



Foreign Language Mastering of library content made easy

Enjoy extraordinary convenience, speed,
and faster time to market.

Multi-platform content fulfillment demand from the library continues to grow exponentially. Fulfillment encompasses activities that include the most appropriate content identification, determination, and creation of missing material, aligning all pieces of content, including video, audio, and text artifacts, and developing ready-to-distribute masters. Our clients believe these activities are highly laborious, time-consuming, and expensive when done at scale. This includes custom work & massive coordination between internal studio teams and global vendors, resulting in an extended timeline, a slower go-to-market, and delayed monetization.

You will be faced with multiple scenarios in this process:

- **Scenario 1:** It is typical to have more than one reference (texted, textless, regional masters, different quality levels, aspect ratios) for most assets in the library, sometimes with subtle changes between versions. The correct version will need to be manually reviewed and selected.
- **Scenario 2:** There could be subs and dubs associated with an asset; however, the file name might not be consistent with the contents. For instance, a subtitle file name could read German but may need confirmation. The idea is to choose the right sub & dub files for foreign language mastering.
- **Scenario 3:** You might need to create a next-generation master with a new template, which needs creation from the suitable versions. The new foreign language master comes with the need to find the best-suited sub & dub files across languages to be conformed against the picture—the adjacent tasks in developing additional artifacts, including forced narration.

Introducing CLEAR® AI to simplify Foreign Language Mastering of library content.

Assisting the mastering team in creating international masters with AI tools that offer accuracy. CLEAR® AI provides human mastering efforts convenience, speed, efficiency, and faster time to monetization.

- Automatically identifies languages in dubs, subs, and on-screen text accurately
- Identifies metadata and segments to master from multiple versions
- Compares versions accurately and determines the best master to conform
- Helps conform foreign language assets (dubs and subtitles) even across multiple frame rates
- Automatically creates forced narration files that can be localized
- Identifies and packages foreign language master in the specified format

Use CLEAR® AI® to create localized foreign language file masters of library content for distribution in multiple international territories. Experience 60-75% reduction in editorial/conform effort, gain efficiencies, speed, and faster time to market.

Mastering Made Easy.



A powerful combination of accurately identifying languages and content segments, comparing versions, conforming, and packaging masters using AI boosts operational productivity by at least 3X. This makes the process simple and as easy as possible for businesses and editors. With an AI-driven approach, Foreign Language Mastering works at unprecedented scale and speed like never before.



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.

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