



Managing
The Business
Of Content™

QC Services



Ensuring Error-Free Content

For content owners, timing is everything when it comes to QC. Errors (whether technical, structural or creative) which are missed early on in the content lifecycle tend to perpetuate along the workflow. This can result in huge financial repercussions. For instance, the loss faced from recalling Blu-rays across the world is far greater than the cost of conducting a Master QC. Thus, QC can potentially save a content owner hundreds of thousands of dollars.

The digital era, however, comes with many challenges for managing QC, as content owners need to deliver to an ever increasing number of platforms and devices. They need to satisfy QC requirements across a growing matrix of metadata categories, multilingual subtitling and CC feeds, TV display resolutions, color gamuts, contrast ranges and advertising support mechanisms. Their content also needs to meet various broadcast regulatory standards such as PSE, Loudness, AS02, AS11 and IMF compliance. Even streaming service platforms like Amazon, Hulu and Netflix each have their own set of custom specifications that content suppliers need to adhere to. To help overcome these challenges, content owners need a holistic, innovative approach to manage QC efficiently.

Key Features

PFT provides stringent, multi-pass QC. We undertake QC not just for adherence to technical specs, but also to regulatory guidelines (like a broadcaster's S & P) as well as the identification of creative glitches (like a boom mic showing in a frame). Here's what we offer:

Manual and automated file based QC analysis under the following categories:

- Master QC (Atmos, 7.1, 4K/UHD, HDR, IMF, ProRes and more): A thorough technical evaluation of movies, scripted dramas/comedies, non-fiction series, documentaries etc. Often involves re-QC and re-delivery of rectified versions.
- Third Party QC: Part of the mastering process for high value content, this involves double checking the QC done by a primary vendor.
- 7.1 Complex Audio QC – Audio QC for theatrical and premium broadcast/OTT platforms. Often offered in parallel with UHD/4K IMF Master QC.
- Acquisition QC – QC for long form content that has already been through Master QC.
- Audio Asset QC – Audio QC of multiple audio streams, typically synchronized with a picture master. Involves delivery of mixes

in multiple configurations (7.1, 5.1, 2.0), M&E, dialog, music, effects stems etc.

- Master Asset/Image Sequence QC – Involves restoring Master DI image sequences like DPX/EXR and Cinema DCDM TIFF sequences from drives or LTO tapes, screening content and verifying check sums.
- Library / Catalog QC – QC for general quality and technical attributes of legacy content, typically performed as part of migration, restoration or redistribution projects.
- Spot QC – Spot check of content at 3-5 different points. Typically involves checking a minute at beginning, middle and end; along with verification of file metadata.
- Watch Down QC – Involves a linear watch down of content from start to end, only stopping to list major issues. Typically performed as a precaution on content which has already been through QC in the past.

State-of-the-art Infrastructure:

- PFT provides physical infrastructure for 3rd party QC in New York, Los Angeles and other global locations
- Dolby Certified QC rooms equipped with IMF + 7.1 monitoring
- Special broadcast monitors and QC systems for 4K and HDR QC
- Audio Video Playback Tools: FCP, Adobe Premiere Pro, Colorfront Transkoder
- Support for all tape and file based formats including IMF, 4K-UHD, HD, SD, NTSC/PAL & HDCAM SR and others
- Superior software like Baton, Vidchecker, Tektronics for AQC

Facts & Figures

- 10+ years of experience in QC
- Resources with 10+ years of experience in Broadcast QC and OTT platforms
- QC Analysts with 20+ years of experience
- A team of 60+ experts with in-depth knowledge of global broadcast specs
- An average turnaround time (TAT) of 24 hours for standard delivery. Shorter TAT for Express deliveries.
- A current annual track record of performing QC for 100,000+ hours of content (SD and HD)
- iTunes certified for Direct Delivery
- Certified as Netflix Preferred Fulfillment Partner (NPFP)

Business Benefits

- Cost savings due to identification of errors at an early stage
- Comprehensive, accurate and meaningful QC results
- Extensive in-house support for timely rectification of QC errors

A History of Success

PFT is the preferred QC partner for major broadcasters and content owners across the globe.



74,000 hours for Hotstar



41,000 hours for Voot



5,400 hours for ICC



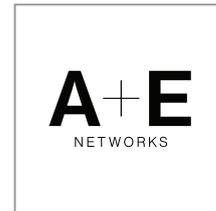
8,000 hours for CA



1,000+ hours for iTunes



9,500 hours for HOOQ



30 files per month for A&E Networks

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, Walt Disney-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.

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