Press Note

PRIME FOCUS TECHNOLOGIES

India's Broadcast Audience Research Council (BARC) Selects Prime Focus Technologies (PFT) For Play-out Monitoring Service

- *PFT's Play-out Monitoring Service will input reliable data in to BARC's Audience Measurement System for monitoring content, promos and TVCs across channels.*
- *PFT will scan over 400 channels on a daily basis – a whopping 35 million hours of content annually.*

Mumbai, India, June 2, 2014 – Prime Focus Technologies (PFT), the technology subsidiary of Prime Focus Limited (BSE code: 532748), the global leader in media and entertainment industry services, today announced that the Indian Broadcast Audience Research Council (BARC) has contracted it to offer Play-out Monitoring Service to power one of the world's largest audience measurement programs. PFT's globally proven CLEAR™Media ERP platform bolstered with next generation content identification technology and Digital Services will help automatically generate play-out monitoring reports on a daily basis.

Audience measurement data is the *de facto* currency for media industry, being widely used by all stakeholders for planning, pricing, selling and buying advertising inventory on the medium. PFT will offer a robust play-out monitoring service which will check the actual telecast of each channel, capture the content at every point in time, and help link it back to the rating piece of the audience measurement system.

"It is a great honor to be selected by BARC, and we consider it equally a great responsibility towards the industry," said **Ramki Sankaranarayanan, Founder & CEO, Prime Focus Technologies**. "India has one of the largest TV ecosystems in the world and the audience measurement system ought to be highly credible. We look forward to working with BARC to help build India's very own, trusted rating service."

"With PFT on board we are one step closer to our mission of indigenously building a television audience measurement system that is better than the best in the world," said **Partho Dasgupta, CEO, BARC**. "PFT's world class technology, deep understanding of Indian broadcast and advertising industry, and across the board relationships with broadcasters and advertisers as a neutral partner made them the perfect choice for this critical role."

India has 154 million TV households making it the third largest TV market in the world, next only to China and the US. This will be the first fully digital play-out monitoring service employed directly by the Indian broadcast industry and is scheduled to commence operations in October 2014.

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About BARC

BARC is a joint industry body set up in India in 2012 with the specific purpose of designing, commissioning, supervising and owning India's Television Audience Measurement System. BARC is a joint venture bringing together the three key stakeholders in television audience measurement - broadcasters, advertisers and advertising & media agencies. Their respective apex bodies, the Indian Broadcasting Foundation (IBF), the Indian Society of Advertisers (ISA) and the Advertising Agencies Association of India (AAAI), represent the three industries.The three way alliance will ensure that the sizable resources - financial as well as intellectual, required to mount such a massive, continuously running initiative are made available within a robust, transparent and accountable governance framework. Stakeholders, in India and around the world, would enjoy uninterrupted access to **comprehensive, accurate, reliable and timely** television audience measures.

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About Prime Focus Technologies

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud technology-enabled Media ERP platform and cloud media services help broadcasters, studios, brands, sports and digital businesses drive creative enablement, enhance ecosystem efficiencies & sustainability, reduce cost and realize new monetization opportunities.

PFT works with major content owners like Bloomberg, Disney, Warner Bros., 21st Century Fox-owned STAR TV, ZEE TV, Warner Bros. Television Studios, CBS Television Studios, 20th Century Fox Television Studios, Relativity Media, Legendary Pictures, Starz Media, Lionsgate, EROS International, SONY Music, Viacom 18, SONY MSM, Fox Television Studios, Showtime, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press and A&E TV Network.

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them virtualize business processes around content and manage the business of content better.

In April 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies®

Prime Focus is listed on the NSE and BSE in India.
For more information visit: www.primefocustechnologies.com

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