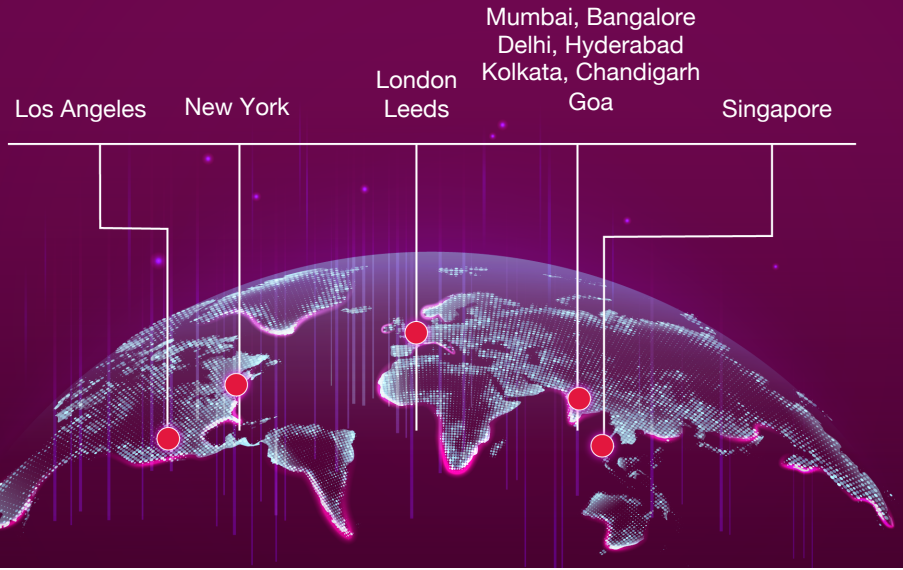
PFT
Imagine. Create. Automate.
CLEAR®, powered by AI
Revolutionizing Social Media
for Revenue Generation with Power the of
AI

Prime Focus Technologies

CLEAR®



15 years
of rich Media Technology expertise

1800+
Global team
Media + Technology + Operations talent under one roof

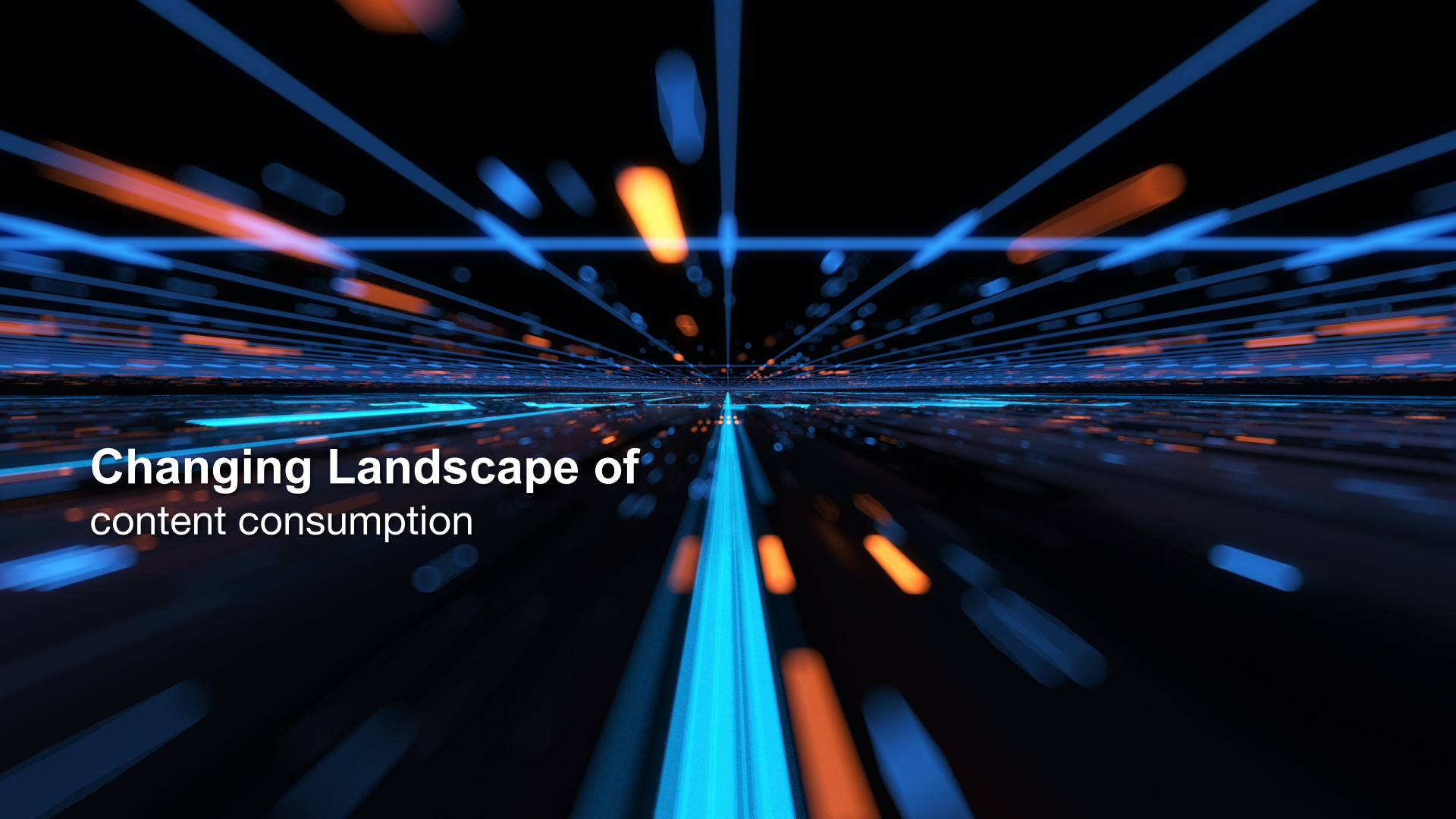
Best in class **Cloud supply chain and AI/ML** technology

Global delivery pipeline for media services

Global Partnerships & Certifications

Microsoft · Google · amazon web services

iTunes · Google Play · YouTube · prime video


Changing Landscape of
content consumption

time 15/25

APR 2023

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

GLOBAL OVERVIEW

TOTAL POPULATION	UNIQUE MOBILE PHONE SUBSCRIBERS	INDIVIDUALS USING THE INTERNET	SOCIAL MEDIA USER IDENTITIES
8.03 BILLION	**5.48 BILLION**	**5.18 BILLION**	**4.80 BILLION**
URBANISATION	vs. POPULATION	vs. POPULATION	vs. POPULATION
57.2%	**68.3%**	**64.6%**	**59.9%**

we are social

Meltwater

KEPIOS

10

SOURCES: UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNNIC; NIELSEN; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVISIONS TO POPULATION DATA. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR FULL DETAILS.

