



Managing
The Business
Of Content™

Cloud Media Services



Cloud Media Services: Drive Greater Efficiencies, Cost Rationalization and Business Certainty

Our exhaustive suite of Cloud-based media services handles scale and multi-platform content operations and allows you to focus on what you do best - create better content. PFT delivers a range of technical, creative and new media services on Cloud with defined SLAs. Our best-of-breed talent pool, spread across the globe with an average experience of 20 years in the media industry, is key to exceptional client service.

Localization Services

PFT has been providing high quality, cost-efficient Localization services for the past 15 years and are now able to offer over 60 languages. Our strong global network of partnerships and native translators ensures that we deliver the brand and style of your content to a worldwide audience. In addition, our flagship solution, CLEAR™ Media ERP, enables you to ingest, track, store, transcode, and deliver assets securely and conveniently. Here's a glimpse of what we offer:

- **Scripting Services:** Deliver Dialogue Lists, Spotting Lists and Combined Scripts (CCSL, CDSL, CCDL)
- **Dubbing:** Dubbing services across a host of genres including films for broadcast, OTT & theatrical releases, ads, serials, documentaries, animation, gaming, and e-learning
- **Subtitling:** Subtitling by language experts, assisted by our award-winning, industry first Cloud-based Secure Subtitling tool
- **Access Services:** High-quality Access Services in adherence to international regulatory parameters, with a quick Turnaround Time (TAT).
 - Audio Description – Additional narration track for visually impaired customers in adherence to parameters set by regulatory bodies like FCC, Ofcom, and CRTC
 - Closed Captioning – Text captions not only for dialogues, but all relevant parts of the soundtrack for the hearing impaired
 - Subtitles for Deaf/Hard of Hearing (SDH) – Subtitles in the source language of the video that also include important non-dialogue audio sound effects and speaker identification
- **Text to Text Localization:** Delivery in a host of languages, across multiple genres, with the use of cutting edge technology like Translation Memory, Machine Learning tools and more

Creative Services

PFT's unique 'data led creativity' approach helps brands, broadcasters, studios and service providers push the boundaries of creative thought and redefine quality output benchmarks. Every day, our creative team releases compelling content that cuts across networks, platforms, genres, and language - right from award-winning on-air and digital promos to out-of-the-box brand campaigns, from stunning video catalogues to riveting television commercials starring A-list celebrities. We have over 500 creative minds, 185 edit suites, 24 sound studios, 16 5.1 QC rooms, 16 finishing rooms and our very own Tier 3 Data Center.

- **Promos:** PFT is one of the world's largest creators of promos for broadcast networks and OTT platforms, delivering over 130 compelling promos daily. From ideation to delivery, we handle every aspect of a promo campaign's lifecycle, delivering breathtaking results that effectively support strategic campaigns. What's more, our flagship product, CLEAR offers a fast and easy Cloud-based solution for review, approval and delivery of content; as well as end-to-end process orchestration for promo creation including versioning automation using Adobe® Premiere® Pro CC.
- **Post Production:** Leveraging a strong post-production legacy of over two decades, PFT offers end-to-end cutting edge post production services. Our list of post services includes editorial for long form and short form, 2D/3D animation and motion graphics, visual effects, color grading in 4K HDR, audio post, M&E fill, sound design, Dolby 5.1 mixing and encoding, Stereoscopic mixing – we're pretty much an execution powerhouse!
- **Brands Services:** PFT offers the most comprehensive portfolio of integrated services and solutions to brands. Whether it is production, adaptation or distribution of advertising materials, across different media and languages, Brands rely on us.

Digital Media Services

Our diverse range of high quality, SLA-driven Digital Media Services empowers content owners to face the myriad challenges of the 'TV Everywhere' universe with confidence. Right from re-purposing legacy assets for distribution, packaging and delivering content to multiple VoD platforms or streaming a live event for millions of fans across the globe – we do it all. Our unique blend of media & IT skills, in-depth knowledge of global broadcast specs, stringent Quality Control (QC) workflows, award-winning cloud technology and extreme flexibility help us deliver nothing but the best for you. Here's a glimpse of what we offer:

