



A TCG Digital Whitepaper

YOUR ARCHIVE ISN'T STORAGE. IT'S A STRATEGIC ASSET YOU HAVEN'T UNLOCKED YET.

Sports and media organizations are sitting on decades of media footage that behaves like a cost, not a capability. The difference between a warehouse and an asset isn't how much you store; it's how well you can find, use, and govern it.

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Every season, every match day, every highlight reel adds to the pile. A modern sports rights holder or broadcaster is, in practice, a media content factory, generating live match footage, non-live behind-the-scenes material, audio, stills, and documents across dozens of competitions and formats. Layered on top of that is a deep back catalog: years, sometimes decades, of historical footage captured on formats and systems that have long since changed hands.

And yet, for most organizations, all of that material lives in what is effectively a very expensive junk drawer. It costs real money to keep. It grows relentlessly. And when someone actually needs a clip, whether a goal from a decade ago, a specific player's debut, or a sponsor's logo in a particular frame, finding it is a manual scramble that can take hours or days, if it succeeds at all. The archive is treated as a repository where media content goes to rest. It should be treated as a place where content goes to work.

The Archive Most Organizations Have

When we talk to media content owners about why their archives feel like dead weight, the same three problems surface repeatedly. They rarely stem from the sheer volume of content itself; storage is cheap. Instead, they arise from the state the content is in.

The media content is fragmented

Footage is spread across legacy systems, old drives, and platforms inherited from previous vendors or earlier eras of the organization. There is no single source of truth, so no one is ever quite sure what exists, where the master copy resides, or whether a better version is sitting somewhere else. Consolidation is the unglamorous foundation on which everything else depends.

The media content has no context

Historical material is often untagged or poorly indexed. A file might be named after a camera or a date, but nothing within it tells you what happened, who is on screen, or when the important moment occurs. Without a consistent way to describe content, even a perfectly preserved archive is unsearchable, and unsearchable content is, functionally, lost.

