Disney Star (formerly STAR India) drives Digital Transformation with CLEAR®

Client Profile

Disney Star, formerly known as Star India, is an Indian media conglomerate owned by Disney India, runs more than 70 television channels in 8 languages, reaching approximately 790 million viewers a month across India and more than 100 countries. Disney Star generates more than 30,000 hours of content every year and is the largest television and entertainment network in India. Along the journey of 11+ years with PFT, multiple programs have enabled the Disney Star team across the content supply chain.

Business Context

The media and entertainment industry was facing major discontinuities: the transition from tape to file, switching to HD TV and an increasing number of platforms and content demands of each of these platforms. Effectively addressing these discontinuities meant substantial investment in new technology which is a proven and integrated solution that manages content from ingest to delivery. It was also imperative to find a technology solution that reduces cost while adding new revenue streams.

PFT Solution

To ensure effective transition from tape to file it was necessary to drive this change not only within Disney Star internally but also to digitize the entire content ecosystem even if it meant the external universe. PFT conceptualized the Digital Transformation strategy across the ecosystem of broadcasters, studios, brands, distributors and digital outlets. PFT established a dedicated network infrastructure connecting the digital media supply chain to Disney Star(formerly STAR India). Under this model, production houses, brands and advertising agencies were connected by PFT fibre to Disney Star and ultimately to playout locations and multi-platform delivery channels to enable end-to-end file-based operations.

With CLEAR®, PFT virtualized Disney Star's content supply chain. Disney Star can now digitally mediate enterprise workflows thereby driving efficiency across the business.

PFT also created a multi-platform processing, packaging and delivery infrastructure at the customer side. This allows Disney Star to both monetize their content aided by data modelling and cataloguing, and to quickly customize content for distribution across different platforms.

For Disney Star teams to be able to manage its content effectively, it was necessary to be able to search and access the right content quickly. PFT solution experts successfully built a data model for television content by defining a multi-tier program metadata taxonomy – (a) global metadata covering program and episode level and (b) local metadata covering scene and character level tags. This helped them future proof their content – both legacy and current content.

PFT's Content Localization Services capability (Closed Captioning, Subtitling, Dubbing) made it possible to provide subtitling within 2-4 hours of media receipt enabling Disney Star to comfortably air the same content in other markets the same day – concurrent Hindi to English subtitling for their South East, Middle East, South Africa, US and UK feeds, and English to English subtitling for nine of their Network channels.

Mobility has been integral to PFT's solution strategy for Disney Star. Available as an iPad app, PFT has ensured Disney Star employees have anytime, anywhere access to their content. Today, there are equal number of PC and iPad users on the platform.

PFT's offerings include

Technology Platform (MAM, Archiving, Workflow, Managed Services)

Content Operations
- File-based Content Acquisition (Episodic & Movies - Rushes, Edits, Masters)
- Technical Check o Metadata Services

- Subtitling (Language Services)
- Delivery to Playout / Transmission Operations
- Compliance Editing and Mastering
- Digital Consumer Platform Fulfillment
- International Syndication Fulfillment
- Bulk Digitization

How we work together?

PFT has a strong relationship with Disney Star (formerly STAR India) since 2011. Since then, PFT has partnered with them to help manage their business of content with CLEAR® and digital media services.

PFT's solution development strategy is aligned to addressing Disney Star's long term goals:

- How to reach a wider audience
- How to enhance agility of the business and grow faster

Objectives

- Transition from tape-to-tapeless
- Establish a Digital Media Supply Chain
- Digitize enterprise processes and workflows
- Empower concurrent fulfillment on new platforms
- Enable same day playlist for international feeds
- Enable data-based decision making for content
- Ensure technology costs are linked to outcomes and finding new ways to earn more revenue
- Drive efficiencies, reduce cycle time and conserve cash

Today, Disney Star is an industry pioneer and the first channel in India to have program concurrent subtitling and international playlist. Strong collaboration between Disney Star and PFT teams (across Mumbai, Bengaluru and Kolkata) have ensured 100% SLA compliance in an environment where one third of the programs are received only within 4 hours of transmission and nearly 60% of all content is received within 8 hours of transmission time.

