

PFT SECURES A PATENT FOR ITS JUST-IN-TIME WATERMARKING SOLUTION WITHIN CLEAR

Prime Focus Technologies (PFT) announced that the United States Patent and Trademark Office has issued a patent (U.S. Patent No. 10,904,595) for its Just-in-Time embedded watermarking solution of streaming proxies within CLEAR™.

The studios and content owners typically rely on invisible watermarks (commonly referred to as forensic watermarks) as there exists no technology that transcodes content in real-time to apply the visual user watermark without impairing the user experience. While these served the purpose of traceability in the event of a leak, they couldn't deter such leaks from happening. Hence the reliance on UI over-lay-based, visual watermarks.



This patented solution comes with two major innovations: (1) the ability to apply user-specific burnt-in watermarks, real-time and (2) make the experience of a “Just-In-Time-Watermarked” stream as seamless as that of a CLEAN stream. At its core, this invention treats every streaming-segment request from a user's video player, as an atomic segment that will need to be transcoded by a GPU-farm and handed back in real-time to the player. All this, in conformance with the needs of the standard streaming protocols including HLS/DASH among others. Consequently,

- ❖ Any segment requested, across any bit rate, is served with a watermark and
- ❖ Any high-speed trick-play request (up to 3X) is served elegantly, since it relies on high-speed transcodes through the GPU farm.

PADMA SHRI, SANTOSH SIVAN JOINS CANON'S DISTINGUISHED CINEMA EOS AMBASSADOR PROGRAM



In-line with strengthening its EOS Ambassador program in India, Canon, has onboarded eminent Director, Cinematographer and Filmmaker, Santosh Sivan as part of its celebrated Cinema EOS Ambassador program. Sivan is one of the most acclaimed cinematographers in the Indian film fraternity and brings to the table an experience of over 30 years. He has worked on various

films across Malayalam, Tamil, Hindi, and Telugu languages and is most renowned for his work in the South Indian film industry especially Malayalam cinema. He has won 14 National Awards and for his outstanding contribution to Indian cinema, he has been awarded the reputed Padma Shri by the President of India in 2014.

Sivan's passion for the art of filmmaking made him a founding member of the Indian Society of Cinematographers (ISC) and he is also the only Indian representative at the American Society of Cinematographers (ASC). He shot to prominence on the national stage with Mani Ratnam's *Thalapathi* and is celebrated for his work in movies such as *Roja*, *Dil Se*, *Iruvar*, and *Kaala Pani*. He is not only respected in the Indian film industry but is also applauded internationally for his stellar work. He has 21 international awards and credits include *Bride & Prejudice*, *Mistress Of Spices*, and *The Terrorist* (premiered at BFI London Film Festival). Some of his most recent films include *Lies We Tell*, *Chekka Chivantha Vaanam* and the famous *Darbar* with Rajnikanth. While his film *Mumbaikar* is currently in the post production stage and shooting for his film *Barroz* just started.

Sivan is looking forward working with with the latest cinema camera launched by Canon, the EOS C70 Cinema camera which is Canon's first RF Mount Cinema EOS Camera and exploring the same to create unique OTT content.

Commenting on the Cinema EOS Ambassador Program, Mr. C Sukumaran, Director- Consumer Systems Products and Imaging Communication Products said, “We are excited to onboard Mr. Santosh Sivan, a legend and an industry veteran with an impeccable sense of visual storytelling, as our Canon Cinema EOS Ambassador. Bold and inspirational, the Canon EOS Ambassador program represents and supports current and future generations of photographers and filmmakers. With his experience and passion, Mr. Sivan is the ideal ambassador to not only spearhead change in the motion pictures industry but also share Canon's vision for visual storytelling.”

“With the remarkable rise of OTT content, the broadcast industry has been witnessing several transformations in recent times and that is where the experience of creators like Mr. Sivan counts the most. Through our Canon Cinema EOS Ambassadors, we aim to spread of filmmaking not only in terms of being in tune with the latest trends but also the best-suited technology.”

