



Succeeding in South Africa



Prime Focus Technologies

Prime Focus is the world leader in media and entertainment industry services engaging over 5500 professionals in 16 cities across 4 continents and 5 time zones.

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud technology enabled Media ERP platform and cloud-enabled services help broadcasters, studios, brands, sports and digital businesses drive creative enablement, enhance ecosystem efficiencies & sustainability, reduce cost and realize new monetization opportunities.

PFT works with major content owners like Warner Bros., News Corporation-owned STAR TV, Bloomberg, Disney, ZEE TV, EROS International, SONY Music, IFC Films, Viacom 18, SONY MSM, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press, A & E TV Network and Schawk!

PFT benefits from Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline to offer customers transformational solutions that help them virtualize the content supply chain and manage their business of content better.

PFT's global content operations hub, 'True North' is the world's largest digital media services cloud. It serves as a production hub for TV and digital lab for films.

Managing the Business of Content

PFT owns and operates the world's first and most established Hybrid Cloud-enabled Media ERP platform CLEAR, offering enterprise class asset and workflow management solutions. CLEAR brings content to the center of the business and virtualizes the business processes and workflows around content. Our solution helps clients transform their business, achieve higher levels of performance and reduce costs.

Our tailor made solutions address the needs of key players across the M&E industry.

▪ Studios

- o Win digital consumers of filmed entertainment, television and multi-channel networks
- o Offers single interface to manage Content, Production processes and Supply Chain across the Production Lifecycle

▪ Broadcast

- o Woo digital consumers, counter flat revenues and control operating costs with Digital Transformation
- o Digitize not just technical processes (MAM) around content but business processes and applications across the enterprise (TV, Digital, Distribution and others) – we call it 'Enterprise Digitization'

▪ Distribution

- o Screen, sell and fulfill content across multiple platforms to globally distributed consumers

▪ Brands

- o Realize full potential of the brand by driving marketing communications creatively and efficiently
- o Single interface for M&E program owners to manage content across the content lifecycle right from concept to consumption.

▪ Sports

- o Increase monetization of sports through personalized engagement, immersive viewing experiences and device agnostic distribution
- o Multi-sport support to make sports content interactive and more engaging to TV and digital consumers

▪ Digital

- o Create, transform, manage, deliver and exhibit content on proprietary and third party digital platforms

Over 1.2 million hours of content under management

Syndication and VoD fulfillment of 10 million files every year

Over 35,000 hours of subtitling and closed captioning every year

Over 100,000 new TV episodes every year

Our Partner: LaserNet

In South Africa, PFT has a strategic alliance with local ISP giant LaserNet. This alliance reflects a synergy between PFT's technology innovation and content operations expertise, and LaserNet's established client relationships and network infrastructure. Our combine has been accelerating the pace of digital transformation in the South African M&E marketplace since March 2012.

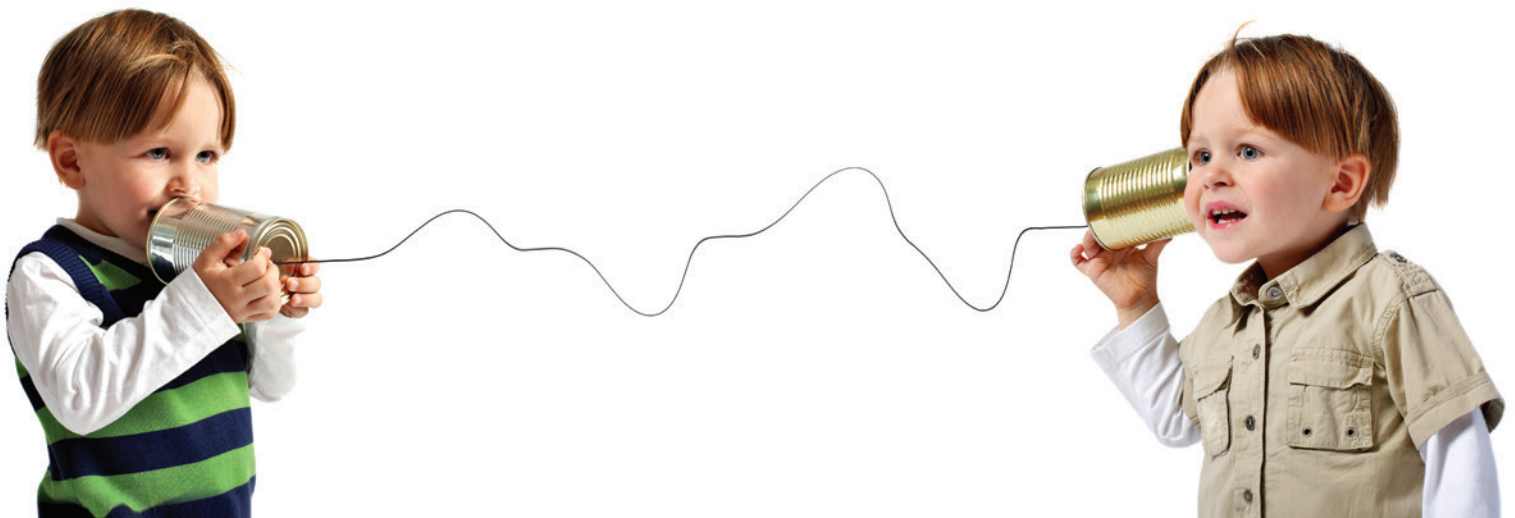
PFT, in partnership with LaserNet, has brought the Indian broadcast industry to South Africa - ZEE, STAR, UTV, Sony India to name a few.

This long-term, strategic initiative has seen PFT and LaserNet, together investing in a facility in Cape Town to carry out Editorial and Dubbing operations. This shows our commitment to bringing the GEC market to South Africa. This is an additional investment apart from the 100,000 sqft facility in Johannesburg.

Apart from Indian clients, the PFT-LaserNet combine has also secured relationships with CNBC Africa and M-Net (South Africa's popular subscription funded television channel).

“PFT and LaserNet have been effective thus far in instantly modifying and adapting the system to our needs, by remotely accessing it, thus minimizing our downtime.”

Jean Landsberg
Head of Technical & Broadcast Operations
CNBC Africa



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 Turner, PBS, Walt Disney-owned Star TV, Hearst, 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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