



Making Time a Strategic Asset for All forms of Video

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The Global Leader in Time-Based Video Automation

Proven AI Technology, Trusted Globally

Prime Image powers the world's largest broadcasters and media companies with frame-level control over time itself—generating **revenue growth and operational efficiencies for the video content marketplace.**

Our platform, **Time Tailor®**, serves as the automation layer **within the modern media supply chain** — enabling content to adapt and “re-time” seamlessly across broadcast, streaming, FAST, AVOD, and live environments without compromising creative integrity.



Content Volume is Exploding. Margins are Shrinking. Time is the Constraint.

Time has become the most constrained — and most valuable — asset in modern media.



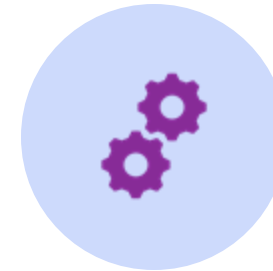
CONTENT LIBRARIES ARE
GROWING
EXPONENTIALLY



DISTRIBUTION
ENVIRONMENTS ARE
FRAGMENTING



ADVERTISING PRESSURE IS
INCREASING



MANUAL WORKFLOWS
CAN'T SCALE

Each platform, market, and format requires different runtimes, ad loads, and compliance rules — yet most content adaptation is still handled manually in post-production.

Turn Time into Revenue, Efficiency and Scale

Time Tailor® makes time fully programmable instantly — without creative compromise.



Library Management & Content Integrity

Scale content libraries without rising costs

- Automate versioning and localization from a single master
- Normalize runtimes across linear, FAST, AVOD, and streaming
- Remap timecode metadata back to the master without re-editing
- Reduce errors, rework, and delivery delays



Ad Inventory Optimization & Revenue Growth

Convert time into monetizable inventory without viewer disruption

- Create new ad spots automatically, supporting any length to drive monetization
- Resolve oversold pods and make-goods
- Reduce ad load while preserving viewer experience
- Eliminate waste from promos, PSAs, or dead air

Trusted by Tier-1
broadcasters globally

20+ years in production
environments

Up to 90%
reduction in manual
retiming effort

3–7% increase in
ad yield per asset
or event

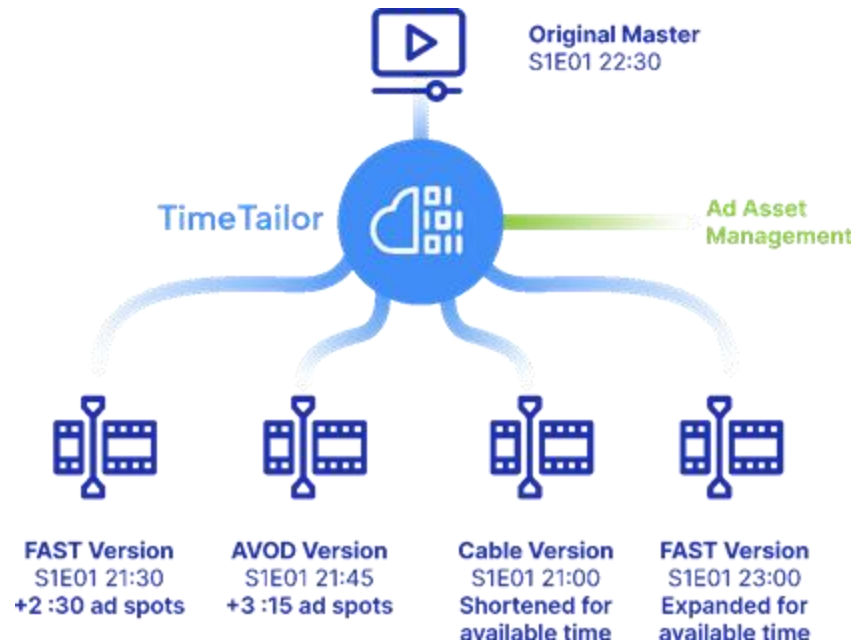
Control Every Second, Maximize Every Opportunity

Time Tailor® shortens, lengthens, normalizes, and realigns video content at the frame level — for broadcast, streaming, FAST, AVOD, and live.

Automates time-based editing once done manually

Optimizes programming schedules and ad pods

Converts time savings into new monetizable inventory



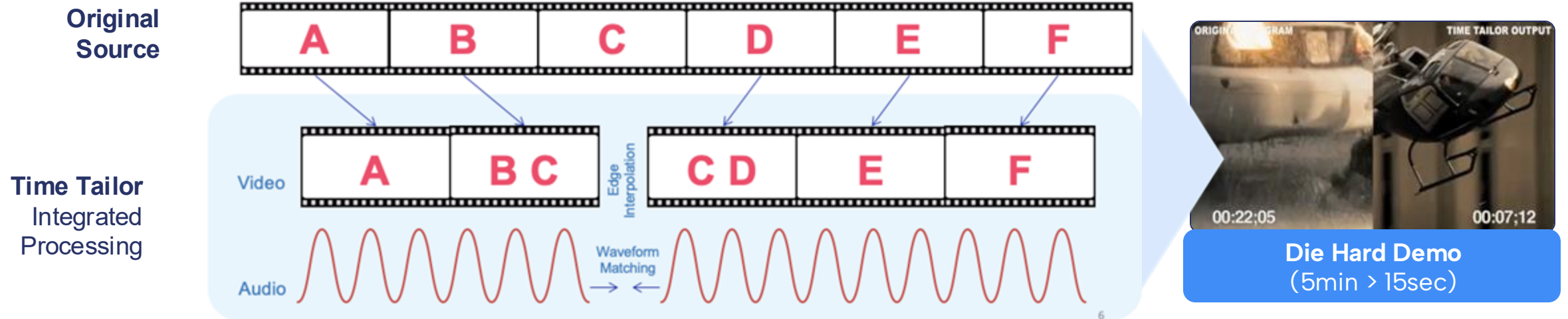
Benefits

- Faster time-to-market
- Lower operational costs
- Increased ad inventory
- Creative consistency and quality at scale

Flexible Time-Control Processing

Integrated into any cloud or on-premise workflows to generate deterministic, broadcast-ready outputs at scale.

Time Tailor® analyzes uncompressed video frames and audio waveforms to identify and remove micro-redundancies, then reconstructs adjacent frames and samples to produce synchronized, runtime-accurate outputs suitable for broadcast and streaming pipelines.





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