



Migrating Media Without Missing a (News) Beat

How NDTV migrated media assets and metadata to Grass Valley® Framelight X while maintaining uninterrupted access to content across its newsroom and production operations.

With every new piece of content captured, curated and stored, broadcasters are adding to extensive media libraries that can stretch back years, or even decades. Keeping that material accessible relies on the metadata attached to each asset, providing the information editorial teams need to find, identify and reuse content when it is needed.

At New Delhi Television (NDTV), preserving that relationship between media and metadata became a central consideration in the migration from the broadcaster's existing GV STRATUS® environment to Grass Valley's Framelight X platform.

Framelight X is Grass Valley's story-centric, federated production environment that connects ingest, metadata, search, editing, collaboration and delivery into one continuous content production workflow.

"Our objective was to modernize content management while protecting the value already held

within our media library," says Dinesh Singh, Chief Technology Officer at NDTV. "For us, that meant preserving both the content itself and the metadata that allows our teams to find, access and reuse it quickly. Framelight X gave us a way to achieve that while maintaining continuity for our newsroom and production operations."

Founded in 1988, NDTV operates news and digital services serving audiences across India and international markets. As content volumes continued to grow across broadcast and digital platforms, the broadcaster sought to consolidate media management workflows within a more flexible asset management environment.

Managing the Transition

The project involved migrating high-resolution media content from NDTV's GV STRATUS environment into the AMPP-powered Framelight X platform, alongside the metadata associated with those assets.

For a news organization, maintaining access to content throughout the process was essential. "Preserving that metadata was just as important as moving the media itself," says Singh. "Journalists and producers need to be able to locate content quickly and trust the information associated with it."

With more than two million legacy news assets, each containing metadata such as reporter names, locations, scripts and editorial information, preserving the integrity of every asset was one of the project's biggest challenges. At the same time, NDTV continues to migrate or ingest around 5,000 media files into archive workflows every day, while a further 200,000 tape-based assets remain part of an ongoing archive migration program.

"Using Framelight X's SDK and API capabilities, we developed an efficient migration framework that transferred metadata, scripts and associated media with minimal media movement," explains



We now have a modern MAM environment that supports our current workflows while giving us the flexibility to build on it as our operational requirements continue to evolve.

Dinesh Singh
Chief Technology Officer, NDTV



Evan Boyd, Senior Vice President for APAC at Grass Valley. “This approach significantly accelerated the migration, allowing the core transition to be completed in just 30 days.”

With editorial teams requiring real-time access to media throughout the production day, a key part of the migration’s success was in keeping disruption to a minimum. “For a news broadcaster, access to content simply cannot be interrupted for extended periods,” says Singh.

Automated proxy generation within Framelight X gave editorial teams uninterrupted access to content throughout the migration, allowing normal newsroom operations to continue.

“From an operational perspective, the project has delivered exactly what we set out to achieve,” says Singh. “We now have a modern MAM environment that supports our current workflows while giving us the flexibility to build on it as our operational requirements continue to evolve.”

A Unified Foundation for the Future

With the migration complete, NDTV’s teams now work from a single asset management environment built on Framelight X and AMPP. Content and metadata are managed within the same platform, providing a consistent way to search, review and prepare material for production and distribution.

“Framelight X has given our teams a more efficient way to work with the material they need in real time,” says Singh. The platform also generates proxy versions of media assets, allowing users to review and work with content without moving large high-resolution files through the production chain.

“Everything being accessed and managed through a single environment is making collaboration much easier across different parts of the organization, and gives us a scalable platform to grow our capabilities.”

Future plans include expanding workflow automation, improving access to archive content and supporting new production and distribution requirements as operational needs continue to evolve.

“Across APAC, we’re seeing many of our customers upgrading their MAM systems to Framelight X to reimagine their workflows with greater efficiency and collaboration,” explains Boyd. “NDTV is a perfect example of how seamless that transition can be.”

He concludes that the project also demonstrates the continuing success of the long-term partnership between NDTV and Grass Valley. “NDTV has been a trusted partner for many years, and we are proud to be supporting their transformation journey.”

This product may be protected by one or more patents. For further information, please visit: www.grassvalley.com/patents

CS-PUB-3-1108A-EN

Grass Valley®, GV®, GV Grass Valley®, and the Grass Valley logo are trademarks or registered trademarks of Grass Valley USA, LLC, or its affiliated companies in the United States and other jurisdictions. Grass Valley products listed above are trademarks or registered trademarks of Grass Valley USA, LLC or its affiliated companies, and other parties may also have trademark rights in other terms used herein. Copyright © 2026 Grass Valley Canada. All rights reserved. Specifications subject to change without notice.

www.grassvalley.com Join the Conversation at GrassValleyLive on [Facebook](#), [X](#), [YouTube](#) and Grass Valley on [LinkedIn](#)