



Transforming Broadcast Excellence: Enterr10's Journey with PFT



Executive Summary

As a rapidly growing Indian broadcaster, Enterr10 set out to streamline its operations while maintaining impeccable content quality and compliance across its expanding channel portfolio. With Prime Focus Technologies' (PFT) CLEAR® platform powering advanced QC and Content Compliance workflows, Enterr10 achieved operational excellence—enhancing scalability, minimizing errors, and efficiently managing over 250 shows every month and 950+ Mix, Un-Mix, and Revised files.

About Enterr10 Television: A Leader in Indian Broadcasting

Founded in 2004, Enterr10 Television is one of India's premier broadcasters, celebrated for its flagship channel, Dangal TV, along with popular channels like Bhojpuri Cinema, Enterr10 GEC, and Enterr10 Bangla. With culturally rich content and a vast multilingual audience base, Enterr10 operates seamlessly 24x7, delivering entertainment that resonates deeply with viewers across the nation.

Background

Dangal TV, Enterr10's flagship channel, operates continuously with a robust lineup of concurrent shows, requiring meticulous reviews to uphold technical quality and regulatory compliance. As Enterr10's portfolio expanded, the need for more advanced, technology-driven workflows became evident in areas such as:

- **Quality Assurance:** Maintaining consistent quality required a more dependable and scalable approach to minimize delays and inaccuracies.
- **Compliance Management:** Keeping pace with compliance regulation process demanded a shift toward real-time oversight and efficiency.
- **Operational Agility:** Automating repetitive tasks and streamlining workflows presented an opportunity to improve visibility, meet deadlines, and enhance overall operational efficiency.

To address these evolving needs, Enterr10 partnered with PFT, a global leader in content supply chain solutions. Leveraging the power of PFT's CLEAR® platform, Enterr10 transformed its operations with a scalable, automated solution that optimized workflows, ensured regulatory compliance, improved turnaround times (TAT), and delivered broadcast-ready content with exceptional precision and efficiency.

The Solution

To enhance Enterr10's content management capabilities, PFT implemented its CLEAR® Media Supply Chain solution, providing both Quality Control (QC) and Content Compliance as concurrent services to ensure seamless, high-quality content delivery.

QC

PFT established a robust QC framework to meet Enterr10's technical and broadcast standards:

- **Comprehensive QC Checks:** Using tools like Adobe Premiere Pro and Final Cut Pro (FCP), PFT reviewed HD/SD files to ensure they adhered to Enterr10's audio/video specifications, track allocations, and guidelines.
- **Skilled QC Team:** PFT's QC analysts, with extensive experience, delivered accurate, broadcast-ready content, ensuring consistency and precision across Enterr10's growing portfolio.

Content Compliance

PFT also supported Enterr10's content compliance requirements by:

- **Custom Guidelines:** Providing a tailored list of Do's and Don'ts for each new show to ensure regulatory compliance.
- **Regulatory Adherence:** Ensuring all content met the latest IBDF self-regulatory guidelines.
- **Fast Reporting:** Delivering detailed compliance reports within 2-4 hours of file receipt, allowing for quick review and action.

Automated Workflows with CLEAR®

PFT's CLEAR® platform automated the content management process to improve speed and efficiency:

- **Streamlined Uploads:** Production houses uploaded QC and Content Compliance masters securely via the CLEAR® Secured Upload system, triggering instant notifications for quick reviews.
- **Seamless Reporting:** CLEAR® automatically generated and distributed QC and compliance reports to production houses and Enterr10 teams, ensuring transparency and collaboration.
- **Effortless Delivery:** Approved content was delivered directly to Enterr10's FTP location, ready for telecast without delay.

By integrating both QC and Content Compliance with automation, PFT's CLEAR® platform provided Enterr10 with a scalable, efficient solution, ensuring the consistent delivery of high-quality, compliant content.