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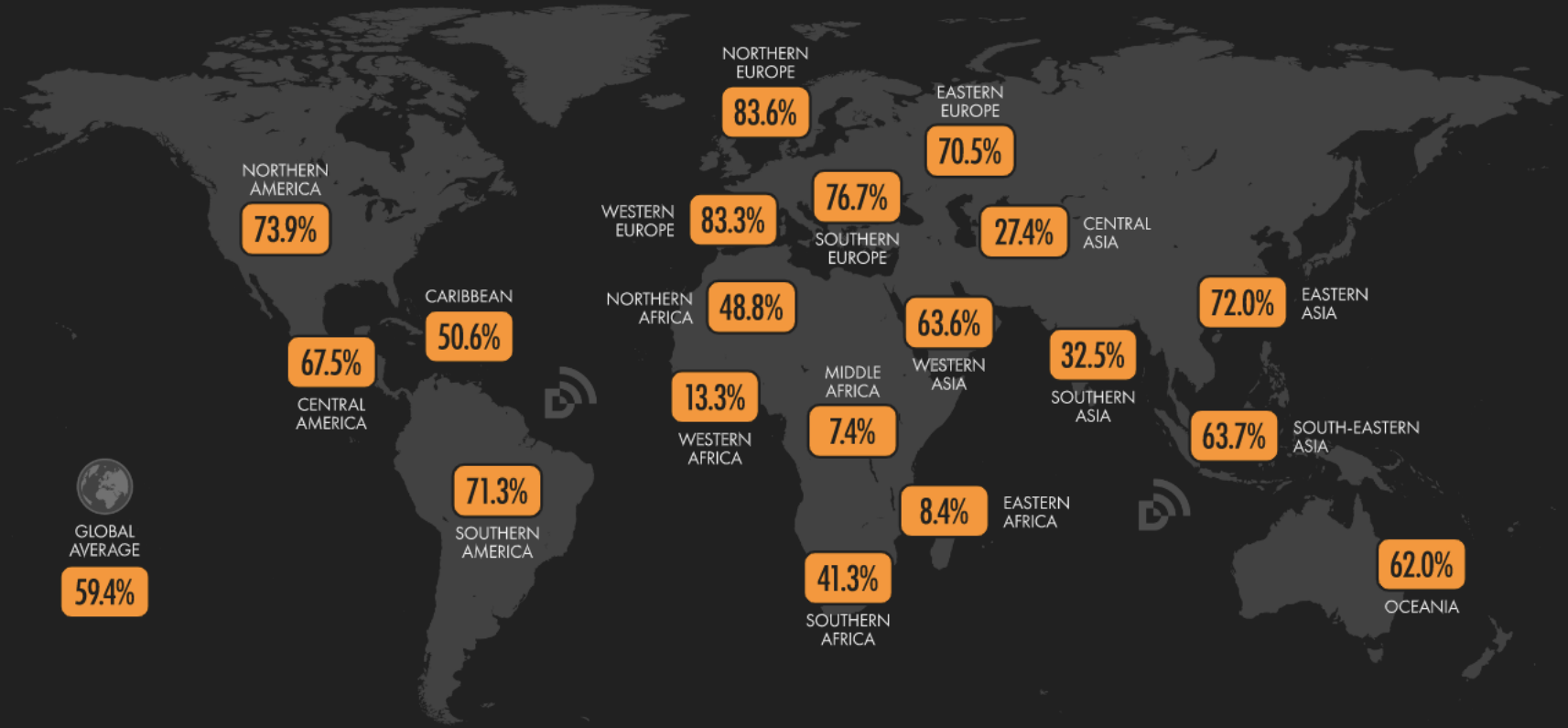
JAN 2023

SOCIAL MEDIA USERS vs. TOTAL POPULATION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

GLOBAL OVERVIEW



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Platforms are adapting

	Monetizing	Content	Video
	Yes	• Videos • Shorts • Live	• Horizontal • Vertical
	Yes	• Videos • Reels • Live	• Horizontal • Vertical • Square
	Soon (monetizing selectively	• Reels • Images • IGTV	• Horizontal • Vertical • Square

	Monetizing	Content	Video
	No	• Videos • Live	• Vertical
	Soon (monetizing in USA)	• Videos • Images	• Vertical
	No	• Videos • Text • Images	• Horizontal • Square

Reality On Ground

Every platform is different

You need to adapt your ever-growing content to different social platforms

Each platform has a unique monetization logic that must be mastered

Time consuming

Time required to create compelling strategic content and audience development for each platform is enormous

There is a learning curve to each platform

Limited resources

Unable to repurpose content to maximize ROI

As you expand, so do your fixed costs increase - people, machines, software

Missing expertise

Platform compliance and brand safety

IP protection and claims management

Executing social ad campaigns

It is not just about uploading content to social media..

1. **Unlock social media value** for your **video content** to maximize revenue

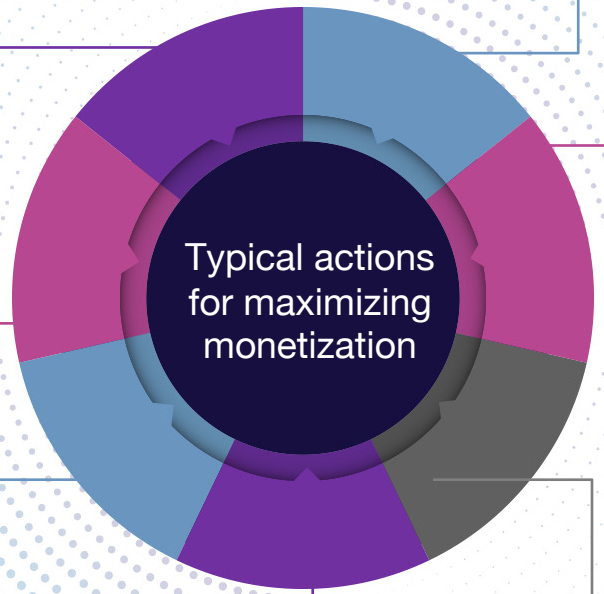
2. Derive **perpetual** long term **monetary value** from **new content** once published

3. Reinvigorate your **legacy content** to increase reach and **make money**

4. Go **multi-platform** in **different formats** so that no money is left on the table

5. Keep **track** of the **platform algorithms** to successfully **monetize** content

6. Find and **diversify** your traffic by reaching out **to newer fans** globally



Custom Content Strategy & Development

- **Video production & distribution at scale**
- **High quality creative video edits**
- **Long tail video development for fresh & legacy content**
- **Multi-format videos at scale (16:9, 1:1, 9:16)**
- **Dubbing, subtitling and closed captions in local & global languages**
- **Brand safe & platform compliant content**

Channel / Page Management

- Backend platform operations
- Managing content library
- All Playlists
- Banner art
- Channel branding

Analytics

- Channel performance
- Video performance
- Revenue reports
- Engagement metrics
- Audience reports

Claims Management

- Copyright claims & strikes
- Content ID

Promotion

- Organic
- Cross platform
- Cross channel
- Paid campaigns
- Influencer marketing

Optimization

- Uploading, scheduling & publishing
- Custom thumbnails
- Closed captions
- Titles
- Description
- Tags
- Playlists
- End screens and cards
- User behavior metrics
- Video ranking
- Algorithm recommendation

Audience Management

- Identify target audience
- User engagement
- Stories, groups
- Community posts

Faster Content Monetization

How can AI help ?

CLEAR AI
SEGMENTATION

Detection of Physically Distinguishable Elements in a media file
Black Frames, Color Bars, Slates, Recaps, Content ...

