



PFT

Imagine. Create. Automate.  
**CLEAR<sup>®</sup>, powered by AI**

Revolutionizing Social Media  
for Revenue Generation with Power the of  
AI

# Prime Focus Technologies



## 15 years

of rich Media  
Technology expertise



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



## 1800+

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



**Global delivery pipeline**  
for media services



## Global Partnerships & Certifications





**Changing Landscape of**  
content consumption

APR  
2023

# ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



GLOBAL OVERVIEW

TOTAL  
POPULATION



we  
are  
social

8.03  
BILLION

URBANISATION

57.2%

UNIQUE MOBILE  
PHONE SUBSCRIBERS



Meltwater

5.48  
BILLION

vs. POPULATION

68.3%

INDIVIDUALS USING  
THE INTERNET



KEPIOS

5.18  
BILLION

vs. POPULATION

64.6%

SOCIAL MEDIA  
USER IDENTITIES



KEPIOS

4.80  
BILLION

vs. POPULATION

59.9%

10

**SOURCES:** UNITED NATIONS; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CNIC; 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.

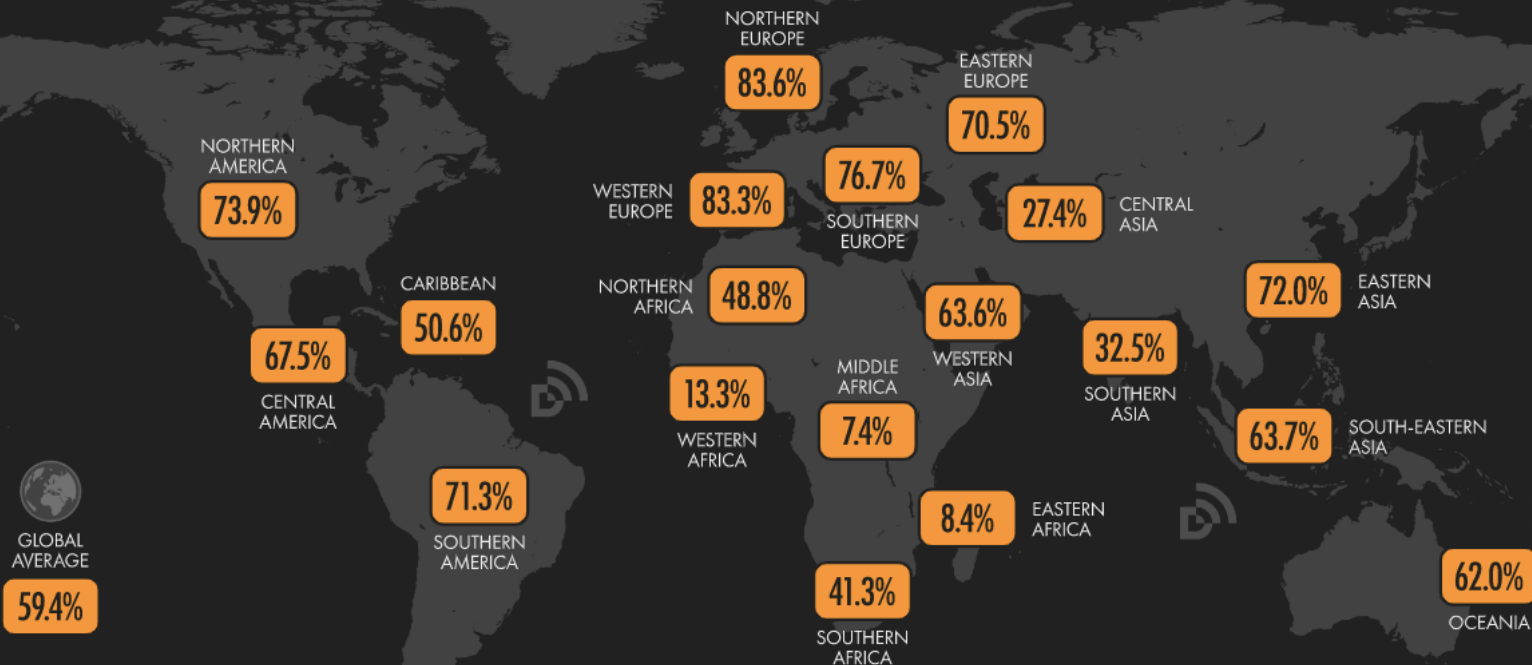
we  
are  
social

Meltwater

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)






**SOURCES:** KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **NOTES:** DOES NOT INCLUDE DATA FOR SUDAN OR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOScheme. **COMPARABILITY:** SOURCE, BASE, AND METHODOLOGY CHANGES, INCLUDING SIGNIFICANT SOURCE DATA REVISIONS AND CHANGES IN REPORTING APPROACHES. VALUES ARE NOT COMPARABLE WITH THOSE PUBLISHED IN PREVIOUS REPORTS. FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

# Platforms are adapting



	Monetizing	Content	Video
	Yes	<ul style="list-style-type: none"><li>• Videos</li><li>• Shorts</li><li>• Live</li></ul>	<ul style="list-style-type: none"><li>• Horizontal</li><li>• Vertical</li></ul>
	Yes	<ul style="list-style-type: none"><li>• Videos</li><li>• Reels</li><li>• Live</li></ul>	<ul style="list-style-type: none"><li>• Horizontal</li><li>• Vertical</li><li>• Square</li></ul>
	Soon <small>(monetizing selectively)</small>	<ul style="list-style-type: none"><li>• Reels</li><li>• Images</li><li>• IGTV</li></ul>	<ul style="list-style-type: none"><li>• Horizontal</li><li>• Vertical</li><li>• Square</li></ul>

