



HEARST *television inc*

**CLEAR[®] Media ERP Powering
Satellite & Terrestrial Distribution**



Client Profile

Hearst Television is a national multimedia company with operations serving nearly three dozen US cities, reaching one out of every five US households. It delivers local and national news, weather, information, sports and entertainment programming via every available content delivery platform. The company and its employees have been honoured with numerous awards for distinguished journalism, industry innovation and community service.

Business Context

Hearst operates 31 broadcast TV stations across the US. These stations are affiliated to various national broadcast companies which distribute programming using multiple, standalone high speed terrestrial file transfer solutions such as Compusat, CatchBlue and PathFire. To manage the receipt, preparation and distribution of content, Hearst was using 'Chuckware', a legacy software with database driven workflows that offered no scope for enhancements. Tasks like program code generation, archiving and communication in case of failure had to be performed manually. Additionally, Hearst had no automatic secondary file delivery mechanism. If problems were encountered with transmission, terrestrial transmission (Signiant) was used as backup.

PFT Solution

Hearst deployed PFT's Hybrid Cloud-enabled CLEAR® Media ERP to replace its existing legacy software, reduce manual processes and manage operations across stations with centralized workflow orchestration for content ingest, preparation and distribution (via satellite & IP) along with asset management. The deployment included the following:

- Dashboards to track content receipt and automatically rename content
- Customized workflows for content QC and prep (Prepared files were delivered via Satellite to local affiliates using Hearst's Compusat solution)
- Distribution of segment metadata into Hearst's local broadcast databases
- Easy access to proxies for review purposes, along with the ability to save segment prep markers

- Audio Mapping:
 - o Generation of audio mapping templates to meet standard audio channel configurations and adjustment of audio channels in real-time
 - o Delivery of audio mapped files to Nexio for broadcast
- Centralized Self-healing Media Workflows:
 - o Automatic initiation of content transfer from Hearst's main Orlando hub, with visibility of content availability across all stations
 - o Workflow triggering based on airing time at local stations, with missing content pushed automatically via satellite/Signiant network from Orlando hub to local stations
- Integration with multiple file-based transfer solutions, such as PathFire, PitchBlue, Nexio and Signiant; transcoding solutions like Telestream Vantage; Satellite bandwidth management using Compusat and IDC XD; Promo delivery with IPV Curator

Client Outcome

CLEAR® has completely transformed the way Hearst Television handles content distribution to its affiliates. The organization has been able to successfully switch over from a legacy software to a future-ready, Cloud-based solution that has a contemporary interface. The team can now conveniently access content and modify or augment workflows on-the-fly. Users also have the ability to provide notifications in case of delivery failures/issues as well as prep. data alerts. They are able to monitor content delivery across all 31 affiliates in the US from a single dashboard both inside the office and remotely. Moreover, CLEAR®'s seamless integration with other file-based transfer solutions has allowed Hearst to leverage its existing investments and achieve lowest Total Cost of Operations (TCOP).

Building on the success of this implementation, Hearst Television has already entered its second phase of engagement with PFT, where the focus will be on streamlining operations further by deploying CLEAR® to replace disparate systems used across local stations and at Hearst's central Orlando facility. The scope of work includes introducing higher levels of automation, onboarding new stations and centralized integration with other vendor solutions like WideOrbit and Imagine Communications.

Additionally, Hearst Television will leverage CLEAR® for centralized commercial processing, wherein the solution will manage over 7000 local ads.

“CLEAR® has proved to be an innovative, cost-efficient solution that has completely transformed the way we manage content – right from browsing proxies to creating online segments to monitoring the content lifecycle. We are delighted to be taking our engagement with PFT to the next level, and are confident that their technology prowess will continue to help us drive leaner operations and deliver greater value to our customers in new ways.”

Al Lustgarten

Vice President, Information Technology,
Hearst Television

“CLEAR® has played an instrumental role in streamlining content operations across our vast network of TV stations. Whether it is ingest, preparation or final distribution, CLEAR®'s centralized workflow orchestration has helped us enhance efficiencies, reduce manual effort and lower our Total Cost of Operations (TCOP) drastically.”

Joe Addalia

Director of Technology Projects,
Hearst Television



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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