

**Cloud Media Services to
drive greater efficiencies,
cost rationalization and
business certainty.**



Cloud Media Services

Our cloud-enabled suite of content services are delivered using a global delivery model leveraging 'True North', the world's largest Digital Media Services Cloud. With a 'one neck to grab' approach that is necessarily local for our clients, we provide the CLEAR™ Media ERP platform orchestrated servicing model with full visibility to status of the jobs.

We offer a range of technical, creative and SLA-compliant media processing services on the cloud to manage multi-platform content operations. Our engagements have helped content enterprises to digitally transform their businesses by cutting 30% costs, gaining 40% efficiencies and enhancing monetization opportunities.

Cloud Infrastructure Services

Short and longer term storage of content, SLA-compliant Transcoding, Auto QC, Packaging & Delivery; Professional Services Support for custom formats.

Cloud Storage

A service for DigiSecuring content and providing our customers with long-term storage and total security. CLEAR Cloud Storage is a fully secure, no risk and easy to access method for storing priceless content during production and/or post-production.

Features

- Storage of multiple copies: One copy in a Disaster Recovery (DR) location and a second, redundant copy in a fire and earthquake resistant vault
- CLEAR platform to easily access, retrieve and digitally deliver content in any format
- PrimeAssure™: A unique algorithm within CLEAR that provides Archive Assurance
- Immediate notifications for customers via email to confirm receipt of materials
- Secure deep archive infrastructure: Peta-bytes of storage in temperature-controlled, robotic tape libraries for long term storage
- Full protection: Creation of a dual back-up copy for added security and storage in a second, earthquake and fire-proof location with latest secure LTO-based storage solution

Benefits

- Insurance against loss of content with guarantee that content is fully secure with zero chance of it being irretrievably lost
- No piracy: There is no risk of content falling into the wrong hands and being duplicated by an unauthorized user
- Convenience: No need to store information across multiple hard discs or video tapes, which may be misplaced or fail
- Access: Permanent, simple access and fast retrieval of content
- No maintenance and storage costs: No need to replace failing drives or deteriorating video-tapes

Content Preparation Services

Factory model with scale and precision in delivering Bulk Digitization, QC (Spot & Full QC), Mastering Services, Compliance Editing, Up/Down & Standards Conversion

Bulk Digitization

PFT's Bulk Digitization Services enrich and help enhance file accessibility. We provide the conversion of analog information (sound-picture-text) into digital form for ideal capture and recording of the existing information.

Features

- The material is encoded to the highest possible quality in a future proofed format
- Global delivery model driven by a combination of PFT's worldwide network of studios and selective execution of work from within client premises
- End-to-end process covering correction, refinement and improvement of the master/file
- Process driven quality control through the entire content lifecycle including manual and automatic QC
- Source agnostic digitization no matter what the format is. Content is digitized and then transcoded into a suitable format for delivery from film and video sources

Benefits

- Global bulk ingest especially on compilation tapes, with significant cost savings when compared to local execution
- Proven background with more than 100,000 hours of digitization experience backed by a unique combination of media and IT skills

Mastering

Our Mastering and Re-mastering Services provide complete visibility on the status of a job from processing and editing to packaging content across multiple platforms.

Features

- Source agnostic content handling: Content can be acquired from across physical, live stream and electronic media
- Content Mastering with multiple audio channels. Eg. Dolby 5.1
- Multi-pronged technical check: Automated and manual technical check of the essence and metadata
- High quality transcoding driven by an enterprise-class managed Transcode Farm
- Creative enrichment services including editing, VoD, promo production, removal of blurs and blacks, insertion of aston bands, adding subtitles and new VOs
- Repurposing and Packaging of file and metadata
- Up / down conversions in SD & HD formats
- Subtitling
- Accelerated, Secure and Global delivery of content

Content Localization Services

PFT offers highly professional Content Localization Services that include Subtitling, Closed Captioning and Dubbing.