	Monetizing	Content	Video
	No	<ul style="list-style-type: none"><li>• Videos</li><li>• Live</li></ul>	<ul style="list-style-type: none"><li>• Vertical</li></ul>
	Soon <small>(monetizing in USA)</small>	<ul style="list-style-type: none"><li>• Videos</li><li>• Images</li></ul>	<ul style="list-style-type: none"><li>• Vertical</li></ul>
	No	<ul style="list-style-type: none"><li>• Videos</li><li>• Text</li><li>• Images</li></ul>	<ul style="list-style-type: none"><li>• Horizontal</li><li>• Square</li></ul>

# 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

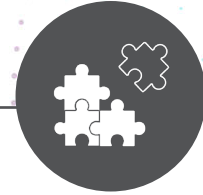
There is a learning curve to each platform



## 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

# Typical actions for maximizing monetization

## Claims Management

- Copyright claims & strikes
- Content ID

## Promotion

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

## Optimization

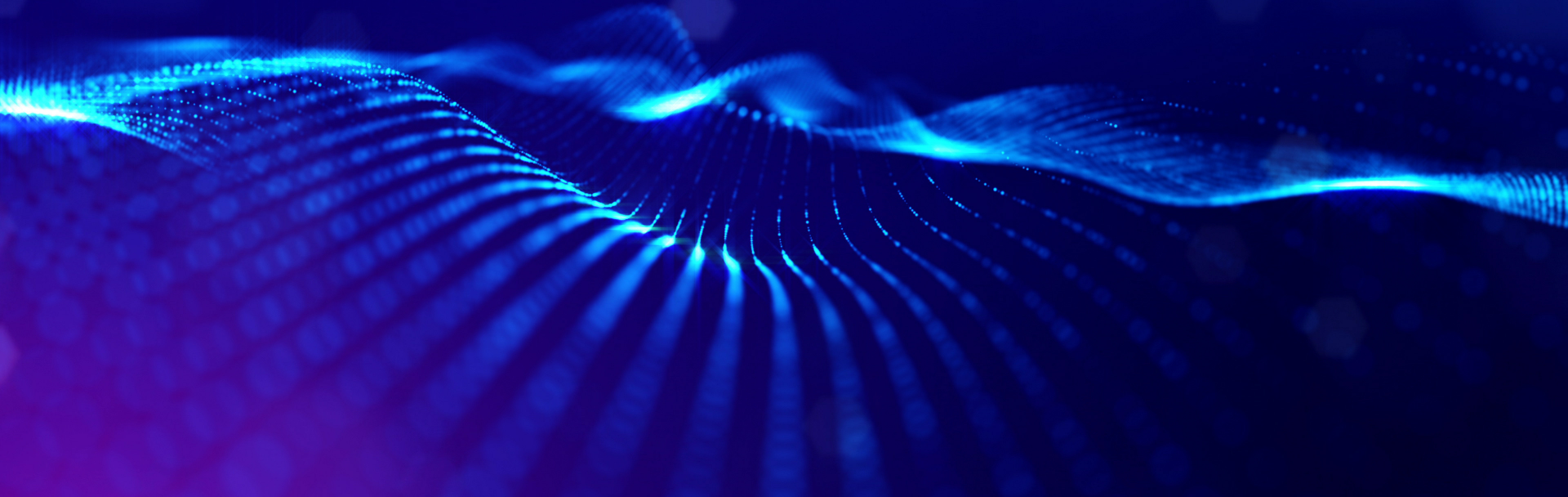
- Uploading, scheduling & publishing
- Custom thumbnails
- Closed captions
- Titles
- Description
- Tags
- Playlists
- End screens and cards
- User behavior metrics
- Video ranking
- Algorithm recommendation

## 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 ...

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Necessary for identifying Break Insertion points, performing Deep Cataloging.

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

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

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Segments Detection & Frame Accuracy : 95-99%

# Auto identify segments

The screenshot displays a video editing software interface with the following elements:

- Top Bar:** Features the 'vc' logo, a shopping cart icon with '50', a user profile icon, and the 'Vision Cloud' logo.
- Segment Overview:** Shows 'Total Segments : 33' and a sidebar with icons for various editing functions.
- Segment 1: COLOR BAR**
  - Thumbnail: A standard color calibration bar.
  - Time In / Out: 00:00:00:00 - 00:01:00:00, 00:58:40:00 - 00:59:40:00
  - Duration: 00:01:00:00
- Segment 2: TITLE SLATE**
  - Thumbnail: A slate with technical metadata including 'PFT', 'GLB', 'PFT CREATINGS', 'STOCK VIDEO', 'SOURCE MEDIA', 'LOCK FOOTAGE', '100%', '25.0', and channel information: 'Ch. 1/2 - Stereo Full Mix', 'Ch. 6 - PROSGT', 'Ch. 3/4 - Music & Effects', 'Ch. 7/8 - M.2&D', 'Ch. 5 - Dialogue', '03/21/2023 Program ID : 222011 TRF: 14:20'.
  - Time In / Out: 00:00:00:00 - 00:00:17:00, 00:59:40:00 - 00:59:57:00
  - Duration: 00:00:17:00
- Segment 3: BLACK**
  - Thumbnail: A solid black frame.
  - Time In / Out: 00:00:00:00 - 00:00:03:00, 00:59:57:00 - 01:00:00:00
  - Duration: 00:00:03:00
- Segment List (Dropdown Menu):**
  - All
  - Color Bar(1)
  - Title Slate(1)
  - Black(16)
  - Texted Segment(3)
  - Credits Over Black(1)
  - Textless Slate(1)
  - Textless Segment(1)
  - Teaser End of Segment 1 Slate(1)
  - Teaser End of Segment 1(1)
  - Opening Bumper Start of Segment 2 Slate(1)
  - Opening Bumper Start of Segment 2(1)
  - Teaser End of Segment 2 Slate(1)
  - Teaser End of Segment 2(1)
  - Opening Bumper Start of Segment 3 Slate(1)
  - Opening Bumper Start of Segment 3(1)
  - End of Content Slate(1)

