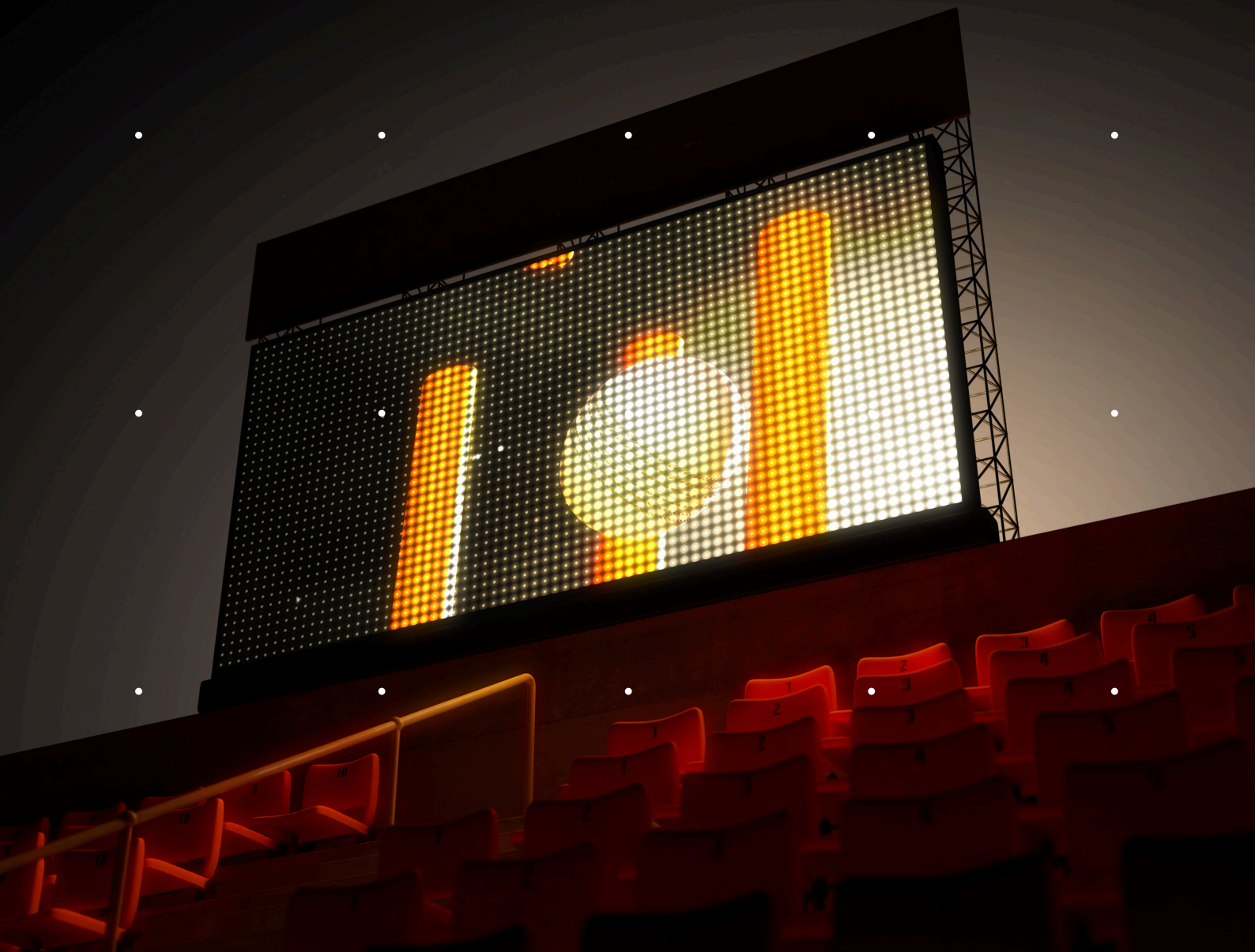




PFT creates a fully
cloud-based Digital Archival
Platform for BCCI.



Client Profile

BCCI is the national governing body of cricket in India, and it is headquartered in Mumbai. The BCCI is the richest cricket governing body in the world and is part of the "Big Three" of international cricket, along with Cricket Australia and the England and Wales Cricket Board. The cricketing body manages four squads representing India in international cricket: the men's national cricket team, the women's national cricket team, the

men's national under-19 cricket team, and the women's national under-19 cricket team. It also governs the developmental India A and India B teams. Its national selection committee, which the chief national selector leads, selects players for these teams. The BCCI has hosted multiple ICC World Cups and will host the 2026 ICC T20 World Cup, the 2031 ICC ODI Cricket World Cup, and the 2025 Women's Cricket World Cup.

Business Context

BCCI, through its archive services, has been preserving Indian Cricket footage in a physically located archive since 2008 in Mumbai. The content was archived in an LTO 6 tape library based out of BCCI premises in a 1+1 combination, with one copy archived in the tape library and a second LTO 6 copy externalized to a third-party DR site. BCCI's ambition was to move to a fully cloud-based Digital Archive Platform. BCCI was keen on exploring the following:

- Use of the public cloud for long-term digital storage
- Geo-redundant copies
- A general upgrade of existing capabilities, including faster turnaround and productivity enhancements in archive operations
- Extend the event support highlights VoD package creation into the digital archival platform & services program so there are operating synergies with the archive operation

Objectives

BCCI chose PFT as the partner to provide different software solutions and services. As part of this process, one of the objectives was to create a new Digital Archive Platform for BCCI. Building this new Digital Archive Platform BCCI meant solving the existing challenges around the current archive and how these were stored.

