/02/2013	07/02/2013	0	-NA-	0	0	Rs. 0
ARTHA NEO - Office branding 2013	ARTHA PROPERTY	ARTHA NEO	14/02/2013	14/02/2013	0	-NA-	0	0	Rs. 0
February 2013	Bharti Airtel Ltd	Airtel	15/02/2013	28/02/2013	0	-NA-	0	0	Rs. 0
Airtel DTH February 2013	Bharti Airtel Ltd	DTH	15/02/2013	28/02/2013	0	-NA-	0	0	Rs. 0
Test, Please Ignore 1	Demo Client	Bangalore Demo B...	22/03/2013	29/03/2013	0	-NA-	0	0	Rs. 0
Test, Please Ignore 2	Demo Client	Bangalore Demo B...	22/03/2013	29/03/2013	0	-NA-	0	0	Rs. 0
Test, Please Ignore 5	Demo Client	Bangalore Demo B...	24/03/2013	31/03/2013	1	-NA-	0	1	Rs. 1000
Airtel April 2013	Bharti Airtel Ltd	Airtel	01/04/2013	30/04/2013	0	-NA-	0	0	Rs. 0

## Our Clients



## 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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