Be Bold.
Take the Leap.
EMBRACING DIGITAL TRANSFORMATION

The Media & Entertainment (M&E) industry is undergoing a sea change currently. New entrants are challenging traditional players, new geographic markets are becoming accessible faster for distribution, and new technology is enabling consumption and revenue opportunities that never existed. Velocity and scale are being redefined. M&E enterprises need to transform quickly into digital companies. And technology is crucial to simplify businesses.

So what’s really holding M&E companies back? The answer is simple - silos.

Silos in content enterprises exist at various levels:
- Silos at an enterprise level
- Silos within departments
- Silos across content value chains
- Silos across geographies

Be it broadcast or studio, investments are being made in silos leading to Islands of Automation resulting in duplication of content, huge costs, lack of agility and collaboration. It is time for the M&E industry to undergo a transformation like other sectors. It is time to take the leap and build a connected enterprise.

Traditionally, global media enterprises have adopted a ‘local implementations’ route. This has resulted in multiple localized, non-scalable digital asset management systems across different departments and locations with poor upstream and downstream collaboration with creative and broadcasting or production systems.

Broadcast enterprises do not have their MAM integrated sufficiently with broadcast management systems leading to additional cost & effort. The linear TV workflow uses multiple systems disconnected from one another.

Facing the Realities of ‘Digital Next’
Similarly, production workflows use one system where dailies & cuts are viewed and distributed for review. Promo workflows receive offline support through a different system. Finished content workflows are managed within the Broadcast Operations department in a separate system. Digital departments are now emerging as an entirely new silo to publish content on OTT platforms or deal with digital distribution.

Within global broadcast networks, the problem is even more magnified with the technology stack replicated globally at each site, heterogeneously, only adding a multiple to the TCO.

At Prime Focus Technologies, we call this Islands of Automation.

If organizations have to succeed in this Digital Next era, they need to transform. Learning from the other sectors, like Manufacturing, Auto, and Healthcare, M&E industry must adopt ONE software to not just function cost effectively, but also more efficiently with agility by leveraging technology cleverly! BE BOLD & TAKE THE LEAP is a battle cry for M&E enterprises to adopt centralization and operate on the ONE MOMENT OF TRUTH principle. It is a battle cry for M&E companies to virtualize content supply chains and adopt centralization. We, at Prime Focus Technologies (PFT), recognize that this is a huge step to take, and we are here to help M&E enterprises at every step in this journey of transformation. It’s now or never!
The M&E industry has not attempted such a transformation primarily because there existed NO SOLUTION that catered to virtualization across the enterprise. Also, since transformation of this kind is rather a journey, it did not really become a burning business priority for M&E enterprises thus far. But, in this Digital Next era, where traditional revenues are shrinking and costs are increasing on the back of digital endeavors, the need to transform is NOW the TOPMOST priority of the industry. You need to question the status quo, and BE BOLD to TAKE THE LEAP to build a connected enterprise.

PFT’s flagship product, CLEAR™ Media ERP is the world’s first and most proven Hybrid Cloud-enabled Media ERP Suite that virtualizes the content supply chain. It brings content to the center of business, helps drive creative enablement, enhance efficiencies, reduce cost and realize new monetization opportunities for M&E companies.

CLEAR™ Media ERP includes 4 transformational modules:
Cloud MAM
ONE MAM for the enterprise across geographies, departments & businesses

CLEAR™ Media ERP’s Cloud MAM is a single, holistic Media Asset Management (MAM) solution, which enables M&E companies to build a truly connected enterprise with digital workflows. Its Hybrid Cloud architecture gives content owners peace of mind that their content is secure with them while the applications run on the cloud. They can access their content anytime, anywhere and no longer need to be dependent on ‘on premise applications’. Cloud MAM is ready-to-deploy and pre-integrated with industry standard applications and has expert implementation support. It powers ingest, metadata and digital library management, and also enables easy content discovery.

Key Features:
- Custom metadata and workflows – as native as ‘On Premise’
- Business Process Management (BPM) – One-of-a-kind tool specifically tailored for production, broadcast and content operations
- Pre-integrated with most industry standard applications – Transcode, Archive, QC, File Acceleration and many more
- Smart Tasker – Single console to manage (view, pause, resume, reprioritize) 3rd party resources
- Self Administration – Easy management of users, rights, workflows, reports and metadata templates
- Distributed Essence Management – Version managed across locations, storage
- Secure, unbreakable player – Secure, multi-track, frame accurate player with data overlays
- Mobility – Collaborative review fine-tuned for the iPad and iPhone

Benefits:
- ONE MAM across your company, multiple geographies and departments while leveraging past investments
- Fastest time-to-market
- Improved operational efficiencies
- Lower TCO with enterprise class MAM on the cloud
- SaaS model, no upfront Capex, conserving capital that can be invested on creating content
Broadcast Cloud
ONE software for broadcast – from content creation, transformation, distribution through exhibition

Broadcast Cloud enables workflow orchestration across the enterprise, supply chain and partner ecosystems. It provides a single software on the cloud for all departments across the enterprise – be it Programming, Legal, Marketing, Syndication, Traffic, Broadcast Operations, Digital or Promos, along with partner and stakeholder ecosystems. Broadcast Cloud is a one-stop-shop to manage, review, process and publish content across all the platforms and devices of the broadcast universe.