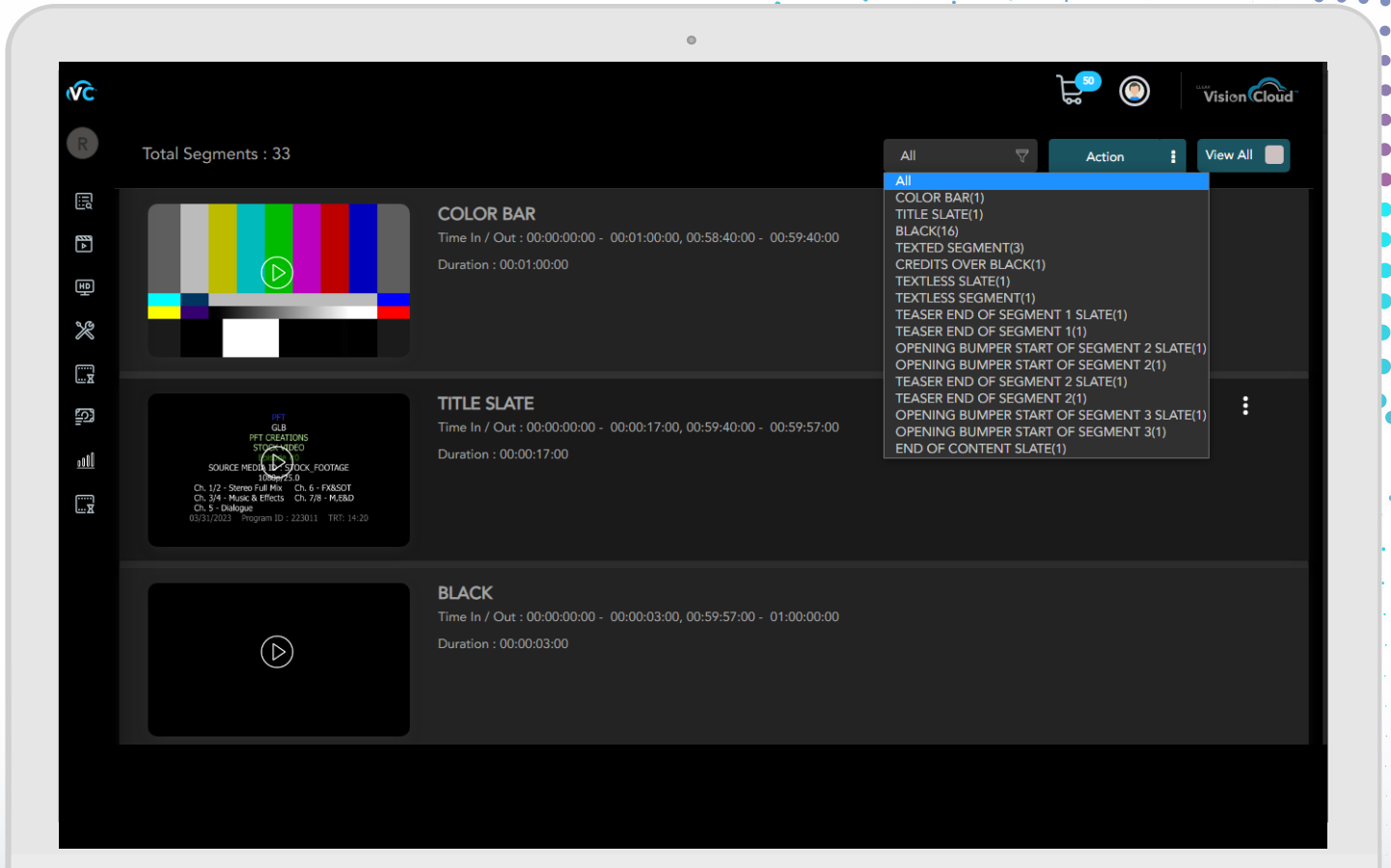
Necessary for identifying Break Insertion points, performing Deep Cataloging.

User friendly features on OTT – Skip Intro, Skip Recap, Skip Credits ...

Automated Segmentation provides significant 60-80% efficiencies, only QC necessary