# CLEAR AI

## DISCOVER



Generate Deep metadata

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Search & Discover your  
catalogue/archives/stock footage

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**Chat GPT** – first enterprise grade AI  
metadata enrichment

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Create and share impactful stories.

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

# Deep Metadata using AI

The screenshot displays a video analysis interface for an asset titled "Best Friend From Heaven". The interface includes a navigation menu with options like DASHBOARD, CATALOGUE, COMPILATIONS, SEGMENTS, INSIGHTS +, THUMBNAILS, TRANSCRIPT, AD BREAKS, and COMPLIANCE. Below the menu, there are 22 scenes, with the first six visible as thumbnails. Each thumbnail shows a scene with a play button and a time range. The interface also features a "Scene Summary" and "Scene Details" section. The "Scene Details" section is currently active and displays OCR results for the selected scene. The OCR results are organized into three main categories: Title, Summary, and Faces. The Title section contains key moments and dialogues. The Summary section is currently empty. The Faces section displays three circular images of faces, each with a name below it: Brian Scott Carleton, Unknown5, and Unknown1. The OCR results are as follows:

Category	Item
Title	Key Moments, Key Dialogues - I know, I know its just, I thought about how beautiful its gonna be and I lost it. Be more beautiful with flowers. , Monuments, Brian Scott Carleton, Will King
	Summary
OCR	BRAIN POWER STUDIO
	PRESENTS
	EN
	WZNO
	BEST FRIEND
	Heaven
	Socce
	T
	Pogon
	Succes
P	
Face	
EXECUTIVE PRODUCER	
BETH STEVENSON	
11	
So	
***	
1.C	
PRODUCED BY	
PATRICK MCBRFARTY	
未	
In	
3	

The Faces section displays three circular images of faces, each with a name below it: Brian Scott Carleton, Unknown5, and Unknown1.

# Contextual Search using AI tags

The screenshot displays the Vision Cloud user interface. At the top left is the 'vc' logo. The top right corner features a shopping cart icon with '50' items, a profile icon, and the 'Vision Cloud' logo. Below the navigation bar, the breadcrumb path reads 'Asset > Best Friend From Heaven' with a 'Back' button. The main navigation menu includes 'DASHBOARD' (highlighted), 'CATALOGUE', 'COMPILATIONS', 'SEGMENTS', 'INSIGHTS +', 'THUMBNAILS', 'TRANSCRIPT', 'AD BREAKS', and 'COMPLIANCE'. A search bar contains the text 'This Asset' and 'dog in cloud', with a search icon and a 'Cancel' button. The 'Search Results' section shows 'Showing 20 Results For **Dog In Cloud** in 121 Milliseconds.' Two results are visible: 1) A video clip from 01:26:27:17 to 01:26:34:19 with the keyword 'The Scene Shows A Beautiful Sky With Clouds And A Dog Sitting Nearby' and buttons for 'Go To Clip' and 'Add To Project'. 2) A video clip from 00:14:20:22 to 00:14:38:07 with keywords 'Dog' and 'Cloud' and buttons for 'Go To Clip' and 'Add To Project'. A vertical sidebar on the left contains icons for various media management functions.

# “Insights” using ChatGPT

The screenshot shows a video analytics dashboard for the movie "Best Friend From Heaven". The interface includes a navigation menu with options like Dashboard, Catalogue, Compilations, Segments, Insights+, Thumbnails, Transcript, Ad Breaks, and Compliance. A search bar is present at the top. The main content area features a sidebar with various icons and a central section titled "TOPICS" with sub-sections: Summary, Cast, Moments, Conversations, Post Ideas, and Trailer Scripts. Three AI-generated insights are displayed in numbered cards:

- #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."



The logo for CLEAR COMPARE is displayed in white text on a dark purple background. The word "CLEAR" is in a large, bold, sans-serif font, and the word "COMPARE" is in a smaller, all-caps, sans-serif font directly below it. The background of the entire slide features a blurred image of a video editing software interface with various tracks and waveforms.