- 3,50,000 BCCI copyrighted images were held in an SFTP server with a 3rd party provider along with their metadata
- ~ 1 PB of video content from various tournaments and matches held in a physical location
- Matches are ingested in parts. E.g. the first innings and second innings for an ODI match will be separate assets; similarly, each day for a test match might be a separate asset
- Ball level metadata with each ball described by ~120 parameters
- Migrating all the content within a 4-month schedule

BCCI chose PFT as a reliable partner to create a solution for the Digital Archive Platform. The project scope included migrating all the legacy content to the cloud while dealing with the metadata and file formats. PFT brought its' rich M&E expertise to the table to design an optimal migration strategy for BCCI content to the cloud.

PFT Solution

PFT's CLEAR® is deployed for a global clientele, solving challenges in the M&E industry. The migration strategy involved deploying CLEAR® and leveraging the power of Microsoft Azure as a cloud provider.

Using CLEAR® as the software application and Azure as a partner, PFT devised a strategy to build the cloud-native Digital Archive Platform for BCCI and help migrate the content from the ground to the cloud.

PFT deployed a team of experts to find the best-fit solution for BCCI for the entire migration. Different strategies were designed to complete the migration for different content types.

Image Migration

Three hundred fifty thousand images were maintained in an SFTP server by a 3rd party vendor. During the migration, there were some challenges accessing the SFTP server and moving the images. PFT and BCCI agreed that the vendor would move the source images to an Azure BLOB location as the preferred location. PFT used the source as the BLOB location where the image files were uploaded, and PFT's team moved the images to a PFT-hosted BLOB location.

Post the movement, the source list was verified against the target files and established that all files had the correct naming convention, checksums, and necessary indexes.

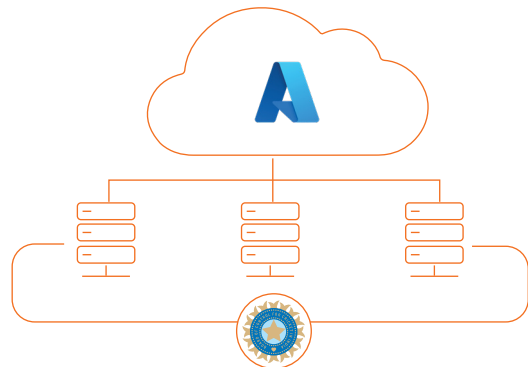
CLEAR® also retrieved all the source metadata from the image files maintained with an IPTC taxonomy, and these were indexed in CLEAR® to provide searchability and discoverability of the images.

Content Migration

All the BCCI content was tied to an on-premise location in Mumbai in LTO tapes. PFT created a mechanism to restore the content to temporary storage and completed an analysis of the time to fix the overall content and determine the temporary storage needed.

Different approaches were considered to move the content to the cloud. PFT's customer-centric approach led to finding the best fit in using Azure Databox to move the content from the ground to the cloud. Azure Databox was the most secure and reliable solution for bulk transfer, especially as BCCI

wanted to complete the entire migration in less than 4 months. PFT decided to leverage Azure Databox to move content from BCCI's Mumbai location to the cloud quickly, inexpensively, and reliably. Several databoxes were used to achieve this.



CLEAR® managed the entire data loading activity using scripts to move content from the on-premise storage to the Azure Data Boxes. Once the content was loaded onto the Azure Databoxes, these were shipped to the nearest Azure Data Centers. The content was automatically available in the Azure cloud location on BLOB. CLEAR® managed the tiered movement from BLOB to cold BLOB using CLEAR®'s storage policy management. The entire migration was successfully managed in less than 4 months while handling the following content variants:

- Domestic Matches
- Test Matches
- ODI Matches
- T20 Matches
- Others

More than 16,000 matches worth of content was migrated to the cloud, amounting to ~1 PB. CLEAR® retained all the metadata for each ball and maintained parts of the tape to make it easily searchable inside the CLEAR® UI.

Content Analytics and Reporting

CLEAR® provides complete visibility to BCCI by ensuring multiple analytics and metrics are available in the form of reports are available for BCCI operations and executive teams.

The reports are created from the data lake for BCCI. Archive and migration reports are amongst the many reports that are created. All these reports are powered by Microsoft's Power BI.

Client Outcome

The migration now empowers BCCI to leverage the power of CLEAR® and the cloud for faster and more efficient archive operations, have a completely Digital Archive Platform, and leverage the downstream benefits and synergies that the cloud provides.

PFT, BCCI, and Microsoft shared the joint success of the migration project with an association built over pillars of trust and reliability. This project represents a collaborative endeavor involving these three organizations. Within this partnership, PFT is a solutions and services provider.

PFT holds a successful record of accomplishment in many such large-scale ground-to-cloud migration projects done for customers.

PFT and Microsoft's commitment to customers and their work on innovative technologies with client-centric teams made it possible to achieve this together.

