




# AI Rol: From promise to proof

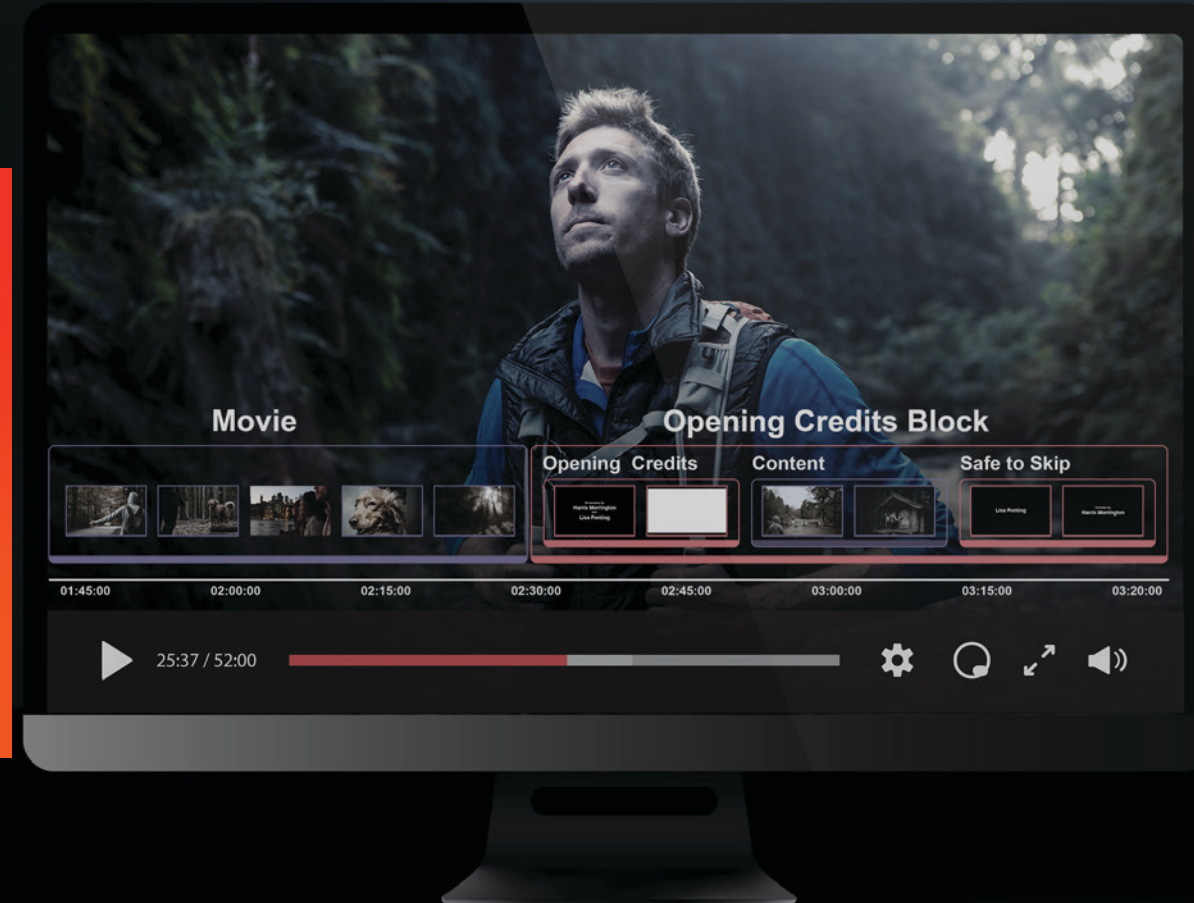
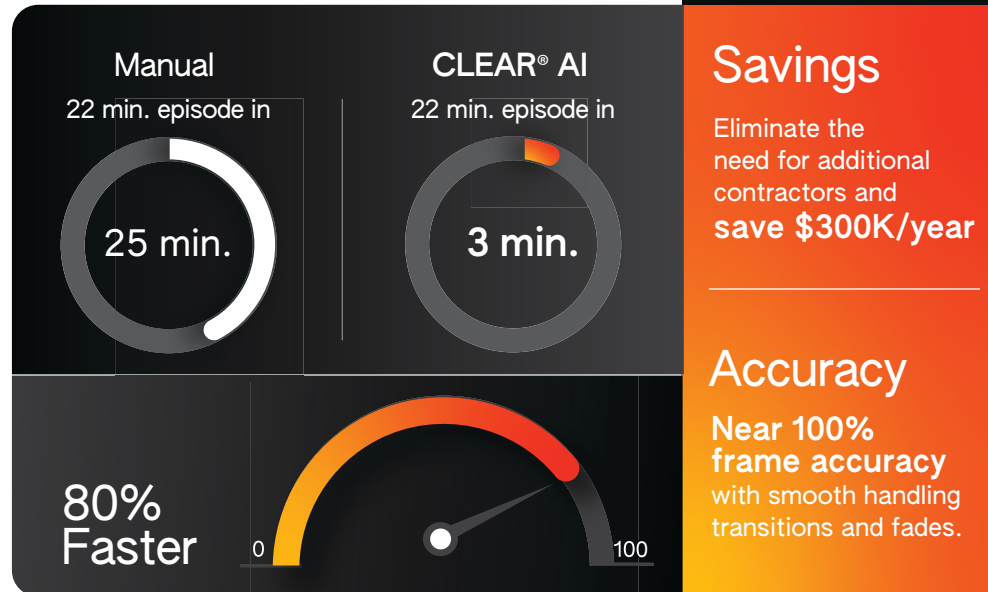
The media industry is abuzz with the promise of AI—faster workflows, better accuracy, and reduced costs. Yet, for many, quantifying this ROI remains elusive. At PFT, our product, CLEAR® AI, doesn't just promise ROI; it delivers it, and here's the proof.



