



BCCI gets future ready with digital content



Client profile

The Board of Control for Cricket in India (BCCI) is the governing body for cricket in India. It hosts the hugely successful Indian Premier League (IPL T20) annual tournament and multiple domestic cricket competitions.

BCCI has become one of the richest sports governing bodies in the world – predominantly due to the sharp increase in the value of its content. Leveraging the ever-growing popularity of the sport, both in India and abroad, BCCI actively works to secure maximum value for its content, with an eye on the future value of its IP.

BCCI's current library of cricket footage has over 12,000 hours of content and it estimates that it will progressively acquire 1,500 to 2,000 hours of footage every year, as it embarks upon a program to augment its archive with footage of Indian Cricket played overseas in addition to its rights for matches played in India.

In 2011, BCCI engaged Prime Focus Technologies (PFT) to digitize its archive of over 12,000 hours of content.

Business context

BCCI was faced with the following challenges:

- All content was stored on DigiBeta video tapes, which deteriorate over time. Most of the tapes in the BCCI media library were already beginning to deteriorate.
- In order to search for particular content, the client had to run manual searches at the BCCI media library on DigiBeta tapes. Specific search queries were difficult to cater to.
- Syndication was a time consuming affair, and delivery of the requested content usually took anywhere between 48 and 72 hours.
- Content was not easily available for Player Development or other cricket administration activities.
- Content was not in a format suited to discover on the web, mobile or other digital platforms.

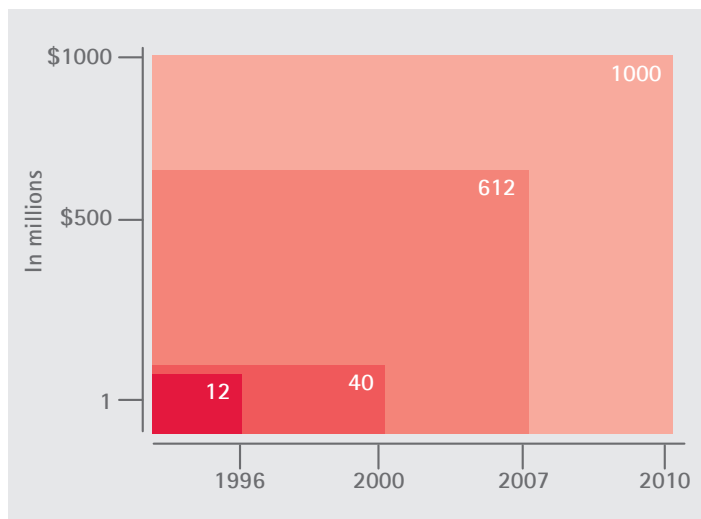
Because of these, BCCI felt that the content in its library was not being monetized to its fullest extent. The organization identified the need for an end-to-end solution to acquire, digitize, tag, and archive its content. There was also the need to adopt a digital strategy in response to (a) current market realities and (b) future services and revenue opportunities made available by multi-platform delivery.

BCCI's strategic requirements included:

- Management of legacy, current and future content, on an on-going basis.
- Future-proofed content, including capturing content information and making it accessible for future consumption.

BCCI adopted a digital strategy to future-proof its invaluable archives and also to monetize it across multiple platforms

Growth in Value of BCCI Telecast Rights



PFT solution

PFT set up an in-house studio to manage digitization, ingest, QC and archive at the BCCI headquarters. A high resolution master for archival was maintained at the BCCI headquarters by PFT (as per BCCI requirements) and a high resolution copy was externalized for disaster recovery (DR) purposes with a third-party specialist, Iron Mountain.

A low resolution proxy for online streaming and cataloguing was stored at PFT's own data center. A bespoke installation of PFT's hybrid cloud enabled Media ERP platform CLEAR® was implemented to allow users to interact online with the low resolution content and to deliver the corresponding high resolution content on the back of specific demands, in line with BCCI's security guidelines.

PFT is credited with developing the world's first ever taxonomy for the game of cricket. Every ball is catalogued on over 120 parameters!

Information model

Digitization of content on the scale of BCCI's archive has rarely been attempted before and there were no existing data models for the classification of cricket matches. PFT developed the first ever taxonomy for cricket, covering all the parameters which a person might use to search for cricket content.

The model led to a total of over 120 parameters covering cricket and non-cricket events, defined through focus groups, expert interviews, mind mapping, secondary research and user group discussions, in addition to surveys conducted on bcci.tv.

Cataloguing

Every match is catalogued at two levels:

- Match (venue, teams playing etc.)
- Ball-by-ball (ball result, batsman on strike, bowler, audience reaction etc.)

The two levels of cataloguing enable clients to administer highly complex searches within a matter of seconds. The cataloguing is done using low resolution copies to ensure data security and faster turnaround. The process is subject to multi-level quality checks by experts.

Customized B2B portal

All the archived content is available on a web portal customized for BCCI by PFT. The portal is integrated with a powerful search engine to easily browse through the content. Owing to the various advanced search options and the extensive cataloguing of content, a viewer can reach her area of interest easily and quickly. With an integrated shopping cart, the portal allows users to browse and buy the corresponding high resolution copy of the content directly through the portal.

The portal is primarily used by content producers (movie and advertisements) and cricket administrators. In the future, BCCI plans to make the content and metadata accessible to cricket fans wanting to subscribe to the matches.

Client outcome

BCCI now has a web-based digital archive of all of its content. People looking to buy content are easily able to browse through low resolution proxies of the content online and arrive at their area of interest using detailed advanced search options. The archive system is programmed to pick up the high resolution copy of the chosen content from the 12,000 hours of digitized content and deliver it in any desired format to the user, all within minutes.

This process of digitizing BCCI's content has enabled it to not only safely preserve the precious, irreplaceable footage in its collection, but also to more effectively monetize it and make it available for use as a training tool by the Indian national and regional cricket teams, as well as to analyze umpiring decisions after every match.

Benefits

- Digital archiving and preservation of priceless content
- More effective search function, allowing access to content in minutes rather than 48-72 hours
- Digital 'production-to-preservation' workflows
- The most unique data model made for any sport
- A combination of automatic and manual processes for tagging
- New multi-platform opportunities and increased monetization of content

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR®, for the Media & Entertainment (M&E) industry. It offers streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the Cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain. PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Hearst Television, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League, and more.

PFT is the technology subsidiary of Prime Focus, a global leader in M&E industry services.

For more information, visit www.primefocustechnologies.com.

www.primefocustechnologies.com

