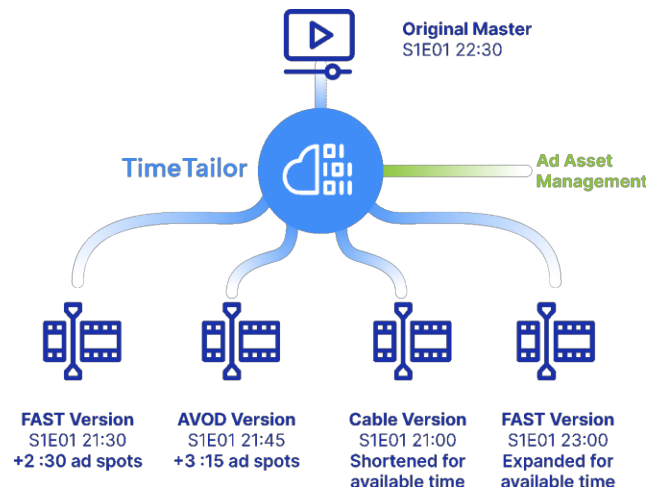# The Global Leader
for Time-Based Video Automation

Maximize Every Second. Protect Every Frame.
Drive Revenue at Scale.

Time Tailor® is Prime Image's patented AI platform for time-based video automation, giving media companies precise, frame-level control over content duration — without compromising creative quality, compliance, or viewer experience.

As the automation layer within the modern media supply chain, Time Tailor enables content to be shortened, lengthened, normalized, and realigned across broadcast, streaming, FAST, AVOD, and live platforms — delivering measurable efficiency gains, revenue growth, and ROI.

Original Master
S1E01 22:30

TimeTailor

Ad Asset Management

FAST Version
S1E01 21:30
+2 :30 ad spots

AVOD Version
S1E01 21:45
+3 :15 ad spots

Cable Version
S1E01 21:00
Shortened for available time

FAST Version
S1E01 23:00
Expanded for available time

Scaled Technology. Proven Results.

Time Tailor is intelligent, time-based content software built to operate at scale and integrate into cloud infrastructures — powering efficient library management and ad inventory optimization for broadcast, streaming, FAST, and live distribution environments.

Automates
time-based editing previously done manually in post-production

Optimizes
programming schedules and ad pods across formats and markets

Enhances
monetization by dynamically creating new ad inventory opportunities

Integrates
directly with cloud and on-premise MAM workflows, offering full flexibility

90%
reduction in manual retiming effort

9:1
reduction in out-of-pocket costs

1000:1
Acceleration through exponential parallel compute infrastructure

# Library Management & Content Integrity at Scale

As content libraries grow and distribution multiplies, media teams face inconsistent runtimes across platforms, high manual costs to re-edit and QC, version control challenges, and slower time-to-revenue for licensing and syndication.

Time Tailor solves these challenges by automating versioning and normalization — transforming content libraries into scalable, revenue-ready assets by automating time across every platform and screen.

Achieve Faster Time to Market, Lower Costs, Fewer Errors

- Automate versioning and localization from a single master
- Normalize content for packaging across linear broadcast, FAST channels and AVOD and streaming platforms
- Remap timecode metadata back to the master file
- Restore alignment without re-editing content
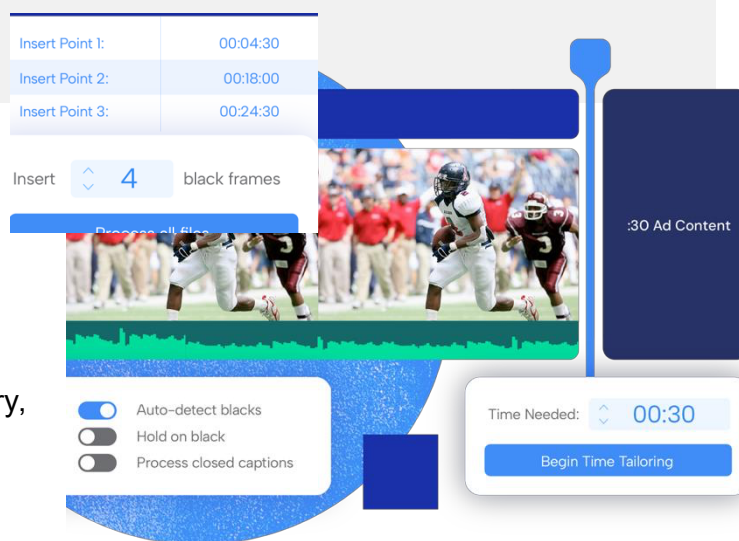
Ad Inventory Optimization & Revenue Growth

In an ad-supported, multi-platform media economy, inventory imbalance is constant. Broadcasters, streamers, FAST operators, and rights holders must manage oversold pods, make-goods, unsold inventory, and content originally produced for broadcast that no longer fits modern streaming economics — all while protecting viewer experience and revenue.

Insert Point 1:	00:04:30
Insert Point 2:	00:18:00
Insert Point 3:	00:24:30

Insert 4 black frames

:30 Ad Content

Auto-detect blacks
Hold on black
Process closed captions

Time Needed: 00:30

Begin Time Tailoring

Time Tailor converts time into inventory — and inventory into revenue — automatically, at scale, and without compromising creative intent.

Increase Ad Inventory & Unlock Incremental Value

- Adjust content to increase ad space with no visible or audible impact to the viewer
- Add new 15- or 30-second spots without re-editing or creative disruption
- Scale inventory creation across libraries, schedules, or live programming
- Create precise additional ad time to fulfill make-good obligations
- Avoid giving back revenue or over-discounting future inventory
- Resolve oversold situations automatically and at scale

Optimize Ad Load & Eliminate Inventory Waste

- Reduce ad load to meet FAST and AVOD viewer expectations
- Expand content on either side of ad pods to absorb unsold inventory
- Eliminate reliance on promos, PSAs, or dead air
- Deliver cleaner pods and more consistent viewing experience

prime image