# CLEAR COMPARE



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

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

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

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Re-master by Conforming master to source shots across contents

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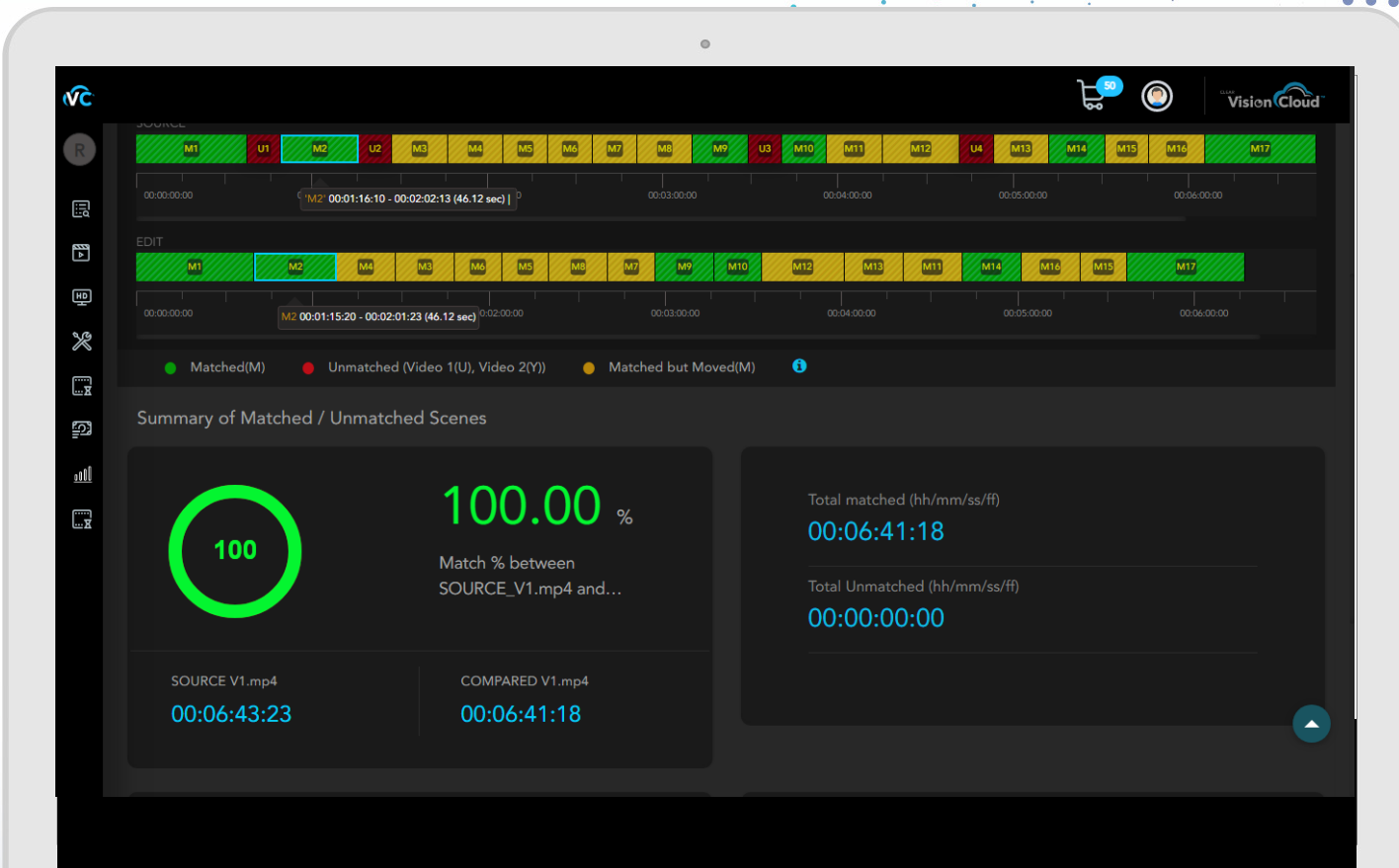


Find S&P edits, localization edits, etc. quickly

# Automate comparison across video versions

The screenshot displays a video comparison interface. At the top, the 'vc' logo is on the left, and 'Vision Cloud' with a shopping cart icon containing '90' is on the right. Below the logo, the text 'Video Comparator > SOURCE VS EDIT V1' is shown, along with 'Export EDL' and '< Back' buttons. The main area features two video frames: 'Source-SOURCE V1.Mp4' on the left and 'Edit-COMPARED V1.Mp4' on the right. Both frames show a restaurant interior with 'ORTIZ' signs and a 'rei' logo. A play button is centered between the frames. Below the frames, a timeline is visible. The 'SOURCE' timeline shows a sequence of clips: M1 (green), U1 (red), M2 (blue), U2 (red), M3 (yellow), M4 (yellow), M5 (yellow), M6 (yellow), M7 (yellow), M8 (yellow), M9 (green), U3 (red), M10 (yellow), M11 (yellow), M12 (yellow), U4 (red), M13 (yellow), M14 (yellow), M15 (yellow), M16 (yellow), and M17 (green). A specific clip 'M2' is highlighted with a time range of '00:01:16:10 - 00:02:02:13 (46.12 sec)'. The 'EDIT' timeline shows a sequence: M1 (green), M2 (blue), M4 (yellow), M3 (yellow), M6 (yellow), M5 (yellow), M8 (yellow), M7 (yellow), M9 (green), M10 (yellow), M12 (yellow), M13 (yellow), M11 (yellow), M14 (green), M16 (yellow), M15 (yellow), and M17 (green). A specific clip 'M2' is highlighted with a time range of '00:01:15:20 - 00:02:01:23 (46.12 sec)'. On the left side of the interface, there is a vertical toolbar with icons for various functions like zoom, pan, and comparison.