Subtitling and Closed Captioning

Features

- Subtitling and Closed Captioning as a Cloud-enabled service: Instant availability of Subtitle/Closed Caption files via a web interface for customers to review and approve work as it is completed through the CLEAR online hosted platform
- Delivery of the Subtitle/Closed Caption master as a play-out ready, high-resolution digital file in any preferred format or on tape
- Automated email notifications at each step in the workflow, to the designated individuals at the client's end
- Multi-lingual capability: At PFT, we work with native language translators with an equally strong command over English and over ten years of translation experience
- We can cater to tight turn around times – as low as 4 to 6 hours from content receipt and offer dedicated project management support for rush jobs

- Cost savings with multi-level quality control: Each file moves through at least two levels of quality check, removing the expense of maintaining an in-house QC team

Benefits

- Elimination of piracy through concurrent subtitling as shows are aired at the same time online
- Cost savings associated with eliminating tape and other physical media from the workflow
- Stringent Quality Control: Our expert linguists are native speakers with a strong translation background, specialized degrees in their native tongue and a solid familiarity with TV and film content. Each team member has an equally strong command over both source and target languages
- Cost Reduction: Availability of the subtitled master to broadcasters within a few hours of media receipt enabling concurrent international playlists leading to significant reductions in cost and effort, and time savings for the broadcaster
- Central repository that keeps content at the center of the ecosystem allowing collaborative work amongst the different partners, leading to improved productivity, quality and transparency
- Format agnostic: We support all format types and have expertise in regional requirements, L21 / DVD and Teletext Subtitling/Closed Captioning. We can generate any preferred file output
- Supporting services: Alongside our Subtitling/Closed Captioning service, we offer associated media processing services including dubbing and mastering to enable smooth file-based workflows

We cater to all Indian regional languages and over 20 major International Languages including the following:

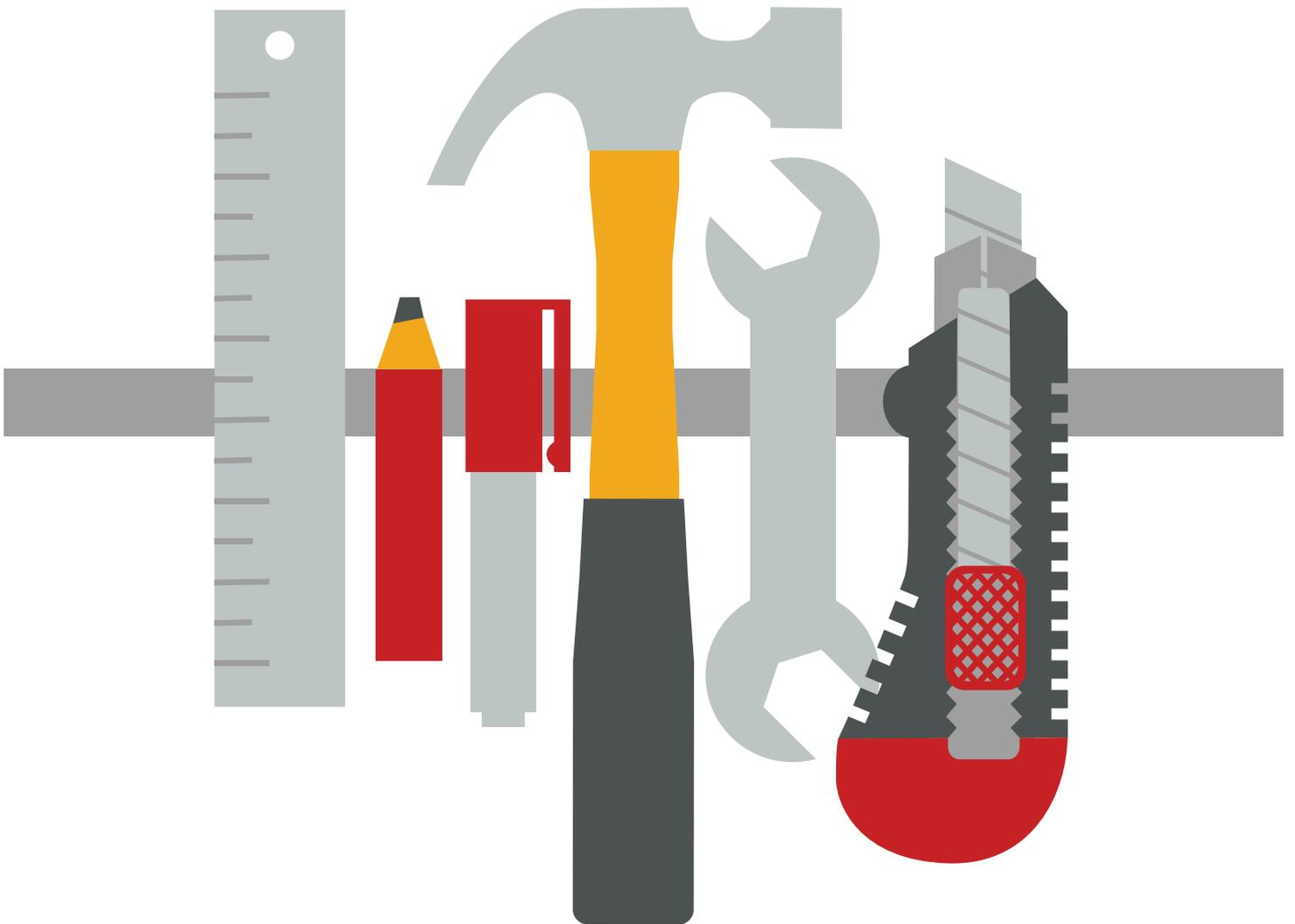
- | | |
|-------------|---------------------|
| ▪ Spanish | ▪ Malay |
| ▪ French | ▪ Indonesian Bahasa |
| ▪ German | ▪ Thai |
| ▪ Italian | ▪ Korean |
| ▪ Norwegian | ▪ Chinese Mandarin |
| ▪ Swedish | ▪ Japanese |
| ▪ Finnish | ▪ Filipino |
| ▪ Dutch | ▪ Russian |
| ▪ Danish | ▪ Arabic |

