American film distribution company finds a smart way to publish, sell and distribute

CLEAR® hybrid-cloud enabled Media ERP platform and media cloud services help an American film distribution company to manage, publish and deliver titles.

Client profile

Our client is an NYC-based American company distributing independent films and documentaries. In June 2012, the client engaged Prime Focus Technologies (PFT) to build a solution for sales and marketing.

Business context

Our client was using traditional DVD screeners for their customers to review titles for potential acquisition as well as for review by promotional media. As a natural progression, to enhance business agility and reduce time-to-market coupled with a better user experience, it was necessary to deploy a technology solution that allowed our client to manage their assets efficiently and publish file-based screeners to users for viewing and promotion.

Objectives

- Technology migration – transition from DVD screeners to file-based screeners
- Streamline workflow for sales and distribution
- Enable multi-platform content delivery

PFT solution

PFT provides 5 distinct services to the client:

- Processing of Titles (Encode, Metadata and upload of Proxy)
- MAM (Media Asset Management)
- File-based Screeners (iPad application to support Inbox for Screeners; Apple TV connectivity)
- Usage analytics

To be able to showcase titles, it was important to encode and prepare high resolution proxy files with proper metadata and store them in the CLEAR® asset library. For this, PFT leverages CLEAR® enabled fully automated workflows, associated data/media center infrastructure and media cloud services.

Managing this process through DVD screeners is time consuming, unsecured and laborious. For this, PFT built a B2B application for the American film distribution company. Since the title content was now available as a high resolution proxy file (file-based screener), it was easy for the client's users to view via the CLEAR® content sales portal. The client's team could also publish the title(s) to the user via e-mail as CLEAR® allows the client to select multiple assets and publish them to internal or external email addresses. Once the recipient receives the e-mail they are asked to click a hyperlink which will open the proxy file for viewing purposes.

PFT's Screener Inbox functionality helps the film distribution company's users to view and comment on all titles that are shared online in a secure mode. Screener Inbox shows both publish (view only) messages and review messages. The reel functionality allows users to create a playlist of titles. PFT's solution not only engages users but empowers the film distribution company from a content administration standpoint. The client can manage titles that are published online, monitor publish history and even track usage analytics like number of views.

Mobility has been integral to PFT's solution strategy for the American film distribution company. Available on iPad, PFT has ensured users of the film distribution company have anytime, anywhere access to the titles to view online. Users can also view content by connecting iPad to Apple TV and streaming via Apple TV on to their television set.

CLEAR® Media ERP platform and media cloud services build an efficient asset management, sales and delivery platform that enables an American film distribution company to distribute titles worldwide

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Client outcome

PFT fully understands that the most important factors for the client are speed to market and to have a simple and functional branded content sales portal that enables it to showcase and sell its titles in a highly cost-effective and efficient manner.

PFT's CLEAR® offered on a PaaS model ensures there is no capital expenditure for the film distribution company as it scales up its business. Syndication fulfillment can happen at an incremental cost making it a financially viable business case. The costing model is per title basis.

PFT's solution has helped the American film distribution company improve time-to-market considerably.

- Managing 85 new titles per year
- 1000 digital users
- 100% SLA compliance

How we work together

The American film distribution company has been a client of Prime Focus' creative services business since 2005. This gave them the comfort to consider Prime Focus' technology solution. PFT has partnered with the film distribution company to help manage their business of content better with CLEAR® Media ERP and digital content services. PFT's solution development strategy is aligned to addressing the film distribution company's goal of distributing titles to a global audience faster and cost effectively; ensuring technology costs are linked to outcomes.

PFT's average volume per client is 10 to 15 program hours for subtitling and/or transcription per day and over 15,000 program hours on an annual basis. PFT has a scalable team dedicated to the client and caters to large volumes and slim turn-around-time (TAT) as low as 2 to 4 hours from content receipt.

Strong collaboration between the client and PFT teams (across Bengaluru, India and Los Angeles, US) has ensured 100% delivery SLA compliance.

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.

www.primefocustechnologies.com

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

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