Here are a  
few use cases where ROI  
can be CLEARly measured 

# Segmentation

Segmenting a 22-minute episode takes 25 minutes manually, making it time-consuming and prone to errors. CLEAR® AI segments a 22-minute episode 80% faster in just 3 minutes. This dramatic reduction in time translates to significant cost savings, eliminating the need for additional contractors and saving \$300K/year.



Automatically identifies over 12 segment types to deliver insights quickly and accurately, including

Blacks

Bars

Tones



Bumpers

Credits

# Mastering


Imagine the task of creating 10,000 masters in 12 months— a process that would typically require 80-90 editors. With CLEAR® AI, this process is significantly slim. The entire project can be completed by leveraging CLEAR® AI in only 9 months, accelerating revenue realization by getting content to market faster. CLEAR® AI helps achieve substantial cost, time and resource savings.

At PFT, we employ a hybrid approach, combining the strengths of AI with human expertise. AI handles the heavy lifting, editors then review and validate the AI's output.



Creating new slates	Aligning video with audio	Analyzing video masters
Identifying and marking segments (e.g., texted or textless segments)		
Analyzing video masters	Re-timing captions	

### Review by Editor



Adjust edit points

Add creative transitions

Ensure seamless synchronization

Discovery Type \*

Content Localization

Asset Type

General Entertainment

Select Video/Subtitle/Both

Only Subtitle

Upload Subtitle \*

Choose file No file chosen

(src)

More Options

☒ Translate ☐ Transliterate

Output Language \*

English,Spanish\_Spain

Apply All Subtitles Rules

☐ Yes ☒ No

Offset (In Milliseconds)

