



# CLEAR® Media ERP powers 4K/Ultra High Definition (UHD) content for INSIGHT TV



## Client Profile

TERN International's INSIGHT TV brings compelling programs to viewers globally, through linear and non-linear platforms. With over 500 hours of original Ultra HD content a year, the global extreme adventure entertainment channel takes the viewer on an incredible journey to explore and interact with stories. The range of programming demonstrates the best of Ultra HD; from beautiful, vivid cinematography to high-speed action.

## Business Context

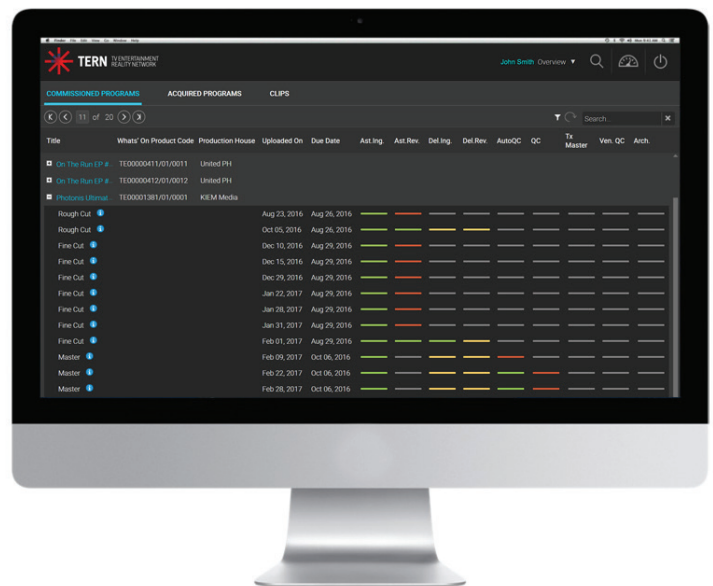
INSIGHT TV collaborates with various renowned, international production houses to create original Ultra HD content. Coordinating each of these projects through the production process required a great deal of manual effort on the part of INSIGHT TV's staff. Each one was managed using a separate spreadsheet, and there was a distinct lack of visibility as to the status of deliverables. The team had to spend a lot of time and effort tracking late deliveries, retrieving assets and downloading content from a variety of disparate sources. This manual approach was having a negative impact on INSIGHT TV's operational costs and speed of delivery. The organization identified the need for an end-to-end solution for supply chain management that would help enhance efficiencies, reduce costs and achieve faster time-to-market.

## PFT Solution

INSIGHT TV deployed PFT's CLEAR® Broadcast Cloud to automate the content supply chain and centralize workflow orchestration from ingest to delivery of the final UHD TX Master. CLEAR® is the world's first Hybrid Cloud-enabled Media ERP Suite, and its Broadcast Cloud module is specifically designed to support end-to-end broadcast operations – from creation to transformation, distribution and exhibition. The deployment included the following:

- Work order administration for each project, with automated reminders and notifications to the concerned team member/vendor
- Dashboards to track the status of all deliveries against due dates
- Easy-to-use interface for accessing content anywhere, anytime, on any device
- Customized review and approval module to automate the process of sharing feedback with production houses

- Media Player to handle UHD content in its native frame rate of 50fps, retaining frame accuracy throughout the review and approval process, even when accessed through mobile app
- Secure ingest of content directly on the Cloud
- Metadata tagging of rushes
- Auto QC of TX Masters using Baton, a leading QC solution
- Centralization of data from third party solutions such as INSIGHT TV's playout vendor, displaying their QC status alongside other internal metadata
- Deep archival of content with the ability to view and restore library assets remotely
- Integration with INSIGHT TV's Broadcast Management System (BMS) - What'sOn
- A series of workflows to handle raw footage, specially designed to increase monetization opportunities for UHD content



## Outcome

CLEAR® Broadcast Cloud effectively helped INSIGHT TV centralize its content operations by bringing the entire ecosystem of production houses and vendors onto a single system. The solution's Hybrid Cloud architecture played a vital role in managing distributed workflows, and enabled INSIGHT TV to seamlessly collaborate with vendors across the world for 15 concurrent productions. This meant that the team was able to focus on creative excellence rather than managing logistics. CLEAR®'s dashboards provided increased transparency for end-to-end content operations across INSIGHT TV's content supply chain, allowing them to be much more aggressive with delivery

schedules. Data from the dashboards could also be studied to understand supply chain trends and improve operational processes. Additionally, the frame accurate feedback provided to production houses helped INSIGHT TV streamline review and approval processes, as their comments could be exported along with EDLs and imported directly onto the edit table. By deep archiving content in a centralized repository INSIGHT TV was able to reduce costs, as they no longer had to maintain content backups in various locations.

Building on the success of this implementation, INSIGHT TV is on the threshold of entering the second phase of engagement with PFT. The focus will now be on deploying CLEAR's revolutionary Promo Operations Module – an industry first solution that offers end-end business process orchestration for promo creation including versioning automation.

“We are delighted to engage PFT and their path-breaking Hybrid Cloud technology **CLEAR**® to power INSIGHT TV's ambition to change the way viewers interact with TV and content. With INSIGHT, we bring first-class programs to viewers globally, through linear & non-linear platforms. PFT is helping us do that a lot faster and better while ensuring lower multiples of TCOP (Total Cost of Operations).”

Rian Bester  
CEO, INSIGHT TV

## 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.

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