“Work we are doing with Prime Focus Technologies will preserve history for generations to come.”

Alwyn Lindsey
Director, International Archives
Associated Press

“My experience with PFT has been brilliant, brilliant, brilliant! They are a team of professional experts supported by incredible technology. I couldn't be happier!”

Ratna Siriah
New Channel Business Head
Zee Africa



Dubbing

We offer integrated services for localized dubbing and voice-overs, supported by an experienced local talent pool of dialogue writers, voice-artists and dialogue directors. We offer creative and innovative adaptation, and our process enables content owners to convert their original language content to various target languages with the assistance of digital workflows.

Features

- Language dubbing is a creative service completely managed through CLEAR-based digital workflows with quality review features at multiple stages to ensure complete creative control on the adaptation process
- Delivery of the language master as a play-out ready, high-resolution digital file in any preferred format or on tape
- Automated email notifications for our clients at each step in the workflow
- Multi-lingual capability: Dubbing and voice-over recording for all Indian regional languages and over 20 major international languages supported by local expertise in region
- Support for large volume, tight turnaround time (TAT) requirements, eliminating the need to use multiple vendors for varied language requirements
- Cost savings with multi-level quality control: In-house team to perform creative and technical quality check at each stage

Benefits

- Availability of local talent pool
 - o In-house dialogue directors
 - o In-house recording studios
 - o Connected with over 500 voice-artists for various languages
 - o Connected with over 100 dialogue writers for various languages
 - o We assign dedicated resources for each project
 - o Ability to transcreate, adapt, audition, cast, supervise, record, mix and master for films, ads, serials, documentaries, live-action, animation, gaming and e-learning content into a number of foreign languages
 - o In-house studios at each of our global facilities – Mumbai, Delhi, Kolkata, London, New York, Los Angeles & Cape Town. We do not outsource any of our processes.
- CLEAR-based automated workflows
- Deliver the final language master for theatrical, HD TV and all digital platforms in mono, stereo or Dolby 5.1/7.1

TV Everywhere Digital Services

PFT offers VoD Packaging & Delivery for all TV Everywhere multi-channel network syndication including Creative Enrichment Services to repurpose and package content for digital consumption

Our Delivery Services support synchronized content delivery throughout the entire content lifecycle. PFT enables seamless movement of content and associated workflows built around the needs of the broadcaster, for delivery of files to and from the ecosystem. PFT works on behalf of the broadcaster directly with their suppliers, customers and advertisers.