Segments Detection & Frame Accuracy : 95-99%

Auto identify segments

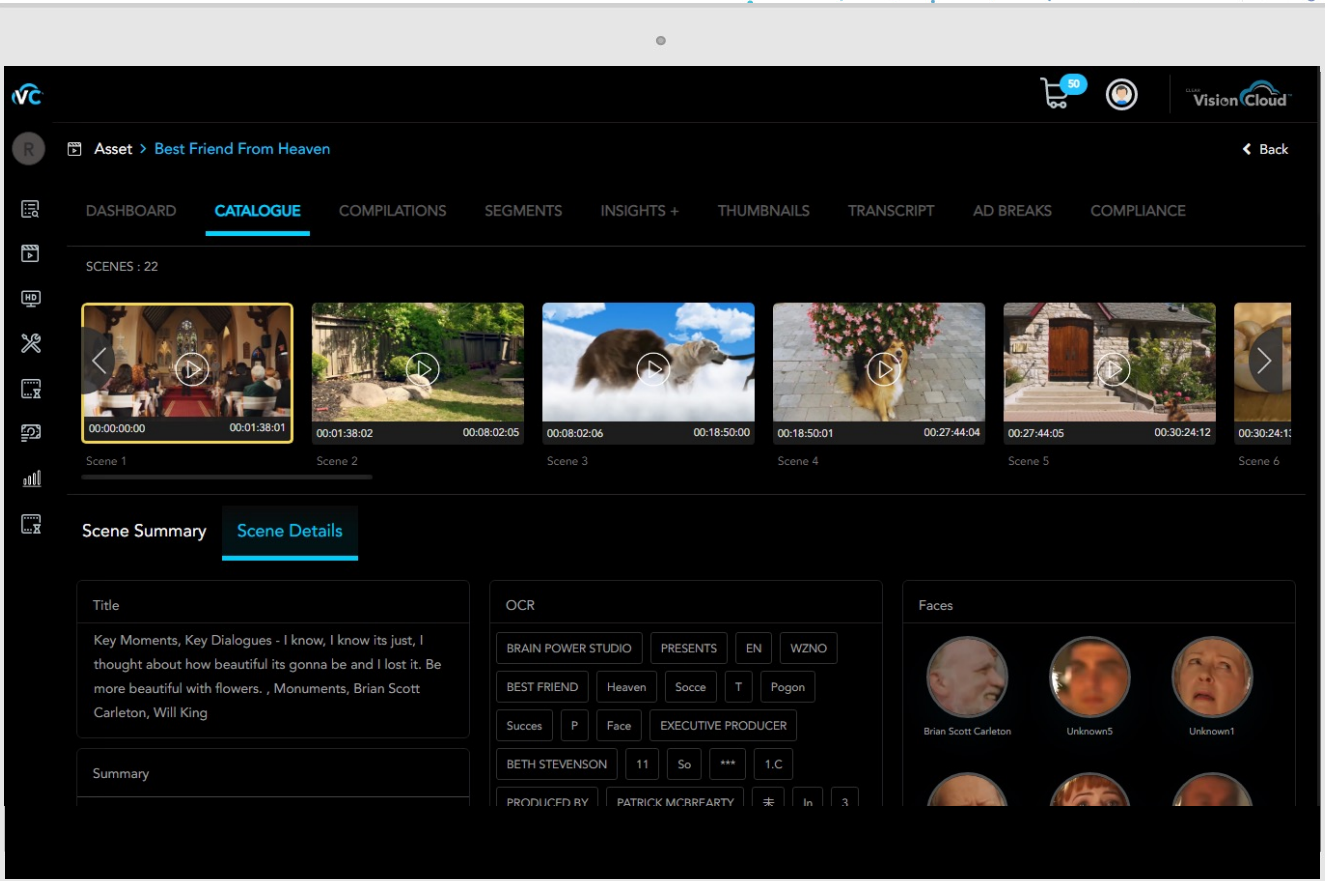


CLEAR AI

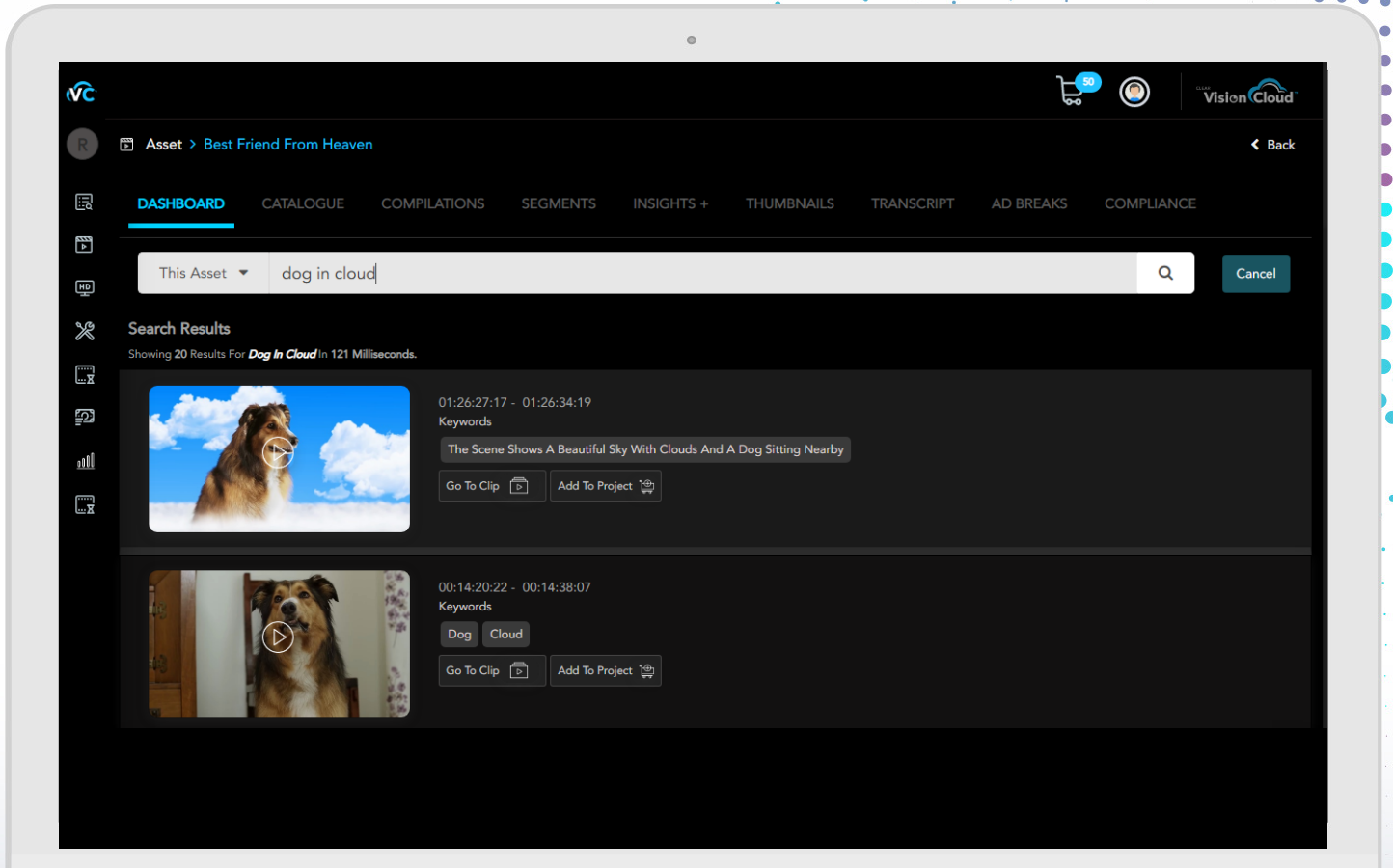
DISCOVER

- Generate Deep metadata
- Search & Discover your catalogue/archives/stock footage
- **Chat GPT** – first enterprise grade AI metadata enrichment
- Create and share impactful stories.
- Faster and at scale marketing & monetization of content to social media platform

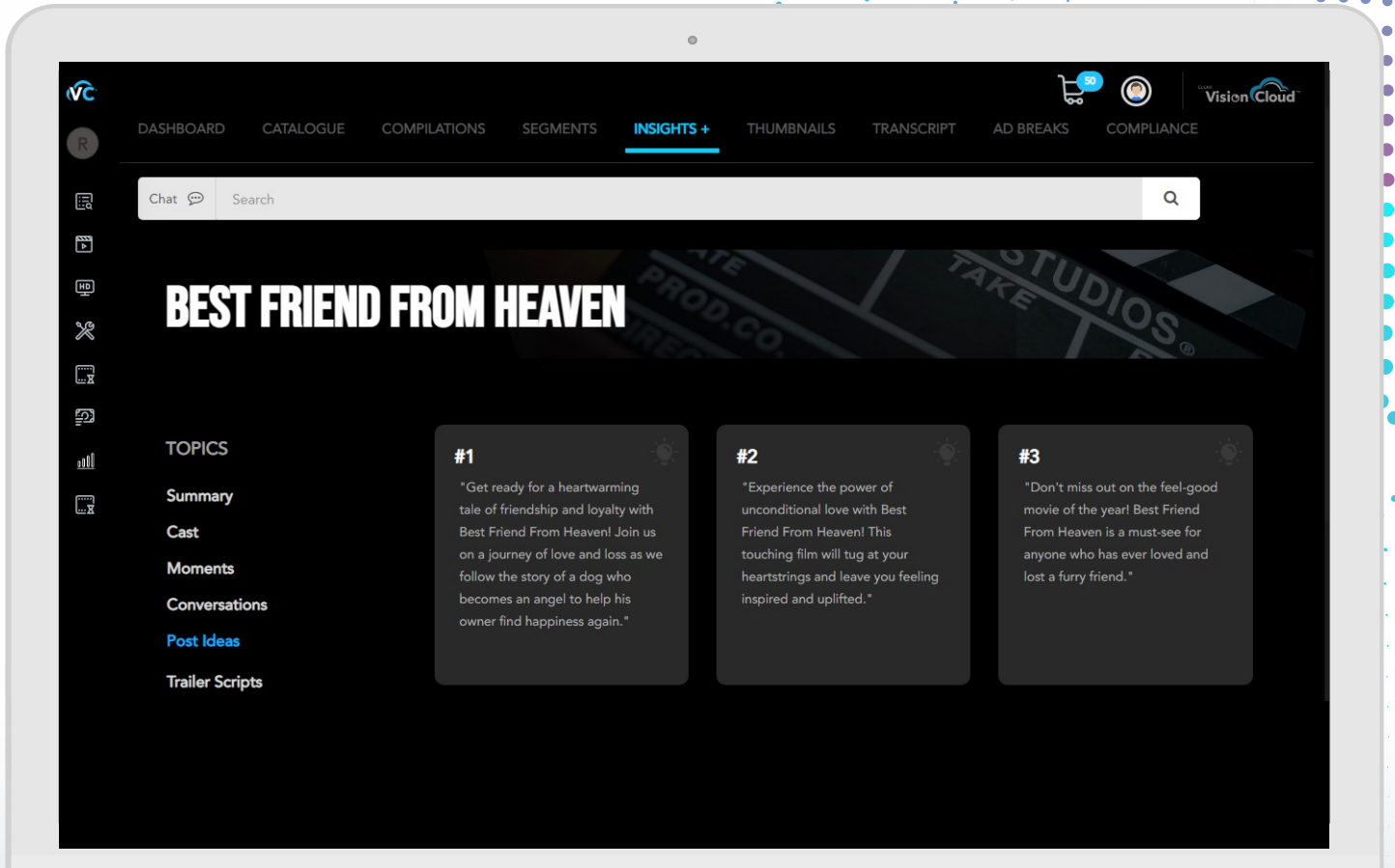
Deep Metadata using AI



Contextual Search using AI tags



“Insights” using ChatGPT



Human like Video comparator that can compare versions of videos and visualize brilliantly for downstream decisions and use cases

