PFT

OTT Distribution:

ONE software with end-to-end automation for OTT Distribution – from Scheduling to Delivery

Challenges
at Hand

- Each OTT and VoD platform, like YouTube, Netflix or Spotify, has custom specifications that content enterprises need to meet. Typical fulfilment deliverables include a vast inventory of content in multiple formats, subtitle/dub files, images, documents etc.

- Traditionally, OTT/VoD fulfilment related work orders are assigned outside the MAM system, manually, to stakeholders and external vendors. Task status is tracked using spreadsheets, emails and calls

- If a single inventory item, like a thumbnail is missing, the entire package has to be re-sent to the platform, as there is no way to do an incremental publish

- Right from scheduling to delivery, multiple, disconnected systems are used for collaboration, content management and distribution

- Often content like posters and localization files need to be created specially, before delivery to OTT platforms

- All this results in operational inefficiencies and high costs on the back of manpower and infrastructure

What we Offer

PFT's industry-first solution for OTT Distribution addresses these challenges through an automated process, using an extensive data model to create packages, transcode in multiple formats and deliver to different OTT platforms. Built on Work Order Management, it includes 450+ API bots for delivery to popular platforms, advanced tools for review & approval, a unified dashboard for tracking task status, and seamless integration with Scheduling and Rights Management Systems. With OTT Distribution, users can manage all tasks and operations involved in OTT Distribution from start to end, securely, on ONE system.

The solution facilitates quicker fulfilment, and lowers Total Cost of Operations (TCOP) by reducing the amount of manpower and infrastructure involved in OTT Distribution operations.

Key
Features
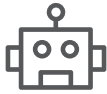
450+ pre-integrated API bots for delivery to popular platforms like YouTube, Netflix, Hotstar, Spotify and Verizon

Support for all OTT related services, including digitization, QC, image enhancement, localization, cataloguing, metadata creation and transcoding

End-to-end Work Order Management with assets, resources and tasks on ONE system

Stringent quality control using a combination of manual and auto QC

Unified dashboard with complete visibility for tracking task status

High end tools for QC and transcoding

Easy integration with 3rd party systems: Vendor, Scheduling, Sales Order & Rights Management Systems

The CLEAR® Advantage

Hybrid Cloud Architecture – Hosted in multiple data centers around the world, CLEAR® has the ability to manage distributed workflows and leverage Public Cloud infrastructures for scalability. Currently manages 1.5 MN hours of content across 183 physical sites in the world

Work Order Management – End-to-end management of tasks, resources and assets on ONE system

Library of bots – CLEAR® offers 450+ preset bots for linear and new media publish

Unified Dashboard – View the progress of all work orders, automated tasks and manual tasks in ONE place

Native API integrations Framework – Supports public APIs and custom APIs to integrate and interface with customer specific applications

Watertight Security – Ability to embed Forensic Watermarks/DRM protect content before final delivery

Ability to orchestrate workflows around distribution fulfilment (like review/approval etc.)

PFT is:

- iTunes certified

- Certified under the Netflix post partner program (NP3) and Netflix preffered fulfillment program (NPFP)

- YouTube certified for audience development

- SOC2 compliant, ISO 27001 certified

- SLA-driven unlike any other competing service provider in the world

Who Loves OTT Distribution

Marketing Teams

- Distribution of promos and marketing material to OTT platforms
- Social media platforms

Content Delivery Teams

- Distribution of scheduled content to different VoD platforms
- Publish watermarked proxy/mezzanine content to vendors for tasks like localization, editorial etc.

Syndication Fulfilment Teams

- Syndicating content to partners during the Sales process

Business Benefits

Enhanced Operational Efficiencies
Streamlines distribution operations, synchronizing automation and human tasks seamlessly

Faster Time-to-Market
Quicker delivery to multiple platforms on the back of automated workflows and preset bots

Scalability
Ability to scale operations efficiently by leveraging Public Cloud infrastructure

Increased Security
Reduces the need for manual intervention while processing content

Lower Total Cost of Operations (TCOP)
Reduces cost of manual labour and infrastructure involved in Distribution operations