



PFT

# Quality Check

## Ensuring Error Free Content

For content owners, timing is everything when it comes to QC. Errors (whether technical, structural or creative) which are missed early on in the content lifecycle tend to perpetuate along the workflow. This can result in huge financial repercussions. For instance, the loss faced from recalling Blu-rays across the world is far greater than the cost of conducting a Master QC. Thus, QC can potentially save a content owner hundreds of thousands of dollars. The digital era, however, comes hand in hand with many challenges for managing QC, as content owners need to deliver to an ever increasing number of platforms and devices. They need to satisfy QC requirements across a growing matrix of metadata categories, multilingual subtitling and CC feeds, TV display resolutions, color gamuts, contrast ranges and advertising support mechanisms. Their content also needs to meet various broadcast regulatory standards such as PSE, Loudness, AS02 and AS11 compliance. Even new media platforms like iTunes, VOOT, HOOQ and Netflix have their own set of quality benchmarks that content suppliers need to adhere to. To help overcome these challenges, content owners need a holistic and innovative approach to manage QC efficiently.

## The PFT Advantage

PFT provides stringent, multi-layered QC. We undertake QC not just for adherence to technical specs, but also to regulatory guidelines (like a broadcaster's S & P) as well as the identification of creative glitches (like a boom mic showing in a frame). We offer both manual as well as automated file-based QC analysis.

Here's what we offer:

- Various categories of QC:
  - o Master QC – Fiction/non-fiction television shows, feature films & documentaries
  - o Onsite QC – Conducting QC at client's premises
  - o 3rd Party Master QC – Review QC done by primary vendors
  - o Update QC/Watch Down Verification – Content already QC'd (e.g. for broadcast) is checked again for repurposing on a different platform (e.g. OTT)
- o DCP/IMF QC – Master QC in theaters or HDR monitors
- o 4K and HDR QC
- o Audio QC
- o Captioning QC
- Spot QC, Standard QC and Frame Level QC (within Manual QC)
- A two-tier QC process, with reports checked by a Quality Analyst (QA) and senior QA
- CLEAR™, an award winning cloud-based Media ERP Suite which:
  - o Provides clients instant access to QC reports (QCRs) and real-time status updates
  - o Enables generation of customized QCRs
  - o Has in-built pre-set QC rules for various platforms like YouTube, iTunes, Netflix, etc.
- Capabilities for SD/HD/UHD QC with the following infrastructure:
  - o Blue/328 AES mixer
  - o Sony/JVC HD Monitors & Sony/Samsung HDR Monitors
  - o Genelec professional 5.1 speakers
  - o NLE playback system (Avid MCP, Resolve, Premiere)
  - o Audio waveform scope (DK)
  - o Video waveform scopes (Leader LV5700 & Rec2020 color space)
- A special DCP/IMF QC Theatre with the following infrastructure:
  - o JBL professional 5.1/7.1 speakers
  - o Barco 2K projector
  - o Dolby DSS200
- Infrastructure and expertise to handle high resolution content for 4K and HDR QC
- Support for all tape and file-based formats including 4K-UHD, HD, SD, NTSC/PAL & HDCAM SR amongst others
- Superior software – Baton & Cerify
- Superior storage systems – EMC Isilon
- QC rooms designed along Dolby® guidelines
- QC engineers trained by Dolby®

## Facts & Figures

- 10+ years of experience in QC
- A current annual track record of performing QC for 100,000+ hours of content (SD and HD)
- An average turnaround time of 24 hours
- A team of 60+ experts with in-depth knowledge of global broadcast specs

## Business Benefits

- Cost savings due to identification of errors at an early stage
- Comprehensive, accurate and meaningful QC results
- End-to-end solutions with facilities for related services such as captioning, encoding, transcoding, etc.

## A History of Success

PFT is the preferred QC partner for major broadcasters and content owners across the globe such as Warner Bros., Showtime, Criterion, Viacom, MTV, Comedy Central, AMC, IFC films and Zeitgest.



15,000 hours for Hotstar



Consistent master QC services for HBO



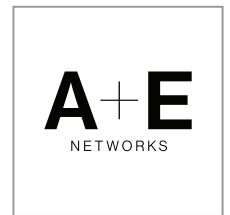
Prime time drama series master QC for Showtime



20,000 hours for 21st Century Fox Star India per year



4,000 hours for Fox International per year



1,700 hours for A&E International



5,000 hours for HOOQ per year



6,000 hours for Voot in 3 months



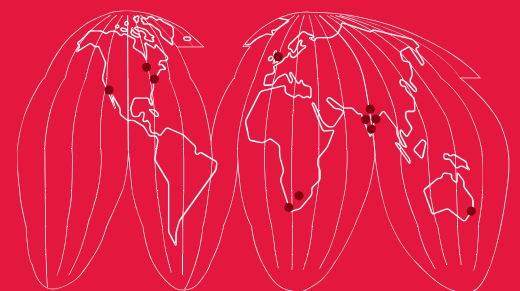
300+ packages for iTunes

## 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](http://www.primefocustechnologies.com)



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