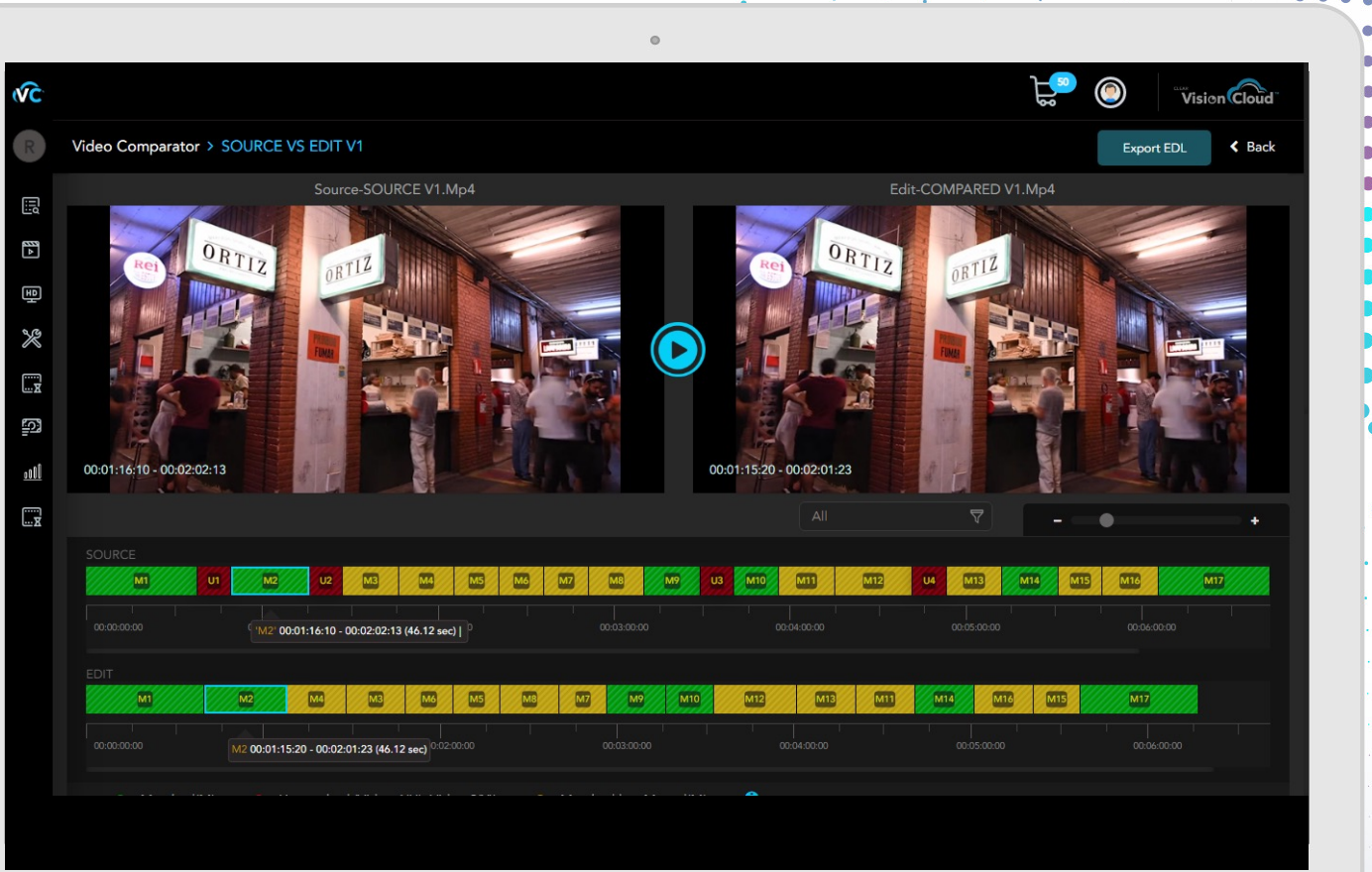
3X speeds of conform by automatically produced XMLs to **conform audio** from one master to another

De-duplicate archives by comparing intelligently, conforming to one master if required and getting rid of the rest

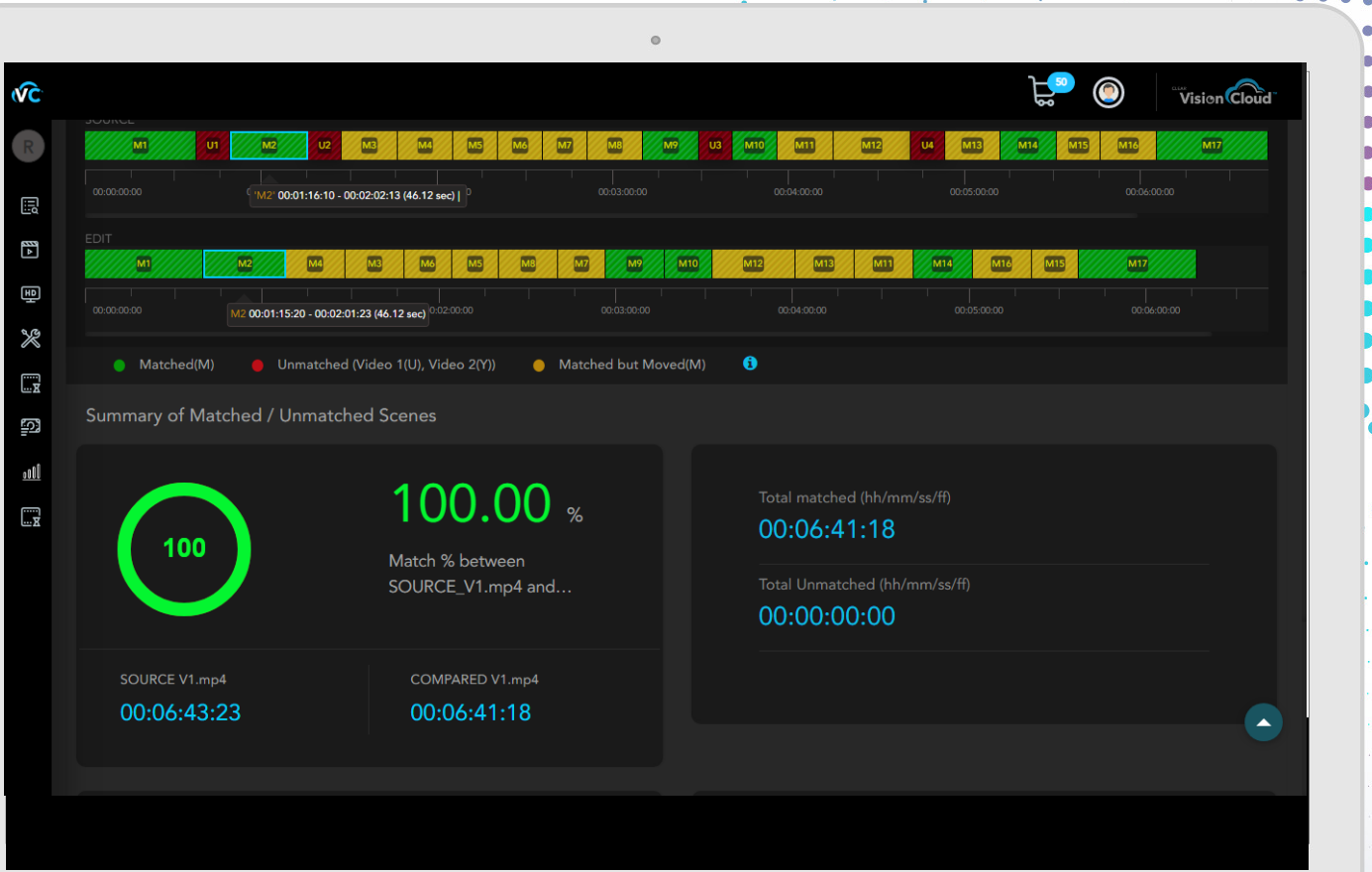
Re-master by Conforming master to source shots across contents

