



Managing
The Business
Of Content®

Content Migration Services



Secure Storage of Content for Long-term Use

For content owners in the Media & Entertainment (M&E) industry, videos are priceless assets. With enterprises accumulating new content every day, Archiving is of critical importance, not just to ensure safe storage, but also to warrant easy reuse. Content is scattered across various types and versions of storage tapes and solutions. Consumer tapes and backup solutions, such as DVDs, CDs and hard drives are no longer considered reliable means for Archiving, as they have a short shelf life and can deteriorate or fail over time. In addition, they are always in danger of getting misplaced. There is no standardization as the workflows vary across different types of tapes and data. Searching through tapes is also extremely time consuming, making it difficult to cater to specific heuristic search queries, and leading to delays in delivery to multiple platforms. With the M&E industry rapidly embracing digital transformation, content owners need to switch over to new-age solutions for reliable Archiving. This ensures effective content recovery, giving them absolute peace of mind that their content is completely secure.

PFT Capabilities

PFT helps content owners migrate content to a secure, centralized storage solution to future proof their assets and make them easily accessible. Here's a glimpse of what we offer:

Tape to Tape Migration

Content is transferred from one tape format to another (such as LTO 5 to LTO 7) and delivered back to the client.

Archival Services

Content is migrated from client tapes and archived at PFT, with a host of different storage options:

- One + One archive storage
 - One copy in a latest, secure enterprise LTO vault solution, which is always online and available in real-time
 - A second LTO copy is stored in an earthquake and fire proof Disaster Recovery (DR) location such as Iron Mountain, situated in a different seismic zone
- One + One + One archive storage
 - Two concurrent copies are saved in two different LTO tape libraries which use hardware from different vendors to ensure extra security
 - A third copy is stored in a DR location
- An additional copy can also be stored in an online disk-based storage system controlled by a customizable set of rules. This ensures quickest possible retrieval time
- Quick, easy access to archived content via PFT's flagship product CLEAR® Media ERP. CLEAR® offers a new way of

Archiving precious content — a secure, risk-free, easy-to-access method of storing priceless content on the Cloud, during production and/or post-production. Our intelligent Cloud-based archival solution enables content owners to make heuristic searches across their archive quickly and efficiently

Cloud Storage Solutions

We can also upload content to your preferred cloud storage solution, like Amazon, Microsoft Azure, Google, Oracle

PFT Advantage

Proven

- Extensive expertise in QC and Archival operations
- Experts with 10+ years of experience in handling legacy formats

State-of-the-art Infrastructure

- Secure deep archive infrastructure: Peta-bytes of storage in temperature controlled, robotic tape libraries for long term storage
- Best-in-class encoders & transcoders: Digital Rapids, ICR (Amberfin), Rhozet, Elemental, Ffmpeg etc.

Watertight Security

- SOC2 Compliant and ISO 27001 Certified

Exhaustive range of Supporting Services

- We offer in-house supporting services for metadata creation, localization, packaging & delivery etc.

Robust Process

- SLA-driven deliveries
- Scalable: Ability to quickly scale operations up or down

CLEAR® Support

- Specialized archival functionality for multiple formats, as well as asset related essences
- PrimeAssure™: A unique algorithm within CLEAR® provides Archive Assurance
- Hierarchical archiving system: Content unused for a certain time period goes into a deep archive
- Seamless integration with 3rd party systems (such as Oracle DIVArchive)
- Digital delivery of retrieved content to a chosen location based on workflow rules
- Support for time-based restore: Restored content is deleted once the client has taken a copy

Facts & Figures

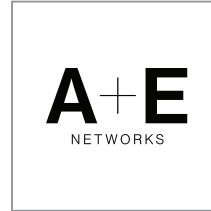
- 1.55 MN hours of content archived to date
- 20 years of experience in Archiving, Digitization and QC
- 99.9% SLA compliance

Business Benefits

- Secure preservation of content for long-term use
- Increased monetization driven by easy access and fast retrieval of content
- Reduced risk of piracy – no unauthorized duplication of content
- Lower costs – zero maintenance & storage costs, outcome-based fee approach
- Enhanced efficiencies – no more failing drives or deteriorating video tapes

A History of Success

PFT has successfully undertaken Archiving for some of the largest broadcasters and content owners across the globe.



17,500 hours for
A+E Networks



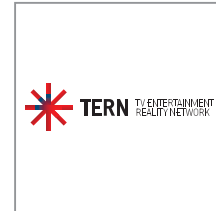
200,000 hours for
Star India



10,000 hours for
Cricket Australia



5,000 hours for
ICC



8,100 hours for
TERN

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.

www.primefocustechnologies.com

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

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