Benefits

- 17,500 hours of programming content a year for playout in 17 different formats
- More than 13,000 GEC shows per year, more than 30,000 commercials a year
- Bulk Digitization Capacity: 60,000 tapes per year, processing over 30,000 hours per year

- YouTube fulfillment capacity: over 1,00,000 hours per year
- More than 1300 files processed and delivered for new media platforms per day
- Syndication: 12,000 hours per year
- Delivery within 5 minutes of the program going on air
- 100% SLA compliance

PFT's CLEAR® platform and media cloud services build a digital media supply chain that connects all stakeholders of Disney Star's content ecosystem

Client Outcome

By Disney Star's own admission, over 30% cost has been saved through virtualization of content workflows. From a sustainability standpoint, 'Go Digital' is also 'Go Green'. Through avoidance of tape and traditional logistics Disney Star has reduced carbon emissions by 84315 CO_2. The 'Go Digital' program made them the recipient of two awards: the Aegis Graham Bell Award and News Corporation's GEI (Green Energy Initiative) Innovator Award.

CLEAR® on a PaaS model ensures there is no capital expenditure for Disney Star as it scales up its business. Digital consumer fulfillment can happen at incremental cost making it a financially viable business case. The pay-out is transaction-based and per episode.

CLEAR® and Digital Media Supply Chain
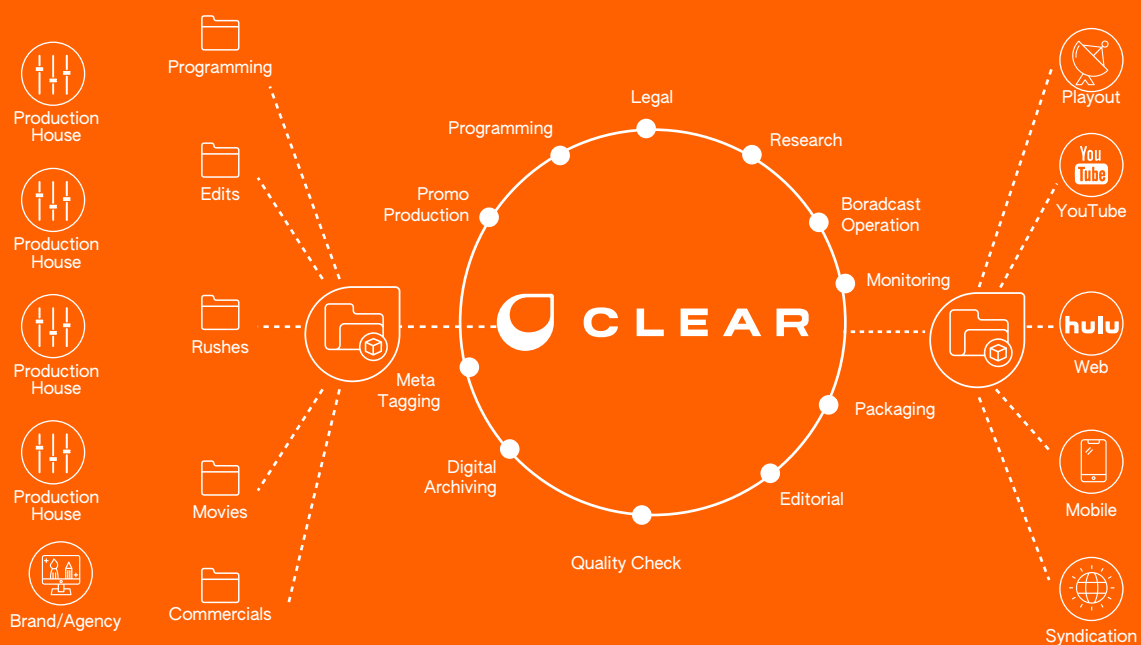
CLEAR® has helped Disney Star improve time-to-market considerably. In just 9 months since commencement of the 'Go Digital' program, 8 channels went online on a pay-per-use model. They acknowledge that the 'Go Digital' program has helped them drive creative enablement, enhance ecosystem efficiency and sustainability, reduce cost and realize new monetization opportunities.