



YouTube Monetization

Maximize Revenues through YouTube

For content owners, monetization on YouTube is directly proportional to the number of viewers as well as the time duration viewed. YouTube Monetization (YTM) services enable enterprises to grow their viewer base, increase audience watch time, strategically optimize their content and escalate brand recall. It unlocks the true potential of an organization's content, paving the way for maximizing revenues through the YouTube platform.

Business Context

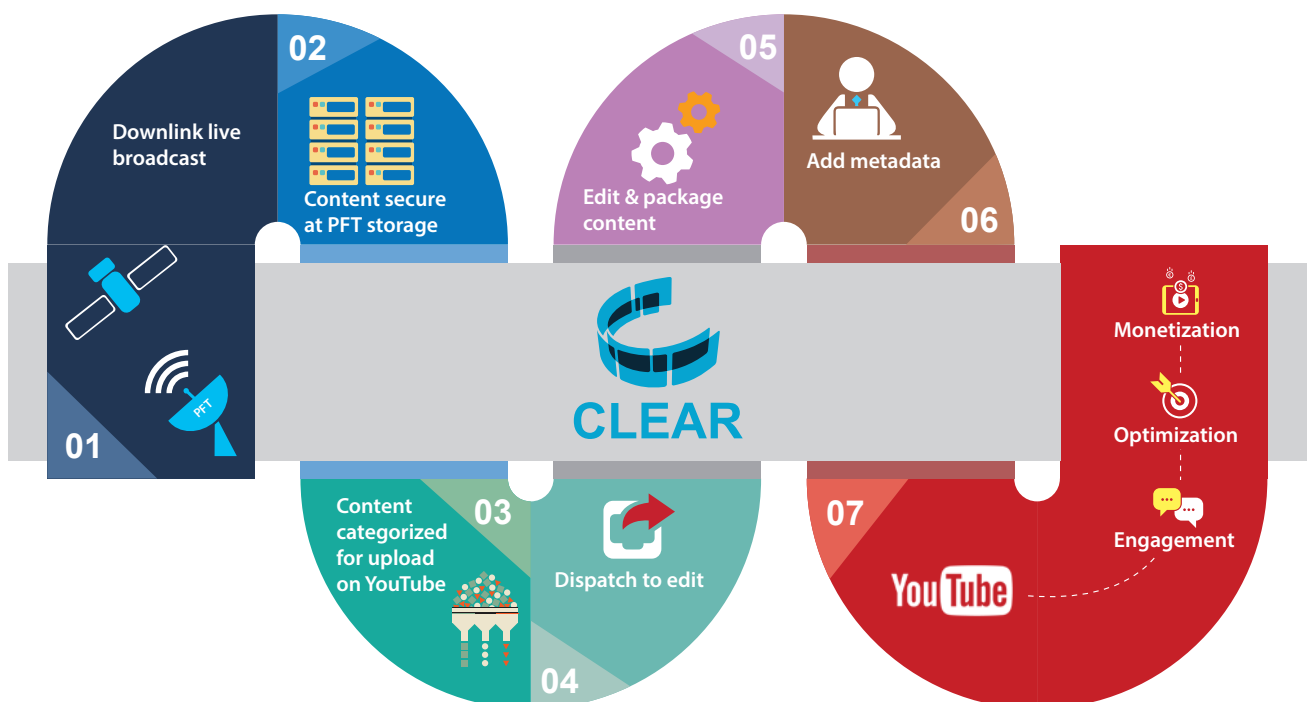
YouTube is currently the 3rd most visited website in the world, with 20% (33 million+ subscribers) of its subscriber base using it to view news. Today, news breaks out on YouTube almost simultaneously as it does on web portals or social media touch points. For important events like elections, it is critical for news channels to be able to publish breaking news on YouTube almost simultaneously as the live telecast. However, most news broadcasters miss out significantly on viewership as there is a time lag between breaking news on live telecast and uploading the same content on YouTube. Moreover, the lack of in-house expertise

often leads to inaccurate meta-tagging, which makes even the published content hard to discover. Maintaining the infrastructure and workforce needed to handle YouTube operations efficiently is also a huge added cost. All these factors make it difficult for news channels to retain existing subscribers and attract new ones, something which ultimately affects monetization.

The PFT Advantage

PFT's YouTube Monetization services enable news channels to upload content on YouTube in the shortest possible turnaround time (TAT). We ensure that the content is edited, curated, tagged and uploaded in accordance with currently trending topics. Our expertise in technology, best practices for social media, optimization tips and suggested strategies for building audience and engagement help news broadcasters reach their end goal of monetization. Here's what we offer:

- Consistent uploads of videos on a continuous basis
- Fastest time-to-market
- Existing downlink infrastructure for over 400 channels
- Complete ingestion setup to facilitate live playout on YouTube



- Customized bitrates and resolutions for optimum viewing experience across devices
- Optimized titles, descriptions and genres for each clip, leading to quick content discovery
- Techniques to identify positions for ideal placement of mid-roll ads within a video
- In-video brand promotion with thumbnail and title appearing as annotations
- Clickable Spotlight annotations within videos which lead to external websites
- 24x7 content management and customer support
- Asset and copyrights claim management
- CLEAR™, our award winning hybrid cloud solution for editing, curating and tagging content
- Certifications –
 - o YouTube certified for audience development
 - o SOC 2 certified, MPAA® audited, iTunes certified & ISO 27001 certified
- Long standing expertise in metadata services
 - o A team of 250+ core members with genre-specific expertise who regularly undergo training
 - o Global capabilities to handle foreign language content
 - o Able to cover all Indian regional languages
- Monthly reports for clients on number of views, watch time, video upload timelines and revenue growth

Facts & Figures

- A current track record of uploading 50 video packages (avg. duration: 4 min.) per day
- Powered over 1.6 million concurrent streams for OTT platforms
- 10 million files of Syndication & VoD fulfillment a year
- Over 1.2 million hours of content under management

Business Benefits

- Faster publishing on YouTube than any other service provider
- High quality video streaming
- Easy content discovery using appropriate thumbnails, titles and descriptions
- Increased viewership on YouTube, attracting new subscribers while retaining old ones

A History of Success

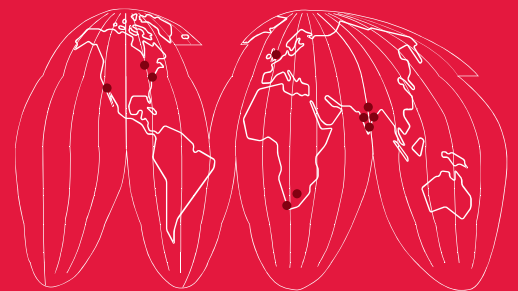
PFT has been providing metadata services to some of the biggest broadcast networks, studios, brands and sports organizations across the globe for 8 years now. On a daily basis, our team tags several hundred hours of content, delivering tags adhering to strict TAT and stringent SLA compliance. In just a month's time, PFT's YouTube Monetization services have driven an increase in YouTube viewership by 102% for one of our clients, a Kerala-based infotainment channel.

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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