Speaking about partnering with Canon as a Cinema EOS Ambassador, Mr. Santosh Sivan said, “I am delighted to be a part of the Canon EOS Cinema Ambassador family. Through the years, Canon has been introducing groundbreaking technology in the field of Cinema which has enabled filmmakers like me to truly depict our vision into reality on film. And through this program, I

MARSHALL FURTHER EXPANDS IP WORKFLOW CAPABILITIES WITH ADDITIONAL CAMERA CHOICES

Marshall Electronics continues to develop new cameras designed to improve IP workflows. Marshall released two levels of 4K PTZ cameras within the last year with 30x optical zoom and professional grade sensors: one with up to 4K30 (CV630) resolution and one with up to 4K60 (CV730) resolution. Marshall also recently offered two levels of fixed position cameras with 30x optical zoom and professional grade sensors: one with up to HD60 (CV355-30X) resolution and one with up to UHD60 (CV420-30X).

In looking forward to 2021, Marshall is scheduled to launch a High-Bandwidth NDI® PTZ camera (CV730-BHN) late Q3 with up to 4K60 resolution and 30x optical zoom packed with High-Bandwidth NDI®, NDI®|HX and simultaneous 12GSDI/HDMI2.0 outputs. Also planned for later this year, Marshall has its CV620-BI with 20x optical zoom 3GSDI, HDMI and IP/HEVC/SRT, and the CV620-BN with 20x optical zoom 3GSDI, HDMI and NDI®|HX on its product roadmap.

“Marshall was one of the first adopters of the NDI® platform, building the technology into our PTZ cameras several years ago and watching the technology progress with greatly improved NDI® Tools, lower latency, ease of discovery and the ability to mix different media types into the NDI® workflow,” says Tod Musgrave, Director of Cameras for Marshall Electronics. “Marshall is completely behind the big push in IP cameras with PTZ and fixed position camera options, whether it’s standard IP (HEVC), Haivision SRT or Newtek NDI®. We, as a company, have double-downed, triple-downed, even gone ALL-IN on the future of IP in broadcast and proAV.”

also get the chance to not only work closely with Canon but also promote the passion for art in the photography-loving nation that we are.”

“I am excited to introduce to the audience my new work on OTT platforms soon and I believe that choosing a Cinema EOS camera paired with Mirrorless RF technology is an ideal combination in terms of technology. My current picks include the versatile Canon Cinema EOS C70 camera and shall further add the revolutionary mirrorless Canon EOS R5 camera with 8k video recording abilities.”

Known for associating with stalwarts of the photography community, Canon has a diverse set of filmmakers as part of its Canon EOS Cinema Ambassador. Other acclaimed cinematographers as part of the program include Sumer Verma – Underwater Cinema domain, Alphonse Roy, Bedi Brothers (Vijay Bedi & Ajay Bedi), Priya Thuvassery, and Rajesh Gupta.

PRONOLOGY INTRODUCES UPGRADED NAS SOLUTION AND NEW THUNDERBOLT 3 STORAGE APPLIANCE



Pronology, a developer of cutting-edge tapeless workflow solutions, expands its ruggedized, portable, high-performance storage offerings with the newly updated rNAS.m4, a Network Attached Storage (NAS) solution, along with its new rTB appliance, which utilizes a Thunderbolt 3 interface.

rNAS.m4 was developed in direct response to customer requests for resilient, high-performance storage that can stand up to the rigors of remote production and transportation. It is optimized for reading and writing concurrent media streams in a compact form factor. It allows for the acquisition and transport of broadcast media assets and all other types of data in a road-ready enclosure. rNAS.m4 easily handles the increased amounts of data required by 4K productions. This compact and extremely durable NAS solution is also rack-mountable and features a proprietary external status display module.

rTB by Pronology is a rugged, portable, high performance storage appliance utilizing a Thunderbolt 3 interface. Like rNAS, rTB is compact, rack-mountable, vibration and impact resistant. rTB is ideal for users who want the industries’ best hardware RAID technology with the speed and performance of Thunderbolt connectivity.

