



# Turn Chaos into Cash: Transforming Archives with AI-enhanced Active Libraries



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# Executive Summary

In today's rapidly evolving business and technology landscape, Prime Focus Technologies is leading the way with Active Libraries, a ground-breaking solution powered by CLEAR® AI. It redefines Media Asset Management by helping content owners unlock the full potential of their archives. By integrating AI into media management, Active Libraries not only transforms chaotic archives into valuable resources but greatly boosts operational efficiencies, creating new opportunities for revenue, and propel businesses into a new era of modern operations. The solution is built to facilitate better decision-making, automate manual tasks, and maximize the value of video libraries, making it an ideal choice for media organizations looking to not only survive but thrive.

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## The Content Avalanche: Navigating the Surge in Digital Demand

Audiences are hungry for more content across more devices, anytime and anywhere. With the rise of social media and streaming platforms, video production has increased exponentially over the years to meet the constantly increasing demand. This has resulted in a **vast amount of content stored in a plethora of formats, making it challenging for media companies to manage their assets effectively.**

Such relentless demand, combined with ever-transforming technology, places content owners at the crossroads of opportunity and challenge. Their large archives hold valuable assets, ripe for monetization, yet **leveraging this content efficiently demands a solution that transcends mere storage and basic media management.**

With increasing competition, media companies need to be nimbler than ever, reducing costs through operational efficiencies while creating new revenue-generating services. This is where content owners with large libraries have an opportunity to get ahead of the game by further capitalizing on their existing investments.

Add to this the **extraordinary evolution of Artificial Intelligence (AI)**, which, properly implemented, can deliver remarkable time-saving benefits and introduce economies of scale. In such a rapidly changing business and technology landscape **selecting the right partner is crucial to maximizing the value of content libraries.**

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## Are you Leaving Money on the Table?

Content overload is one of the key issues that media companies face today: effectively managing and monetizing vast content libraries has become too challenging, often due to outdated systems, scattered media management strategies, and escalating content volumes. It's vital to find flexible and scalable solutions that address these issues head-on.

As a content owner, do you have a content archive that meets one or more of the following criteria?

- A large asset repository
- With multiple versions of the same asset
- Duplicates and versions clutter storage and increase costs, e.g. 50 versions with a 90%+ overlap costs around 45 times extra storage
- Metadata is superficial or just technical - it does not provide enough detail to glean what the content is about
- It is not possible to run detailed searches: the required assets take too long to be located or cannot be found
- Oftentimes it is easier to re-shoot content than to try and locate it in the archive
- Your assets are not ready to be monetized

Then you are likely leaving money on the table.

Consider this: your organization has already made a significant investment over years by creating all that compelling content. The constant emergence of new consumption outlets brings a unique opportunity to give that content a second, third or fourth life by featuring it across a wider range of channels. Whether offering re-runs of series, documentaries or iconic quiz shows, or repurposing existing stock to deliver new experiences, your existing content is worth more than you thought!

However, a poorly managed content library gets in the way of launching new content offerings:

- Your content sales teams won't be able to easily surface the assets required.
- Just-in-time monetization of content relevant to current events (e.g. a celebrity's birthday or a major sporting event) is a slow and painful manual process.
- Building marketing materials and promos needs long hours of watching and editing, slowing down the scale of monetization.
- Re-monetization of content on social Q media is not scalable, as content selection and clipping requires manual, repetitive work.

At PFT we have designed a solution that addresses all these legacy and inefficiency issues, helping content owners bring their operations into a future where monetization and ROI are the key drivers.

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## Active Libraries: Where Your Content Meets Revenue

To support content owners in executing an agile, effective monetization strategy, Prime Focus Technologies has developed the concept of Active Libraries - a groundbreaking solution that integrates cutting-edge AI-enabled Media Asset Management (MAM) technology and consulting services. This unique offering delivers hyper-efficient content management and monetization, enabling content owners to get ahead of their competition.

