



# Centralization

Centralized Content  
Operations for the  
global enterprise  
with local control



# 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. Add to that, program scheduling operations and entering the metadata of the same show or movie 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. Here's a glimpse:

## CLEAR Ingest & Distribution

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 the content moving through the system, 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 to drive underlying distributed workflows within ONE user interface. CLEAR Ingest offers extensive interoperability and comes pre-integrated with systems like PitchBlue, CatchBlue, IDC-XD, CompuSat and Nexio.

# Key Features

- ONE Cloud-based software to manage end-to-end workflows:
  - Satellite and Terrestrial ingest
  - Archive management
  - Strong MAM capabilities (Cloud MAM) – BMDN (browse/monitor/deliver/notify) workflows
  - Auto file QC
  - Cloud-based segmentation tools
  - Integration with file-based and Satellite delivery systems
  - ONE centralized dashboard
  - Options for creative content workflows such as 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
- Users can review proxies of the content moving through the system, as well as manually transfer content to local affiliates via Signiant, Aspera or similar file transfer utilities
- SaaS Model with no upfront CAPEX

CLEAR Ingest & Distribution helps broadcasters leverage their existing infrastructure and achieve lowest Total Cost of Operations (TCOP). It also 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. With CLEAR, broadcasters get ONE MAM across all global sites, which unifies various departments, vendors and distributors across the content supply chain, along with native Work Order Management functionality. Centralization helps broadcasters lower TCOP drastically, while fostering a higher level of collaboration, flexibility and speed over existing systems.

# 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.
- Interoperable Master Format (IMF) ready solution

Centralization has the potential to help broadcasters reduce their TCOP drastically.

# Centralization of Promo Operations

By adopting centralization, broadcasters can leverage CLEAR to make ONE set of promos centrally and distribute these globally, rather than editing a fresh set of promos in each territory. These can then be localized as required.

Alternatively, broadcasters can embark upon consolidating promo creation in regional clusters which have similar cultural ethos.

CLEAR enables broadcasters to manage all promo creatives along with subtitle and dub files (and all other versioning elements) needed for global playout from ONE location. CLEAR's Work Order Management functionality facilitates seamless collaboration with vendors across the globe, making it possible to review and approve content, and track task status easily.

Further, different versions based on duration, telecast date etc. can also be created centrally and distributed worldwide. This is made possible by CLEAR's revolutionary Promo Operations Module, which provides broadcasters end-to-end business process orchestration for promo creation including versioning automation.



**Calculate your cost savings now!**

**ROI Calculator**

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



# Key Features

- End-to-end Work Order Management for Promo Operations
- Mastering Automation with CLEAR Compliance Data Model, Caption re-timing feature and Profanity Check tool for compliance Auto QC for captions and subtitles
- Ability to orchestrate and deploy Promo Workflows using BPM compatible workflow tools
- Monitoring dashboards to oversee the progress of a creative and its versions – from concept to final distribution across global territories
- Near real time view of the progress of automated tasks like file transfers/transcodes/archives etc.
- Ability to manage work-orders for different teams – Creative, QC, Vendors (Subtitling/Dubbing)
- 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

Centralization helps broadcasters lower their TCOP by reducing the number of edit resources used in promo operations.

# 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