# Analytics on match/mismatch segments





# CLEAR AI

COMPLIANCE



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

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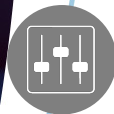
**Detection of compliance tags using AI**

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

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Filter across various categories and  
Adjust basis sensitivity

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Reduces edit cost through NLE  
integration

# Auto identify compliance tags – Across video/audio/text

The screenshot displays a video player interface for a church service. The video shows a priest at the altar with a congregation. The interface includes a timeline with 32 selected clips marked by colored pins. A 'Selected Clips (32)' panel shows a clip titled 'Drinking' from 00:01:04:22 to 00:01:05:22 (1s), with tags 'Drinking', 'Drink', and 'Compliance'. A 'Summary' panel shows a 'Segment Map' with bars for 'Drinking' and 'Verbal Profanity'. A 'Compliance Threshold' slider is set to 'High'. A legend on the right lists 11 tags: Select All, Drinking, Verbal Profanity, Adult, Explicit Nudity, Brands, Violence, Suggestive, and Alcohol, all of which are checked.

vc Vision Cloud

00:00:00:00 / 01:28:46:07

00:00:00 s < 5S < 1S < 5F < 1F 00:00:00:00 1F > 5F > 1S > 5S >

Selected Clips (32)

Drinking  
00:01:04:22 - 00:01:05:22 (1s)  
Drinking Drink Compliance

Summary

Segment Map

Drinking

Verbal Profanity

Compliance Threshold  
Low High

- Select All
- Drinking
- Verbal Profanity
- Adult
- Explicit Nudity
- Brands
- Violence
- Suggestive
- Alcohol

# CLEAR AI

## REFRAME



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

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Auto detect Graphic elements, lower thirds etc.

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

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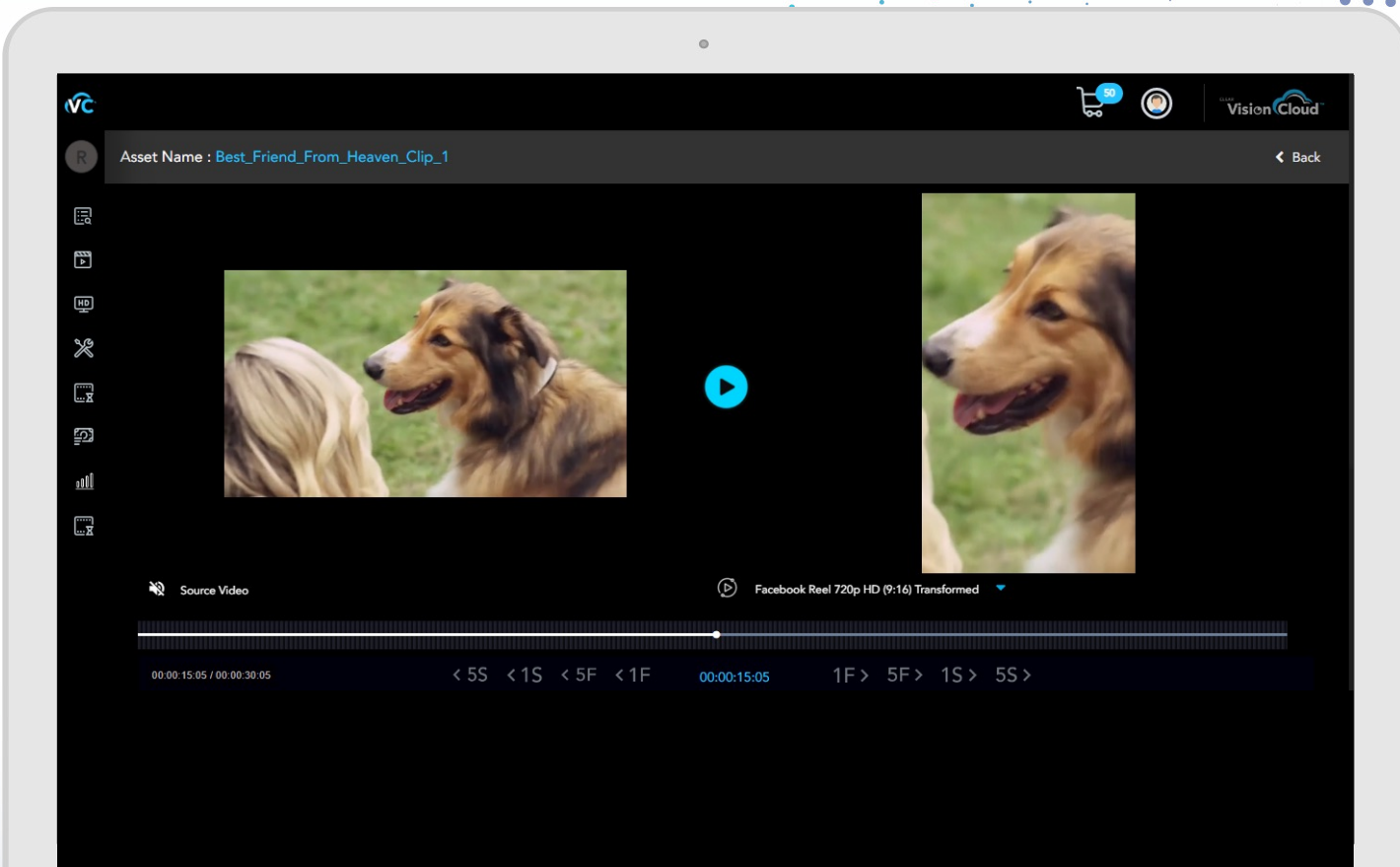
Reduce time and cost per video and **increase scale non-linearly**

