PFT

Promo Operations
Automation

Business process orchestration for promo creation, with auto assist versioning & delivery

Promo Operations Automation, a module of CLEAR™ Broadcast Cloud, offers a never before functionality to automate the entire promo operations workflow. It provides end-to-end process orchestration for promo creation through delivery including versioning automation, thereby enhancing efficiencies and reducing costs.

Business Context

The marketing department as part of creating 'promos' crafts multiple campaigns to promote the shows. Each of these campaigns has multiple creative which are then handed over to Promo department for creation. Typically, Promo Operations creates work orders – (1) for each promo campaign, (2) for creative under each campaign, and (3) for multiple versions of each creative. Currently, this entire process is performed manually from work order administration to version creation. Imagine this – let's assume a channel plays out 150 (X) promos a month per feed. The creation of these promos involves combination of as many as 750 (5X) AV elements. The editors and Promo Operations staff manually coordinate and track availability and creation of each of these 750 elements, then complete another 150 manual transactions per feed
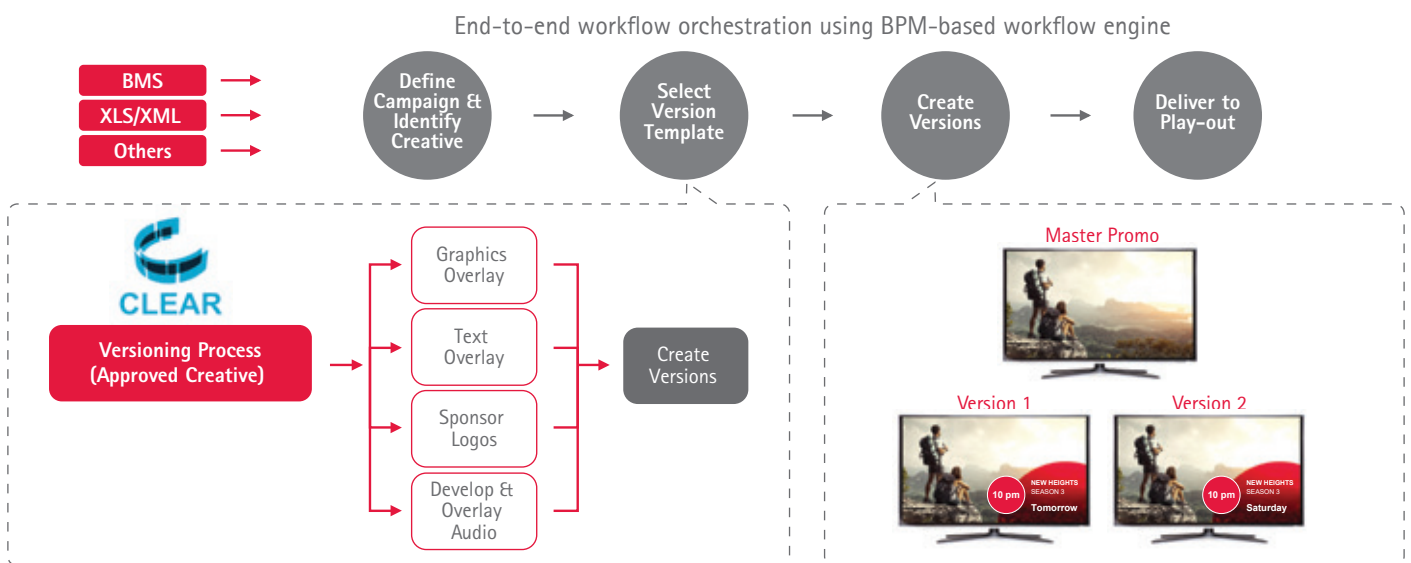
to make these promos transmission (Tx) ready. These manual orchestrations are tracked through spreadsheets and emails. For broadcasters who play-out hundreds of promos a day, one can only imagine the chaos and not to mention the massive costs incurred on account of both manpower as well as infrastructure. Needless to mention the chances of human error.

Here's where Promo Operations Automation adds tremendous value. It simply automates the work order administration and provides an end-to-end workflow for promo creation. This includes seamless integration with Broadcast Management Software (BMS), review and approval processes, post-production, versioning and hand-off for play-out resulting in increased efficiencies and costs savings.

Key Features:

- Work order administration for the entire promo creation and delivery workflow, including versioning
- End-to-end workflow orchestration using a BPM-based workflow engine
- A simple grid-based interface to define promo work orders for creative and versions of promos. Extended ability to import and export work orders from MS Excels and BMS
- Review/Approve tools to support collaboration during the promo creative development process

Promo Operations Automation: Create, Version and Deliver

End-to-end workflow orchestration using BPM-based workflow engine

- Tracking and content logistics for various versioning elements and track receipts of various media materials for versioning
- An administration module that lets you configure the following for a versioning 'template':
  o Audio files from multiple sources (for different languages etc.) in Stereo/5.1
  o Begin and End Pages
  o Text elements in different languages with UTF (Unicode Text Format) support
  o Effects and transitions for text and images
  o Sponsorship logos
  o Layer groups to handle combinations of 'Text', 'Image' and 'Video' elements
- A versioning appliance that allows to 'render' promo versions for the creative automatically based on pre-configured metadata driven dynamic versioning templates
  o The appliance triggers jobs on Adobe® After Effects and Adobe® Premiere Pro CC to render all the different versions based on the template definition
  o Provides options for multiple template selection, facilitating easy cross channel promotion and changes in branding
- A promo process monitoring dashboard that provides a progress view across all stages of the promo lifecycle
- Standard library functions like search, preview, publish to various distribution outlets, including new media and social networks etc.
- Ability to preview promos prior to play-out, along with a timeline view
- Text Support: Extensive text rendering capabilities for multiple languages and special characters like New Line, Superscript, Subscript
- Image support: Ability to squeeze, re-center and re-position images and videos
- Ability to dynamically resize and position sponsorship logos using metadata
- Automatic generation of daily/weekly/monthly reports based on the number of promos created and played out
- Dynamic/automated mixing of voice over tracks

What's in it for you?

- Lowest Total Cost of Operations (TCOP): Reduced effort for promo versioning
- Increased Operational Efficiencies
- Faster Turnaround Time (TAT) through versioning automation
- Increased Monetization

Case in point: A GEC Network has incurred the following benefits from deploying Promo Operations Automation:

Details	Promo Version Creation — Traditional Workflow	Promo Version Creation — Using Promo Operations Automation
Number of Versioning Editors working on project	10	1
Number of Versioning Producers working on project	10	7
Number of Adobe Premier Pro Machines deployed on project	7	4
Total number of Versioned promos produced per month	12000	12000

To drive such efficiencies and lower costs, write to info@primefocustechnologies.com for a demo of Promo Operations Automation.

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.

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