



Managing
The Business
Of Content™

**CLEAR™ Spot Distribution
Faster. Better. Cheaper.**



Fast, Economical and Environment Friendly Delivery

Anywhere in the world imagine a brand powerhouse like Unilever, GSK, Nestle or Dabur – each brand running numerous spots in different media formats, in each market, in different languages, every day. Managing movement of content from provider to broadcaster in tape format is laborious, costly, unsustainable and time consuming. Duplication of efforts, cost of resources – physical media, manpower, logistics and administration – all add up to huge costs for managing tape-based deliveries. And in case you need to reuse the content or to make local versions, for every extra step of the content lifecycle, tape-based delivery is adding to irrecoverable costs. Not to mention the time spent in an increasingly agile world, because the deliveries are still in the antediluvian tape-mode.

CLEAR™ Spot Distribution is a spot-on solution for acquisition and delivery of files from/to the ecosystem. CLEAR Spot Distribution work flow is orchestrated to facilitate collection of tapes or files from content providers, followed by QC, digitization and transcoding in the apt format for final delivery to channels. A low resolution copy is made available on the CLEAR Media ERP platform for preview, creative review, cataloguing and Standard & Practices (S&P) reviews. Direct digital delivery of files is facilitated by a network of edge servers located at the broadcasters' premises. The files are delivered digitally from the CLEAR server to the play-out location.

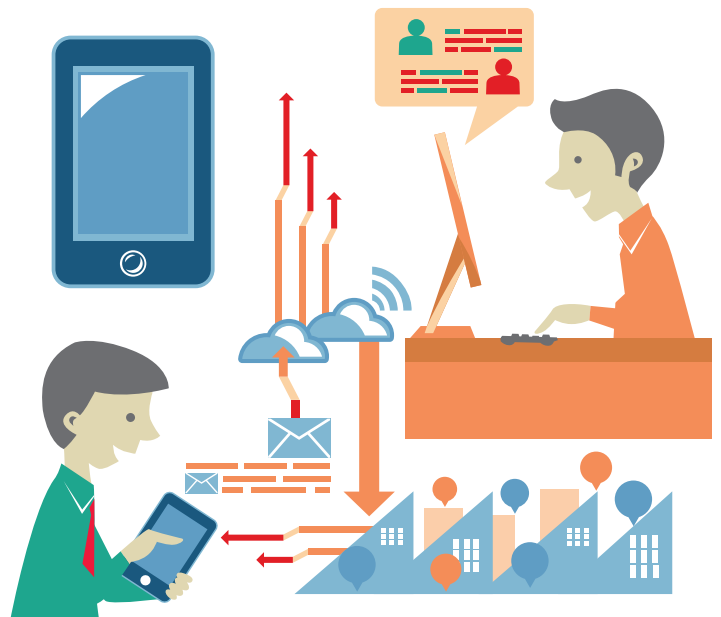
Sending large files quickly, reliably and at a lower cost makes CLEAR a perfect choice for the advertising, publishing, print and video production communities. CLEAR Spot Distribution is currently available in India, Nepal, Bangladesh, Sri Lanka and South Africa.

CLEAR automatically optimizes bandwidth usage and provides an effective transmission.