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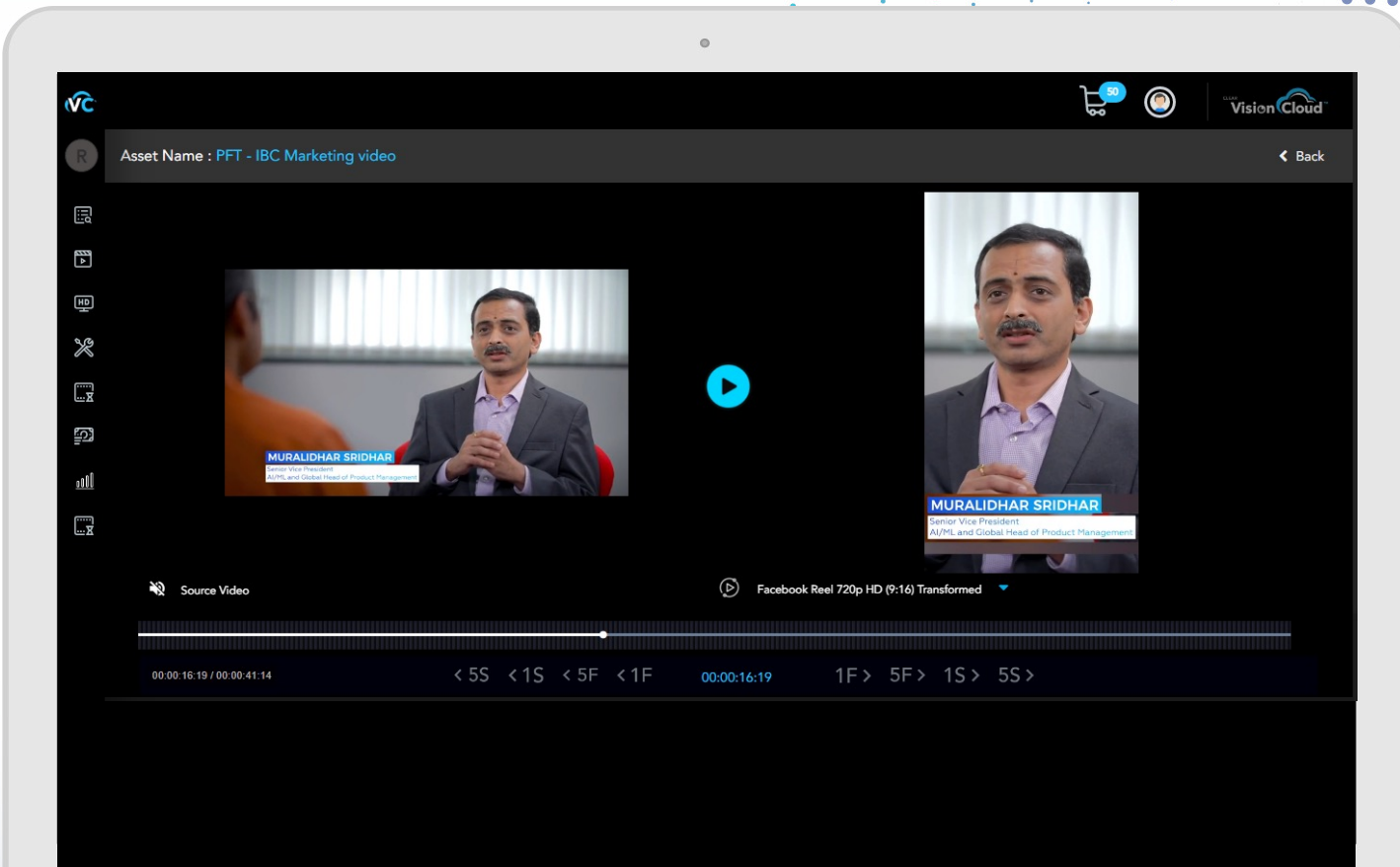


