



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

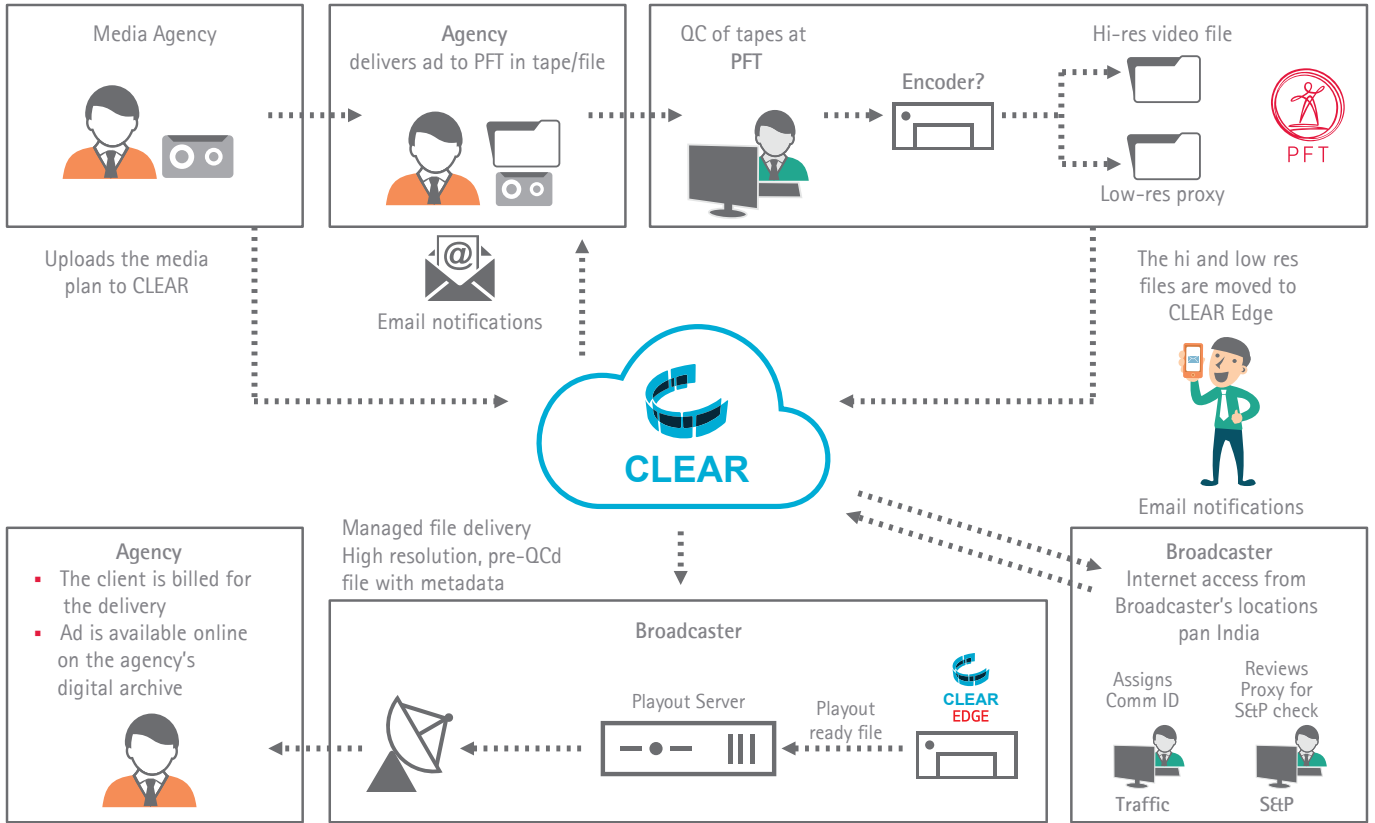


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Digital environment for ingest, presentation and publishing of content.

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# Ad Delivery Workflow



# Our Clientele

Over 60000 TVC spots per year





**For more details, contact**

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**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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