Features

- Multi-platform delivery: Content is quality checked, digitized and transcoded into a suitable format for delivery across various platforms (TV Playout, D-Cinema, web, mobile, IPTV, tablets, in-flight)
- Multiple delivery media: Content is delivered in the medium of the client's choice and as per established workflows. Content can be delivered as a stream or file, and even on tape, if required (live, delayed, catch-up)
- Format agnostic: Content can be uploaded to the CLEAR platform in virtually any format. Delivered files are conformed to specific broadcast playout requirements
- No geographical constraints: CLEAR Media ERP platform allows content to be accessed from and delivered to anywhere in the world.

Benefits

- Accelerated and secure file deliveries: CLEAR runs on a network infrastructure that has been built for video file delivery, allowing broadcasters to meet play-out deadlines and reduce the advertisement order-to-air window by using the fastest content delivery mechanism
- Elimination of the tape-based workflow: CLEAR is pre-integrated with popular play-out automation software and servers to ensure seamless workflows
- Increased monetization by enabling new opportunities on digital platforms

Metadata Services

Metadata Services at PFT assist in future-proofing our customers' content.

Leveraging our customizable proprietary cataloguing tool, we undertake new Metadata creation and enrichment of existing metadata. Our SMEs spread around the world collaborate to deliver Genre-specific Cataloguing (episodic TV content, Feature titles, News, Sports and Documentaries in addition to country-specific and culture-specific content) and Multi-Layered Cataloguing (tags for multiple platforms; global and descriptive metadata).

Data Modelling Consulting Service: We provide data model consulting service to help clients design a precise and customized data model which aids their content business.

Features

- **Metadata: New, Enrichment and Quality Control** – We add new tags, enhance existing ones and/or execute a stringent quality control process that involves cleaning up existing tags.
- **Content Cataloguing Tools:** PFT leverages its customizable proprietary cataloguing tool to aid cataloguing for each client, which permits us to tailor the tool to a client specific data model and input structure. Using this tool helps the cataloguer add suitable tags and validate them quickly. The output can be a file format, which can be integrated with the client's existing archive and DAM/MAM system. The hosted feature of CLEAR allows us to engage subject matter experts from around the globe for the cataloguing process, resulting in flexibility to leverage the most appropriate talent in order to generate meaningful metadata.
- **Quality Control:** Our cataloguing solution involves stringent, multi-layered quality checks led by domain-specific experts. The customized cataloguing tool also aids the QC process by providing automated QC features. Hence, results are comprehensive, accurate and meaningful.
- **Genre-Specific Cataloguing:** We have created distinct data models for various content types including episodic TV content, Feature titles, News, Sports and Documentaries in addition to country-specific and culture-specific content.
- **Multi-Layered Cataloguing:** Multi-layered cataloguing supports adding tags for multiple platforms and associated needs. Such information lends platform agnostic support for quicker editorial, repurposing and publishing processes through versatile search, restore and deployment enabled through

CLEAR. Multi-layered cataloguing also allows content owners to capture information at different hierarchical levels such as global metadata and descriptive metadata.

- **Descriptive metadata can be classified into:**
 - o Technical tags which could relate to the content format
 - o Time-code based tags such as segments including blacks, opening montage, color bars, end credits, etc.
 - o Tags related to the structure of the content such as sequence, scene or shot
 - o Monetization related tags such as ad insertion points, brand categories and set props
- **Proven Background:** PFT has catalogued 20,000 hours of content across genres. On a daily basis, our team tags several hundred hours of content, allowing us to be SLA-compliant and deliver tags for new content within very strict TAT. Given our focused domain expertise, clients now ask us to get involved in the Data Modelling exercise and leverage our Data Model Consulting Services.
- **Data Model Consulting Service:** PFT provides data model consulting services to help clients design a precise and customized data model which aids their business operations. PFT takes end-to-end ownership of the process through requirements gathering, data model design and cataloguing. Clients, stakeholders and content users are engaged to gather inputs on current tags and requirements. Subject matter experts serve as consultants to formulate and design specific data models.

Post Production Services

PFT undertakes traditional post services like Grading, Sound, Graphics and Editorial for production of both long form and short form content.

Digital Production Services

We manage Live Streaming and Packaging with mid-roll and in-stream markers, and up to 20 concurrent live streams.

Content Monetization Services

PFT has mastery over helping you generate revenue from Contextual Advertising (CAD) the next billion dollar opportunity. Our expertise spans TV in context, dynamic play listing for secondary element advertising, contextual to the content.