- **QC Services** – Spot QC, Master Audio/Video QC, Broadcast Standard Full QC, Automated QC across all latest formats with quick Turnaround Time (TAT) and SLA-driven deliveries, on one platform, Secure QC Portal
- **Digital Packaging & Delivery Services** – Transcode, Package and Deliver to SVoD, TVoD, AVoD and OTT
- **Digitization Services** – Source agnostic Audio & Video Digitization for all formats into suitable output formats for delivery
- **Upconversion, Remastering and Restoration Services** – 4K/2K Remastering, Upconversion to HD/4K and Image Restoration using Academy® Award-winning Lowry Digital technology
- **Audio Services** – Comprehensive range of Audio Services enabling content owners to deliver cutting edge multi-channel audio playback experiences, while ensuring compliance to international audio standards
- **Mastering Services** – Editing and Remastering to create Broadcast/Syndication files
- **Compliance Services** – Cataloging and Editing for delivery across territories with varying broadcast regulatory needs, leveraging PFT's industry first Compliance Editing tool
- **Live Services** – Digital Playout, Live Streaming, VoD Packaging and 24/7 Monitoring
- Recommendations for contextual ads based on tags
- A team of 250+ members with experience in genre-specific, culture-specific and multi-layered cataloging
- Global capabilities to handle foreign language content
- Metadata consulting:
 - Consultation services to understand the end-use of the content and appropriately build cataloging taxonomy
 - Pre-built taxonomy for specific usage of content – Production, Archival, OTT, VoD, Broadcast/Telecast
 - Creation of new taxonomy as per client requirements
- **Data Analytics:** Unearthing insights by correlating viewership data, metadata, videos and consumer feedback
 - Tailored analytics that track viewer experiences and content usage
 - Insights into media distribution channel performance with analytics and reports

Why PFT?

Data & Analytics

Metadata is the key to proper classification in order to transform any image or audio-visual content into a dynamic asset. Leveraging our flagship product, CLEAR Media ERP, PFT undertakes new metadata creation as well as the enrichment of existing metadata. CLEAR uses AI techniques like face detection, speech to text, location and brand recognition to enrich content metadata. Our 250+ member team includes Subject Matter Experts (SMEs) distributed around the world who collaborate to deliver genre-specific cataloging for episodic TV content, feature titles, news, sports, and documentaries, in addition to country-specific and culture-specific content. In today's fast paced digital era, we help our clients future-proof their content. Here's a glimpse of what we offer:

- Tagging by assets, scenes, songs, and characters as well as multiple timecode-based stratum
- Tagging, which enables searches by cross references and filters
- Processing of global and descriptive metadata
- Solutions for automatic extraction of technical metadata
- Supervised machine learning process
- Tags include: characters, emotions, brands, locations, and more
- **Proven Expertise:** PFT delivers services to some of the biggest broadcasters, studios, brands, streaming service providers and sports bodies in the world
- **Certified by the Best:** We are YouTube Certified for Audience Development; iTunes Approved Encoding House; Certified under the Netflix Partner Fulfillment Program (NPFP) and Netflix Post Production Partner (NP3) Program for Media Processing, Original Master Fulfillment, Timed Text, and Originals Localization
- **Global Infrastructure, Local Talent:** Prime Focus' network of studios and WorldSourcing® model ensures we have the infrastructure and ability to source expert local talent and deliver services 24x7x365 across all major content markets
- **3T Approach:** We leverage structured training, world-class technology and foolproof stringent 2-tier Quality Control to deliver high quality results
- **Scale:** Well positioned to scale operations quickly, as and when required
- **Utmost Security:** SOC2 compliant and ISO 27001 certified
- **Certainty:** SLA-driven services suite for time and revenue critical content operations
- **Work Order Management:** CLEAR's end-to-end work order management functionality enables management of assets, tasks and resources on ONE system. Additionally, it enables users to assign manual tasks to best-fit resources (internal, vendor or freelance) based on skill, availability and cost

Business Value

Compelling Business Case

- 30% cost savings delivered
- 40% time savings delivered
- Slim TAT (sometimes just 2 hours)
- Low rejection rate (0.02%)
- 99.9% SLA compliance
- Global and Local
- Outcome-based fee

Innovation and Technology Excellence

- Virtualization of content supply chain: Digitally mediate content workflows across the enterprise and supply chain from just about anywhere.
- Hybrid Cloud: The perfect architecture for content operations across sites.
- Mobility: CLEAR App allows you to collaborate among stakeholders and engage with content like never before.

Powering Strategic Customer Engagements



Key Metrics

- We manage **1.5 MN** hours of content for the world's leading broadcast networks, studios, brands and streaming services
- **35,000** hours of Subtitling and Closed Captioning annually
- **7000** hours of Dubbing annually
- Syndication and VoD fulfilment of **10 MN** assets annually
- **5,000+** fresh promos and **10,000+** On Air broadcast graphics elements monthly
- **100,000** hours of QC annually
- **100 MN** tags annually
- **10,000** hours of live streaming annually
- **20,000** live VoD packages delivered annually

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, 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



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