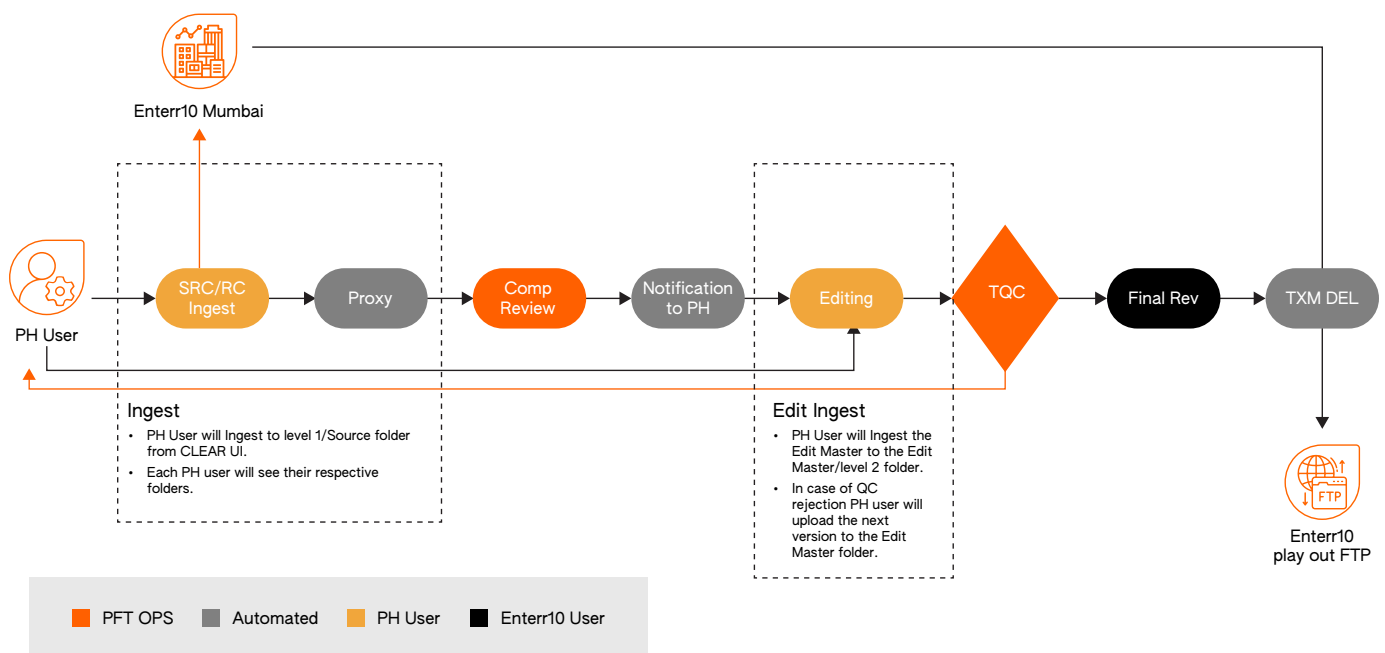
Overcoming Challenges and Driving Efficiency

Production House Training:

To accelerate CLEAR® adoption, PFT delivered targeted training for production teams, backed by clear manuals and ongoing support. This ensured swift compliance and a seamless transition to the new workflow.

Business Outcomes

- 1. Automation Support:** Automated workflows enhanced manual processes, improving efficiency in content management.
- 2. Faster QC Turnaround:** Achieved a streamlined TAT of 4 hours for 30-minute shows and 5-6 hours for 60-minute shows, with 24/7 operations ensuring timely content delivery.
- 3. Faster Compliance Turnaround:** Delivered content compliance reviews within 2-4 hours of file receipt, ensuring swift regulatory adherence.
- 4. Error-Free Deliveries:** Delivered over 7,500 minutes of content per month with flawless accuracy, meeting content regulation standards for all 950+ Mix, Un-Mix, and Revised files.
- 5. Scalability:** Efficient processes enabled the management of high volumes of content, ensuring readiness for future growth.



Conclusion

With PFT's CLEAR® platform, Enterr10 strengthens its position as an industry leader by streamlining operations, ensuring compliance, and delivering content efficiently. This partnership not only supports their ongoing success but also fuels future growth in the competitive entertainment sector.

