



Managing  
The Business  
Of Content™

## Metadata Services



## Unlocking the Power of Content through Metadata

Metadata is the key to proper classification in order to transform any image or audio-visual content into a dynamic asset. Metadata tags have literally changed our decision-making from days, weeks, and often months, into a matter of seconds.

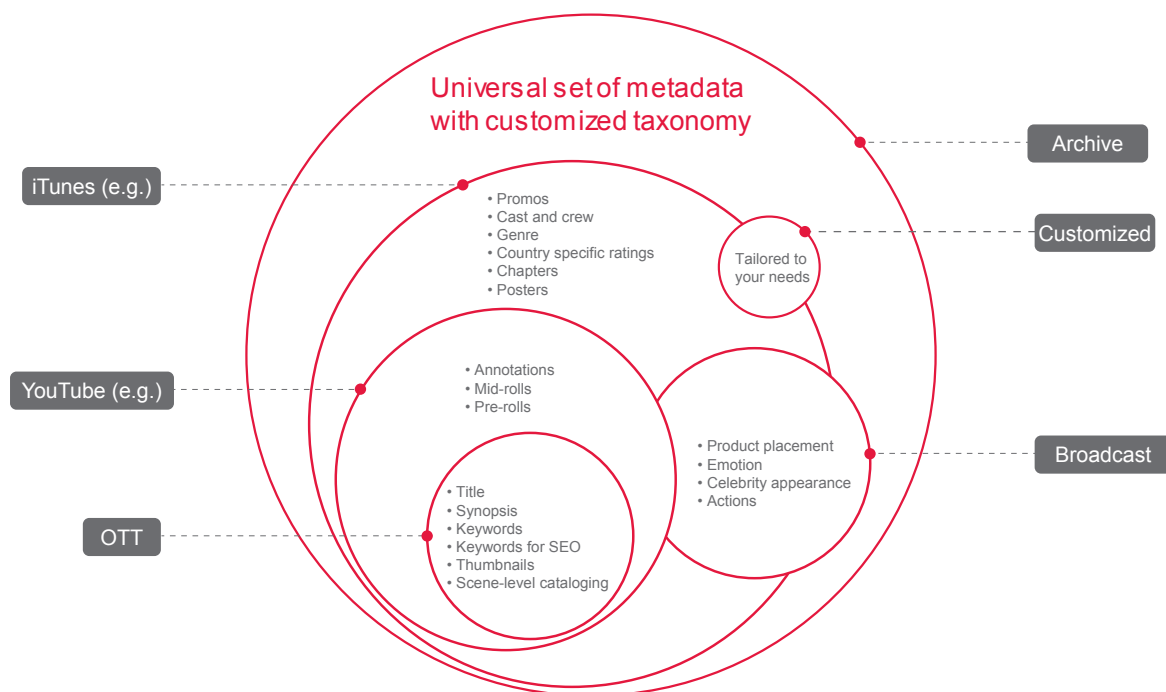
Metadata is aimed at facilitating quick searches for specific content, making the quality of the tags used extremely important. Often, the same tags have different meanings and there are multiple tags possible for the same concept, leading to inappropriate content connections and inefficient search functionality. Different inflections of the same word (like singular or plural) can contribute to difficulties during searches as well. Content owners need a comprehensive system which applies genre-specific expertise to the entire process of metadata creation.

## The PFT Advantage

Using our flagship product, CLEAR™, PFT undertakes new metadata creation as well as the enrichment of existing metadata. Our Subject Matter Experts (SMEs) spread around the world 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 what we offer:

- Easy-to-use, powerful search functionality
- Tagging according to assets, scenes, songs and characters, amongst other elements
- Tagging which enables searches by cross references and filters
- Standardization of tagging which results in low error rates

- Automated QC features with stringent quality checks at every stage by domain specific experts
- Facilities for manual entry of metadata or capture through an associated file such as a work order or side car file
- Processing of global as well as descriptive metadata
- Solutions for automatic extraction of technical metadata
- Automatic metadata creation
  - Supervised machine learning process
  - Tags include: Characters, expressions, objects, locations
  - Recommendations for contextual ads based on tags
- AI based Metadata Extraction
  - PFT's AI assembly builds a selective, probabilistic union of tags identified by various primitive engines which are specialized in identifying its set of tags
  - PFT's AI assembly builds a summary across the identified frames and clips, building it into a logically meaningful summary which can be searched
  - Search smartly puts these together to get the user the clips that are better than the sum of the individual cognitive engines
- 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
    - o Production, Archival, OTT, VoD, Broadcast/Telecast
  - Customized packages of metadata as per the client's requirements
  - New taxonomy created as per the requirements
    - o E.g. Industry's first Cricket taxonomy created by PFT
- High credibility as an ISO 27001 certified company that is also certified by iTunes and SOC2 compliant
- Years of experience in genre-specific, culture-specific & multi-layered cataloging



- A team of 250+ core members with genre-specific expertise who undergo regular training
- Global capabilities to handle foreign language content
- End-to-end solutions which engage clients, stakeholders and content users at every stage of the workflow

## Facts & Figures

- More than 2 million hours of content cataloged to date
- Current track record of creating 100 million tags annually
- Once content is available for Tagging Experts,
  - Average turnaround time (TAT) for a 90-min movie is 4 hours
  - Average TAT for a 30-min episode is 1 hour
  - Tighter TAT possible with adequate lead time

## Business Benefits

- Instantaneous search results for otherwise hard-to-find content
- Generation of meaningful metadata by engaging SMEs from around the globe
- Reliable preservation of content and easy reuse of archival content
- Monetization opportunities by opening up a whole new world of digital revenue streams
- Reduced time-to-market via multi-channel readiness
- Tight TAT with no compromise in quality
- Lower Total Cost of Operations (TCOP)

## A History of Success

PFT delivers cataloging and metadata services to some of the biggest broadcast networks, studios, brands and sports bodies across the globe. On a daily basis, our team tags several hundred hours of content, adhering to stringent SLA compliance and delivering tags within a very strict TAT. Some of our achievements in the field of cataloging and tagging services are:

- Building the world's first and only catalog for Cricket
  - 120 descriptors for every ball bowled
- Developing a customized system for Viacom to generate relevant and aesthetic thumbnails



100,000 hours for  
21st Century Fox  
Star India



46,000 hours for Mnet  
(English & South  
African languages)



32,000 hours for The  
Associated Press



20,000 hours for Eros  
International



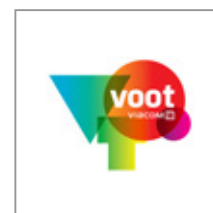
5,000 hours for  
Bloomberg



8,000 hours for  
Cricket Australia



5,700+ hours for  
SPN



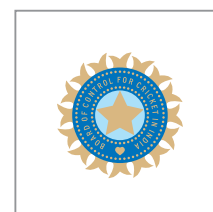
41,000+ hours for  
VOOT



5,400 hours for  
ICC



9,500 hours for  
HOOQ



12,000 hours for  
BCCI

## 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 Disney, Turner, PBS, 21st Century Fox-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](http://www.primefocustechnologies.com)



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