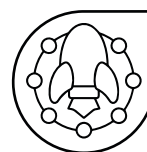
PFT's Active Libraries, powered by CLEAR® AI, go beyond simply storing and managing archived content. The offering leverages AI for better and faster content segmentation, scene mapping, synopsis creation, content clipping, and the creation of AI-powered FAST channels and storefronts. With an Active Library, businesses can achieve three primary goals:



**Increment operational efficiencies**  
by cutting down time spent in surfacing relevant content.



**Increase revenue significantly by**  
launching new channels and leveraging new services.



**Innovate**  
through the implementation of modern, future-proofed technology platforms.

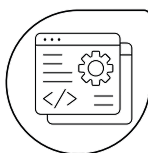
An Active Library productively organizes, categorizes, and surfaces relevant content, meeting the very specific demands of each media business. Internal processes are optimized, connecting content with sales teams.

Rather than being paralyzed by an overwhelming, indigestible content mass, organizations are empowered to make better decisions based on asset insights, automate manual tasks and increase the dollar value of their video library.

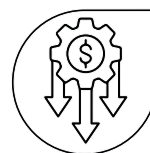
## Benefits Of AI-powered Active Libraries



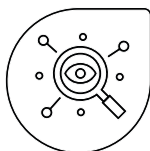
**Uncover The Gold in your Archive** - bring clarity and visibility into a previously opaque archive.



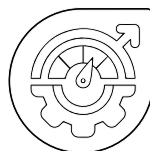
**Augment the Value of Your Content** - enrich with deep metadata for fast discovery and navigation.



**Save 50%, and more, on Storage Costs** - automatically conform, reduce and deduplicate.



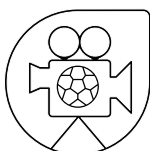
**Timely Monetization** - PFT's AI Copilot can surface content relevant to specific criteria or events.



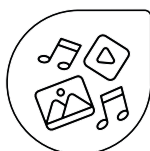
**Increase Operational Efficiency** - reduce errors and automate packaging and delivery.



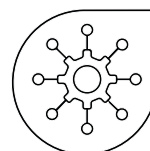
**Mastering Automation** Domestic and international syndication, automated



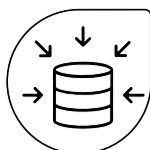
**CLEAR® AI**  
AI for Entertainment & Sports



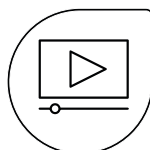
**Production Cloud**  
Production supply chain automation



**Centralization**  
Automated Content Operations for global enterprise, centralized



**Content Acquisition Portal**  
A central portal to manage Content Acquisition and associated processes



**Promo Operations Automation**  
Business process orchestration for promo creation, with auto assist versioning & delivery

# How does an Active Library Work?

By deploying AI algorithms, content categorization, search optimization and workflow automation are elevated to unprecedented levels of accuracy and speed. Machine learning models can analyze vast archives, extracting metadata and identifying patterns that enable intelligent categorization and retrieval.

PFT's award-winning CLEAR® AI is a multimodal AI platform, aggregating a range of best-of-breed models, LLMs, and Gen AI, purpose-built for M&E. It delivers a single, powerful toolset that allows content owners to quickly locate specific assets, better understand content performance, and even predict future content trends.



## Increments Operational Efficiencies

- Turns a chaotic, low-value repository into a visible, intelligent archive with seamless searchability.
- Provides business-driven tiered data for quick discoverability.
- Identifies duplicates reducing unnecessary storage costs by 50% and more.
- Provides a chat-like library assistant that intelligently executes tasks.
- Delivers significant time savings in locating assets for content sales and delivery.
- Gives insights on library usage for better storage and workflow optimization.

## Significantly Increases Revenue

- Actively surfaces content that is relevant to the business' needs.

- Identifies and package content for new audiences or markets, enabling the business to launch new global offerings quickly.
- Delivers targeted advertising and promotions through CLEAR® AI Metadata's automatically-enriched asset metadata for better monetization.
- Reduces subscriber churn and enhances viewer engagement through AI-driven content suggestions.
- Provides Speech-to-Text Co-pilot for AI-driven subtitling, transcription, and translation, as well as Text-to-Speech with AI-assisted dubbing and voice-overs with CLEAR® AI Localize.
- Enables quick onboarding of new licensees and partners with external portals for easy content sharing.



