How PMI Improves Time to Market for Syndication Customers with Time Tailor®

The Challenge

PMI Syndication's customers are seeking ways to generate more revenue from their catalogs of valuable content. While a rapidly growing number of distribution channels is available to these content owners, each has different business and technical requirements, making content monetization complex and costly.

A solution was needed that could address the following pain points:

- **Scalability & cost:** The process for editing and customizing content for each distribution channel is time-consuming, manual, and expensive
- **Time-to-revenue:** Content providers are seeking solutions for content re-timing that can compress the time to revenue generation
- **Flexibility:** No uniform solution for content monetization exists to mitigate the complexities of differing requirements from one distribution channel to the next

"Before Time Tailor, re-timing a single season of content for multiple distribution channels meant weeks or even months of manual effort and editing."

— Ed Fraticelli, Vice President, Technology, PMI

The Solution

Utilizing Prime Image's Time Tailor®, Ed and his team have been able to reduce what once took days of editing to generating the output of a single 30-minute piece of content in less than an hour. Within that single piece of 30-minute content, PMI can not only re-time for each distribution channel, but insert up to two additional ad spots without changes to content or artistic intent.

Here's how they do it:

1. The PMI team decides how much time they need for monetization within a given piece of content
2. The content is uploaded to Time Tailor's Cloud servers where the proprietary AI makes imperceptible micro-edits, re-timing content to fit the requirements in 60% of real time

3. Ed and his team can repeat this process quickly and efficiently to generate content for each distribution channel with the push of a button

"We needed an innovative solution to transform our process. We're responsible for making quality edits to multiple seasons of prime-time television content for distribution across multiple channels. An extremely manual, time-intensive process. Now we can use AI to create those edits in near real-time, and create more revenue opportunities for our customers at the same time. I never want to do time compression the old way again."

— Ed Fraticelli, Vice President, Technology, PMI

The Results

PMI Syndication's results speak for themselves:

- **Accelerated Production:** Time Tailor cuts re-timing effort for PMI by 90%+, streamlining production from weeks to hours
- **Time to Revenue:** PMI's customers can take content to new distribution channels in a fraction of the time it used to take, while also generating new revenue opportunities with increased ad spots
- **Flexibility:** Time Tailor allows PMI to quickly adjust for multiple distribution channel's requirements quickly and with push-button simplicity

"Time Tailor has unlocked new possibilities for PMI that allow us to keep our overhead low, work more quickly, and create revenue for our customers."

— Monica Cecchini, Vice President, Syndication, PMI