CLEAR™ Media ERP

Market Overview

Today, running a profitable Media & Entertainment (M&E) enterprise is more difficult than ever. Demanding, distracted viewers have taken the driver's seat and traditional business models are hitting a bunch of speed bumps. The frequency and speed with which original content is being generated has been increasing at a rate never before seen in the industry, with more and more people working on content than ever. Supply chains are sprawling and the sheer number of touch points content passes through from start to end is spinning a web of complexity for content creators, not to mention security concerns.

Acquisition Complexities

With the volume of content increasing, so are the complexities in content operations, including the number of versions, vendors, departments and staff involved etc. To bring together the action, content creators typically have to work with a large cross section of external vendors, collaborating closely across the supply chain, managing innumerable tasks and adopting newer technologies. As traditional MAM systems offer no mechanism to schedule and track these, managing this process becomes more complicated, and it takes more time and resources to get the job done.

Distribution Complexities

Typical fulfilment deliverables to OTT and VoD platforms include a vast inventory — content in multiple formats, subtitle/dub files, images, documents, etc. Traditionally, fulfilment related work orders are assigned outside the MAM system, manually, to stakeholders and external vendors across the supply chain. Right from scheduling to delivery, multiple, disconnected systems are used for collaboration and content management, leading to operational inefficiencies and delayed deliveries.

Production Complexities

Sending content to external stakeholders for operations like editorial, VFX, post production, sound, localization, mastering, and downstream distribution requires multiple copies of content to be created and sent out to different locations, which poses major security concerns. Viewing digital dailies remains a constant challenge, as there is no way to review content until files reach the production house. This impacts timeliness of production schedule and leads to delays in decision making processes.

Lack of Centralization

Typically, broadcasters have decentralized operating models. Operations like Content Download, Quality Control (QC), House Master creation, Compliance Editing, Mastering and Archival are performed separately for each territory. Plus, each territory creates its own on air promos of the shows as well. Add to that, program scheduling operations and creating metadata of the same show or movie in each of the locations. The outcome? Rampant duplication of effort, heavy investment on in-house Capital Expenditure (CAPEX) infrastructure and increase in outsource spends in the local territories.

What am I selling?

You are selling PFT's flagship product, CLEAR™ Media ERP, the world's first, proven Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain, powered by Microsoft Azure. You are selling CLEAR solutions built on powerful, end-to-end Work Order Management that transform the way Media & Entertainment (M&E) enterprises work.

CLEAR solutions:

Content Acquisition Portal
Automated Work Order to manage planning, acquiring, evaluating, cataloguing and scheduling content

OTT Distribution
Work Order driven OTT Distribution – from Scheduling to Delivery

CLEAR Digital Lab
Your Media Universe® for Production Supply Chain

Centralization
Prep once, distribute globally

CLEAR modules:

Cloud MAM
Automation across content supply chain powered by Work Order

Broadcast Cloud
ONE Software for Broadcast – from Creation to Transformation, Distribution and Exhibition

Operations Cloud
ONE Software to manage Content Store, Processing & Delivery of content

DAX Production Cloud
ONE Software for Dailies and Post Workflows

Who do I sell to?

Broadcasters, studios, sports organizations, brands and service providers.

Targeted roles:

- Director & Above – responsible for high-level decision-making, who want to streamline content operations and eliminate the risk of piracy
- CFOs – responsible for controlling finances and operating costs, who want to translate the upfront Capital Expenditure to Operational Expenditure (OPEX) for consuming IT services
- CTOs – responsible for managing and designing technology provisions with increasingly tight budgets

Why CLEAR on Microsoft Azure?

