



Managing
The Business
Of Content®

QC Services



Ensuring Error-Free Content

For content owners, timing is everything when it comes to QC. Errors (whether technical, structural or creative) which are missed early on in the content lifecycle tend to perpetuate along the workflow. This can result in huge financial repercussions. For instance, the loss faced from recalling Blu-rays across the world is far greater than the cost of conducting a Master QC. Thus, QC can potentially save a content owner hundreds of thousands of dollars.

The digital era, however, comes with many challenges for managing QC, as content owners need to deliver to an ever increasing number of platforms and devices. They need to satisfy QC requirements across a growing matrix of metadata categories, multilingual subtitling and CC feeds, TV display resolutions, color gamuts, contrast ranges and advertising support mechanisms. Their content also needs to meet various broadcast regulatory standards such as PSE, Loudness, AS02, AS11 and IMF compliance. Even streaming service platforms like Amazon, Hulu and Netflix each have their own set of custom specifications that content suppliers need to adhere to. To help overcome these challenges, content owners need a holistic, innovative approach to manage QC efficiently.

Key Features

PFT provides stringent, multi-pass QC. We undertake QC not just for adherence to technical specs, but also to regulatory guidelines (like a broadcaster's S & P) as well as the identification of creative glitches (like a boom mic showing in a frame). Here's what we offer:

Manual and automated file based QC analysis under the following categories:

- Master QC (Atmos, 7.1, 4K/UHD, HDR, IMF, ProRes and more): A thorough technical evaluation of movies, scripted dramas/comedies, non-fiction series, documentaries etc. Often involves re-QC and re-delivery of rectified versions.
- Third Party QC: Part of the mastering process for high value content, this involves double checking the QC done by a primary vendor.
- 7.1 Complex Audio QC – Audio QC for theatrical and premium broadcast/OTT platforms. Often offered in parallel with UHD/4K IMF Master QC.
- Acquisition QC – QC for long form content that has already been through Master QC.
- Audio Asset QC – Audio QC of multiple audio streams, typically synchronized with a picture master. Involves delivery of mixes

in multiple configurations (7.1, 5.1, 2.0), M&E, dialog, music, effects stems etc.

- Master Asset/Image Sequence QC – Involves restoring Master DI image sequences like DPX/EXR and Cinema DCDM TIFF sequences from drives or LTO tapes, screening content and verifying check sums.
- Library / Catalog QC – QC for general quality and technical attributes of legacy content, typically performed as part of migration, restoration or redistribution projects.
- Spot QC – Spot check of content at 3-5 different points. Typically involves checking a minute at beginning, middle and end; along with verification of file metadata.
- Watch Down QC – Involves a linear watch down of content from start to end, only stopping to list major issues. Typically performed as a precaution on content which has already been through QC in the past.

State-of-the-art Infrastructure:

- PFT provides physical infrastructure for 3rd party QC in New York, Los Angeles and other global locations
- Dolby Certified QC rooms equipped with IMF + 7.1 monitoring
- Special broadcast monitors and QC systems for 4K and HDR QC
- Audio Video Playback Tools: FCP, Adobe Premiere Pro, Colorfront Transkoder
- Support for all tape and file based formats including IMF, 4K-UHD, HD, SD, NTSC/PAL & HDCAM SR and others
- Superior software like Baton, Vidchecker, Tektronics for AQC

Facts & Figures

- 10+ years of experience in QC
- Resources with 10+ years of experience in Broadcast QC and OTT platforms
- QC Analysts with 20+ years of experience
- A team of 60+ experts with in-depth knowledge of global broadcast specs
- An average turnaround time (TAT) of 24 hours for standard delivery. Shorter TAT for Express deliveries.
- A current annual track record of performing QC for 100,000+ hours of content (SD and HD)
- iTunes certified for Direct Delivery
- Certified as Netflix Preferred Fulfillment Partner (NPFP)

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 companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Hearst Television, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League, and more.

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

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