Features

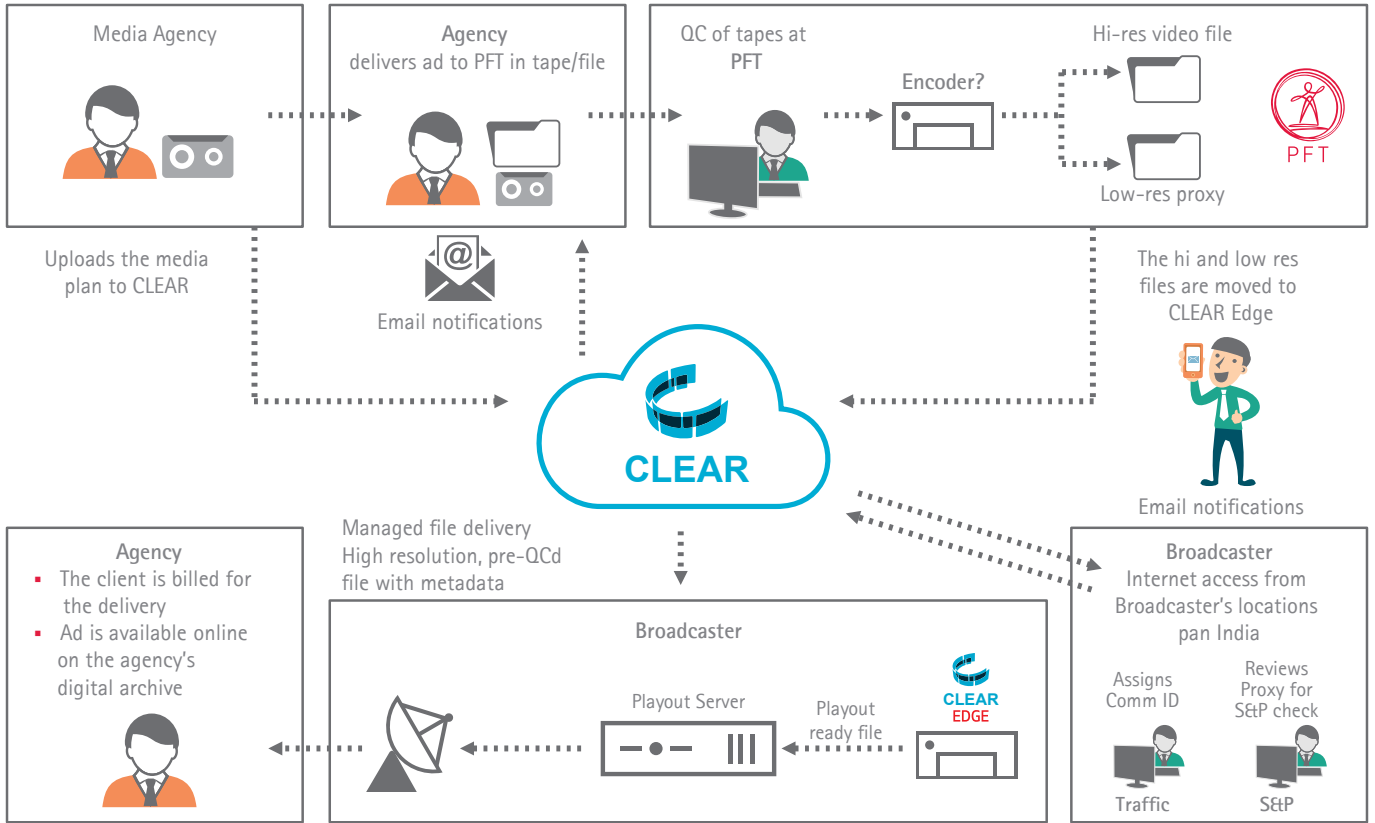
- CLEAR Spot Distribution can be integrated with the agency's order management system and can collect media delivery advice on the back of media release orders
- CLEAR works on a white box approach. A customer is notified when content is being delivered at every single stage through E-mail and SMS

- CLEAR enables to push commercials, promos, trailers, film rushes, long-form and other media locally and internationally. It also enables approval of digital content to media players
- Security: Tools include user authorization and authentication, session management, token-based UR authentication and integrated digital rights management (DRM) support
- Reporting: Comprehensive reporting on all digital deliveries through the system
- CLEAR's intuitive UI makes it easy for even non-technical savvy users to receive and distribute content
- CLEAR is agile in deployment and offers a scalable 'Pay-as-you-Grow' option. Saves infrastructure costs, avoids expensive VTRs, software, servers, network equipment and bandwidth infrastructure



Digital environment for ingest, presentation and publishing of content.

Ad Delivery Workflow



Our Clientele

Over 60000 TVC spots per year



About Prime Focus Technologies

Prime Focus Technologies 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-enabled Media ERP Suite and Cloud Media Services help broadcasters, studios, brands, sports and digital organizations drive creative enablement, enhance ecosystem efficiencies and sustainability, reduce cost and realize new monetization opportunities.

PFT works with major M&E companies like Disney, Warner Bros., 21st Century Fox-owned Star TV, TERN International, GEE, Cricket Australia, Miramax, CBS Television Studios, 20th Century Fox Television Studios, FX Networks, Crown Media Holdings, Legendary Pictures, Starz Media, Lionsgate, A+E Networks, HBO, Mnet, CNBC Africa, SABC, IFC Films, HOOQ, Sony Music, Viacom 18, Showtime, BCCI, Indian Premier League, Novi Digital – Hotstar and The Associated Press.

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

In 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies® and Academy® Award winning Lowry Digital.

Prime Focus is listed on the NSE and BSE in India. For more information visit: www.primefocustechnologies.com

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