Both rNAS.m4 and rTB feature hot swappable drives all while being lightweight, desktop quiet and nearly indestructible. Both appliances are available with custom hard or soft carrying cases to allow for safe and easy transportation of invaluable data and media assets. rNAS.m4 and rTB are available through storage product resellers and Versatile Distribution Services in the U.S.

THESMALLBIGIDEA WINS SOCIAL MEDIA DUTIES FOR ALTBALAJI

Full services digital and social media marketing agency, TheSmallBigIdea, has been awarded with the social media duties for ALTBalaji, Balaji Telefilms’ subscription based video-on-demand platform. Within just seven years of

MO-SYS DIGUISE ENDORSES STARTRACKER FOR XR

Mo-Sys Engineering (www.mo-sys.com), world leader in precision camera tracking solutions for virtual production and image robotics, announced that its partner disguise (www.disguise.one) has a number of customers and partners adopting StarTracker technology for XR and virtual production. disguise customers have been adopting StarTracker systems with disguise xR technology, and disguise has seen strong demand in the fast-growing APAC market for the combined solution.

StarTracker is Mo-Sys's



precision 6-axis camera and lens tracking system, designed for use with XR stages, LED volumes, and green/blue screens, for broadcast or for film VFX production. Along with real-time photo-realistic graphics, and real-time compositing, these three technologies have enabled the current explosion in virtual production for both VFX-heavy feature films, television series, and sports production.

“We are delighted that not only has disguise selected StarTracker for demo usage in its local offices,” said Mike Grieve, Commercial Director of Mo-Sys, “but also that their customers are adopting StarTracker technology for XR shows, events, and virtual production.”



amongst the media and entertainment brands for their social and digital marketing needs.

As a part of the mandate, TheSmallBigIdea will focus on leveraging ALTBalaji's existing presence on social media platforms to captivate and reach out to newer audiences. In addition to this, the agency will strengthen the brand's social position through neo-social platforms like Moj, Taka Tak, Chingari, Roposo and through online database platform, IMDb. The mandate includes the agency to focus on conceptualizing and publishing content, and engaging with influencers on social media platforms to create a buzz about their path-breaking shows launching every month.

In alignment with ALTBalaji's objective, TheSmallBigIdea through its collaboration with Mayur Jumani, garnered 247K organic views for three of their recently launched shows titled 'Hello Jee', 'Dev DD' and 'Bang Baang'. With their data driven strategy and creative communication approach, the campaign led to a significant increase in the brand's social media positioning.

TheSmallBigIdea is a full services digital marketing agency that provides services such as Social Media Management, Video Content Production, Digital Media Planning & Buying, Social Listening & ORM services, Augmented & Virtual Reality amongst other ancillary marketing services. Recognized for their propriety creative-tech tool ACE, 'The Small Big Idea' has enabled brands to arrive at campaign messaging by integrating insights from social sentiments & enterprise data.

VIACOM18 RESTRUCTURES ITS LEADERSHIP TEAM



Viacom18, India's fastest growing M&E network, announced changes in its leadership team to focus on scaling and bolstering its digital and broadcast businesses. Driving the agenda of growing its digital subscription businesses, in his new role, Ferzad Palia will head all SVOD services (Voot Select & Voot Kids) and International expansion for Voot and will report to Gourav Rakshit, COO, Viacom18 Digital Ventures.

The network's Youth, Music and English Entertainment business, comprising of channels that are leaders in their respective categories, will now be led by Anshul Ailawadi, erstwhile strategy and project management lead at the Group CEO's office. Anshul will be reporting to Rahul Joshi, Managing Director, Network18, in his new role.