Find S&P edits, localization edits, etc. quickly

Automate comparison across video versions



Analytics on match/mismatch segments



CLEAR AI
COMPLIANCE

Additional eye in the cloud **reduces error** leak-outs significantly

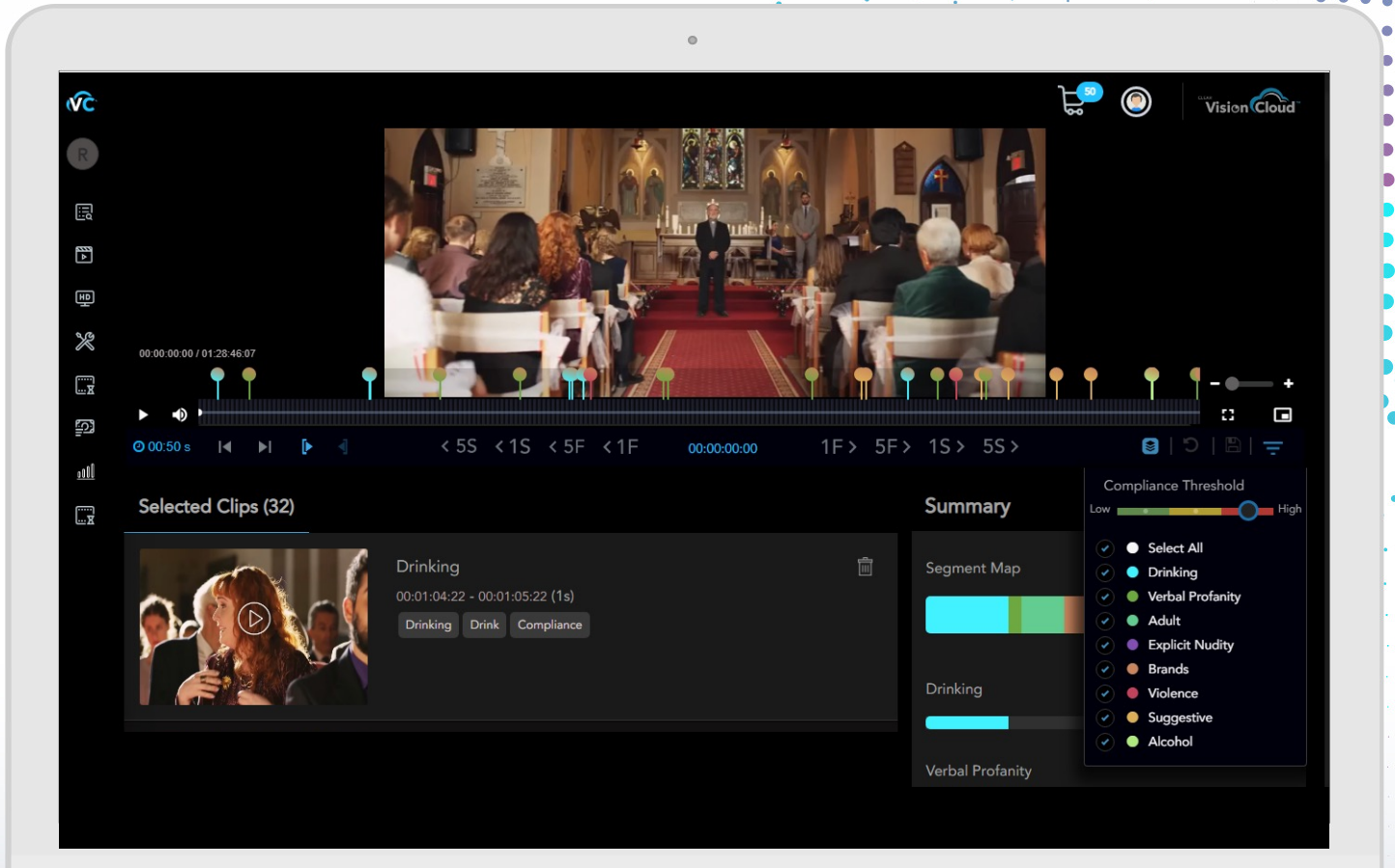
Detection of compliance tags using AI

Supports large content volumes Future ready - Add new territories, change rules conveniently

Filter across various categories and Adjust basis sensitivity

Reduces edit cost through NLE integration

Auto identify compliance tags – Across video/audio/text



CLEAR AI

REFRAME

Faster and at scale marketing & monetization of content to social media platform.

