



Company Profile



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Shelroy Media operates two lines of business: 1) Advertising and Communication and 2) Digital Media Services for video content owners and Broadcast service for Broadcasters.

Advertising and Communication

Blending the best practices of traditional advertising, integrated marketing, development studio and production company, **Shelroy Media** also offers advertisers new and innovative opportunities to connect with audiences through all forms of interactive media.

Whether you want to tell your story via TV Commercials, Print Advertisement, internet presence, Webisodes, Mobisodes, or virally through social media, our branded content agency has the creativity and technical expertise to deliver solutions that reach your audiences when you want to reach them and how you want to reach them.

With our Advertising solutions, we are currently serving multiple industries that include FMCG, Healthcare and Financial Services.

Digital Media Services

Broadcast Operations Services:

Shelroy Media provides complete services for Broadcasters to streamline the Broadcast Operations. The key Broadcast Operations services are:

1. Planning, Scheduling and As-Run Reporting
2. Commercial operations

3. Technical compliance
4. Access services like Subtitling, Dubbing, Closed Captioning
5. EPG services

Planning, Scheduling and As-Run reporting:

Shelroy Media can compile frame-accurate daily broadcast schedules for your Television channel, providing you complete 'running order' of programs and materials that will be transmitted during each broadcast day. This will free you from maintaining a separate Planning and scheduling team.

In preparing the running order, **Shelroy Media** can handle your programs and commercial materials prepared by the Traffic teams, as well as program trailers and channel branding. Other more complex elements such as voice-overs, warning boards, End credit s squeeze backs as well as other secondary events can also be taken care.

As part of the service we make sure that local regulatory compliance is taken care of and we will produce regulatory reports.

Commercial Operations

We provide management, tracking, rotation, and maximization of commercial spots with a matrix of accuracy and timeliness. This is managed through a workflow process. We can manage the sourcing of the correct material, checking and adding of metadata and following it through to its final transmission.

Dubbing/Voice overs, Subtitling, Translation and transcription, Corporate services and Technical services.

Shelroy Media Services will help you make your content work around the world with expert dubbing, voice-over, subtitling, translation and post-production.

No matter what you create or who you want to reach, we can help you. We work with film, television, new media and video games, localizing your programmes into new languages and cultures with accuracy and flair. With our own facilities, we are closer to the markets you care about. We take quality just as seriously as you do, bringing global talent together on every project and delivering on time and to budget.

Dubbing and voice-overs for a seamless transition to a new language or culture.

Subtitling into multiple languages for high volumes or one-off projects, with fast turnaround a speciality.:

Translation and interpreting to and from any language, for any purpose, anywhere.

Corporate services for companies who want to take their marketing and internal communications to new territories.

Technical services for fast and reliable audio and video editing, file conversion and DVD authoring.

We at **Shelroy Media** handle every subtitle file format and every type of content, using our global network of translators to offer a huge range of languages, from English subtitles to Hindi subtitles, and all points between. Many of our subtitlers are permanent in-house staff, meaning that no job is too small and we can work quickly and at short notice.

New technologies such as HD and online streaming are second nature to our subtitling translation team. Take delivery of your subtitles however you want:

from DigiBeta or DVD to HD cam or QuickTime movies. We also offer specialist services, **including subtitling for deaf and hard of hearing people** and subtitling for mobile devices.

All our translators are experienced professionals who only translate into their mother tongue. They are chosen for their creativity, specialist knowledge and the focus they will bring to your project.

From English dubbed movies to Hindi dubbed soap operas - whatever language, genre or format you are looking for, we can help. If you need 10 languages but want just one point of contact, **Shelroy Media** is the obvious choice. High-quality multiple language dubbed episodes and movies are our speciality.

We will find the ideal **dubbing artists** for your project and record them in our sound recording studios around the world. All our **facilities** are electronically linked and equipped with dubbing software and **state-of-the-art technology**.

If you are looking for top quality voice-over services, **Shelroy media** has what it takes. Our voice-over specialists will translate and create a new voice-over script timed precisely to fit the original. Next it's the turn of our experienced foreign-language voice-over agents, who will cast and supply **voice-over talent** to fit your brief perfectly.

Are you looking for an all-in-one service? We also provide foreign language directors, engineers, **studio recording facilities and post production**. We have experience in multilingual projects for TV and radio, advertising, corporate productions, new media.

Choose from an extensive database of tried and tested foreign-language voice-over professionals – from actors and broadcasters to presenters - for all your international audio content.

Post production



With our cutting-edge facilities and highly skilled operators, your material is in safe hands. We offer linear and non-linear video editing, graphics, standard and high-definition file conversion and duplication, all handled in-house by expert editors and technicians using the latest equipment. Our end-to-end DVD/Blu-ray service includes encoding, menu design and authoring, plus foreign-language elements such as subtitle and audio streams and menu text.

We are at the forefront of high definition, from subtitling and re-versioning to post-production. Our tapeless encoding and transcoding solutions will prepare your video project for any platform, including PAL or NTSC broadcast, video on demand, the internet, mobile phones.

