



**Managing
The Business
Of Content®**

**Reach European customers in their
languages & gain extensive market share**



Das Paar genießt ein Feuerwerk vor dem Familiessenen

Today viewers have access to a host of international and regional language television shows and films. Subtitles enable viewers to understand foreign language content, increasing viewership.

Closed Captions (CC) and Subtitles for the deaf or hard-of-hearing (SDH) bring content alive for the hearing impaired audiences. Today Subtitling and Closed Captioning (CC) are gaining popularity and are mandatory in many countries. For Media & Entertainment (M&E) enterprises, it is vital to find a reliable, cost-effective localization partner who can deliver high quality output while complying with international quality standards with a quick turnaround time.

Our Subtitling & CC Capabilities

Prime Focus Technologies (PFT) provides high quality Subtitling and Closed Captioning services across the whole of Europe in over 15 languages. We are offering services in Dutch, Czech, Greek, French, Italian, German and Spanish and Eastern European languages like Albanian, Bosnian, Bulgarian, Croatian, Serbian, Slovakian, Slovenian and more.

Our flagship Media ERP Suite, CLEAR®, provides clients the added advantage of instant availability of the subtitled content to review and approve while the work is being completed.

Here's what we offer:

- An exceptional, highly experienced, in-house team of 200+ subtitling experts
- Native translators across the whole of Europe
- Genre-specific editorial support
- Extensive experience with Captioning software like Swift, MacCaptions, EZtitles, and Cavena
- Ability to deliver Combined Continuity and Spotting Lists (CCSL), Combined Dialogue and Spotting Lists (CDSL), and As-Broadcast Scripts

The PFT Advantage

- Proven expertise, with over 2 decades of subtitling experience
- Global delivery model that leverages the best available local talent
- Award winning Industry-first Cloud based Subtitling tool powered by Artificial Intelligence (AI) to generate subtitles that can be straightaway taken forward for Quality Checks (QC)
- Identification of languages in the subs and on-screen text, making the workflow significantly more efficient through CLEAR® AI
- Automatic transcription, translation and time coding of script through AI
- Re-time coding for edits in 5% of the original time it takes manually
- Minimizing the effort and cost in Forced Narrations
- Stringent QC process
- Best-in-class infrastructure and storage systems
- Support for all format types
- 24/7 personalized customer support
- Dedicated project management support per client
- We are certified under the Netflix Preferred Fulfillment Partner (NFPF) Program and Netflix Post Partner Program (NP3)
- We meet the industry's highest standards for security, availability, confidentiality, and processing integrity

Facts & Figures

We deliver in European languages, along with a host of other international languages. This is what we have delivered for some of our clients:

- 50,000 hours for 21st Century Fox (Star India)
- 13,000 hours for Hotstar
- 8,000 hours for Viacom 18
- 8,000 hours for NBCU Network
- 30,000 assets for Warner Bros
- 40% faster turnaround time (TAT) with Express Delivery
- Annual Subtitling & CC volumes: 35,000 hours

A History of Success

PFT is a preferred partner for subtitling & CC services for some of Europe's largest broadcasters, studios, OTT platforms, brands, music companies, and e-learning portals. We support their localization operations within specific regions and internationally.



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 streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the Cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain. PFT works with major M&E companies like Walt Disney-owned Star TV, Hearst Television, Channel 4, Sinclair Broadcast Group, A&E Networks, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, Cricket Australia, BCCI, Indian Premier League and more.

PFT is the technology subsidiary of Prime Focus, a global leader in M&E industry services.

For more information, visit: www.primefocustechnologies.com