CLEAR Media ERP provides tangible benefits when run on Azure:

- **Workflow Orchestration:** CLEAR offers customers the ability to orchestrate their existing workflow on Azure
- **Interoperability:** CLEAR's interoperability allows customers to expose their APIs and utilize Azure's stack on the incumbent system
- **Faster Time to Market:** Customers can leverage CLEAR's best-in-class solutions on Azure, without having to build
- **Proven Expertise:** PFT's success in solving complicated business problems in the M&E industry will mean seamless integration on Azure for customers

Running CLEAR on Azure will eliminate the risk of piracy, help avoid content duplication, reduce the amount of effort involved in content operations and drive a host of business benefits. Here's a glimpse:

- **Lower Costs:** Decreased cost of infrastructure and resources involved in content operations
- **Greater creative control:** Faster decision making capabilities, greater visibility of operations across the supply chain
- **Lower capex investments, higher scalability:** Lesser infra ownership for customers, choice of compute and storage options to scale infra on Azure
- **Faster turnaround time:** Quicker recognition of data by Azure's Artificial Intelligence (AI) tools
- **Increased monetization:** Easy content discovery, quicker fulfilment, faster time-to-market

Elevator Pitch

20 seconds on the Offering

For M&E organizations to be future-ready, they need to think about automating their content supply chain. They need to innovate on ONE platform, rather than on multiple silo'ed platforms.

With CLEAR on Microsoft Azure, all you have to do is BUILD ONCE — one infrastructure, one platform, one process. Our Hybrid Cloud-enabled CLEAR provides MAM embedded with Work Order Management, which enables the management of assets, tasks and resources on ONE system. It enables stakeholders across geographies, departments and businesses to collaborate on the same software. Add to that, Azure's rich technology stack of compute, storage and AI, and you have a holistic solution that gives a definitive edge over the competition.

60 seconds on the Offering

In today's 'TV Everywhere' universe, M&E companies are faced with a number of complexities related to acquisition, distribution, production, lack of centralization and the shortcomings of traditional MAMs.

To solve these challenges, they need to embrace automation – not just within silos – but across the supply chain. They need to be able to seamlessly manage human led and machine enabled tasks across all global sites on a single, centralized system. With this objective in mind, PFT and Microsoft Azure have come together to provide a transformational technology stack that delivers CLEAR solutions, CLEAR outcomes, CLEAR value and CLEAR results on the back of MAM embedded with Work Order Management. With work order automation to manage content operations efficiently across the supply chain, CLEAR empowers M&E enterprises to build a truly connected enterprise with digital workflows. Add to that, Azure's rich stack of compute, storage and AI, and you have a holistic solution that gives a definitive edge over the competition.

Why we win?

- **Innovation and Technology Excellence:** PFT is the creator of ERP software, CLEAR™; with four patents for media collaboration systems
- **Proven:** CLEAR has 1.5 million hours of content under management across 183 physical sites, 70% of US production use our product
- **Extensive Experience:** PFT has 2 decades of experience in creative services, and highly experienced editorial and processing staff
- **Trusted Partner:** PFT is MPAA® audited, SOC2 compliant and ISO 27001 certified. Azure has the largest portfolio of compliance offerings in the industry, and is trusted by 90% of Fortune 500 companies

- **Hybrid Cloud-enabled Solution:** CLEAR is hosted in multiple data centers around the world catering to global needs. CLEAR's native hybrid architecture, coupled with Azure's hybrid consistency in application development, security management and identity management is an unbeatable combination.

Value Proposition

Azure's scale, reach and unparalleled AI capabilities help implement CLEAR across geographies with extreme reliability, scalability, performance, and global accessibility powered by Microsoft. Leveraging Microsoft Azure's best-in-class cloud services, CLEAR gives you immense advantages of security, privacy, transparency and scalability. Integration with Azure empowers YOU with the freedom to choose from multiple compute and storage options to scale infrastructure with very minimal capex investment.

Key Contacts

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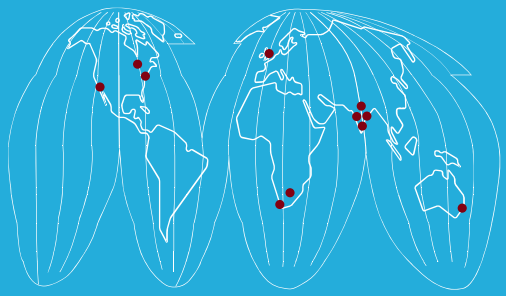
About Prime Focus Technologies

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, Warner Bros., 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



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