Technical Compliance

As part of our service we can review your product to ensure technical compliance with respective territory rules and regulation as well as channel's delivery standards.

accessibility. We provide services for r all Regional Languages and foreign languages.

EPG Services

A detailed programming guide enables users to make smart choice about viewing a program. Also a complete and comprehensive Program guide makes the viewer more involved and "sticky".

Shelroy Media brings extensive experience in creating annotation and metadata tagging for entertainment programs that are both informative and exciting for the end-users.

Apart from this, Shelroy can also provide an EPG database and applications that will make

sure that your Programming Guide is seamlessly available to Set-Top box, Web and Mobile. While viewer interaction with Set-Top box is on a real-time basis, availability of EPG on Web and Mobile can be significant in driving traffic to your television channel.

Broadcast IT Systems:

Shelroy Media offers services in implementing, enhancing and maintaining Broadcast IT systems. Some of the examples of the systems that we can implement are:

- Broadcast Management System
- Rights Management System
- Content Library Management System

Vault-unlocking services

All the content locked up in your vault is your most important asset. However, with the content locked up in tapes is not working for you. **Shelroy Media** provides complete Media Asset Transformation services and Market Making services so that your content comes out of the vault and starts making money for you again.

The Unlocking of Vault services consists of:

1. Vault Analysis – analyzing the status of the content by age, content cleanliness, and above all its monetizability. With the vault analysis, we will present you a complete plan and priority for unlocking your vault.
2. Transforming the Vault: Your vault will go through following transformation:

- a. Quality Check
- b. Audio and Video Correction and Restoration
- c. Digitization
- d. Tagging and Annotation
- e. Library Creation

3. Monetization: Transformation of your content gets it ready for repeated and extended monetization through your normal channels or through our market making and Multi-Channel Monetization Services

Monetize your Content through Multiple Channels

Your content has to be monetized to its full potential. There are multiple channels through which your content can be consumed by your audience. However, consumption through these channels requires your content to be ready for the same. **Shelroy Media services** will make sure that your content is ready for consumption through multiple channels thus increasing your monetization options. Shelroy can prepare your content to be ready for consumption through:

1. Broadcast TV
 2. IPTV
 3. Web TV
 4. On-Demand DVD
 5. Mobile Devices
 6. Special Devices like In-flight entertainment.
- Shelroy Media** can also enable market making activities for these channels.

Digitize and Create your Content Library

Your content library needs to be protected from changing technology as well as wear and tear and consequent deterioration in quality that come with time. Digitization and creation of content library is first step towards better monetization and unlocking of your vault. It is also the best way to protect your content from regular wear and tear as well constant upgrade that is required with changing tape technology. This also a must to make sure that your content is more mobile and easily accessible to right stakeholders. For a Content Owner and Production Company, the completely digital and annotated library, can substantially improve concept generation, production process, and fulfillment process.

Extend your Content Reach

You create and produce your content for a primary audience. However, there is sufficient audience base that you can reach if you enrich your content correctly. Shelroy can enrich your content by dubbing and subtitling it in appropriate language. Shelroy can dub and subtitle these contents in multiple international and Indian languages. The captioning process can also be used to capture ambient sounds to ensure that you content is also enjoyed by hearing impaired individuals.

Restore Your Content

Your old content that is lying in tape may have suffered damage due to aging. Shelroy will restore your content for any audio or video defects.

Enrichment

- Tape Restoration
- Video Correction
- Multi-Lingual Subtitling / Captioning
- Dubbing

Digital Asset Management

- Tape Digitization (Along with Quality Check, Restoration, and Correction)
- Content Tagging and Annotation
- Streaming / Encoding
- On-Demand Fulfillment

Technology Services

- Digital Asset Management Deployment
- News Room Automation
- Post-Production Setup
- Broadcast Management System
- Rights Management System

Our Team

Shelroy Media Services is founded and run by individuals who have significant experience in the media, entertainment, and broadcast industry. The team brings deep expertise to make significant and measurable difference to your operations and working.

Success Stories of Shelroy Media

- **Reality Show Production – 4 Languages – Over 140 Episodes for Sun TV**
- **IPL Knights Production (Colors TV)**
- **“Sabse Favorite Kaun” Production (Star World)**
- **Pipeline of script evaluations at leading GEC Broadcasters**
- **Parmpara – A highly successful dance event in Middle East, with Hema Malini, Esha and Ahana Deol**
- **We had the privilege to launch UTV movies in United Kingdom, United States as we head the entire project from Editing, subtitling, broadcast services , transmission parameters in order to meet the telecast standard to broadcast the Films on the Channel in the territory of Untied Kingdom as per the prevailing norms and regulations of OFCOM ("OFCOM CODE") .**
- **We have done Subtitling for around 800 movies and around 10000 episodes.**
- **We have dubbed around 1000 episodes for the major Broadcasters from Hindi to English and other Indian regional Languages and foreign Languages.**

1 OUR ESTEEMED CLIENTS:



