



**Managing
The Business
Of Content™**

Digital Packaging & Delivery



Faster, Cheaper, Smarter Distribution of Global Content

In this age of everything digital, OTT viewership is steeply rising across the globe. Showcasing content on OTT platforms has now become critical for content owners, as it enables them to reach out to a larger, global audience – particularly the younger generation which loves consuming content on the go. Distribution for OTT, however, is often an uphill task, as each platform, such as YouTube, iTunes, HOOQ, or Amazon Prime has its own set of technical and quality specifications that need to be met. This involves several steps, including metadata creation, subtitling, compliance editing, QC and transcoding. Additionally, popular video streaming service platforms often identify and certify select vendors who meet their quality standards. Digital syndication to platforms like YouTube, Dailymotion, Go90, Facebook, and Pluto.tv also comes with its own set of requirements, making the process of publishing content to these platforms extremely cumbersome and expensive for content owners.

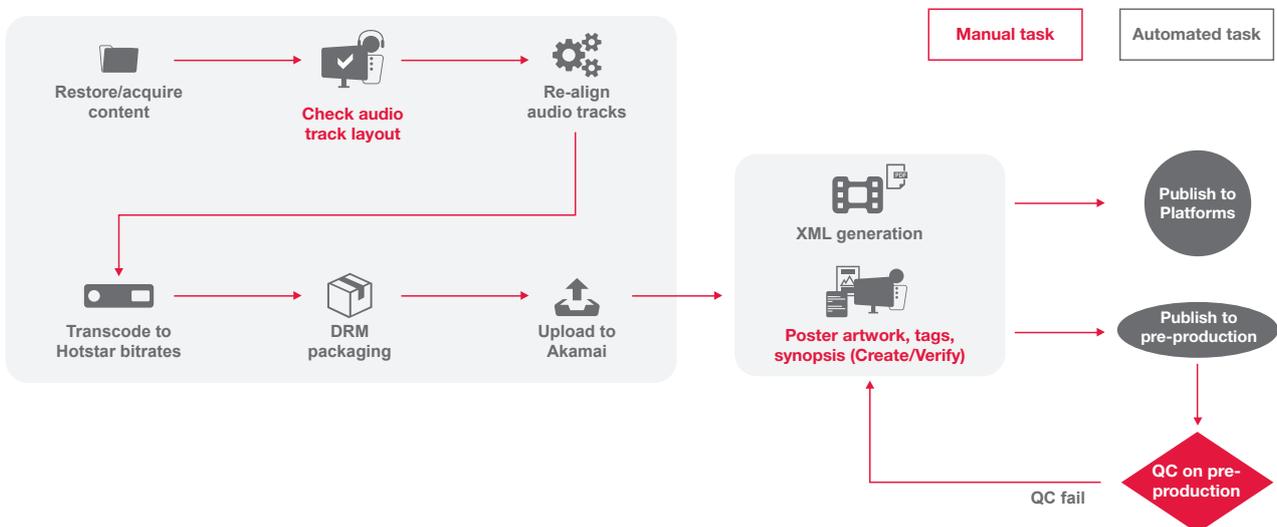
The PFT Advantage

Operations Cloud, a module of PFT's flagship product CLEAR™ Media ERP Suite, provides end-to-end workflow orchestration for digital packaging and delivery – right from content ingest to final delivery.

