



## Star India drives Digital Transformation with CLEAR™ Media ERP



## Client profile

Since 1991, STAR India, owned by News Corporation (now 21st Century Fox) has been India's leading TV network. STAR India's portfolio includes nearly 40 channels in 8 languages, touching the lives of nearly 400 million people every week – that is one in three Indians. STAR TV generates over 9000 hours of programming every year. In 2011 STAR TV engaged PFT to deliver the 'Go Digital' program.

## Business context

The media and entertainment industry has been facing major discontinuities: the transition from tape to file, switching to HD TV and an increasing number of platforms and content demands of each of these platforms. Effectively addressing these discontinuities meant substantial investment in new technology which is a proven and integrated solution that manages content from ingest to delivery. It was also imperative to find a technology solution that reduces cost while adding new revenue streams.

## PFT solution

To ensure effective transition from tape to file it was necessary to drive this change not only within STAR TV internally but also to digitize the entire content ecosystem even if it meant the external universe. PFT conceptualized the TV Cloud to accelerate Digital Transformation across the ecosystem of broadcasters, studios, brands, distributors and digital outlets. PFT established a dedicated network infrastructure connecting the digital media supply chain to STAR TV. Under this model, production houses, brands and advertising agencies were connected by PFT fiber to STAR TV and ultimately to playout locations and multi-platform delivery channels to enable end-to-end file-based operations.

With CLEAR Media ERP platform, PFT virtualized STAR's content supply chain. STAR can now digitally mediate enterprise workflows thereby driving efficiency across the business.

PFT also created a multi-platform processing, packaging and delivery infrastructure at STAR TV. This allows STAR TV to both monetize their content aided by data modeling and cataloguing, and to quickly customize content for distribution across different platforms.

For STAR TV to be able to manage its content effectively, it was necessary to be able to search and access the right content quickly. PFT solution experts successfully built a data model for television content by defining a multi-tier program metadata taxonomy – (a) global metadata covering program and episode level and (b) local metadata covering scene and character level tags. This helped STAR TV future proof its content – both legacy and current content.

PFT's Content Localization Services capability (Closed Captioning, Subtitling, Dubbing) made it possible to provide subtitling within 2-4 hours of media receipt enabling STAR TV to comfortably air the same content in other markets the same day – concurrent Hindi to English subtitling for their South East, Middle East, South Africa, US and UK feeds, and English to English subtitling for nine STAR Network channels.

Mobility has been integral to PFT's solution strategy for STAR TV. Available as an iPad app, PFT has ensured STAR TV employees have anytime, anywhere access to their content. Today, there are equal number of PC and iPad users on the platform.

PFT's offerings include:

- Technology Platform (DAM, Archiving, Workflow, Managed Services)
- Content Operations
  - o File-based Content Acquisition (Episodic & Movies – Rushes, Edits, Masters)
  - o Technical Check
  - o Metadata Services
  - o Subtitling (Language Services)
  - o Delivery to Playout / Transmission Operations
  - o Compliance Editing and Mastering
  - o Digital Consumer Platform Fulfillment
  - o International Syndication Fulfillment
  - o Bulk Digitization

## Client outcome

By STAR TV's own admission, over 30% cost has been saved through virtualization of content workflows. From a sustainability standpoint, 'Go Digital' is also 'Go Green'. Through avoidance of tape and traditional logistics STAR TV has reduced carbon emissions by 84315 CO2. The 'Go Digital' program made STAR India the recipient of two awards: the Aegis Graham Bell Award and News Corporation's GEI (Green Energy Initiative) Innovator Award.

