



# Broadcast Cloud

## Operational and Business Challenges

- A Media Asset Management (MAM) solution that cannot extend beyond BO&E (Broadcast Operations and Engineering)
- Multiple applications or MAMs for individual teams
- Manual workflows due to diverse, disconnected systems
- Not able to work off a single reference of assets collaboratively across teams, geographies, applications
- Never-ending CAPEX

## What you need

- A system that does not function in isolation and allows for collaboration across teams
- A system that caters not only to core BO&E but also to other workflows
- A system that manages not just content but all activities across the Broadcast universe
- Workflow orchestration that is flexible, adaptable and easy to bridge with both operational and creative workflows
- A one-stop-shop to manage, review and process the content life cycle
- A new age, mobility driven work-life balance facilitator than a rigid, locked-to-a-stone 'on premise' application
- No exclusive dependency on 'on premise' applications
- Lowest total cost of ownership (TCO)
- SaaS Model, no upfront CAPEX, conserving capital that can be invested in your core business areas

## What we offer

With Broadcast Cloud, you have access to a Media ERP Suite that enables workflow orchestration across the enterprise-supply chain-partner ecosystem. It is a one-stop-shop to manage, review and process content across the broadcast universe.

Say no to tapes – it's time to work with files! No more waiting for tapes to reach you physically. You can now review your media files and pass on comments instantly and more securely.

Broadcast Cloud is driven by Hybrid Cloud architecture – you have peace of mind that your content is with you always while the applications run on Cloud – how convenient! This removes your dependency on 'on premise' applications, and you realize lowest Total Cost of Operations (TCOP).

## Features of Broadcast Cloud

- Broadcast Workflows
  - Go beyond technical workflows of a MAM system with specific functional workflows for Programming, Standards & Practices (S&P), On-air promos (OAP), Operations, Traffic and New Media teams as covered here –
  - o Programming
    - Receive notifications on upcoming content reviews – Programs, OAPs, etc.
    - Options to select a network channel content for review
    - Configure work screens and user interfaces based on content type
    - Content is prioritized based on time-to-air
    - Frame-by-frame content review using in-built video player
    - Collaborative reviews
    - View comments (from all teams) and select the ones to submit to production house
    - Export comments directly to NLE in native formats – Avid MC ALE, AVL, FCP/PPro XML, EDL
    - Approval history showing pending/completed approvals by others teams
    - Configurable Status Flags – Reviewed, sent to production house
    - Configurable Dashboard and Report – Program bank, production house delivery time, my programs
  - o S&P
    - *All features as above*
    - Features fine-tuned for S&P – Resume the last viewed frame on portal/iPad
    - Offline review and sync-up to aid continuity of work in case of limited connectivity
    - Screen capture to identify non-compliance at a frame level
    - Approvals/Certifications appended as essences to the main asset
    - Dashboards and reports showing number of completed and pending reviews

- o Operations
  - Playout to all content types – Programs, Movies, TVCs, OAPs
  - Dashboard showing the status and movement of file across teams
  - Option to reject/override quality check based on priority and self-review
  - Assignment of the unique ID for movement of asset to delivery
  - Option to delete/send content to catalogue and archive
  - Restore and publish partial or complete asset to new media
- o Traffic
  - All TVCs managed and reviewed under one platform
  - Sort and prioritize TVCs based on a number of parameters, e.g. advertiser, brand, region, language
  - Integration with S&T and QC teams for review before delivery
  - Configurable dashboards and reports
- o New Media Publish
  - Single-window publish to New Media, OTT platforms – YouTube, Netflix, Hulu, Vimeo and many more
  - Popular platforms templated with relevant metadata to fill during publish
  - Metadata customizable in line with SEO
  - Option to add Logo and/or Text burnt on the video
  - Add predefined slates or graphic plates before and/or after asset during transcode
  - Configure ad placement – Pre-roll, mid-roll, post-roll and skip options
  - Define time and date to make the asset public and hold access to asset in private channel
- o Tools and Services
  - Secure Multi-track Frame Accurate Player with Data Overlays – Robust key encryption providing protection from content piracy and unauthorized downloads
  - Review and Collaboration Tool – Frame accurate collaborative reviews, share comments, export comments to NLEs. Review tool is available both on portal and iPad
  - Break Structure – Ability to identify segment breaks of an asset and deliver to BMS accordingly
  - Cataloguing – Extensive context infusion into the asset by deep cataloguing across global, scene, character and other levels, and add-on service of high quality, cost-efficient, SLA compliant cataloguing by SMEs
  - Subtitling – Subtitling as an online service: instant availability of subtitled content via a web interface for customers to review and approve work as it is completed
- CAD – Ad contextualization and insertion tool
- Manual QC – Hi-res manual QC done by experts
- Story Teller on Air – A specialized appliance that helps create compelling stories from MAM/archive for playout on air directly. The appliance has SDI ports for both preview and output capabilities
- o Mobility
  - Support for iPad, Portal and Desktop options including advanced features on iPad
  - Resume from last-viewed position in the player
  - Compare Mode – Compare two cuts side-by-side with sync to time code, simultaneous play options
  - Offline Mode – Work even in the absence of connectivity and auto-sync when the network is up
- o Dashboard and Reports offering holistic and detailed view of usage and processing of content through the system
  - Overall network and channel level view
  - Team/role wise breakup of system usage
  - Number of files (Rough cuts/Tx) processed through the system
  - Arrival of content from the production house/content creators within the system before the Tx date/time
- Asset Management
  - o Automated ingest options integrated with event-based workflows for error-free metadata entries
  - o Pre-integrated with industry standard apps – Integration with scheduling and rights management systems for operational data exchange (Box ID) and asset master data exchange (MAM ID, Rights ID), besides other commonly used industry applications
    - Transcode: Rhozet, Elemental, FFMPEG, Telestream
    - Auto QC: Cerify, Baton
    - Archive Management: Front Porch Diva, Masstech
    - File Accelerators: Signiant, Aspera, File Catalyst, Airship
    - Rights Management: Rights Logic
    - Broadcast Management System: Champs, Jelly Roll, custom
  - o Business Process Management (BPM)
    - GUI-based, drag and drop modelling tool with BPM standard compliance
    - Seamless orchestration between human and system tasks, aided by templates and ready-to-use workflow primitives tailored for M&E industry

