



PRIME FOCUS TECHNOLOGIES

Identify culturally sensitive content faster and avoid regulatory risk

PFT Compliance Services



Introduction

Compliance regulations for broadcast are pre-defined by the country of playout. While the themes of many regulations are similar worldwide, each territory has its own set of rules and regulations, often defined by cultural and social factors. There is a fine line between freedom of expression and censorship. For instance, a scene involving certain kinds of 'meat' is considered acceptable for playout in Europe but not in the Middle East. Compliance regulatory bodies, such as FCC (USA), OFCOM (UK), or IBF (India), have different sets of parameters to determine what kind of content is acceptable for public viewing and what is not.

To deliver content—domestic or international, enterprises typically must review and modify their assets multiple times and go through several compliance checks. Failure to comply with regulatory obligations can lead to legal implications, heavy penalties and even license revocation.

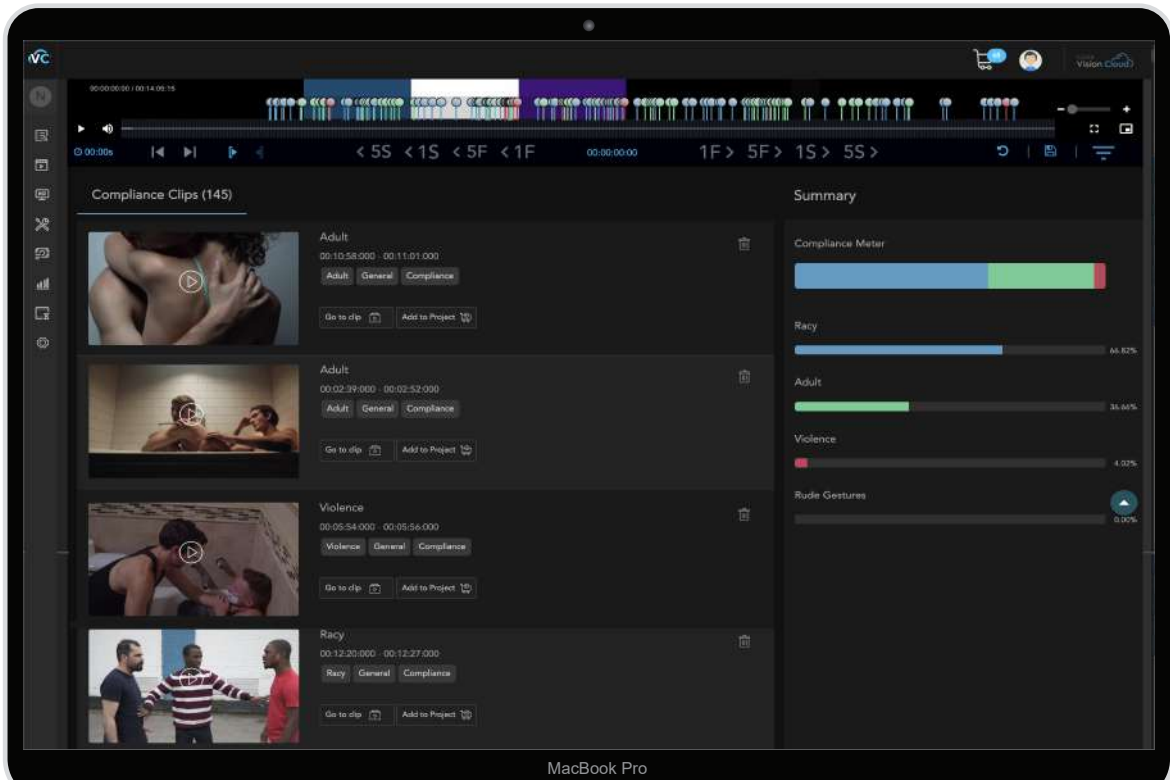
Compliance Editing with CLEAR®

Helps identify culturally sensitive content faster to avoid regulatory risk.

PFT's flagship product, CLEAR®, offers an industry-first solution for domestic and multi-territory Compliance Editing with multiple broadcast regulatory needs. CLEAR® includes an extensive, built-in framework of parameters for all content considered objectionable by different regulatory bodies. This eliminates the need to review the same asset multiple times and uses automation to reduce edit time.

Here's what we can do for you:

- End-to-end S&P services for domestic and multi-territory compliance operations
- An extensive, built-in framework of parameters for all content considered objectionable by different regulatory bodies, including FCC, OFCOM, BLM, and IBF
- **Age Ratings:** Accurate age-based compliance to release your titles to a particular TV rating
- **Cut-to-clock:** Helping you ensure ad time requirements are met
- 'One-time tagging effort' that involves identification of compliance issues
- AI-enabled automatic compliance edits
- Complete visibility to track the progress of an asset through the content lifecycle, with a robust audit trail
- Future readiness, with the ability to add territories and change rules easily
- An extensive team of experienced compliance professionals in the US and across the globe



Business Benefits

Automation: AI-led compliance edits help broadcasters eliminate hundreds and thousands of hours of manual and sometimes redundant work

Easy to use: Simple & intuitive UI with cultural insights

Compliant: No guesswork in editing for local audiences

Scalable: Supports large volumes and multiple version delivery

Faster Turnaround Time (TAT) with options for Express Delivery

A History of Success

PFT delivers Compliance services to some of the world's largest broadcast networks, studios, and service providers. We have processed tens of thousands of hours of content in adherence to the specifications of various regulatory bodies across the US.



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.

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