Key Features:
- Custom workflows for Programming, Standards & Practices (S&P), On Air Promos (OAP), Operations, Traffic and Digital teams
- Business Process Management (BPM) tool – One-of-a-kind, specifically tailored for broadcast (with over 50 instant process primitives)
- Flexible metadata model to support different content types across regions while maintaining single asset reference – no confusion whatsoever
- Story Teller – Biggest empowerment to the creative user. Have the power to tell compelling stories by creating, sharpening and sharing incisive stories on the fly, in the moment, across live and library content. With deep search, data overlays and filtering possibilities, you are certain to package one heck of a story
- Secure, multi-track, frame accurate player with data overlays and protection from piracy/downloads
- Picture-in-Picture (PIP) review – No hassle of pulling out the edits advised to an editor. You can review the edited video on a window along with the edits passed to the editor side by side – how handy!
- Pre-integrated with most industry standard applications (Transcode, Archive, QC, Scheduling, File transfer, Rights Management etc.)

Benefits:
- Lowest TCO
- 30% cost savings
- 40% time savings
- Focus on creative excellence rather than managing logistics
- Work-life balance
- Pay-as-you-use, no need to pay for application licenses and end up under-utilizing them
DAX® Production Cloud
ONE software to manage dailies and post servicing workflows

The industry has been using the award winning DAX® Digital Asset Management software for reviewing dailies and cuts, and document management. DAX® has gone through a significant upgrade with some powerful additions to the software. With this upgrade and expanded functionality, we now call this the DAX® Production Cloud.

DAX® Production Cloud allows you to use the same system for both dailies and post servicing workflows. Which means, stakeholders across the production supply chain – On-set, Editorial, VFX (pull downs), Marketing (trailers), Localization Vendors, Distribution (screeners) – All collaborate on the same software. It offers ONE software to manage all high resolution and low resolution content, as well as dailies and post servicing workflows for production, marketing and distribution. ONE system to store, manage, transcode and deliver content across the production supply chain.

Key Features:
- Production Servicing Module – Single file ingest, transcode, watermark, distribute multiple formats to production stakeholders and partners
- Integration between Production Operations and Broadcast Operations – Delivery of finals via DAX® Production Cloud to kick off downstream work for network
- Pre-production tools & services (On-set Distribution, Content Engine, Script Ratings)
- Support for mezzanine files and essences
- Adaptive, multi-bitrate streaming
- Advanced permissions and administration modules
- Clip-based workflow
- DRM and forensic watermarking
- Advanced document management
- Login – Email and SMS 2-factor authentication
- Home Page
  - Activity feed of all recent account events (uploads, edits, shares, etc.)
  - Customizable dashboard of reporting/analytics widgets
- Administration – The most robust client administration module in the business
  - Completely rebuilt from the ground up – Full control over organization, teams/divisions, projects and folders
  - Expansive permissions engine that allows multi-level permissions management down to the folder level. It’s as granular or as lenient as you need it to be
  - Permission sets, types, tags, etc.
- Manage all features, rules (watermarks, etc.) and associated metadata (forms) for your organization
- Security, Auditing
  - MPAA® audited, SOC2, ISO 27001 (2013) certified
  - The most comprehensive end-to-end M&E security solution in the industry
  - Advanced auditing and reporting of all user actions and system events
Upload/Download
- No limit on file size
- Transcode on upload or download
- RAW/ACES and Hi-Res Workflows

Library/DAM
- Collections – Multiple ways to organize files including new favorites and bookmarks
- Collaboration
  - Tasks – Creating/viewing/online reports and management
  - Sharing – Screener functionality with advanced security precautions for DAX® Production Cloud users and non-users alike; solicit and collate feedback from viewers
  - Screenplay Ratings – Assign customized ratings values during development/pre-production
  - Post-production collaboration between client and multiple vendors

Player/Viewer
- Wowza streaming technology (adaptive streaming, frame accuracy)
- Clip-based workflow
  - Upload multiple clips and create a playlist on the fly – with or without a metadata file (ALE, EDL, XML)

Playlists
- New drag and drop bin allows easy assembly of playlists from multiple folders/sources
- New online editor functionality allows basic editing features, e.g. cutting/pasting of multiple clips

Greatly expanded search
- Advanced search of assets, associated metadata, folders etc.
- In depth document search

STB and iOS
- End-to-end redesign, expanded folder navigation, integrated collections

