



Managing  
The Business  
Of Content™

# Monetizing sports entertainment through immersive viewing experiences



Drive increased monetization of sports through personalized engagement, immersive viewing experiences and device agnostic distribution.





# Enabling multi-sport, multi-platform experience

Serving the needs of Sports Administrators and Broadcasters alike, we offer technology and services to help game development and fans enjoy the sport they love.

CLEAR™, our hybrid cloud-enabled Media ERP platform with Media Asset Management (MAM) and Business Process Management (BPM) at its core, helps automate the multi-sport content supply chain and digitally mediate enterprise workflows for B2B and B2B2C platforms. Whether it is Live sport, production of shows from archive material or support for Studio productions, CLEAR helps manage content operations through various tools including multi-sports Live Logger, native integration to Non Linear Editing (NLE) systems and associated publish robots.

## Solution Overview

Our solution embraces today's multi-sport, multi-platform (smart phones, tablet, iOS, Android, WP7) viewing demands.

### Technology

**MAM and BPM:** Experience best-in-class MAM, ahead of the curve BPM engine and a wide range of media tools to manage recording, sports logging, indexing, editing, publishing, digital media delivery, and archiving.

**Online & Digital tools:** An armory of tools to help build the Direct-to-Consumer Over The Top (OTT) platform for Live multi-sport coverage including DIVA®, the world's greatest player plus Forge®, a specialist sports Content Management System (CMS) and development of custom apps for iOS, Android, Roku and Windows devices.

### Services

#### Digital Media Services:

A suite of creative and technical services including Bulk Digitization, and Metadata logging to help preserve, manage and monetize audio-visual archives.

#### Digitization

- 20+ years of experience, with specialization in bulk digitization
- Ability to digitize up to 200 hours per day across multiple formats
- Global delivery model
- Ability to execute work from within client premises

#### Metadata

- Processing of global as well as descriptive metadata
- Solutions for automatic extraction of technical metadata
- Automatic metadata creation

- Supervised machine learning process
- Tags include: Players, expressions, objects, locations
- Recommendations for contextual ads based on tags
- AI based Metadata Extraction
  - PFT's AI assembly builds a selective, probabilistic union of tags identified by various primitive engines which are specialized in identifying its set of tags
  - PFT's AI assembly builds a summary across the identified frames and clips, building it into a logically meaningful summary which can be searched
  - Search smartly puts these together to get the user the clips that are better than the sum of the individual cognitive engines
- Metadata Consulting
  - Consultation services to understand the end-use of the content and appropriately build cataloging taxonomy
  - Pre-built taxonomy for specific usage of content
  - Customized packages of metadata as per the client's requirements
  - New taxonomy created as per the requirements

#### Digital Production Services:

Live Streaming, Packaging with mid-roll, in-stream markers, up to 28 concurrent live streams

#### Live streaming:

- Complete IP-based workflow
- Linear streaming
- Interactive streaming (ad insertion)
- Dynamic ad insertion with SCTE-35 support
- Direct streaming from venue
- Adaptive bitrate streaming for optimal viewing experience: We support 7 different bitrates (ranging from 54 kbps to 2mbps)

#### VoD Creation:

- Creating VoD packages from live feed in near real time, including sports/inning highlights, score cards etc.
- Capture system allows editors to work on growing files to achieve faster turnaround time (TAT)

## Why PFT?

**Pedigree:** PFT has been at the forefront of introducing several innovations in the arena of sports, including:

- Developed the world's first and only taxonomy for cricket, with each ball being catalogued for over 120 parameters
- A live to VoD 'Zip Clip' near real time feature to produce and deliver VoD clips to sports consumers
- Getting DAI markers embedded in-stream to work in conjunction with Adobe Prime Time player, Ad Server, Akamai and client engineering teams

- 'Story Teller' on Air – a specialised appliance that helps create compelling stories from MAM/archive for playout on air directly; with SDI ports for preview and output

**Proven:** PFT is behind creating, packaging and delivering content files for consumption of Live Sport for Hotstar, www.iplt20.com, bcci.tv, youtube.com and indiatimes.com. PFT fulfills over 10 million files annually for VoD syndication. We are YouTube Certified for Audience Development and an iTunes Qualified Encoding House.

**Fastest:** Hundreds of preset robots to ensure seamless delivery to over 100 digital platforms including YouTube. Quick, scalable tagging and cataloguing, high speed content enrichment, and extending Live, interactive functionality to consumers with data/scores.

**Scale:** Ability to handle peaks in volumes:

- Delivered live streaming for 10.7 million concurrent viewers
- Created 120 VoD packages in a day
- Ability to digitize up to 200 hours per day across multiple formats
- Create 100 million tags annually

CLEAR is powered by PFT's 'True North' – the world's largest digital media services cloud which is a 24x7x365 global content operations hub. PFT also has a fully owned Tier 3 Data Center.

**Secure and Available:** ISO 27001 compliant; 99.987% uptime. CLEAR is a highly available platform instance with multi-site DR options.

**Adaptable:** Our workflow templates are fully configurable and customizable to address the specific needs of sports content including integration with partner ecosystems.

**Certainty:** We are ISO 27001 & SOC2 certified. We provide SLA driven Digital Media Services spanning content processing and monetization services for multi-sport.

**Partnerships:** Collaborating with industry leading specialists for player technology, rights management and content tagging.

