Digital Distribution Services

Streamlined business processes powered by automation to drive unprecedented cost efficiencies

Business Context

In today's hyper-digital era, distributing content has become more complex than ever before. Content creators need to deliver assets to multiple types of platforms (TVOD, SVOD, AVOD, FVOD, EST etc.) at lightning speed, and manage a host of ever-changing formats. Supply chains are sprawling, with various stakeholders working on disparate systems, and little visibility in to task or delivery status. The lack of standardized metadata, complex rights environment, growing volumes and high costs only add to the challenges faced by Content Providers, MVPDs, Digital Retailers and OTT platforms.

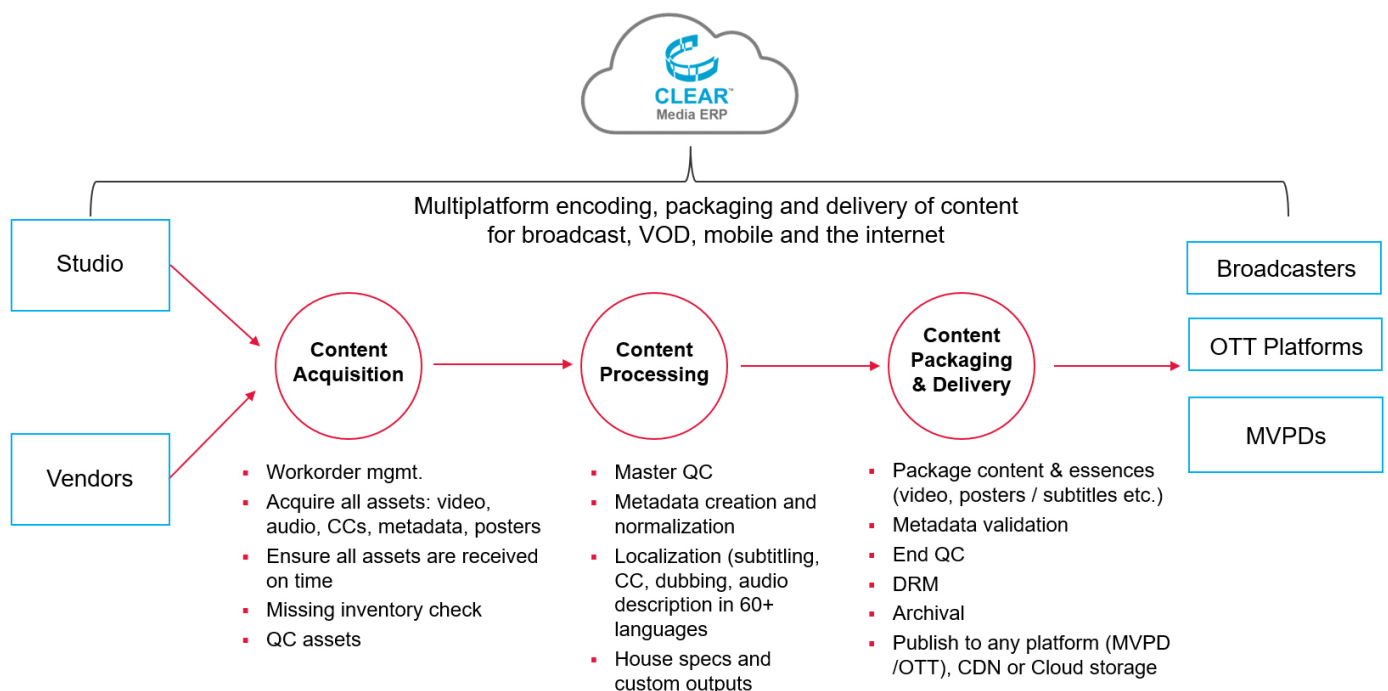## Our Proposition: End-to-end Content Supply Chain Management

Prime Focus Technologies (PFT) offers streamlined business processes for digital distribution, powered by automation. We help Media & Entertainment (M&E) enterprises seamlessly distribute content across the digital universe, enabling them to increase viewership and drive unprecedented cost efficiencies. Here's a glimpse of what we offer:

- An automated process, using an extensive data model to create packages, transcode in multiple formats and deliver to legacy and new media platforms
- End-to-end workflow orchestration leveraging our flagship product, CLEAR® Media ERP

- Customized solutions for each player in the digital ecosystem to drive efficiencies and maximize monetization:

