



**Managing  
The Business  
Of Content®**

**Reach European customers in their  
languages & gain extensive market share**



**recuerdo como si fuera ayer**

## CLEAR AI in Localization:

- Transcription with and without Input Script
- Translation and Transliteration
- Language detection in Audio & Subs
- Burnt in text identifications
- Forced Narration identification
- Retiming subtitles pre and post S&P edits
- Subtitle Conform with script
- Automatic time-coding

## Business Benefits

- Increased operational efficiencies
- Reduced manual effort
- Creative enablement
- Faster Turnaround Time (TAT) with Automation
- Lower Total Cost of Operations (TCOP)

## A History of Success

PFT is a preferred partner for Subtitling & Closed Captioning services for some of Europe's largest broadcasters, studios, OTT platforms, brands, music companies, and e-learning portals. We support their localization operations within specific regions and internationally.



Today viewers have access to a host of international and regional language television shows and films. Subtitles enable viewers to understand foreign language content, increasing viewership.

Closed Captions and Subtitles for hard-of-hearing bring content alive for the hearing impaired audiences. Today Subtitling and Closed Captioning are gaining popularity and are mandatory in many countries. For Media & Entertainment (M&E) enterprises, it is vital to find a reliable, cost-effective localization partner who can deliver high quality output while complying with international quality standards with a quick turnaround time.

## Our Subtitling & Closed Captioning Capabilities

Prime Focus Technologies (PFT) provides high quality Subtitling and Closed Captioning services across the whole of Europe in over 15 languages. We are offering services in Dutch, Czech, Greek, French, Italian, German, Brazil, Portuguese, Spanish and Eastern European languages like Albanian, Bosnian, Bulgarian, Croatian, Serbian, Slovakian, Slovenian and more.

Our flagship Media ERP Suite, CLEAR®, provides clients the added advantage of instant availability of the subtitled content to review and approve while the work is being completed.

### Here's what we offer:

- An exceptional, highly experienced, in-house team of 200+ subtitling experts
- Native translators across Europe
- Genre-specific editorial support
- Extensive experience with Captioning software like Swift, MacCaptions, EZtitles, and Cavena
- Ability to deliver Combined Continuity and Spotting Lists (CCSL), Combined Dialogue and Spotting Lists (CDSL), and As-Broadcast Scripts

## The PFT Advantage

- Proven expertise, with over 2 decades of subtitling experience
- Global delivery model that leverages the best available local talent
- Award winning Industry-first Cloud based Subtitling tool powered by Artificial Intelligence (AI) to generate subtitles that can be straightaway taken forward for Quality Checks (QC)
- Re-time coding for edits in 5% of the original time it takes manually
- Minimizing the effort and cost in Forced Narrations
- Automate Media Logistics like files receipt, deliverables etc
- Easy on-boarding of partners and vendors
- Automated task assignment to internal staff and freelancers
- Tools – Subtitling, Review and Approval
- Stringent QC process
- Best-in-class infrastructure and storage systems
- Support for all format types
- 24/7 personalized customer support
- Dedicated project management support per client
- We are certified under the Netflix Preferred Fulfillment Partner (NPFP) Program
- We meet the industry's highest standards for security, availability, confidentiality, and processing integrity

## Success stories



2200+ hours of content as ongoing volumes in 8 European Languages



200+ hours for NBCU in Korean, Greek, Hebrew Malay, Vietnamese, Croatian, Indian Regional Languages

**WarnerMedia**

500+ hours of content as ongoing volumes in Duck, Greek and Turkish



1000+ hours of content as ongoing volumes in Romanian, Czech, Japanese



1283.3 hours for AETN

**NETFLIX**

214.6 hours for Netflix

Over 2 million minutes of Subtitling and Closed Captioning annually

## 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.

PFT is the technology subsidiary of Prime Focus, a global leader in M&E industry services.

For more information, visit [www.primefocustechnologies.com](http://www.primefocustechnologies.com).

[www.primefocustechnologies.com](http://www.primefocustechnologies.com)