In its endeavour to become a future-proof organisation, identifying opportunities to drive synergies is crucial. Ferzad has led the growth of the network's Youth, Music and English Entertainment business for the past 16 years. More recently he launched Voot Select that has already raced to add 1mn+

NOKIA AND SAMSUNG SIGN PATENT LICENSING AGREEMENT FOR VIDEO STANDARDS



Nokia announced that it has signed a patent license agreement with Samsung, which covers the use of Nokia's innovations in video standards. Under the agreement, Samsung will make royalty payments to Nokia. The terms of the agreement remain confidential between the parties.

Jenni Lukander, President of Nokia Technologies, said: "We are delighted to have reached an agreement with Samsung which further validates Nokia's decades-long investments to R&D and contributions to multimedia and video technology standards."

Over the course of more than 30 years, Nokia has contributed significantly to multimedia and video research and the development of industry standards. The work of Nokia's engineers in the field of video research and standardization has been recognized with numerous international awards, including four Technology & Engineering Emmy® Awards.

Nokia's industry-leading patent portfolio is built on more than €129 billion invested in R&D over the past two decades and is composed of around 20,000 patent families, including over 3,500 patent families declared essential to 5G. Nokia contributes its inventions to open standards in return for the right to license them on fair, reasonable and non-discriminatory (FRAND) terms. Companies can license and use these technologies without the need to make their own substantial investments in R&D.

subscribers within a year. He will now look to cohesively grow Viacom18's SVoD and International digital businesses. Anshul has played a key role in the growth of Viacom18 over the last 6 years and is a strong proponent of the tremendous fandom, and the potential business opportunity that the YME brands of Viacom18 command. In a young country like India, these brands have a long runway for growth, especially given the proliferation of digital platforms.

Viacom18 forayed into digital subscription businesses in late 2019 with Voot Kids that was closely followed by Voot Select launched in March 2020. Voot Select recently reported acquiring over 1mn subscribers in its first year and though being a late entrant in the category it's the fastest growing broadcaster-backed OTT service. Youth, Music and English Entertainment portfolio of Viacom18 consists of category leading channels like MTV, MTV Beats, Vh1, Comedy Central and Colors Infinity.

"VOOT SELECT" COMPLETES A YEAR - FASTEST TO 1 MILLION ACTIVE PAYING SUBSCRIBER MARK IN LESS THAN A YEAR



Launched with the brand promise of 'made for stories' that are differentiated and compelling, Viacom18's premium SVoD offering VOOT Select has emerged as the fastest growing Indian OTT platform to hit a landmark milestone of one million active direct

paying subscribers in less than a year of launch. The newest kid on the block has in a short period of time emerged as a formidable game changer by creating disruptive and innovative viewing experiences through fresh stories and category defining initiatives. Digital first strategies like 24 hours before television windowing of network content, high decibel immersive experiences, International content and multi award winning originals have all been growth drivers for the platform. Adding to the content diversity, Voot Select will also be the new home to Showtime content in India and the exclusive destination for upcoming Paramount+ shows in the country. The diverse repertoire of international content will include much awaited titles such as Dexter (Limited Series), Ray Donovan Feature-Length Film, The First Lady from showtime and Frasier (Reboot) & Why Women Kill S2 from Paramount+ amongst others, expected to premiere on the platform in India.

Despite being launched at the cusp of the global health crisis, Voot Select has delivered a phenomenal first year. In an industry first innovation, the brand took their digital-first strategy a step ahead on the back of originals, Before TV content and multi genre international offerings. With content available 24 Hours before TV, access to 24 Hours Live channel of Bigg Boss and producing pandemic-based fiction thriller series 'The Gone Game' – the first series in the category to be shot during the lockdown, Voot Select drove high engagement throughout the year. The award-winning line up of originals like the breakthrough series Asur that emerged amongst the top 3 shows of 2020, Illegal, Raikar Case, Marzi, and Crackdown amongst others added to the diverse content experience of viewers on the platform.