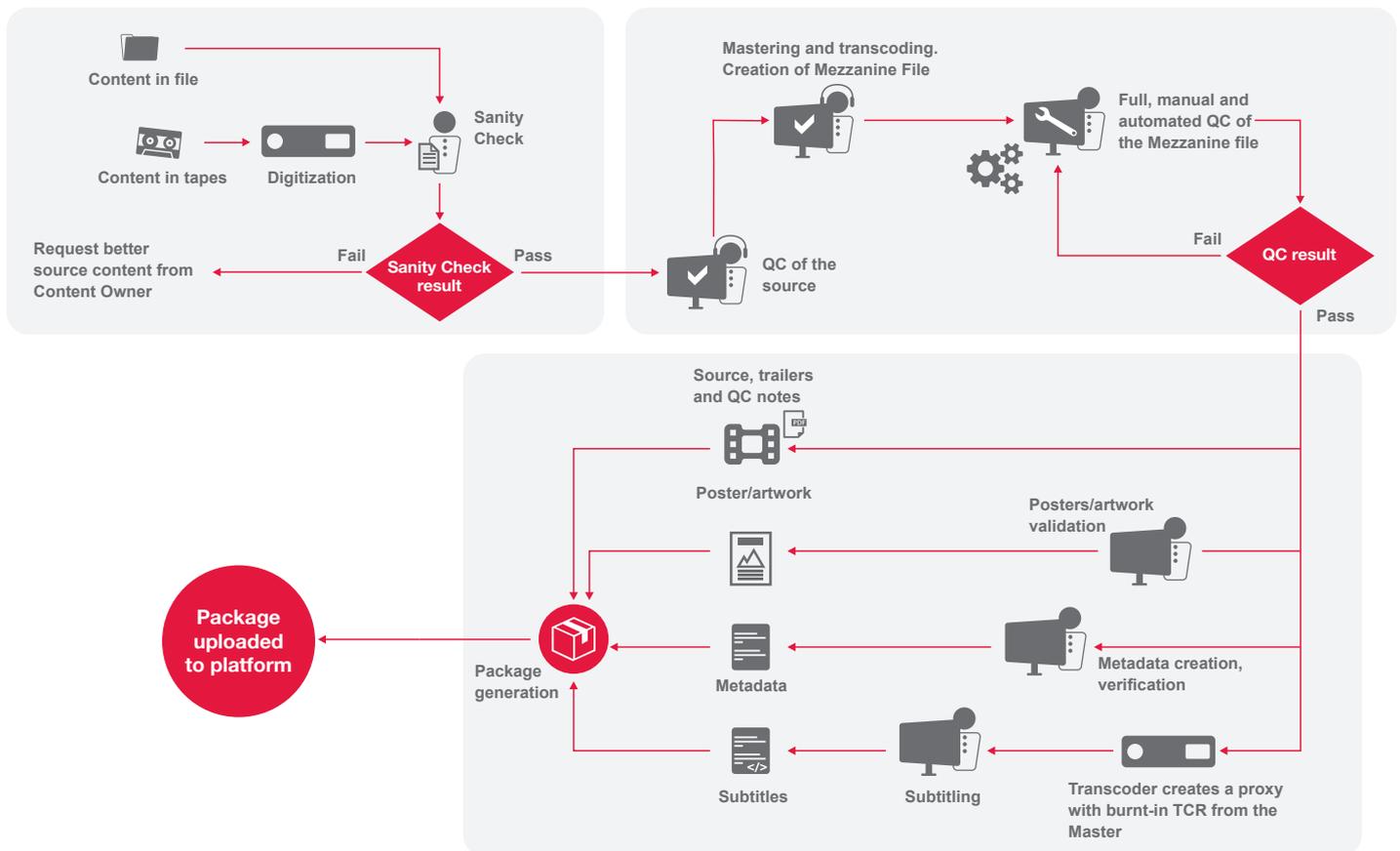
Here's what we offer:

- An automated process, using an extensive data model to create packages, transcode in multiple formats and deliver to different OTT platforms

- Over 450 ready-to-deploy preset robots for broadcast and new media publish
- Support for all OTT related services, including digitization, QC, image enhancement, localization, cataloging, metadata creation and transcoding
- Stringent quality control using a combination of manual and auto QC
- Supply chain management using ONE system
- Data-led mastering
- High end tools for QC and transcoding
- Compliance Data Model: A fast and accurate solution to fulfill different compliance regulations
- A DMS CoE (Digital Media Services Centre of Excellence) with over 20 people working on packaging and delivering content across multiple formats and devices
- Strong Cloud MAM with BPM (business process management)
- Onboarding: we get it right the first time
- Over 17 years of rich experience in digitization, QC and mastering
- A proven background with over 10 MN assets published to new media annually
- We are:
 - o Netflix preferred Vendor
 - o iTunes certified for direct delivery
 - o A preferred partner for YouTube for content processing, live streaming, metadata and subtitling
 - o MPAA® audited, SOC2 compliant, ISO 27001 certified
 - o SLA-driven unlike any other competing service provider in the world



Process workflow to deliver to broadcast owned OTT platforms



Process workflow to deliver to video streaming service platforms

Facts & Figures

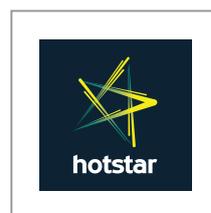
- Delivered 75000+ hours of content for clients globally
- Current track record of delivering 4400+ hours every month

Business Benefits

- Reduced time-to-market via multi-channel readiness
- Low Total Cost of Operations (TCOP)
- Tight turnaround time (TAT) with no compromise on quality

A History of Success

PFT packages and delivers content to the world's leading video streaming service platforms, including HOOQ, iTunes, YouTube, Amazon Prime and Google Play. We help Nerdist Industries, the digital division of Legendary Pictures, deliver short-form and episodic content to YouTube, Dailymotion, Spotify, Go90, and iTunes. We have also been instrumental in powering content for Viacom 18's recently launched VoD platform, Voot, as well as Hotstar - Asia's leading broadcast owned OTT platform, which became India's fastest app to cross the million download mark, and garnered 10 million users within 40 days of being launched.



65,000 hours for Hotstar



5,500 hours for HOOQ



25,000 hours for Voot



YouTube Certified



iTunes Approved Encoding House

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



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