



Managing  
The Business  
Of Content™

Live Services



## Powering Immersive, Addictive Viewing Experiences

Live streaming allows fans across the globe to catch the action of an event anywhere, anytime, on any device. PFT offers high quality services for live streaming and VoD packaging with mid-roll and in-stream markers, for up to 28 concurrent live streams. Our Premium streaming service allows insertion of promos, commercials, and branding elements during playout, enabling customers to tap into new monetization opportunities. Our strong expertise in the sports genre, coupled with our armory of tools for live multi-sport coverage, make us an ideal partner for broadcasters, sports federations, OTT platforms, and brands alike.

Here's a glimpse of what we offer:

- End-to-end solution, including feed capture, packaging, distribution and archival
- **Live streaming**
  - Complete IP-based workflow
  - Linear streaming
  - Interactive streaming (ad insertion)
  - Dynamic ad insertion with SCTE-35 support
  - Direct streaming from venue
  - Adaptive bitrate streaming for optimal viewing experience:  
We support 7 different bitrates (ranging from 54 kbps to 2mbps)
  - Support for multiple DRM
- **VoD Creation**
  - Creating VoD packages from live feed in near real time, including sports/inning highlights, score cards etc.
  - Capture system allows editors to work on growing files to achieve faster turnaround time (TAT)
- Integration with CDN, CMS and Playout systems
- In-house satellite dish farm to downlink any feed
- Support for capturing direct feed over IP
- Workflow supported by Cinegy Digital Playout and industry leader encoders like Elemental, which support any resolution up to full HD [1920x1080]

## PFT Advantage

PFT has been at the forefront of introducing several innovations in the arena of sports. We have helped major broadcasters, sports organizations and OTT players around the world manage operational complexities and gain huge business benefits in terms of brand visibility, viewer engagement and revenue realization.

## Proven Expertise

- PFT's industry first innovations for sports include:
  - A live to VoD 'Zip Clip' near real time feature to produce and deliver VoD clips to sports consumers
  - Getting DAI markers embedded in-stream to work in conjunction with Adobe Prime Time player, Ad Server, Akamai and client engineering teams
  - 'Story Teller' on Air – a specialized appliance that helps create compelling stories from MAM/archive for playout on air directly; with SDI ports for preview and output
  - Developed the world's first and only taxonomy for cricket, with each ball being catalogued for over 120 parameters

## CLEAR™ Advantage

- Our flagship product, CLEAR Media ERP includes a 'Stream Authoring Tool' that enables management of multiple Standard streams with minimal human intervention
- Use of a single system and operator to handle audio, video and computer graphics, cutting down costs of maintaining multiple equipment sets with different operators

## Scalability

- Ability to handle peaks in volumes:
  - Delivered live streaming for 18.6 million concurrent viewers
  - Created 120 VoD packages in a day

## Most Secure

- We are ISO 27001 and SOC2 certified
- Reliable backup at every stage – media feed receipt, playout, encoding and content delivery (1+1 Redundancy)

## Certainty

- SLA-driven Digital Media Services spanning content processing and monetization services for sports

## Client Support

- Dedicated single point of contact (SPOC) for each client
- 24x7x365 operations

## Facts & Figures

- Over 8 years of experience in delivering live services
- 10,000+ hours of live streaming annually
- 20,000+ VoD packages delivered annually
- VoD Packaging TAT as low as 45 seconds for Scorecard clips and 5 minutes for highlights package

## Business Benefits

- Faster time-to-market
- Lower Total Cost of Operations (TCOP)
- Realization of new monetization opportunities

## A History of Success

- Indian Premier League (IPL): Live streaming and VoD packaging
  - Live streaming of 57 cricket matches for IPL 2010, the first sporting event ever to be streamed live on YouTube. Deliverables also included production set-up, live streaming of 'Fun Feed' and VoD package creation with dynamic slates and ad insertion.
  - Live streaming of 76 matches for IPL 2012 on YouTube and India Times, with 4 types of streams.
  - Live streaming of IPL 2016, 2017, 2018 & 2019 on Hotstar. IPL 2018 garnered 10.7 million concurrent views, setting a new global record. PFT delivered live streaming of 60 cricket matches in 6 languages, totaling more than 4500 hours of live sports action with 100% uptime, for seamless viewing across India, US and Canada.
- IPL 2019 garnered 18.6 million concurrent views, beating its own world record! PFT delivered live streaming of 60 matches across 51 days, 2087 VOD packages and 384 promos.
- International Cricket Council (ICC) matches- Live streaming and VoD packaging
  - VoD creation for all ICC cricket events since 2012.
  - Live streaming of 2016 ICC World Cup T20, along with VoD package creation for Hotstar.
- Live streaming and VoD creation for all Star Sports content - cricket matches on Hotstar and Hockey India League (HIL) matches on YouTube
- Live streaming of 17 concurrent streams for Rio Olympics 2016. Delivered 4200+ hours of streaming and 500+ VoD packages for Hotstar
- Live streaming of all 4 series of international cricket matches for BCCI.tv from 2010 to 2011
- Live streaming of Lakme Fashion Week 2017 & 2018 on Reliance Jio and Hotstar
- Live streaming of all BCCI domestic tournaments on Hotstar since 2015, like Ranji Trophy, Deodhar Trophy, Duleep Trophy, Vijay Hazare Trophy and Syed Mushtaq Ali Trophy
- Live Streaming of all Badminton World Federation tournaments on Hotstar since 2014

## Marquee Projects

### Cricket



### Motorsports



### Badminton



### Kabaddi



### Hockey



### Football



### Table Tennis



## 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 Turner, PBS, Walt Disney-owned Star TV, Hearst, Channel 4, 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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