



How WRC Promoter unlocked 40 years of archive to create new assets, scale social output, and drive 100M+ views from footage that was already in their archive.

550TB

Archive retrieved
& re-indexed

40 yrs

Of footage made
fully searchable

100M+

Views from a
single archive clip

The activation stages

1

Audit & consolidate

WRC Promoter began by mapping where all footage lived — across broadcast systems, local drives, and partner repositories. The goal: a single inventory of what existed, where it was, and what was missing.

Challenge: Footage scattered across systems

2

Choose a centralization platform

The decision to move to Moments Lab's Video Discovery Platform was driven by three requirements: AI-powered search, real-time access for distributed teams and partners, and scalability to ingest 550TB of archive content.

Decision: Video Discovery Platform

3

Ingest & AI-index the archive

550TB of content was retrieved and processed through MXT-2 Multimodal AI — indexing every frame by face, scene, object to be searchable in natural language. Four decades of footage became searchable in seconds.

Technology: MXT-2 Multimodal AI.

4

Connect distributed teams & partners

Internal teams across locations and external external agencies were given direct platform access — enabling clip submission, review, and approval workflows without anyone needing to be in the same room or time zone.

Outcome: Single source of truth for all stakeholders

5

Unlock new content & revenue formats

With the archive centralized and accessible, the team launched "On This Day" social edits, surfaced historic moments using facial recognition, and began re-editing older footage for today's platforms. A four-year-old clip hit 100M views.

Outcome: 100M+ views from existing content

6

Turn great content into a global business growth

With discovery time slashed, the team shifted focus from finding content to sharing it — publishing faster and more consistently across platforms. Less time searching means more time storytelling, building a stronger brand presence and audiences around the world who feel closer to the sport than ever.

Outcome: More time creating, deeper audience engagement across channels

"Centralizing it on the Moments Lab platform and making it easily accessible and searchable with AI significantly reduces our research time and leaves more space for creating captivating social media content to share with our global audience."

— Florian Ruth, Senior Director of Content
& Communications, WRC Promoter



[Book a demo](#)

See what your archive could do.
Book a demo with the Moments Lab team.

||| Moments Lab