Revolutionizing Social Media for Revenue Generation with Power the of AI
Prime Focus Technologies

- Clear logo
- Locations: Los Angeles, New York, London, Leeds, Mumbai, Bangalore, Delhi, Hyderabad, Kolkata, Chandigarh, Goa, Singapore
- 15 years of rich Media Technology expertise
- Global team: Media + Technology + Operations talent under one roof
- 1800+ Best in class Cloud supply chain and AI/ML technology
- Global delivery pipeline for media services

Global Partnerships & Certifications:
- Microsoft
- Google
- Amazon web services
- Netflix
- iTunes
- Google Play
- YouTube
- Prime Video
Changing Landscape of content consumption
ESSENTIAL DIGITAL HEADLINES
OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

TOTAL POPULATION
8.03 BILLION
URBANISATION 57.2%

UNIQUE MOBILE PHONE SUBSCRIBERS
5.48 BILLION
vs. POPULATION 68.3%

INDIVIDUALS USING THE INTERNET
5.18 BILLION
vs. POPULATION 64.6%

SOCIAL MEDIA USER IDENTITIES
4.80 BILLION
vs. POPULATION 59.9%

SOURCES: UNITED NATIONS, GOVERNMENT BODIES, GSMA INTELLIGENCE, ITU, WORLD BANK, EUROSTAT, ONG, NIelsen, CA, WORLD FACTBOOK, COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS, ODHY, BIA RESEARCH CENTER. KEYWORDS: ANALYSIS, ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SIGNIFICANT REVISIONS TO SOURCE DATA, INCLUDING COMPREHENSIVE REVIEWS 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.
% of respondents that spend more time consuming content online each day now compared with Pre-Pandemic

Demand for content online continues to grow

<table>
<thead>
<tr>
<th>Region</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>NORTH AMERICA</td>
<td>55%</td>
</tr>
<tr>
<td>LATIN AMERICA</td>
<td>70%</td>
</tr>
<tr>
<td>UNITED KINGDOM</td>
<td>51%</td>
</tr>
<tr>
<td>MAINLAND EUROPE</td>
<td>44%</td>
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<tr>
<td>UNITED ARAB EMIRATES</td>
<td>68%</td>
</tr>
<tr>
<td>INDIA</td>
<td>78%</td>
</tr>
<tr>
<td>JAPAN</td>
<td>59%</td>
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<tr>
<td>SOUTHEAST ASIA</td>
<td>70%</td>
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<tr>
<td>AUSTRALIA</td>
<td>52%</td>
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### Platforms are adapting

<table>
<thead>
<tr>
<th>Monetizing</th>
<th>Content</th>
<th>Video</th>
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</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Videos</td>
<td>Horizontal</td>
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<tr>
<td></td>
<td>Shorts</td>
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<td></td>
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<tr>
<td></td>
<td>Reels</td>
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<td>Live</td>
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<td></td>
<td>Images</td>
<td>Square</td>
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<tr>
<td>Soon</td>
<td>Videos</td>
<td>Vertical</td>
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<tr>
<td>(monetizing</td>
<td>Reels</td>
<td></td>
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<tr>
<td>selectively)</td>
<td>Images</td>
<td></td>
</tr>
<tr>
<td></td>
<td>IGTV</td>
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<table>
<thead>
<tr>
<th>Monetizing</th>
<th>Content</th>
<th>Video</th>
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</thead>
<tbody>
<tr>
<td>No</td>
<td>Videos</td>
<td>Vertical</td>
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<tr>
<td></td>
<td>Live</td>
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<tr>
<td>Soon</td>
<td>Videos</td>
<td>Vertical</td>
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<tr>
<td>(monetizing</td>
<td>Images</td>
<td></td>
</tr>
<tr>
<td>in USA)</td>
<td></td>
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</tr>
<tr>
<td>No</td>
<td>Videos</td>
<td>Horizontal</td>
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<tr>
<td></td>
<td>Text</td>
<td>Vertical</td>
</tr>
<tr>
<td></td>
<td>Images</td>
<td>Square</td>
</tr>
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</table>
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
Typical actions for maximizing monetization

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

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

Typical actions for maximizing monetization
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

BEST FRIEND FROM HEAVEN

TOPICS
Summary
Cast
Moments
Conversations
Post Ideas
Trailer Scripts

#1
"Get ready for a heartwarming tale of friendship and loyalty with Best Friend From Heaven! Join us on a journey of love and loss as we follow the story of a dog who becomes an angel to help his owner find happiness again."

#2
"Experience the power of unconditional love with Best Friend From Heaven! This touching film will tug at your heartstrings and leave you feeling inspired and uplifted."

#3
"Don’t miss out on the feel-good movie of the year! Best Friend From Heaven is a must-see for anyone who has ever loved and lost a furry friend."
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

Match % between SOURCE_V1.mp4 and...

100.00 %

SOURCE V1.mp4
00:06:43:23

COMPARED V1.mp4
00:06:41:18

Total matched (hh/mm/ss/ff)
00:06:41:18

Total Unmatched (hh/mm/ss/ff)
00:00:00:00
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

Additional eye in the cloud reduces error leak-outs significantly
Auto identify compliance tags – Across video/audio/text
CLEAR AI
REFRAME

- 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

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

MAM/ DAM
Central repository – Organized as Seasons, Episodes, Versions

DISCOVER
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

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

TRANSFORM
AI Reframe – YT shorts, Instagram reels, Facebook

PUBLISH
Distribute to social media, OTT
Publish faster using predefined “Bots”
AI based processing enables quantifiable efficiencies …

**Archivists**
- Harness full potential of archive
- Tagging of archive at scale
- Discover faster

**Content Owners / Creative Teams**
- 2–3X faster story telling & turnaround
- 30 % fewer revisions
- 30 % fewer reviews
- Repurpose clips for faster monetization

**Marketers**
- Choice of themes to repurpose for campaigns & social media outlets
- Better brand endorsement

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**Content Management**

**Audience Reach & Engagement**

**Monetization**