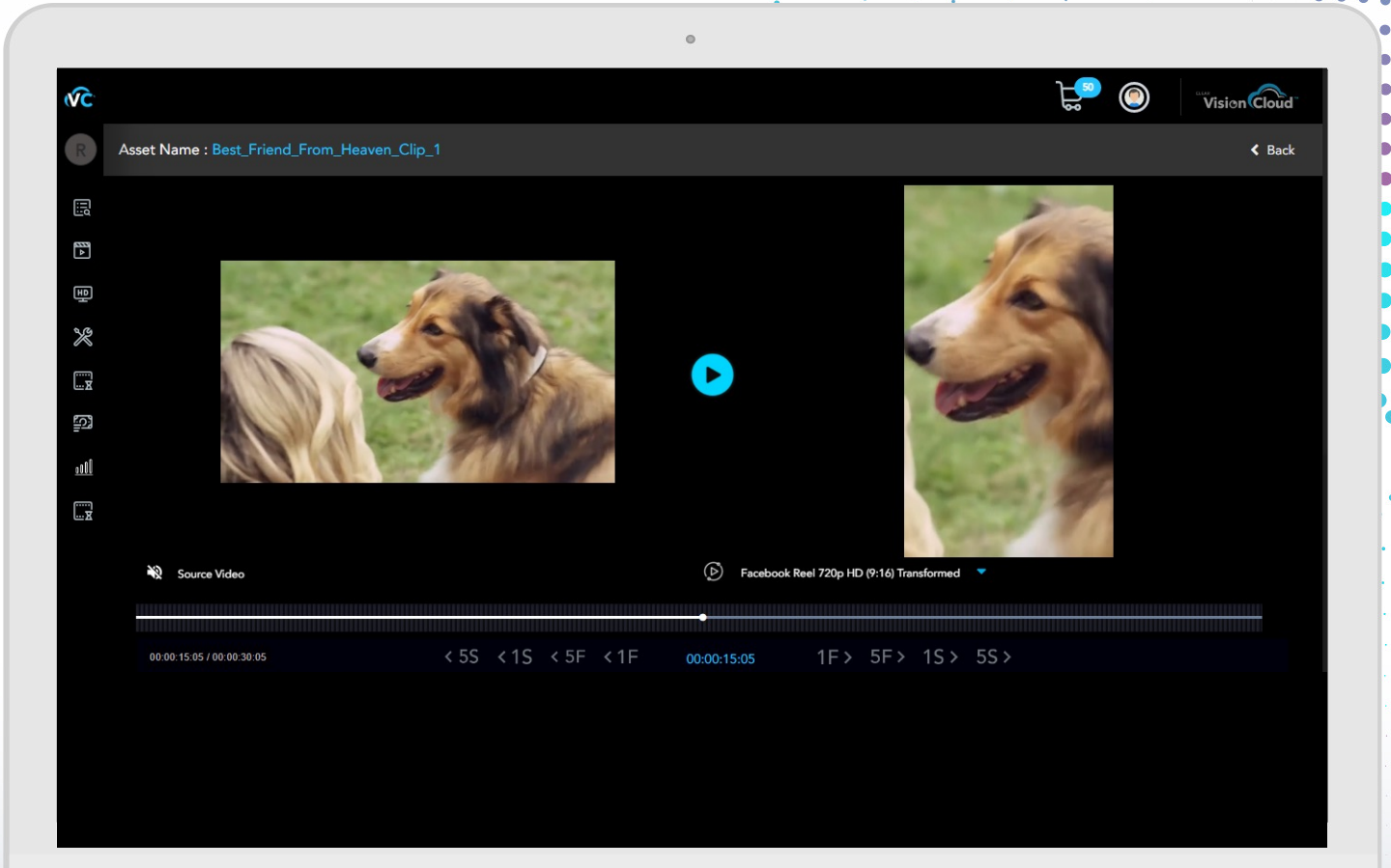
Auto detect Graphic elements, lower thirds etc.

Auto **reframe for YT shorts**, Insta, Snapchat and others

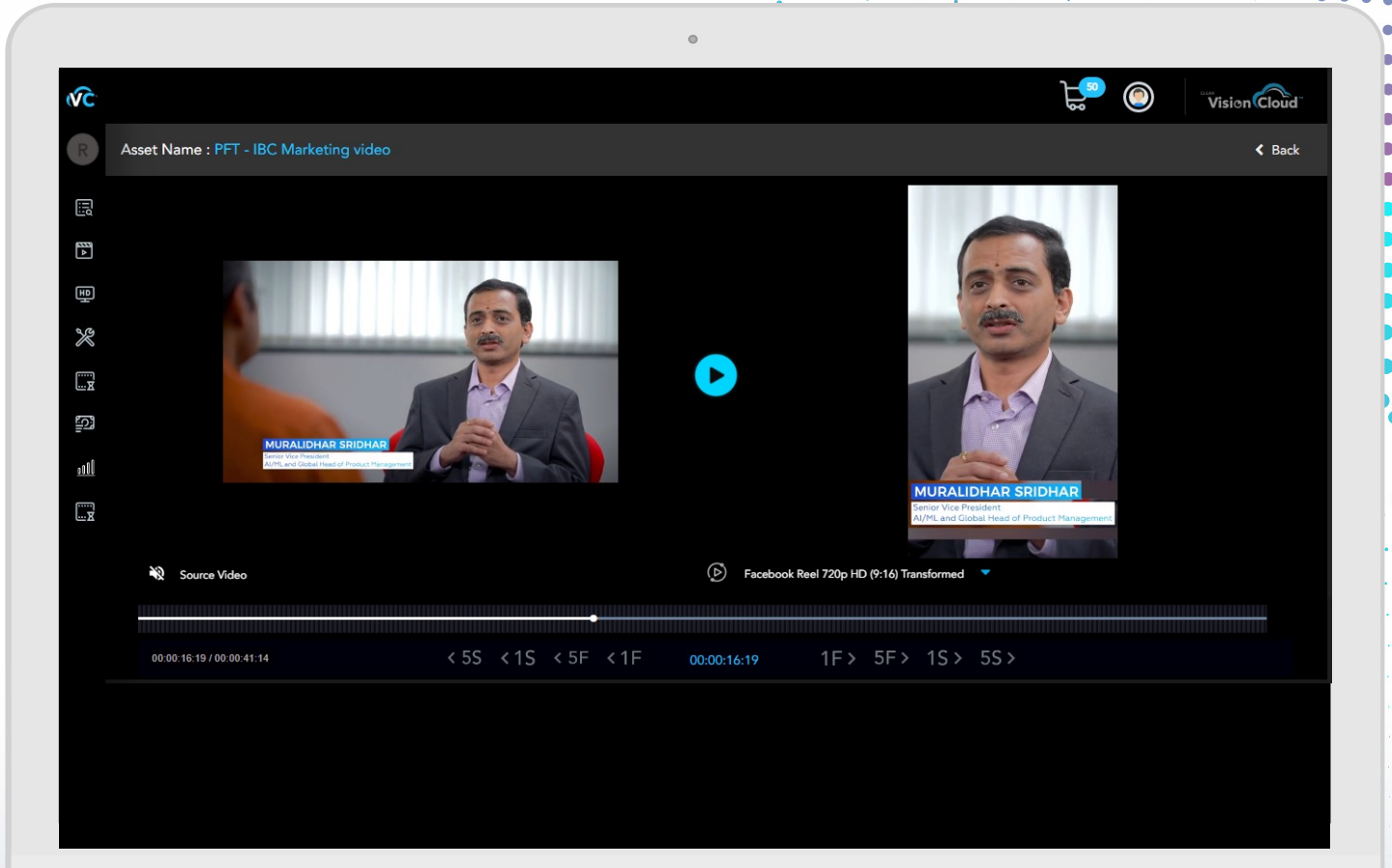
Reduce time and cost per video and **increase scale non-linearly**

No edit machines, no long lead times, works 24x7 on cloud, scales on need

Auto Reframe and Transform (1/2)



Auto Reframe and Transform (2/2)



Bringing these AI Interventions

In a workflow?