  - For Content Providers: Managing all aspects of digital distribution including content acquisition, processing and delivery to MVPDs, OTT platforms and Digital Retailers

  - **For MVPDs, Digital Retailers and OTT platforms:** End-to-end content supply chain management - from acquisition to processing to delivery to monitoring - including day-to-day management of Content Provider operations

Content Processing

- Supply chain management using ONE system
- Day-to-day management and coordination, order preparation
- Metadata: Metadata creation (TSK), validation, enrichment, localization and normalization using a hybrid approach (manual and automated); metadata transforms for delivery to any platform
- Quality Check (QC): Stringent quality control using a combination of manual and auto QC
- Mastering: Conforming to 4K, HDR, Dolby 5.1 in advanced formats like IMF
- Vast range of supporting services

Multiplatform encoding, packaging and delivery of content for broadcast, VOD, mobile and the internet

Content Acquisition
- Workorder mgmt.
- Acquire all assets: video, audio, CCs, metadata, posters
- Ensure all assets are received on time
- Missing inventory check
- QC assets

Content Processing
- Master QC
- Metadata creation and normalization
- Localization (subtitling, CC, dubbing, audio description in 60+ languages
- House specs and custom outputs

Content Packaging & Delivery
- Package content & essences (video, posters / subtitles etc.)
- Metadata validation
- End QC
- DRM
- Archival
- Publish to any platform (MVPD /OTT), CDN or Cloud storage

Studio · Vendors → Content Acquisition → Content Processing → Content Packaging & Delivery → Broadcasters · OTT Platforms · MVPDs

Why PFT?

CLEAR® Media ERP: ONE software for the enterprise, proven to automate the content supply chain

Automation tools: Growing list of specialized offerings that help reduce Total Cost of Operations (TCOP) - Mastering Automation, AI for Entertainment & Sports, Timed Text tools, Content Acquisition Portal and more

Global delivery pipeline, 'Glocal' approach: Leveraging global infrastructure and local project management, we keep operating costs lean and deliver optimal pricing to customers

Faster turnaround time (TAT): Automated processes and at-scale operations with the ability to deliver within tightest deadlines

Centralized factory: Best-in-class infrastructure and in-house team to deliver unmatched scale

Specialized talent: Highly skilled professionals led by SMEs with in-depth knowledge of global industry guidelines

Future-proof set up: Cutting edge technical capabilities including 4K, HDR, IMF and more

Flexible: Easy to do business with, deep focus on solving for the customer

Proven track record: Digital distribution of over 200,000 hours of content till date

Utmost security: SOC2 compliant, ISO 27001 certified and Trusted Partner Network (TPN) certified

White glove support: 3-layered technical support structure, 24x7 infrastructure monitoring support, emergency support and ticket prioritization
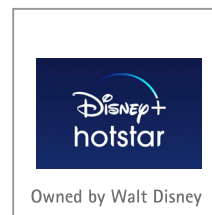
Certainty: SLA-driven services for time and revenue critical content operations

Business Benefits

- **Seamless supply chain management:** Acquire assets from all content providers and vendors through ONE software
- **Unmatched speed:** 24x7 content processing and support, quick TAT for Day and Date deliveries/NDA
- **Complete visibility:** Fulfilment of all processing inside CLEAR® with full visibility in to task status
- **Enhanced metadata:** AI-generated metadata for advanced search, recommendations and targeted ads
- **Highly scalable:** Deliver 100 hours of content daily to various platforms, with the ability to scale up or down quickly, as and when required
- **Lower costs:** Automated workflows to help reduce operating costs
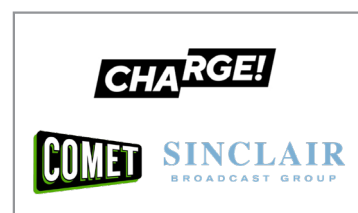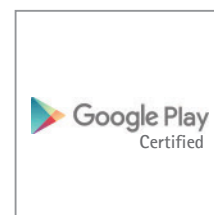
A History of Success

We work with leading M&E enterprises across the globe

Owned by Walt Disney

Owned by Viacom 18

112,600+ hours for Hotstar   **54,000+ hours** for Voot

YouTube Certified

Google Play Certified

iTunes Approved Encoding House

Managing Netflix deliveries for leading M&E companies

Certified

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.

For more information, visit **www.primefocustechnologies.com**.