



Managing  
The Business  
Of Content®

## Cloud Media Services



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

PFT delivers a range of technical, creative and new media services on Cloud with defined SLAs. Our exhaustive suite of Cloud-based media services handles scale and multi-platform content operations, allowing you to focus on what you do best – create compelling content. 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. We currently localize content in 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:** Deliver Dialogue Lists, Spotting Lists and Combined Scripts (CCSL, CDSL, CCDL)
- **Dubbing:** High quality dubbing 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 within a short Turnaround Time (TAT) 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.

- **Production:** PFT brings together a unique blend of technology and creativity to deliver compelling content for clients across the globe.
  - Short Form and Long Form: End-to-end creative services for both short and long form content including TV shows, documentaries, short films, OTT Originals and more. We help broadcasters, studios, streaming platforms and brands create cutting edge content to maximize viewership and drive measurable outcomes.
  - Promos: We conceptualize, script, storyboard, produce, and deliver breathtaking promos to effectively support content campaigns
- **Post Production:** PFT is well positioned to help content creators prepare and master their content for delivery to linear and new media platforms. We have operations in key media markets worldwide, and work with some of the industry's finest post production artists, engineers and innovators to deliver cutting edge content to global audiences.
  - Picture & Sound: Post-led content creation, 4K Online and Finishing, Animation and Motion Graphics, Rotoscopy, Versioning and more
    - 1) Post-led content creation: Curation of compelling shorts from long form content
    - 2) Creation of digital assets for social media: Out-of-the-box clips, compilations, thumbnails etc.
    - 3) Rotoscopy and versioning: Changes based on duration, pack shot updates, language etc.
    - 4) Animation and motion graphics: 2D & 3D animation for innovative storytelling
    - 5) 3D modeling: Bringing your products to life in a completely new way
    - 6) Visual effects (VFX): Spectacular VFX for compelling viewing experiences
    - 7) Color grading: High quality visual finishing and color grading
  - Mastering: Editing and Remastering to create broadcast/syndication files
    - 1) Censor Certification: Addition of Censor Certificates and disclaimer Aston bands; editing of masters to incorporate changes needed for Censor Certification
    - 2) Compliance services for broadcast: Editing content according to Standards & Practices (S&P) guidelines

- 3) OTT Mastering: Content review, editing, audio realignment, audio levelling and format conversion
- 4) Mastering for Localized Content: Burning of Subtitles on final masters
- 5) Dolby Mastering: Conversion of 5.1 to Dolby E and slapping onto the final master
- 6) IMF Mastering: Conforming to 4K, HDR in advanced formats like IMF

## Digital Media Services

Our diverse range of high quality, SLA-driven Digital Media Services empowers content creators to face the myriad challenges of the hyper-digital 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:

- **Metadata Services** – Leveraging 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.
  - Metadata Consulting: Prebuilt taxonomy for specific usage of content (Production, Archival, Publishing to OTT/VoD/New Media platforms, Broadcast)
  - Metadata Customization: Customized taxonomy to address unique needs
  - Metadata Creation, Validation & Enrichment: Tag, Synopsis, Keywords through hybrid approach (manual and automated). Validation, enrichment & QC of existing metadata (title, synopsis, cast, release year, ratings).
  - Metadata Normalization: Normalization of metadata to any output delivery specs, including all major digital streaming platforms.
  - Metadata Localization: Regional versions of the metadata
- **QC Services** – Spot QC, Master Audio/Video QC, Broadcast Standard Full QC, Automated QC across all latest formats with quick Turnaround Time (TAT)
- **Distribution Services** – End-to-end content supply chain management for studios, MPVDs, OTT platforms and digital retailers
  - Digital Packaging & Delivery: Transcode, package and deliver to SVoD, TVoD, AVoD, FVoD and EST
  - Compliance & Global Re-versioning: Cataloguing and Editing for delivery across territories with varying broadcast regulatory needs

- **Archive Services** – Future-proof audio and video assets to unlock new revenue opportunities
  - Digitization: Audio & video Digitization
  - Content Migration: Tape to tape migration and archival
  - Upconversion, Remastering and Restoration: 4K/2K Remastering, Upconversion to HD/4K and Image Restoration using Academy® Award-winning Lowry Digital technology
  - Audio Services: Audio Enhancement, Levelling, Restoration and Upconversion
- **Live Services** – Digital Playout, Live Streaming, VoD Packaging and 24/7 Monitoring

## Why PFT?

- **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
- **Automation Tools:** Growing list of tools that help reduce Total Cost of Operations (TCOP)
- **Global delivery pipeline:** Ability to keep operating costs lean in order to deliver optimal pricing to customers
- **Faster Turnaround Time (TAT):** Vast in-house talent pool and infrastructure for time critical content operations
- **Flexible:** Easy to do business with, focused on earning the trust of clients
- **3T Approach:** We leverage structured training, world-class technology and foolproof stringent 2-tier QC 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
- **Best-in-class Infrastructure:**
  - 185 edit suites, 16 sound studios, 14 5.1 QC rooms and 15 finishing rooms
  - Special QC systems for 4K and HDR content
  - Dolby® Certified QC rooms equipped with IMF + 7.1 monitoring
  - PFT has its own Tier 3 Data Center
- **One Stop Shop:** We offer compelling full-service integrated solutions

- Always Available: We deliver services 24x7x365 across all major content markets

## Business Value

### Compelling Business Case

- 30% cost savings delivered
- 40% time savings delivered
- Fast 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.
- Multi-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 annually
- 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 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.

For more information, visit [www.primefocustechnologies.com](http://www.primefocustechnologies.com).

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