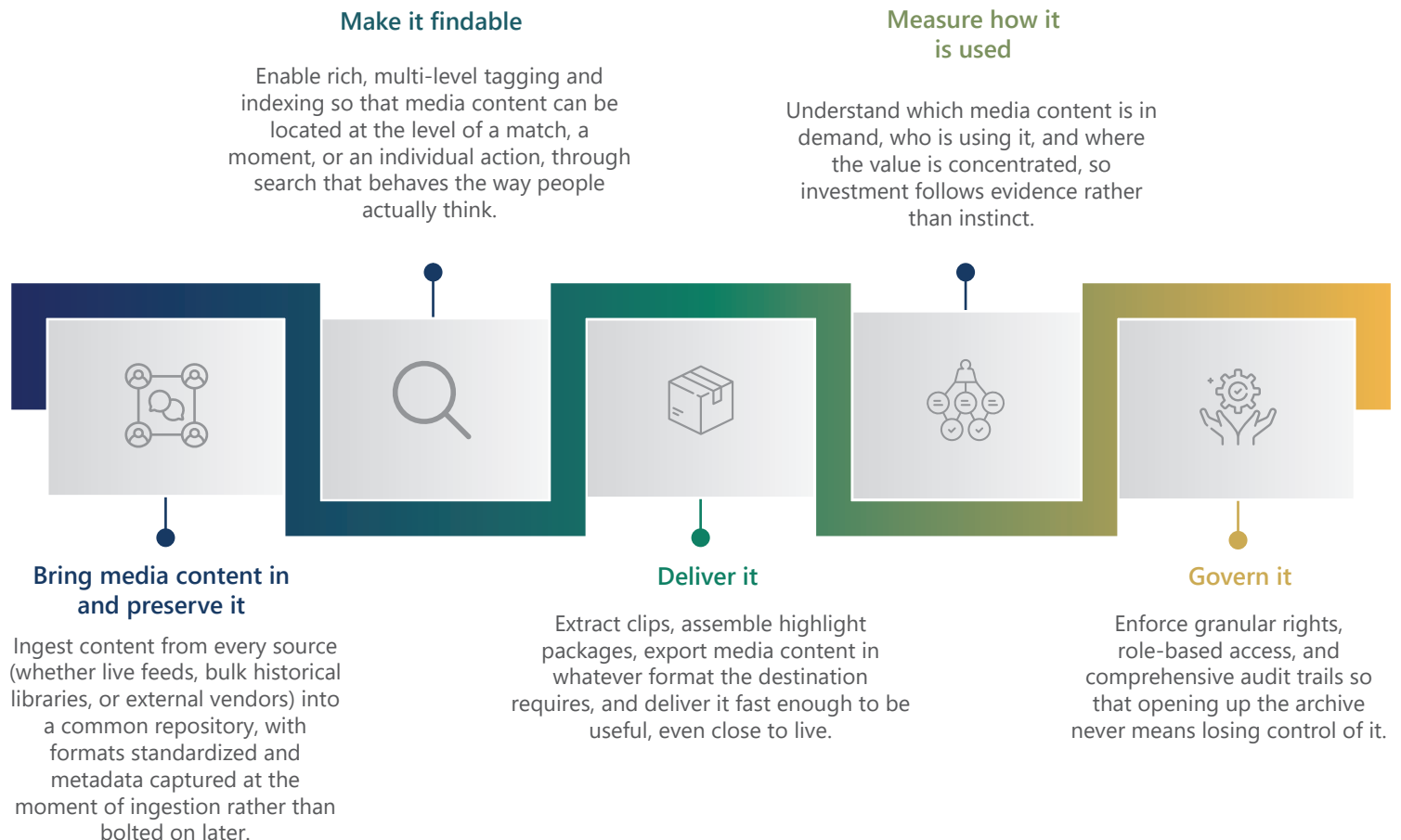
Access is ad hoc

When broadcasters, partners, or internal teams need material, it is delivered through informal, manual channels: an email, a shared link, or a phone call. There is no unified way to control who can access what, and no reliable record of who accessed it or what they retrieved. That is a compliance risk and a missed commercial opportunity in equal measure.



The Reframe: From Storage to Strategic Asset

The shift that changes everything is a shift in mindset: stop measuring the archive by how much it holds, and start measuring it by what it enables. A strategic archive is defined by capability, not capacity. In our experience, a genuinely useful archive does five things well, and each capability builds on the last.



AI is the Multiplier

Everything above has been technically possible for years. What has changed, and why this is the right moment to act, is artificial intelligence. AI is what transforms the archive from a passive vault into an active engine, and it does so precisely where the old model broke down: context.

Computer vision can analyze footage and automatically detect events (whether goals, fouls, or key passages of play) and tag them at the level of individual frames. Speech-to-text transcription makes commentary and interviews searchable. Recognition models can identify players, faces, jerseys, and even sponsor logos, turning visual detail into structured, queryable

data. On top of that sits natural-language search, allowing producers to request what they need in plain language, and visual search, enabling them to find footage that resembles a frame they already have. Highlight packages that once took an editor an entire afternoon can now be assembled in moments.

The compounding effect is what matters most. An AI-driven archive is not a one-time indexing project; it is a system that learns. Every correction, every search, and every newly ingested media content makes the next result better. The archive that describes itself and keeps getting better at describing itself is the one that pulls decisively ahead.

From Vault to Value

Reframing the archive is not an academic exercise. Once media content is consolidated, described, and instantly retrievable, an asset that once sat on the balance sheet as a pure cost begins to generate returns in multiple ways at once.

Licensing becomes viable because you can actually find and package what a partner wants to buy. Production gets faster and cheaper because editors and journalists spend their time creating rather than searching. Near-live reuse becomes possible because material can be surfaced and delivered while it still matters. And usage intelligence closes the loop: by seeing what gets accessed, requested, and monetized, you learn which parts of your catalog are truly valuable and can invest accordingly. Taken together, these shifts transform the archive into one of the organization's most productive assets.



How to Start Without Boiling the Ocean

The most common reason archive transformation stalls is that it is imagined as a single, monumental migration: everything, everywhere, all at once. It doesn't have to be. The pragmatic approach is to build a working foundation first, prove its value, and then expand.

A well-scoped first horizon can establish the backbone (the repository, the ingestion pipeline, metadata capture, and the first, most valuable slice of intelligence and access) in a matter of months rather than years. The objective is not to unlock every capability immediately, but to get media content flowing into a single, governed, searchable repository quickly, so that value begins to accrue while the remaining capabilities are built out. A

second horizon can then extend functionality based on what real usage reveals.

Two principles keep that journey on track. First, build modularly. A future-proof archive is assembled from interchangeable components (ingestion, storage, asset management, AI services, access control), so that no single vendor or technology choice becomes a constraint as your needs evolve. Second, remember that this is as much a change-management effort as a technology one. Taxonomy, governance, and the habits of the people who create and consume media content determine whether the platform is adopted or quietly worked around. The technology is necessary; the operating model is what makes it stick.

The Archive as Strategy

For a sports or media organization, content is the product, and the archive is the largest and most underused store of that product you own. Treating it as inert storage is a decision, even when it is made by default. Treating it as a strategic asset (one that is consolidated, intelligent, and governed) is a decision too, and it is the one that turns a cost center into a competitive advantage.

At TCG Digital, our work with media content-rich organizations is guided by a simple idea: Velocity to Value. Get a working, governed, AI-powered foundation live quickly, prove its value through real-world usage, and expand from there, rather than waiting years for a perfect system that arrives too late to matter.

If your archive feels more like a liability than an asset, it is worth an honest look at where the value is trapped. We would be glad to walk you through what a first-horizon archive could look like for your organization. Reach out to the TCG Digital team at contact@tcgdigital.com.

TCG Digital is the digital and AI arm of The Chatterjee Group (TCG). We help enterprises transform faster and smarter, integrating AI/ML into core business processes to unlock the full potential of their data.

#Archiving #SportsMedia #ArtificialIntelligence
#DigitalTransformation #MediaTech



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At the core is mcube™, our enterprise and agentic AI platform, built on strong domain-driven thinking and design. mcube™ unifies data, ontologies, and advanced AI models to navigate disparate data landscapes, accelerate decision-making, and deliver measurable RoI, with accelerated time-to-value! Driven by our mantra "Velocity to Value," we enable enterprises to transform smarter, and innovate with confidence. Operating from 11 global offices, TCG Digital serves enterprises across North America, Europe, Asia, Middle East & Africa.

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