With strengthened tech partnerships and more than 40 per cent of watch time on Smart TVs, the platform has attracted a cohort of premium customers, providing them with an enhanced viewing experience. ■

3SS' TECHNOLOGY REACH TO DOUBLE IN 2021

3SS (3 Screen Solutions), leading provider of software solutions for set-top boxes (STB) and multiscreen entertainment, announces that it is on track to see its worldwide technology reach double in 2021 compared with its end-2020 market penetration.

With eight next-generation Android TV projects currently being delivered for major operators in EMEA, North America, Latin America and Asia Pacific, many of which are yet to be announced, 3SS' committed deployment pipeline will total at least 25 million homes by end-2021. This is more than a twofold increase on 2020's 10 million deployed homes total.

"The Android TV OS is now truly mainstream, and operators around the world are building their next-generation TV offerings on it," said Kai-Christian Borchers, Managing Director of 3SS. "We are extremely proud that so many have chosen our 3READY Product Framework, in particular the 3READY Custom Launcher enabled by Android TV Operator Tier, to help them create hybrid and OTT entertainment services people really love."

The 2021 doubling of the potential universe of homes powered by Android TV OS and enriched with world-class user experiences via 3SS innovations is made up of several elements. It includes ongoing progress in active EMEA deployments – such as for Proximus, Com Hem (Tele2) and Allente (formerly Canal Digital) – along with others which will go live in the coming weeks. Also, there are additional recently acquired as-yet-unannounced customer projects.

An important factor contributing to 3SS' 2021 expansion forecast is seven new smart TV projects underway, supporting Samsung Tizen and LG webOS, based on 3READY.

Pierre Donath, Chief Product and Marketing Officer at 3SS, explains: "More and more operators are striving to deliver completely unified experiences, beyond that of the STB; today they are fully embracing smart TV, web and mobile with the goal to provide harmonious, all-encompassing entertainment across devices and viewing contexts." The 3READY Control Center, which enables real-time UX optimization of all apps, all manageable from one unified location, is helping operators achieve this objective in a streamlined, efficient way.



3SS' track record in major international Android TV deployments is unmatched. 3SS delivered the world's first major Android-based deployment, Swisscom TV 2.0, in 2014, since updated to Swisscom TV OS4. Canal Digital OnePlace and Com Hem TV Hub followed in 2018, based on multiple award-winning 3READY. More operators decided to build their products on 3SS technology in 2019,

including Uruguay's TCC and Belgium's largest service provider, Proximus. In February 2020, it was announced that Norway's Altibox is deploying 3READY to enhance its upcoming Android TV service.

The company's growing worldwide reputation, which includes 14 prestigious industry awards principally recognizing the superior UX quality of its deployments, is not the only catalyst influencing 3SS' anticipated footprint growth.

The 3READY Entertainment Ecosystem was created to empower operators to rapidly design and launch superior experiences on all devices and enable customer-centric innovation. It is an all-in portfolio of complementary capabilities, technical deployment options, key vendor partnership network and pre-integrations. 3SS' core goal with the Ecosystem is to enable operators and broadcasters to focus on achieving business objectives earlier and create superior experiences when developing their next-generation entertainment products.

Operators have the flexibility to co-define, co-design and co-develop to meet their roadmap needs. Meanwhile they have the means to deliver churn-resistant TV products that exceed the expectations of subscribers. Next-level video services are made possible through deep complementary technology integrations with close partners on top of open and modular 3READY Product Framework architecture. Time-to-market is accelerated, free from vendor-lock-in, with maximum flexibility and transparency.

Importantly, when working with 3SS, operators benefit from agile development techniques which infuse all of the company's operations. Embracing principles such as SAFe (Scaled Agile Framework) results in faster, high-quality system deployments, superior levels of efficiency in product development, as well as engaged, highly motivated individuals and teams.

With agile methodologies, in the 3READY Entertainment Ecosystem – with over 12 operator customers and over 60 technology and content partners to date – development is continuous. Testing and quality assurance operations take place simultaneously, and projects benefit from a high level of extended team communication, so deployments are faster and service launches accelerated. ■