



OTT Distribution:

ONE software
with end-to-end
automation for
OTT Distribution –
from Scheduling
to Delivery



Challenges at Hand

- Each OTT and VoD platform, like YouTube, Netflix or Spotify, has custom specifications that content enterprises need to meet. Typical fulfilment deliverables include a vast inventory of content in multiple formats, subtitle/dub files, images, documents etc.
- Traditionally, OTT/VoD fulfilment related work orders are assigned outside the MAM system, manually, to stakeholders and external vendors. Task status is tracked using spreadsheets, emails and calls
- If a single inventory item, like a thumbnail is missing, the entire package has to be re-sent to the platform, as there is no way to do an incremental publish
- Right from scheduling to delivery, multiple, disconnected systems are used for collaboration, content management and distribution
- Often content like posters and localization files need to be created specially, before delivery to OTT platforms
- All this results in operational inefficiencies and high costs on the back of manpower and infrastructure

What we Offer

PFT's industry-first solution for OTT Distribution addresses these challenges through an automated process, using an extensive data model to create packages, transcode in multiple formats and deliver to different OTT platforms. Built on Work Order Management, it includes 450+ API bots for delivery to popular platforms, advanced tools for review & approval, a unified dashboard for tracking task status, and seamless integration with Scheduling and Rights Management Systems. With OTT Distribution, users can manage all tasks and operations involved in OTT Distribution from start to end, securely, on ONE system.

The solution facilitates quicker fulfilment, and lowers Total Cost of Operations (TCOP) by reducing the amount of manpower and infrastructure involved in OTT Distribution operations.

Key Features



450+ pre-integrated API bots for delivery to popular platforms like YouTube, Netflix, Hotstar, Spotify and Verizon



Support for all OTT related services, including digitization, QC, image enhancement, localization, cataloguing, metadata creation and transcoding



End-to-end Work Order Management with assets, resources and tasks on ONE system



Stringent quality control using a combination of manual and auto QC



Unified dashboard with complete visibility for tracking task status



High end tools for QC and transcoding



Easy integration with 3rd party systems: Vendor, Scheduling, Sales Order & Rights Management Systems

The CLEAR™ Advantage

- Hybrid Cloud Architecture – Hosted in multiple data centers around the world, CLEAR has the ability to manage distributed workflows and leverage Public Cloud infrastructures for scalability. Currently manages 1.5 MN hours of content across 183 physical sites in the world
- Work Order Management – End-to-end management of tasks, resources and assets on ONE system
- Library of bots – CLEAR offers 450+ preset bots for linear and new media publish
- Unified Dashboard – View the progress of all work orders, automated tasks and manual tasks in ONE place
- Native API integrations Framework – Supports public APIs and custom APIs to integrate and interface with customer specific applications
- Watertight Security – Ability to embed Forensic Watermarks/DRM protect content before final delivery
- Ability to orchestrate workflows around distribution fulfilment (like review/approval etc.)
- PFT is:
 - iTunes certified
 - Certified under the Netflix post partner program (NP3) and Netflix preferred fulfillment program (NPFP)
 - YouTube certified for audience development
 - SOC2 compliant, ISO 27001 certified
 - SLA-driven unlike any other competing service provider in the world

Who Loves OTT Distribution

Marketing Teams

- Distribution of promos and marketing material to OTT platforms
- Social media platforms

Content Delivery Teams

- Distribution of scheduled content to different VoD platforms
- Publish watermarked proxy/mezzanine content to vendors for tasks like localization, editorial etc.

Syndication Fulfilment Teams

- Syndicating content to partners during the Sales process

Business Benefits



Enhanced Operational Efficiencies

Streamlines distribution operations, synchronizing automation and human tasks seamlessly



Faster Time-to-Market

Quicker delivery to multiple platforms on the back of automated workflows and preset bots



Scalability

Ability to scale operations efficiently by leveraging Public Cloud infrastructure



Increased Security

Reduces the need for manual intervention while processing content



Lower Total Cost of Operations (TCOP)

Reduces cost of manual labour and infrastructure involved in Distribution operations