GLOBAL MASTER TIMELINE

PHYSICAL SEGMENTS

All Physical Segments

1/14 out of 14

Color Bar 0

Time In / Out: 00:00:00:00 - 00:00:30:13

Slate 0

Time In / Out: 00:00:30:14 - 00:00:30:12

Blacks 0

Time In / Out: 00:00:30:13 - 00:00:32:24

Content\_0

Time In / Out: 00:00:30:00 - 00:00:30:16



Save at least \$5M  
in operational expenses

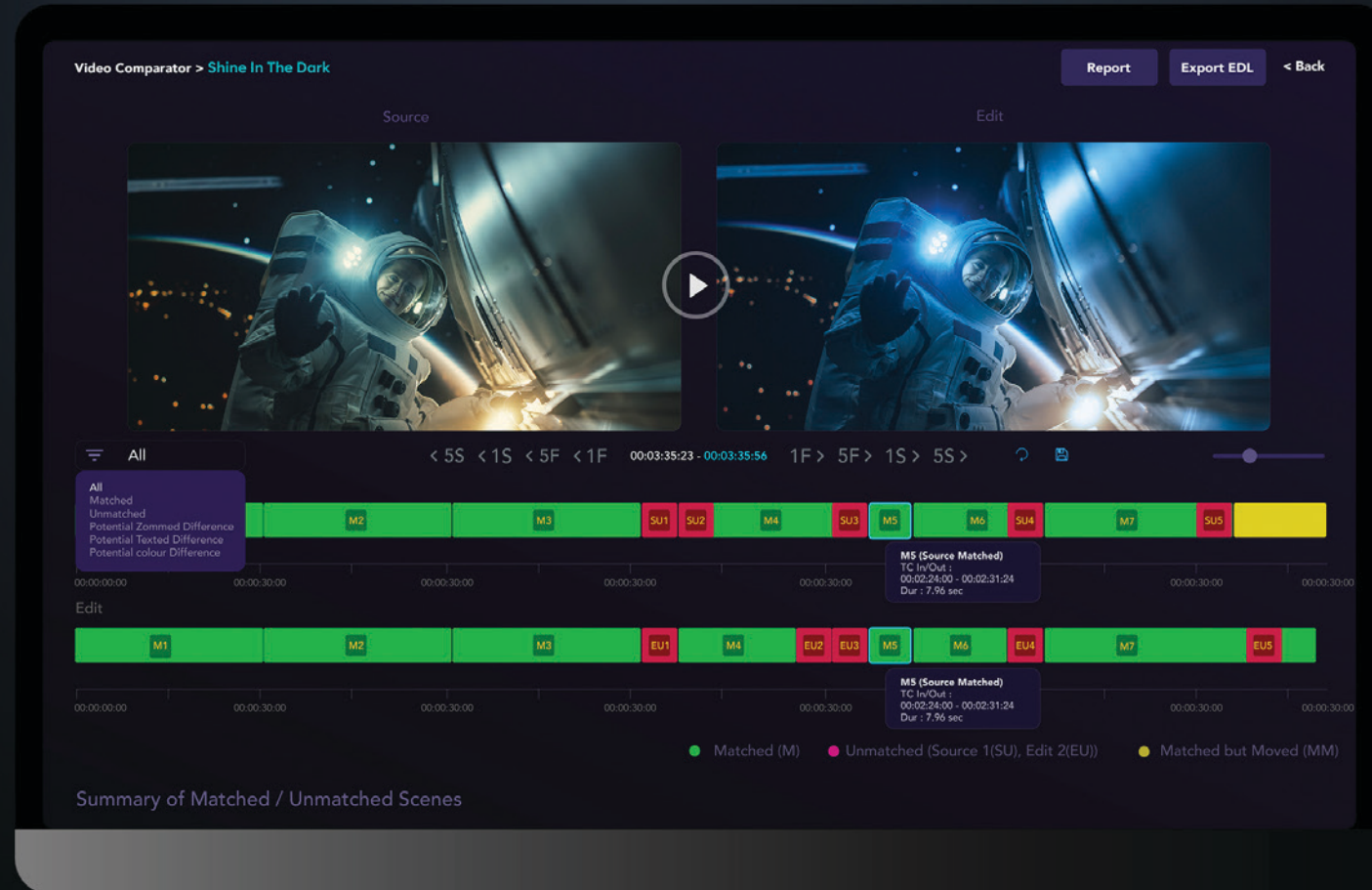


# Conform

Conforming content across mixed frame rates is time-intensive and is error-prone when done manually. CLEAR® AI automates 50-70% of the conformance work across various frame rates, saving time and reducing the margin for error. It minimizes costs by lowering the need to hire in-territory language experts, further trimming operations.

AT PFT, we encourage a hybrid approach, combining AI's precision with human oversight. CLEAR® AI identifies matched and unmatched segments by comparing video masters across different frame rates, aligns video with audio, and re-times captions for synchronization. Editors then validate AI's work, conform edits, and ensure alignment accuracy.