Multichannel Network: Monitoring and SEO & Analytics are also areas PFT has proven experience in.

“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

“In PFT we found the best blend of TV & Internet skills to deliver rich experiences on Web and Mobile. We are extremely pleased with PFT's contributions and they are a great team to work with.”

Sameer Mehta
Director, Willow TV



Why PFT?

Proven: PFT delivers Services to some of the biggest broadcast networks, studios, brands and sports bodies in the world. In terms of breadth of services offered as well as volumes handled, PFT is unrivalled. The team has over **18** years of experience in foreign language Dubbing, Subtitling and Closed Captioning. Annually, we deliver over **100,000** hours of Digitization and more than **10 million** files for TV Everywhere platforms; over **35,000** hours of subtitling/closed captioning and **5000** hours of dubbing and about **50,000** tags daily.

Certified as best by the best: YouTube Certified for Audience Development; iTunes Approved Encoding House.

World-class Tools: Subtitling (Swift, Cavena), Auto QC (Baton, Cerify), Transcoding (Alchemist)

Global infrastructure, local talent: Prime Focus' network of studios and WorldSourcing® model ensures we have infrastructure across all major content markets and ability to source expert talent locally to deliver the service – 24 x 7 across 4 continents and 5 time zones

3T Approach: Structured Training, World-class Technology and fool proof Two-tier Quality Control.

Scale: CLEAR is powered by PFT's 'True North' – the world's largest digital media services cloud which is the 24x7 global content operations hub. PFT also has a fully owned Tier 3 Data Center.

Secure and Available: **ISO 27001 compliant**; **99.987%** uptime. Highly Available platform instance with multi-site DR option.

Certainty: SOC 2 compliant SLA driven Services suite for time and revenue critical content operations

Business Value

Compelling business case

- 30% cost savings delivered
- 40% time savings delivered
- Slim TAT (sometimes just 2 hours)
- Low rejection rate (0.02%)
- 99.9% SLA compliance
- Global and Local
- Outcome-based fee

Innovation and Technology Excellence

- **Virtualization of content supply chain:** Digitally mediate content workflows across the enterprise and supply chain from just about anywhere.
- **Hybrid Cloud:** The perfect architecture for content operations across sites.
- **Mobility:** CLEAR App allows you to collaborate among stakeholders and engage with content like never before.



Our Clients



IFCFilms



SHOWTIME



Turner

Google



LIONSGATE

STARZ

MIRAMAX®

FX



HBO

A+E
NETWORKS



VIACOM 18



COMPLEXNETWORKS

HOOQ™

amazon



YouTube



AP



HEARST



TATA | sky

ICC



References

The Associated Press

PFT has helped AP future proof their content through Bulk Digitization. AP has digitized their archives to transform business and better serve customers worldwide who are moving to file-based workflows. PFT-restored Associated Press Archive Digitization won FOCAL International Award 2014.



FOCAL
INTERNATIONAL
FEDERATION OF COMMERCIAL AUDIO VISUAL LIBRARIES

America's leading film studio

PFT is delivering Content Localization Services to a leading American film studio for its titles in accordance with the Federal Communications Commission (FCC) guidelines. Over 100 associates are part of this project which has delivered about 10,000 hours of content.

Zee Africa

Zee TV found a suitable partner in PFT who could ease their entry into the South African market. PFT excelled in its role of providing highly engaging content in an authentic native accent to capture the attention of Zee TV's international audience. PFT's expert resources, technical skills, CLEAR Media ERP, and a thorough dubbing process ensured that Zee TV was able to attract and retain their viewership in South Africa.

iplt20.com

PFT's role in the 2010 Indian Premier League (IPL) T20 tournament was to take IPL to the fans via web and mobile. PFT delivered the IPL FunFeed channel, live match streams and Video on Demand (VoD) packages to IPL's internet channel plus video updates to the mobile internet platform within 45 seconds of the live event. YouTube reported 55.7 million channel views and 31.7 million VoD views. With over 93,000 subscribers, the channel was rated as the "#1 Most Subscribed Channel (All Time) – India" by YouTube. Fans from over 200 countries watched IPL 2010 on YouTube. Furthermore, the mobile internet platform delivered over 25,000 hours of IPL content, downloaded and viewed by fans on their mobile devices.

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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