



Prime Focus Technologies: Pioneering ERP for the Media and Entertainment industry.

The media and entertainment industry is experiencing rapid changes in the way content is consumed, evidenced by more than 800 million iTunes users, 60 million Netflix subscribers, 6 billion hours of video being watched per month on YouTube, and 19 percent U.S. Millennials using Amazon Prime. As a result, there is a need for new technologies to advance the capabilities of content enterprises and adapt to meet current demands, increasing margins and driving creative enablement.

Prime Focus Technologies (PFT), the technology arm of Prime Focus, the global leader in media and entertainment services, foresaw this change. PFT's revolutionary product CLEAR™, offers hybrid cloud enabled ERP solution unlike any other single point solution provider, ready to meet the needs of this margin-pressed industry that lacks the digital infrastructure and agility needed to meet content demands.

Standalone on-premise media asset management serves the needs of broadcast operations and engineering departments but

production, marketing and other functions of a broadcast enterprise are left to invest in their own respective storage and processing systems, leading to inefficiencies and high cost of ownership.

Enterprises need to think digitally and move from islands of automation to build a connected enterprise and a digital ecosystem.

Learning from IT across sectors such as manufacturing and banking, media & entertainment companies also need a single enterprise-wide software, an ERP system, tailored specifically for their industry to include media asset management, workflow orchestration and applications to work across the enterprise and supply chain for both linear and digital businesses.

CLEAR Media ERP Suite virtualizes the content supply chain, facilitating



agility and driving operational efficiencies. CLEAR breaks free from isolated islands of automation and brings content to the center of business helping drive creative enablement, enhancing efficiencies and aiding the realization of new monetization opportunities. Since its formation in 2008, PFT has experienced rapid growth as a cloud solutions provider with a unique combination of media and IT, addressing the challenges faced by content enterprises in fulfilling the needs of today's hyper digital consumers. CLEAR, PFT's flagship offering, was first beta tested in 2008 and deployed in 2009.

2011 became a year of transformation for PFT – where Media ERP, a SaaS offering was born. CLEAR blossomed into a full-fledged Media ERP suite with solutions across the content value chain – from content creation, transformation, distribution, exhibition and archiving.

Since then, CLEAR has expanded to five modules – Cloud MAM, Operations Cloud, Broadcast Cloud, Production Cloud and Distribution Cloud, catering to different verticals including Broadcasters, Studios, Brands, Sports and Digital companies across the content value chain. Expanding its footprint in the U.S., PFT acquired both DAX, the creators of the Primetime Emmy® Award-winning Digital Dailies® and Academy® Award-winning Lowry Digital.

PFT's clientele now includes Disney, 21st Century Fox-owned STAR TV, Warner Bros. Television Studios, CBS Television Studios, 20th Century Fox Television Studios, Legendary Pictures, Starz Media, Lionsgate, A&E TV Network, Crown Media Family Networks, FX Networks, Hearst International, IFC and many more.

PFT's 2015 "DIGITAL NEXT" offerings including Media ERP addresses the changing media & entertainment landscape and underpins what content enterprises must do to survive and succeed. These offerings are tailored to address what we call 'Digital Next' realities – volume, discovery, platforms, devices, speed, monetization and everything digital which is the new normal. DIGITAL NEXT offerings help meet the demands of the digital consumer, with a focus on building a connected enterprise and digital ecosystem, over-the-top solutions, distribution and 4K.

One of the DIGITAL NEXT realities is that consumers are not only cutting cord by choosing from variety of streaming services like Netflix, Hulu and Amazon Plus, they are also not signing up for traditional TV service when they move out on their own. With growing numbers of digital outlets globally, content enterprises must embrace the cloud to meet the increased demands for volume



and speed. They need to do that with lowest total cost of delivery and make it discoverable for the consumers quickly. PFT's CLEAR Operations Cloud helps do just that – not just store and transcode, but perform end-to-end content operations on the cloud. Our award-winning, pioneering technology, talent pool, scale & innovative business models makes us the partner of choice for the Media industry. The successes that came our way in the recent past – be it strategic acquisitions, key client wins, award winning projects, and product innovations, give us confidence to be bold and daring to think BIG.

The media & entertainment sector has got to think transformation, to change the way they traditionally work, question the status quo and reinvent. In this time of transformation, PFT remains committed to advancing the technological capabilities of the media & entertainment industry to meet the demands of consumers.

For more information, visit www.primefocustechnologies.com.