BPM Engine
- Access to cloud storage through Operations Cloud
  - Secure storage of content on the cloud, highly available, five 9s reliability
  - Options of Private or Public Clouds, including the ability to use client accounts in Public Clouds like AWS, Azure
  - Unique Hybrid Cloud architecture to manage distributed storage within studio lots/sites where required
- Access to dynamic Transcoding via Operations Cloud
  - Caters to pull downs, restore and delivery
  - Best-of-breed Transcoder options
  - Integrated with publish utilities to prepare and deliver content to preset destinations
  - Ready-to-use BPM primitives for each Transcoder and adaptability to configure new destination

Benefits:
- Fastest time-to-market
- Improved operational efficiencies
- Lower TCO
- SaaS Model, No upfront Capex, conserving capital that can be invested on creating content
Operations Cloud
ONE software to manage content store, processing & delivery

CLEAR™ Operations Cloud helps content enterprises not just store and transcode, but perform end-to-end content operations on the cloud. It is ready-to-deploy with a wide range of preset robots (TVE, customer portal, Netflix, YT, DPP) that allows users to enjoy faster time-to-market at lowest costs. All this with pre-defined SLAs and timely counsel. It offers ONE cloud software that does everything, including workflow orchestration.

Key Features:
- Custom workflow orchestration across content operations – Industry’s first cloud-based workflow orchestration that truly addresses end-to-end content operations. Use existing workflow templates or create your own with instant use of primitives
- Transcoding, archive/storage, auto QC, file accelerator, forensic watermarking
- Quick compliance packages – TV Everywhere, DPP, YouTube publish package etc.
- 400+ preset robots for linear and new media publish
- Integrated, bundled services – Provides access to metadata enrichment services like cataloging, ad contextualization and new media search tag enrichment
- Seamless integration with branded Transcoders – Rhozet, Elemental etc.

Benefits:
- Seamless integration with your existing infrastructure
- On-time delivery
- Lowest Total Cost of Ownership (TCO)
- No increase in staff
- Pay-as-you-use – No need to pay for application licenses and end up under-utilizing them
- Shortest implementation time – Ready-to-deploy
- Increase monetization through faster time-to-market
- SaaS model, no upfront Capex

- Cloud Storage
  - Secure storage of content on the cloud, highly available, five 9s reliability
  - Options of Private or Public Clouds, including the ability to use client accounts in Public Clouds like AWS, Azure
  - Unique Hybrid Cloud architecture to manage distributed storage within studio lots / sites where required

- Dynamic Transcoding
  - Caters to pull downs, restore and delivery
  - Best-of-breed transcoder options
  - Integrated with publish utilities to prepare and deliver content to preset destinations
  - Ready-to-use BPM primitives for each transcoder and adaptability to configure new destinations
THE CLEAR™ ADVANTAGE: PROVEN

- We manage 1.2 MN hours of content annually
- CLEAR™ CLOUD MAM has been in production for the last 8 years
- We power 400 TV shows daily
- 10 MN assets published to new media annually
- We manage content and content workflows across 168 physical sites
- We helped 21st Century Fox’s STAR India reduce carbon emissions by 84315 CO2
- DAX® has been the market leading Digital Dailies solution for over 10 years and is patented – US Patent No:7,660,416/8,218,764/12,976,929
- Over 85% of US primetime scripted network television productions use our product
PFT works with some of the largest broadcasters, studios, sports and digital organizations across the globe.
THEY HAVE EMBRACED TRANSFORMATION

Have you?

LIONSGATE

“A lot of hassles I had previously are now taken care of. And it’s greener. When you’ve got five shows going and a reel or two of dailies coming for each show for each executive, that’s a lot of waste that we don’t see anymore.”

Bobby Williams
Vice President, TV Post Production
Lionsgate Television

Star

“In our desire to deliver superior value to our customers, we teamed up with Prime Focus Technologies. They helped us change our business processes, embrace HD, and allowed us to scale up our business more efficiently. This I believe is a great step forward, not only for Star India, but for the broadcasting industry. We at Star are happy to lead this change with our partner Prime Focus Technologies.”

Sanjay Gupta
Chief Operating Officer
Star India

CLEAR has played a pivotal role in the launch and continued success of the Hotstar platform. From the streamlining and delivery of Hotstar content, to the app’s design which provides great user experience, CLEAR’s capabilities have allowed us to bring our vision to life while propelling the app to unprecedented levels of success – including becoming the fastest growing app ever in Asia.”

Harish Prabhu
AVP Digital Technology
Novi Digital
“We want cricket to be the most played, most watched and most enjoyed sport in the country. Making our vast archive of cricket content readily accessible will help us in achieving these goals. PFT’s expertise in this space makes them the ideal partner for CA to meet the increasing consumer demand for video content, maximize our ability to reach and retain cricket fans and to achieve commercial objectives.”

Ben Amarfio
Executive General Manager
Media Communications & Marketing
Cricket Australia

“Prime Focus Technologies is a known name in innovative Cloud solutions especially in the Asian market. Their experience and technology prowess will add huge value in managing project of this scale and size.”

Peter G. Bithos
CEO, HOOQ
Be the harbinger of tectonic transformation.
Be Bold.
Take the Leap.