No edit machines, no long lead times, works 24x7 on cloud, scales on need

# Auto Reframe and Transform (1/2)

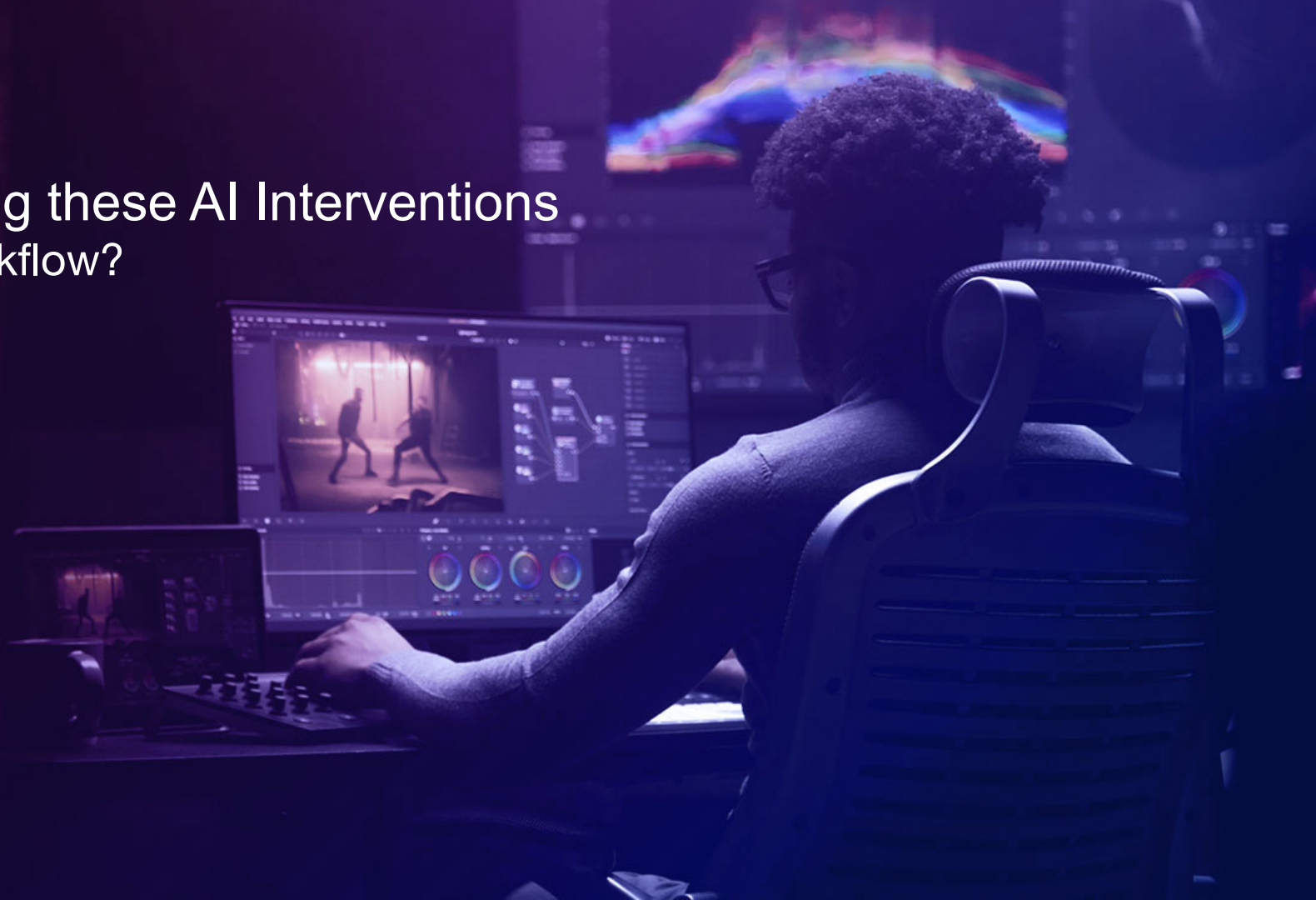


# Auto Reframe and Transform (2/2)





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

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



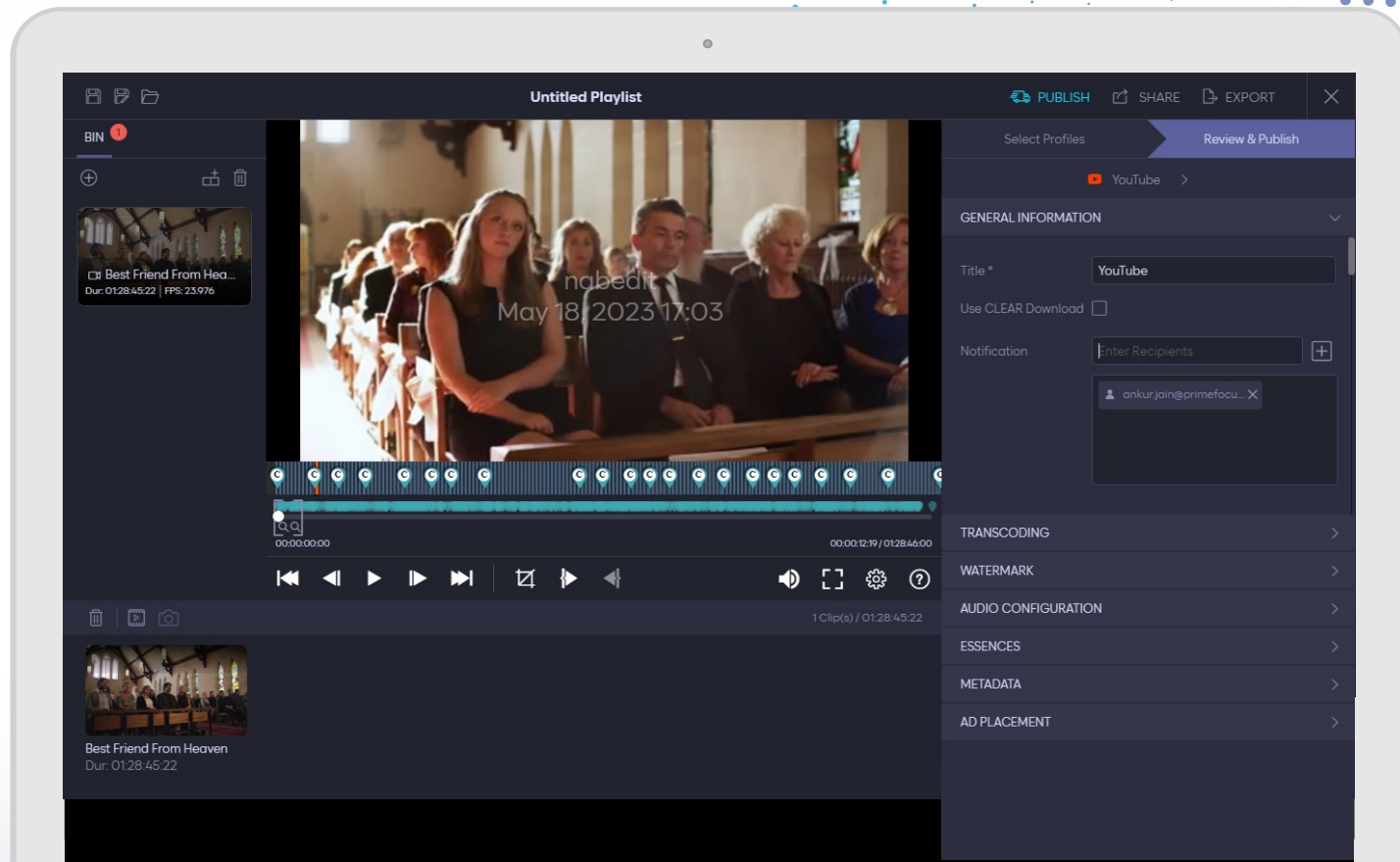
**AI Reframe** –  
YT shorts  
Instagram reels  
Facebook

