Rally with Time Tailor

Increase monetization opportunities with high-quality automated digital retiming.

Prime Image's Time Tailor is the industry standard for adjusting the timing (expansion or reduction) of video and audio content, while maintaining the highest levels of quality. Using a robust automation framework, Time Tailor optimizes content by removing or adding audio and video micro redundancies while blending the remaining frames and audio tracks. This patented process delivers a level of flexibility, efficiency, and quality that is unprecedented and truly unique.

Time Tailor enables media organizations to accurately and efficiently create or delete time on a reliable, consistent basis. Broadcasters, cable and satellite providers, post-production houses, streaming services, and other commercial program distributors can adjust the content runtime for their specific purposes while maintaining the quality of the content.

Networks and streaming services need the highest quality tools to manage their media supply chains. Time Tailor is the industry standard for digital retiming (up and down) to increase revenue. Now accessible via a low cost SaaS model through the SDVI Rally platform, Time Tailor is an indispensable tool to give the world's most demanding media customers additional time and flexibility.

Benefits:

- **Automate the expansion or reduction of time in media assets for broadcast and streaming.**

- **Create new ad insertion opportunities for network operators to generate more revenue.**

- **Deliver frame-accurate retimed output with embedded or sidecar captions.**

- **SaaS model drives instant broadcaster ROI with usage-based pricing and no up-front costs.**

Advertising Inventory

Maximize revenue with custom ad inventory by micro-editing programs to meet differing needs across distribution platforms, minimizing missed opportunities.
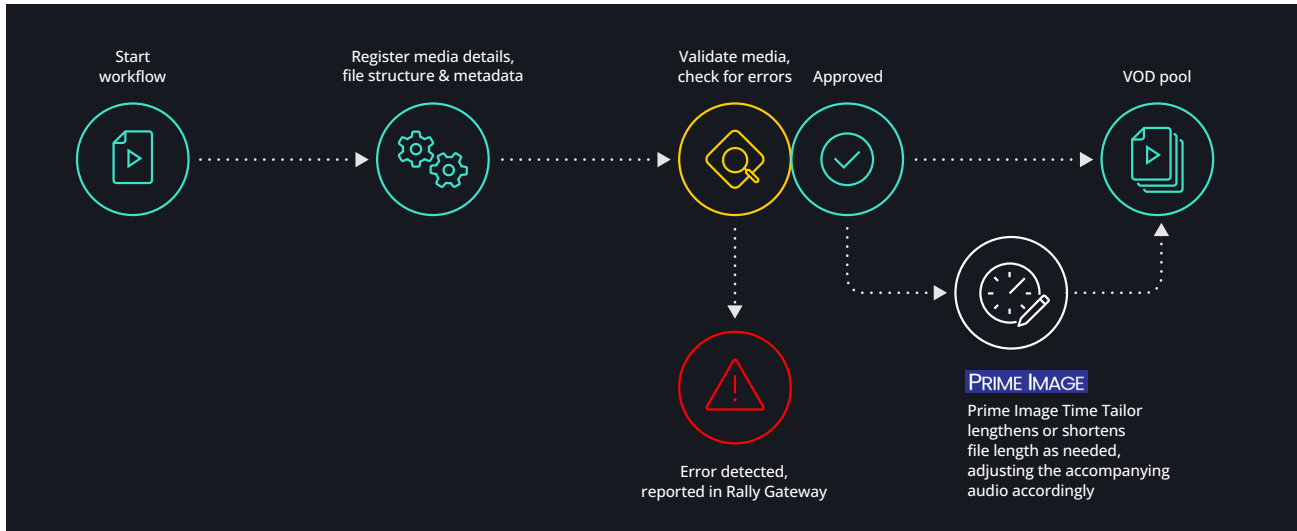
Program Content

Add or remove time from media assets to manage the program playout clock as needed for local market requirements or opportunities.

Make Goods

Realign programing playout clock to insert make-good ads and avoid lost revenue in cases where live content has overrun the schedule.

The Time Tailor workflow

Integration:

Time Tailor is a new transformative application in the Rally platform and is used in a manner similar to other Transform Providers. Users create a new Supply Chain Preset and select Time Tailor as the Provider. Once in the new Preset, the user will describe what action they want to take on the media file which is typically to specify a length they want the new file to be when complete and where in the file they want to have Time Tailor either replicate frames or remove frames where appropriate. Time Tailor will then adjust sound accordingly so that the new content is the needed file length with realigned audio and video. Typical use cases might be removing enough of a media file to add space for several 30s commercial avails or lengthening a file to fit a particular time block to compensate for sections that needed to be edited out for compliance needs.

About Prime Image:

Prime Image Corporation is an enterprise software company based in Chalfont, Pennsylvania. For over 35 years, Prime Image has partnered with networks, television broadcasters and other media companies around the world helping them manage their content and delivering direct strategic value. For more information about Prime Image, please visit www.primeimage.com

About SDVI

SDVI brings supply chain thinking and modern technical approaches, backed by decades of experience, to Media and Entertainment. SDVI Rally is a cloud-native media supply chain platform that deploys all the applications and infrastructure needed for dynamic, responsive media operations. With cloud, hybrid, and on-premise options, Rally supports business agility, efficiency and growth with easy workflow design, elastic scaling, clear data and cost analysis, smart automation, consumption pricing, and more. SDVI's broad Application Services Market gives organizations the freedom to choose the best tools for each job. SDVI is a privately-held company, based in Silicon Valley, California, with offices in the US and Europe.

For further information, visit **www.sdvi.com**, or email us at **info@sdvi.com**