### Innovates with Modern Technology

- Automates workflows across the entire supply chain, including content transfer, transcoding, and more.
- Provides a conversational interface that runs intelligent semantic searches and swiftly delivers the required content with depth and relevance with CLEAR® Conversational AI Co-Pilot
- Ensures that all content is stored and accessed in accordance with regulatory and compliance requirements, providing security and peace of mind.
- Accelerates repetitive tasks through CLEAR® AI's active assistant, which suggests, surfaces, responds and automates content discovery, clipping, packaging and distribution tasks.
- Supercharges your existing MAM by adding CLEAR® AI's best-in-class AI technology.

You

Can you find me a version for the title "The XYZ files", with bit rate between 50-100mbps, 25 fps, containing French audio and French captions, compliance qualified for French standards

You do not have a version that matches all of these, but you might consider picking up with The XYZ Files\_Th\_180mbps\_fr\_fr.mxf and get it run through compliance. I can also transcode it for you and deliver to your compliance service provider.

You

Sure, restore it and deliver it to Prime Focus to get it compliance checked

Alright, will deliver a work order and drop you a note in about an hour.

With deep expertise in media workflows and content management, at PFT we have developed an ROI calculator that empowers companies to understand the monetization potential of their underutilized libraries, as well as the operational efficiencies that can be achieved through AI-driven automation. Contact us to find out more.

# Active Libraries in Practice: Examples and Insights

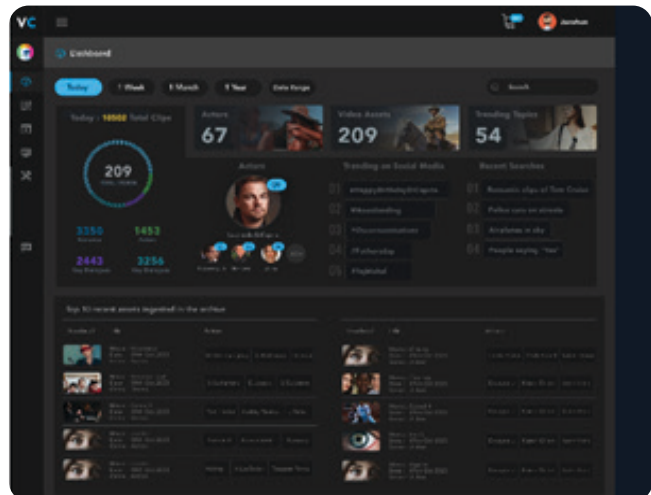
Here are several examples that illustrate how Active Libraries will enhance efficiency within your operations.

## Automatically Generated Deep Metadata

- Content segments and credits
- Film strips: image map of your content
- Scenes, clips, frames, markers and tags, all with thumbnails
- People, celebrities, keywords, transcripts, shot types and more
- Content types and bundles based on given genres, e.g. romance, action, dance, music, nature, etc.
- Automatically identifies key moment clips, key dialogues and specific topics
- Detailed insights on cast and crew, trivia
- Suggestions for social media posts
- Scripts for promotional material
- Speech to text capabilities; content transcription and translation
- Ad markers and contextual ad slots for monetization with CLEAR® AI Ad Marker.

## Intelligent Content Dashboard

- Provides a summary of incoming assets over time
- Presents actors, clips, moments and conversations captured, enabling users to find relevant content for a specific person, genre or topic
- Automatically finds social media trending topics and matches relevant archived clips