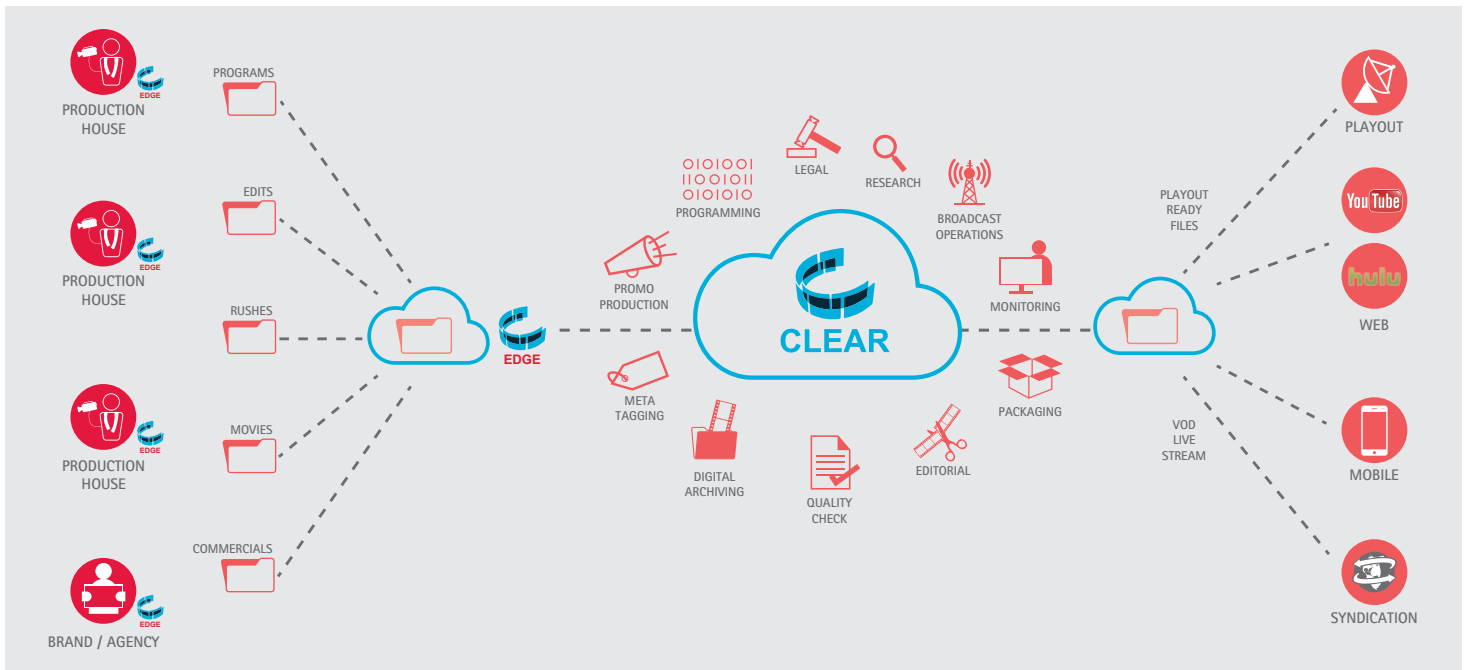
CLEAR on a PaaS model ensures there is no capital expenditure for STAR TV as it scales up its business. Digital consumer fulfillment can happen at incremental cost making it a financially viable business case. The payout is transaction-based and per episode.

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**CLEAR Hybrid Cloud technology-enabled Media ERP platform and media cloud services build a digital media supply chain that connects all stakeholders of STAR TV's content ecosystem**

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## TV Cloud and Digital Media Supply Chain



PFT's CLEAR Media ERP has helped STAR TV improve time-to-market considerably. In just 9 months since commencement of the 'Go Digital' program, 8 channels went online on a pay-per-use model.

STAR TV acknowledges that the 'Go Digital' program has helped them drive creative enablement, enhance ecosystem efficiency and sustainability, reduce cost and realize new monetization opportunities.

## How we work together?

PFT has a strong relationship with STAR India since 2011. Since then, PFT has partnered with STAR India to help manage their business of content with CLEAR Media ERP platform and cloud-enabled services.

PFT's solution development strategy is aligned to addressing STAR India's long term goals:

- How to reach a wider audience
- How to enhance agility of the business and grow faster

### Objectives

- Transition from tape-to-tapeless
- Establish a Digital Media Supply Chain
- Digitize enterprise processes and workflows
- Empower concurrent fulfillment on new platforms
- Enable same day playlist for international feeds
- Enable data-based decision making for content

- Ensure technology costs are linked to outcomes and finding new ways to earn more revenue
- Drive efficiencies, reduce cycle time and conserve cash

Today, STAR India is an industry pioneer and the first channel in India to have program concurrent subtitling and international playlist. Strong collaboration between STAR India and PFT teams (across Mumbai, Bengaluru and Kolkata) have ensured 100% SLA compliance in an environment where one third of the programs are received only within 4 hours of transmission and nearly 60% of all content is received within 8 hours of transmission time.

### Benefits

- 17,500 hours of programming content a year for playout in 17 different formats
- More than 13,000 GEC shows per year, more than 30,000 commercials a year
- Bulk Digitization Capacity: 60,000 tapes per year, processing over 30,000 hours per year
- YouTube fulfillment capacity: over 1,00,000 hours per year
- More than 1300 files processed and delivered for new media platforms per day
- Syndication: 12,000 hours per year
- Delivery within 5 minutes of the program going on air
- 100% SLA compliance

## 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.

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