



Managing The  
Business Of  
Content®

# Audio Description



## Bringing Content Alive for the Visually Impaired

Audio Description helps people who are visually impaired enjoy movies and TV shows, and helps them participate more fully in society. It is even mandatory for broadcasters in countries like the UK (Ofcom), Canada (CRTC), and the USA (FCC). With approximately 285 million visually impaired people across the globe, Audio Description is rapidly gaining popularity worldwide. The challenge for broadcasters is to find a reliable partner to produce low cost Audio Description adhering to international regulatory parameters, with quick turnaround times.

## The PFT Advantage

- Over 2 decades of dubbing experience and strong relationships with leading broadcasting networks
- Audio Description service capabilities for a host of languages including English (US/UK accent), Spanish, and French
- We trans-create, adapt, audition, cast, supervise, record, mix and master content for films, ads, serials, documentaries, animation, gaming, and e-learning content
- Largest talent pool of scriptwriters and dubbing directors in India
- State-of-the-art in-house recording studios in New York, Mumbai, Delhi, Kolkata, and Chennai
- Delivery of final language master in mono, stereo, or Dolby 5.1/7.1
- Superior storage systems - EMC Isilon
- Superior technology - Pro Tools 12 with latest plugins including AKG mics & Genelec audio monitors
- Global delivery model that leverages the best available local talent
- Award-winning cloud technology, CLEAR™ to track and manage all assets using a single interface along with end-to-end work order management
- Stringent QC process

- Best-in-class infrastructure and storage systems
- Support for all format types
- 24/7 personalized customer support
- Dedicated project management for each client in their respective time zone
- We are certified under the Netflix Preferred Fulfillment Partner (NPFP) Program and Netflix Post Partner Program (NP3)
- We meet the industry's highest standards for security, availability, confidentiality, and processing integrity
- ISO 27001 and SOC2 certified

## Facts & Figures

- 21 dedicated in-house audio studios
- 30 full-time Sound Engineers
- 30 full-time Voice Directors
- 5 senior QC Staff

## Business Benefits

- Reduce production costs with off-shore processing workflow
- 24/7 personalized support
- Tight Turnaround Time (TAT) with no compromise in quality
- Increased operational efficiencies
- Reduced manual effort

## A History of Success

PFT is already a preferred partner for localization services for some of the world's largest broadcasters. We support Audio Description, Dubbing, Subtitling, and Closed Captioning operations within their region and globally.



50,000 hours for  
21st Century Fox  
Star India



16,000 hours for  
Sony India



10,000 hours for  
NatGeo Wild, Fox  
Traveller and NGC



550 hours for  
HBO Asia



400 hours for  
Zee TV South Africa

## 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.

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

For more information, visit [www.primefocustechnologies.com](http://www.primefocustechnologies.com).

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