## AI Co-Pilot

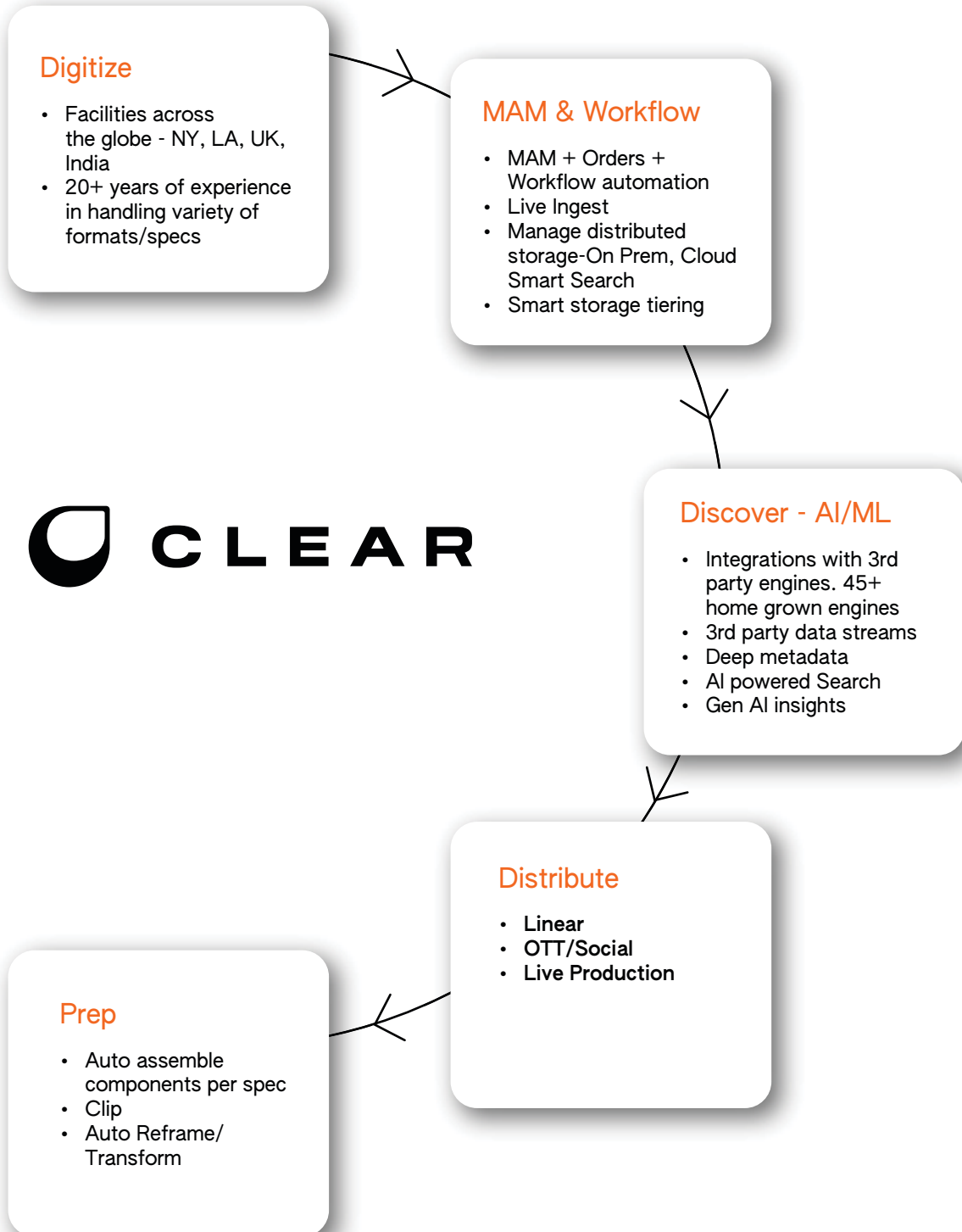
- CLEAR® AI's assistant suggests archived content that is relevant to today's social media trending topics
- Content producers can create new stories from existing archives to monetize on OTT, FAST or social media channels
- For newsroom users, PFT's News Harvester proposes library content that is relevant to the story they're working on and hot trending contents.
- Automatically reframes and packages existing content for different destinations with CLEAR® AI Reframe.





# Active Library & PFT Capabilities

## ISV + MANAGED SERVICES + SI



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# Ready to Get Active?

From major movie studios and sports leagues to entertainment platforms and advertising agencies, content owners have a unique opportunity to get ahead of the game by transforming vast, underutilized archives into dynamic, monetizable assets. PFT's Active Libraries, powered by CLEAR® AI, deliver an effective, easy-to-use, quick-to-implement archive management solution for efficient monetization.

**The integration of AI and workflow orchestration into Active Libraries not only transforms archival content into valuable resources, but also significantly enhances operational efficiencies, creates new revenue streams, and enables businesses to modernize their infrastructure.**

The ability to effectively monetize content, once a daunting challenge, is now within reach through PFT's AI-powered content management technology and consulting services.

Ready to turn your dormant archive into a revenue powerhouse?

Contact us

at PFT to implement your Active Library.

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