PUBLISH



**Distribute to social  
media , OTT**

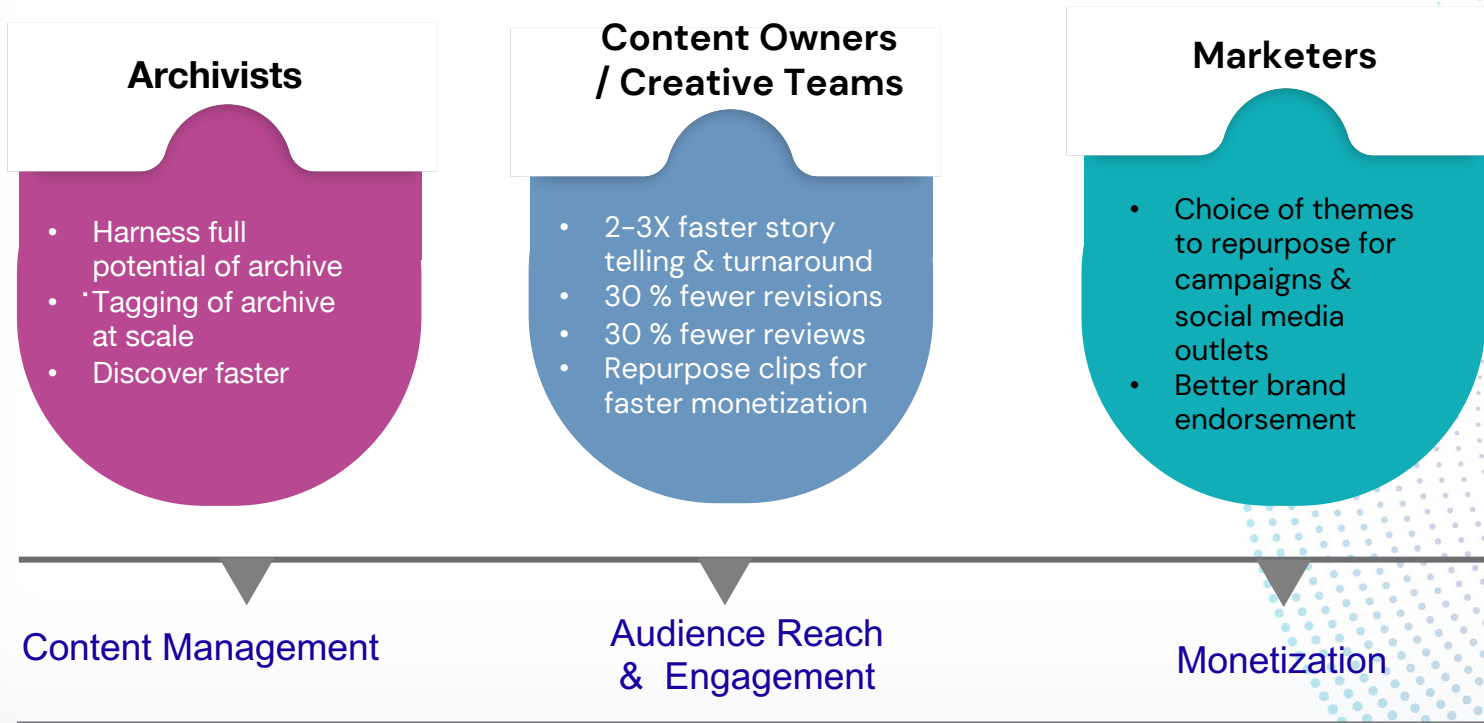
# Publish faster using predefined “Bots”



# Summary

A long-exposure photograph of a winding road at night. The road curves through a dark, mountainous landscape. Light trails from cars create bright white and red streaks along the road's path. The sky is filled with stars, and the Milky Way galaxy is visible, arching across the upper portion of the frame. The word "Summary" is centered in the sky in a white, sans-serif font.

# AI based processing enables quantifiable efficiencies ...





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