Example

Context

A new season (season 10) of a long running sitcom is about to launch

The Brief

Run a social media campaign compiling the best moments for each of the lead characters across all previous seasons

Central repository – Organized as Seasons, Episodes, Versions

AI Discover - Deep metadata . Smart clip list of key characters, dialogues, key moments of characters

AI Deep metadata → Gen AI - Recommendations – Social media posts, hashtags contextual to each character

Conform, edit, and finish content using native Premier Pro panel application

AI Reframe *–*

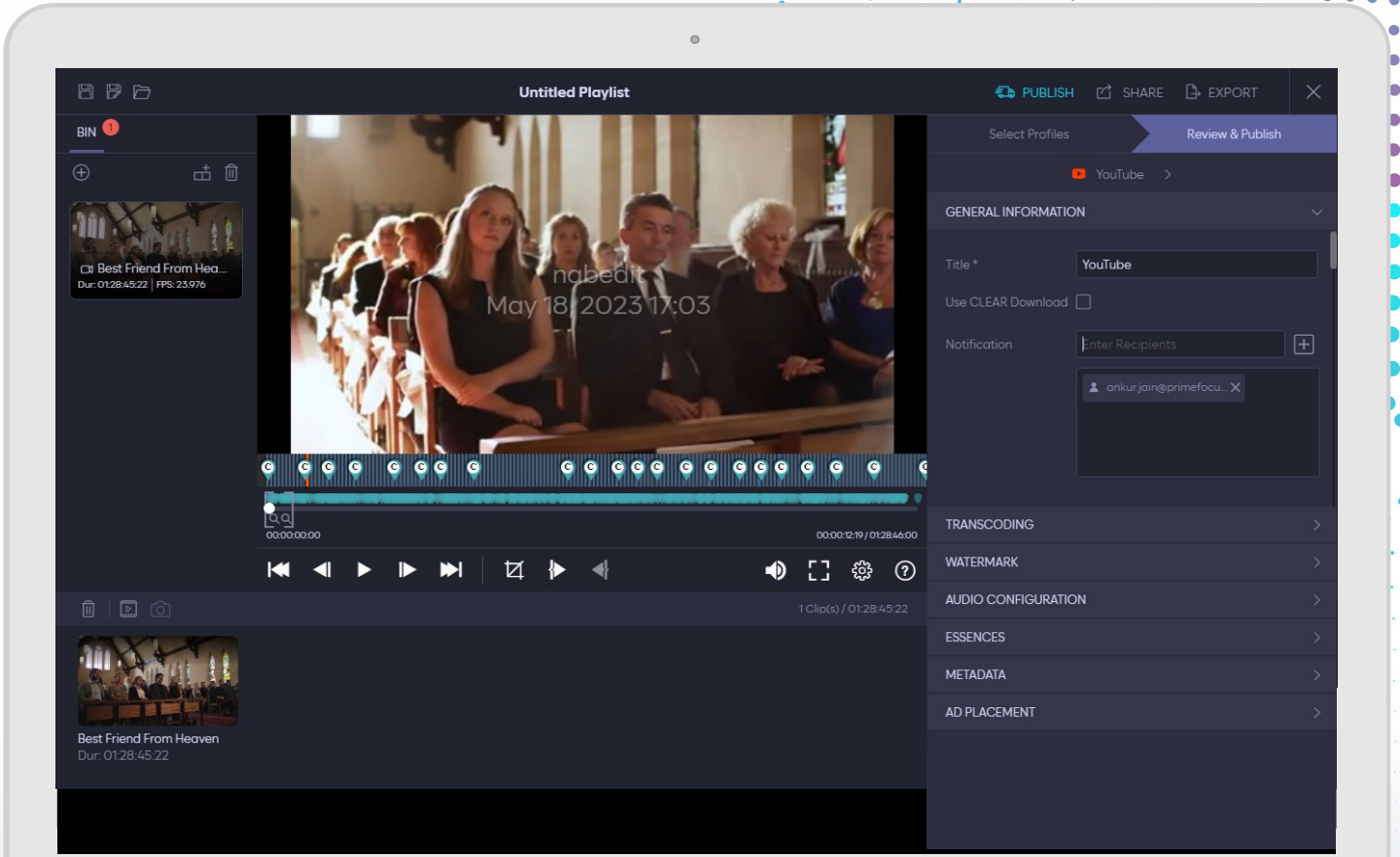
YT shorts

Instagram reels

Facebook

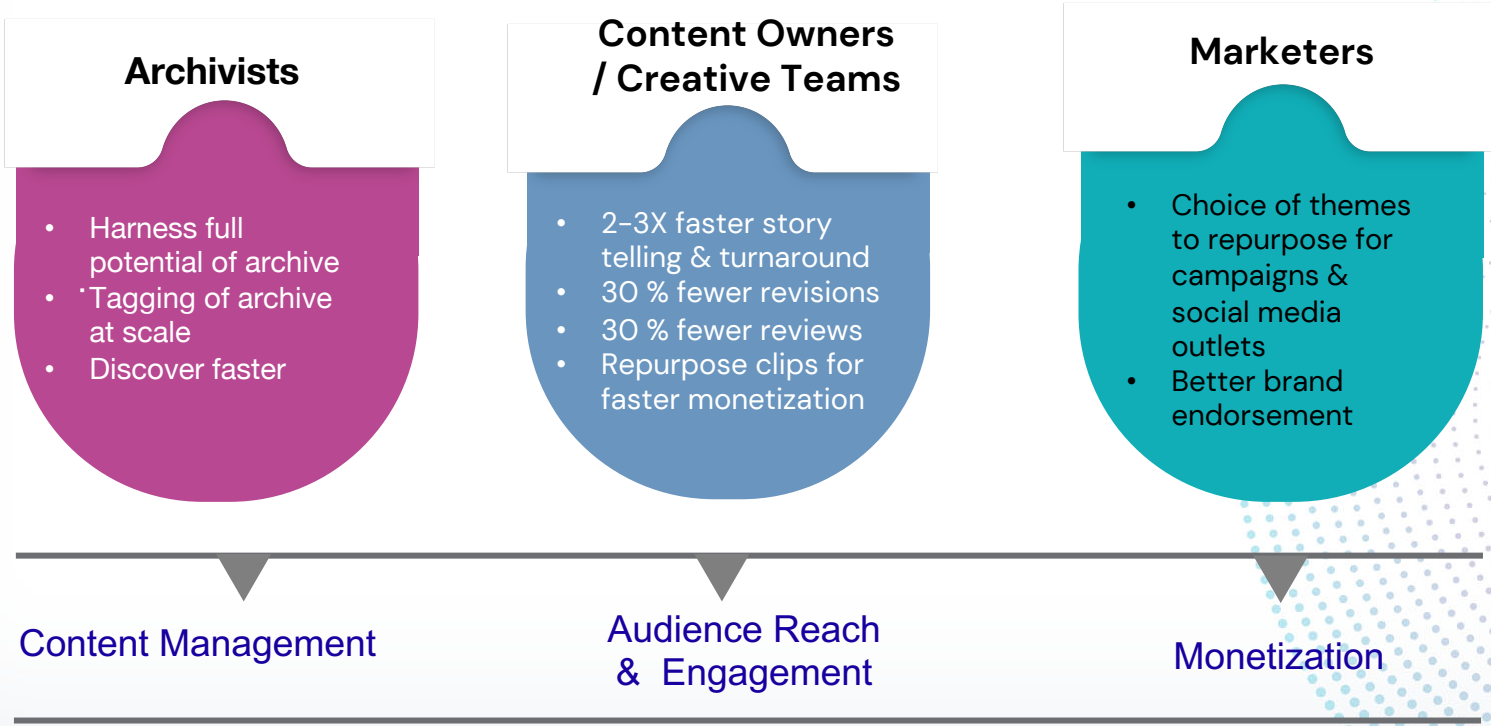
Distribute *to social media , OTT*

Publish faster using predefined “Bots”



Summary

AI based processing enables quantifiable efficiencies …



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