



Managing  
The Business  
Of Content™

# Centralization

Automated Content  
Operations for  
global enterprise,  
centralized



# Why Centralization?

- Typically, broadcasters have decentralized operating models. Operations like Content Download, Quality Control (QC), House Master creation, Compliance Editing, Mastering and Archival are performed separately for each territory. Each territory creates its own on air promos of the shows as well.
- Program scheduling operations and metadata entry for the same show/movie take place in each of the locations.
- The outcome is rampant duplication of effort, heavy investment on in-house capex infrastructure and increase in outsource spends in the local territories.
- Adopting centralization with CLEAR™ Media ERP helps broadcasters reduce the global effort involved in content operations, fostering a higher level of collaboration, flexibility and speed over existing systems.

PFT provides 3 key offerings for Centralization.

## CLEAR Ingest & Distribution for Station Groups

CLEAR Ingest & Distribution provides ONE software to simplify end-to-end workflows for Satellite and Terrestrial distribution. It integrates and automates ingest, prep, QC and distribution workflows, while providing real time dashboards and notification alerts to operations teams. The solution enables users to review proxies of content as well as manually transfer content to local affiliates via Signiant, Aspera or similar file transfer utilities. Leveraging CLEAR's in-built Business Process Management (BPM) engine, it automates file processing and generates real time dashboards within ONE user interface.

# Key Features

- ONE Cloud-based software to manage end-to-end workflows:
  - Satellite and Terrestrial ingest
  - Archive management
  - Strong MAM capabilities – BMDN (browse/monitor/deliver/notify) workflows
  - Auto file QC
  - Cloud-based segmentation tools
  - Integration with file-based and Satellite delivery systems
  - ONE centralized dashboard
  - Review & approval
  - Content distribution through CLEAR Broadcast Cloud
- Extensive Interoperability – Pre-integration with systems like PitchBlue, CatchBlue, IDC-XD, CompuSat and Nexio, resulting in higher fault tolerance and automated data transfer across systems
- Ability to review proxies of content and manually transfer content to local affiliates
- SaaS Model with no upfront CAPEX

## What's in it for you?

CLEAR Ingest & Distribution helps station groups leverage their existing infrastructure and achieve lowest Total Cost of Operations (TCOP). It drives faster time-to-market, and provides greater creative control with transparency for operations across the supply chain.

# Centralization of **International Broadcast Operations**

For broadcasters with a wide international reach, 70-80% of the playlist is typically common to all regions. Yet decentralized processes account for massive duplication of assets and effort, a phenomena which grows exponentially further downstream.

CLEAR enables broadcasters to centralize Content Preparation tasks such as content acquisition, QC, house format creation, mastering (for linear & VoD) and archival.

They can also centralize Compliance Mastering operations leveraging CLEAR's Compliance Data Model, which reduces tagging to a one time effort, and offers innovative features for automated caption re-timing, profanity check etc.

# Key Features

- Centralized repository for storage of source media and archival
- Work orders to create, assign, analyze and monitor tasks across all locations
- Unified dashboard for visibility of due dates and task status across all global sites
- Global super-set of metadata
- ONE downstream format
- Integration with all 3rd party vendors for distribution
- CLEAR Compliance Data Model: Enables one time cataloging on the Source Master, thereby reducing compliance review efforts as well as edit time
- Caption Re-timing: Auto re-sync of captions/subtitles for new edit versions of an asset, thereby eliminating the process of manually re-timing the captioning content
- Compliance Auto QC: Automated Profanity Check for masking out of objectionable text from captions/subtitles
- Multi-lingual support, personalized handles for different languages etc.
- Facilitates mastering and distribution from one primary location
- Storage of Master Essence packages with all language dubs/subtitles etc.

## What's in it for you?

Centralization helps broadcasters lower their TCOP drastically by eliminating duplication of effort and resources.

# Centralization of Promo Operations

Promo Operations Automation, a module of CLEAR Broadcast Cloud, offers an industry first functionality to automate the entire promo operations workflow.

It includes end-to-end work order administration, seamless integration with Broadcast Management Software (BMS), review & approval processes, post-production and hand-off for playout along with a revolutionary versioning appliance that allows to 'render' promo versions for the creative automatically based on pre-configured versioning templates.



**Calculate your cost savings now!**

**ROI Calculator**

[www.primefocustechnologies.com/centralizationroicalculator](http://www.primefocustechnologies.com/centralizationroicalculator)



# Key Features

- A revolutionary appliance for automated Promo Versioning equipped with:
  - Promo Versioning Template Administration and Designer
  - Metadata driven dynamic Templates
  - Metadata driven rendering of Sponsorship Logos
  - Cross channel promotion using multiple template selection
  - Ability to re-version all or selected versions
  - Localization support for special characters and multiple languages

## What's in it for you?

Centralization lowers TCOP by reducing the effort involved in promo operations, enhances operational efficiencies and helps achieve faster Turnaround Time (TAT) through versioning automation.

# Business Benefits



**Lower Total Cost of Operations (TCOP)**  
Reduced cost of infrastructure and resources



**Increased Operational Efficiencies**  
Eliminates duplication of tasks



**Faster Time-to-Market**  
Users can prep centrally and distribute globally