**CLEAR® AI:**  
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frame rates



Identifies matched and unmatched segments by comparing video masters across different frame rates

Aligns video with audio

Re-times captions for synchronization

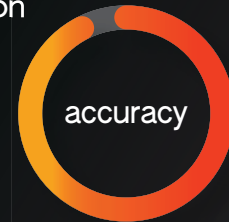
# Localization

Scaling localization for fast-paced, global content distribution is a challenging process that demands both efficiency and accuracy. With CLEAR® AI, these challenges are addressed head-on.

Powered by Gen AI, CLEAR® AI ensures contextual accuracy, interpreting proper nouns/pronouns for global audiences

Anime translation to English

95%+



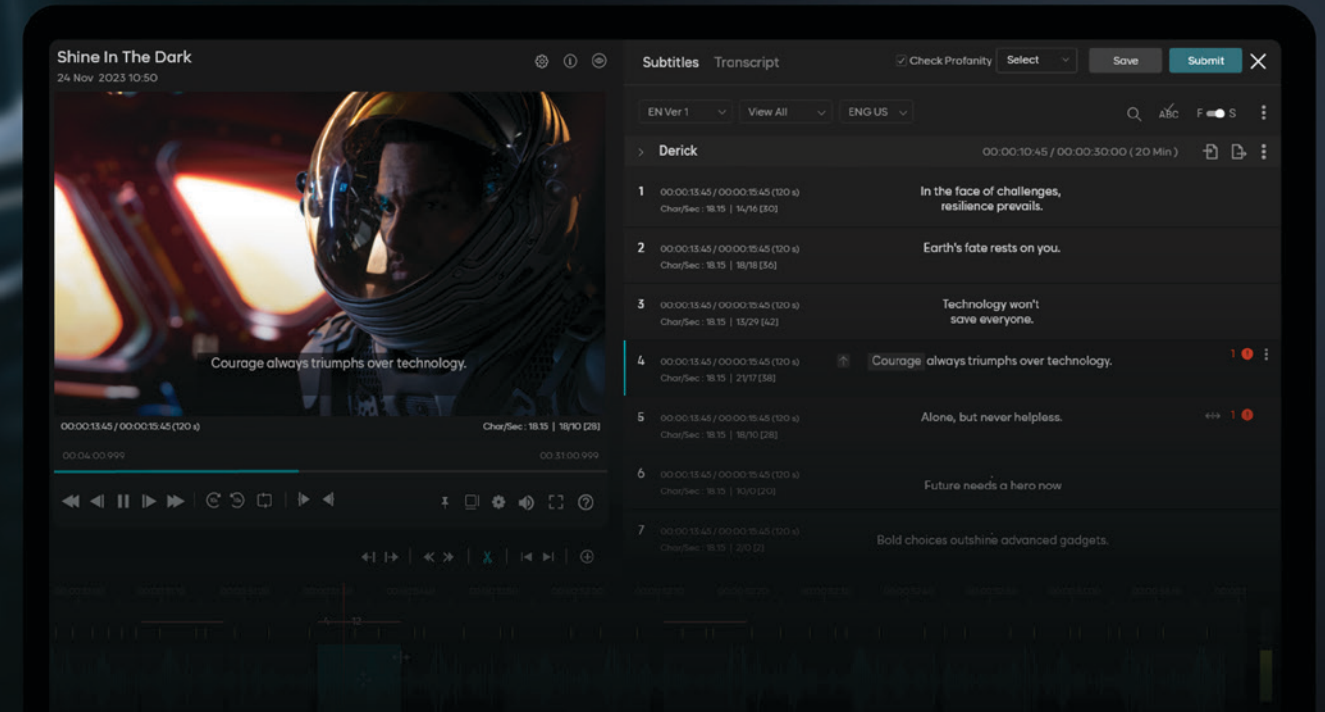
85%  
lesser costs.

With  
CLEAR® AI,  
content teams  
can fulfill 10,000  
assets in less  
than 1 month



10%-50% time savings  
for subtitling in Indian  
Regional Languages

\$225 to \$50 cost  
savings per title by identifying on-screen  
text and forced narration across languages





## About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of CLEAR®. It offers streaming platforms, studios, and broadcasters AI technology and media services powered by the cloud that help them enable creativity, efficiency, and, most importantly, revenue generation. PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Warner Bros. Discovery, Hearst, PBS, Paramount, Lionsgate, Crunchyroll, Insight TV, Disney+ Hotstar, BCCI, Tegna, Amazon MGM Studios and more.

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