- o Smart Tasker
  - One console to manage industry standard applications through native API integrations – Transcoders (Rhozet, Elemental, FFMPEG), Auto QC (Cerify, Baton), Archive Managers (Front Porch Diva, Masstech), File Accelerators (Signiant, Aspera, File Catalyst)
    - See the status of jobs
    - Change Priority – Control the execution flow by pause, resume and re-prioritize
  - Extensible Framework to accommodate future integrations
- o Metadata Modelling – Metadata can be selected from predefined templates based on
  - Content type (Programs, Promos, TVCs, Movies, Rough Cuts)
  - Common Industry standards (SMPTE, Dublin Core, EBU Core, DPP (AS-11), BXF, IMF, IMDB)
  - Best practices (Descriptive Metadata at Asset, Scene level, Character Diamond, etc.)
  - Metadata customization on the fly providing unlimited data model extensibility
- o Notification – workflow driven, configurable notifications by e-mail, SMS, with ESB assured delivery
- o SLA-Driven – Assured service levels on the Cloud, in line with time-sensitivity of media workflows
- Infrastructure
  - o Highly Available – Availability of content and high security on the Cloud is achieved through our unique Hybrid Cloud deployment model
  - o Deployment Model – Multi-tenanted Cloud platform that allows you to have your own space (custom workflows, data models and user preferences) with optional Hybrid Cloud deployment
  - o Hybrid Cloud – Strength of Cloud MAM's distributed workflows and support for decentralized storage for seamless integration with your existing 'on premise' infrastructure
  - o Site-to-Site DR – World's first Site-to-Site application DR with support for content and application for business continuity
  - o Geo Streaming\* and Content Distribution Network (CDN)\* – High performance streaming by Geo Streaming and CDN
  - o Infrastructure Extensible – Extend seamlessly to 'on premise' and Cloud infrastructure leveraging existing infrastructure
- Promo Operations Module – End-to-end business process orchestration for promo creation including versioning automation
 

Promo Operations, a module of CLEAR Broadcast Cloud, offers a never before functionality to automate the entire promo operations workflow. This includes end-to-end work order administration, seamless integration with Broadcast Management Software (BMS), review & approval processes, post-production and hand-off for play-out along with a revolutionary versioning appliance that allows to 'render' promo versions for the creative automatically based on pre-configured versioning templates

Besides these, being a part of the CLEAR Media ERP Cloud Suite, Broadcast Cloud users also get to leverage the goodness of the core platform – including Library, Search, Workflow Modeler and Work Order Management
- Mastering Automation – CLEAR's Mastering Automation solution makes domestic and international syndication across linear and non-linear platforms more efficient and cost-effective, thanks to automation by leveraging CLEAR Compliance Data Model, Caption Re-timing feature and Profanity Check tool for compliance auto QC for captions & subtitles
- Professional Services in Implementation – Broadcast Cloud is supported by experienced team of functional and technical consultants with years of exposure to workflows across content life cycle
- Managed Services – Managed services including Helpdesk, L1, L2, L3 support for application and infrastructure management support through a fully secure, automated, certified Network Operations Center
- Integration with NLEs
  - o Native integration with Adobe Premiere Pro – access, search, line up and export assets managed by CLEAR using CLEAR Panels embedded within Premiere Pro
  - o Deep integration for direct download of edits from CLEAR into the NLE through support for Avid Media Composer (AVL and ALE), for FCP and Premiere Pro (XML)
- Supply Chain Management – Manage end-to-end digital supply chain across users, vendors and partners
- SOA-based Web Services API – Support integrations with optional REST APIs
- Modular – Extensible to enterprise wide orchestration of content based activities, stakeholder interactions, supply chain management, partner management and content operations infrastructure, part of the CLEAR Media ERP Suite on the Cloud including Cloud MAM, Operations Cloud, Broadcast Cloud and DAX® Production Cloud modules

## Did you know?

- We manage 1.5 MN hours of content annually
- We power 400 TV shows daily
- We syndicate and fulfil 10 MN files annually
- We deliver 35,000 hours of Subtitling and Closed Captioning annually

## Benefits

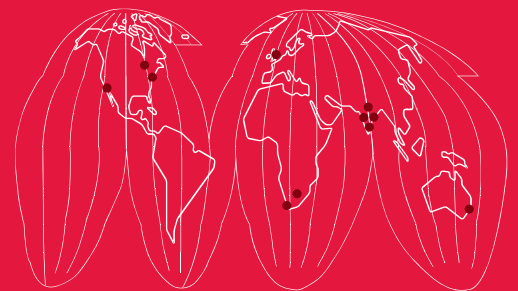
- Lowest Total Cost of Operations (TCOP)
- 30% cost savings and 40% time savings
- Focus on creative excellence than managing logistics
- Work-life balance
- Pay-as-you-use, no need to pay for application licenses and end up under-utilizing them
- Shortest implementation time – Ready-to-deploy
- Monetize content through instant new media publish and contextual advertising
- SaaS Model, no upfront CAPEX, conserving capital that can be invested on creating content
- Most secure – ISO 27001, SOC2 certified and MPAA® audited

## 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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