## Business Value

### Compelling business case

- Experts in Live Sports
- End-to-end solution provider across digital lifecycle
- Perfect understanding of Data and Video
- No upfront Capital Expenditure; Pay-as-you-grow
- Readiness to deliver worldwide

### Innovation and Technology Excellence

- **Cloud Playout for TV Anywhere:** Revolutionary OTT play-out supporting up to 28 concurrent streams allowing audiences to view their favorite team in action irrespective of whether it is covered on traditional play-out (TV broadcast) or not.
- **Automation of content supply chain:** Digitally mediate content workflows across the enterprise and supply chain from just about anywhere.
- **Hybrid Cloud:** The perfect architecture for sports with events across sites.
- **Mobility for you and the consumer:** CLEAR App allows you to collaborate among stakeholders and engage with content like



never before. Single multi-sport App for both smartphone and Tablet for iOS and Android platform.

- CAD (Contextual Advertising): The next billion dollar opportunity. Dynamic playlisting for secondary element advertising, contextual to the content.
- Technologically advanced: The best of Cloud, Mobility and Analytics across devices.

## A History of Success:

PFT has helped major broadcasters, sports organizations and OTT players around the world manage operational complexities and gain huge business benefits in terms of brand visibility, viewer engagement and revenue realization. Here's a glimpse:



Media Asset Management on the Cloud  
Digitization, QC, tagging and archival of 12,000 hours of content  
Live streaming of all 4 series of international cricket matches for BCCI.tv from 2010 to 2011



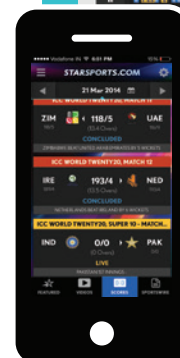
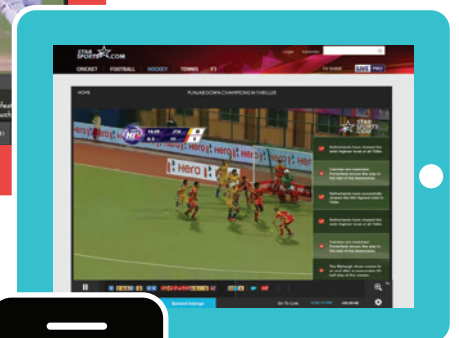
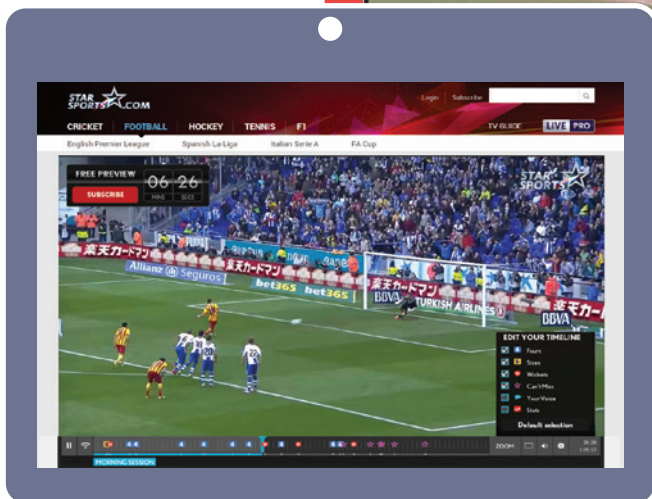
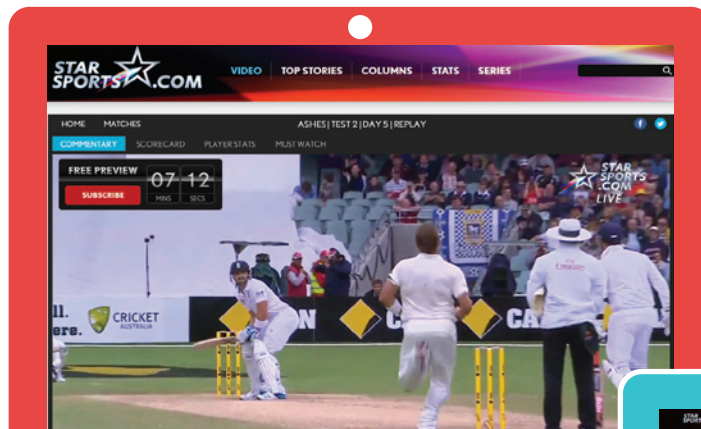
Media Asset Management on the Cloud  
QC, Tagging and Archival of 5400 hours of content  
VoD Creation from Live for all ICC cricket events since 2012



Media Asset Management on the Cloud  
QC, Tagging and Archival of 8000 hours of content



Live streaming of all the cricket matches since 2010

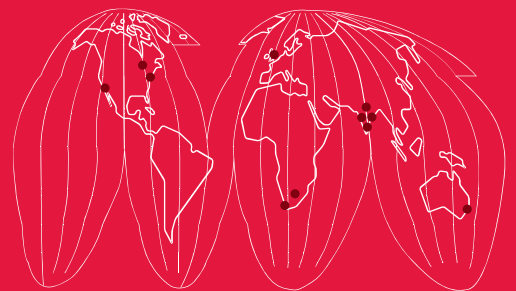


## About Prime Focus Technologies

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 Turner, PBS, 21st Century Fox-owned Star TV, Hearst, 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](http://www.primefocustechnologies.com)



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