

HIGH THROUGHPUT VIDEO CONTRIBUTION SOLUTION OVER BONDED CELLULAR!

ON-THE-GO, NO-CABLE VIDEO CONTRIBUTION SOLUTIONS DELIVERED IN A BACKPACK!

Overview

Streaming video has never been easier. But access to a reliable, higher bandwidth and cost-effective connectivity may not always be available in remote locations especially for major event broadcasting, remote-location publishing, new update etc. Tata Communications Bonded Cellular over programmable eSIMs is just the solution to efficiently address that need.

Key challenges in live streaming



Time to deploy: Long lead times to set up connectivity required by customers across different geographies



Inconsistent quality: Dependency on 'local-available' network (where other options like OB vans, satellite streams are not available)



Costs: Investment in satellite equipment / van / setup / staff for streaming video from mobile locations and remote locations



If using cellular connectivity: Complexities associated with handling multiple SIMs + mobile operators, costs, and service level inconsistencies.

Tata Communications' Bonded Cellular solution

Tata Communications' dedicated Media and Entertainment Services along with Tata Communications MOVE™ provides bonded cellular transmission (aggregating data streams from multiple cellular SIMs) in a programmable, seamless and on-demand model. The solution delivered along with a bonded cellular equipment provider is designed to be small and is generally mounted on a backpack to be carried by a cameraman. The solution transmits high quality video over multiple links (up to 8) and bands the signal flawlessly back together on the receive side, ensuring consistency, reliability and cost control. This solution works seamlessly across various bonded cellular hardware / equipment providers.

Who can benefit from this solution?

Tata Communications' Bonded Cellular solution replaces expensive satellite or microwave links formerly required to provide connectivity on short notice and when no fibre is feasible. Especially for:



Journalists who are on the go and need to get live video back to the network or their master control from anywhere with cellular connectivity



Live sporting events that may be either in a remote location or constantly on the go (a marathon for example where a camera may follow a single athlete for several miles)



Live news or live sporting events looking for a **backup or DR solution** for their primary fibre or satellite links

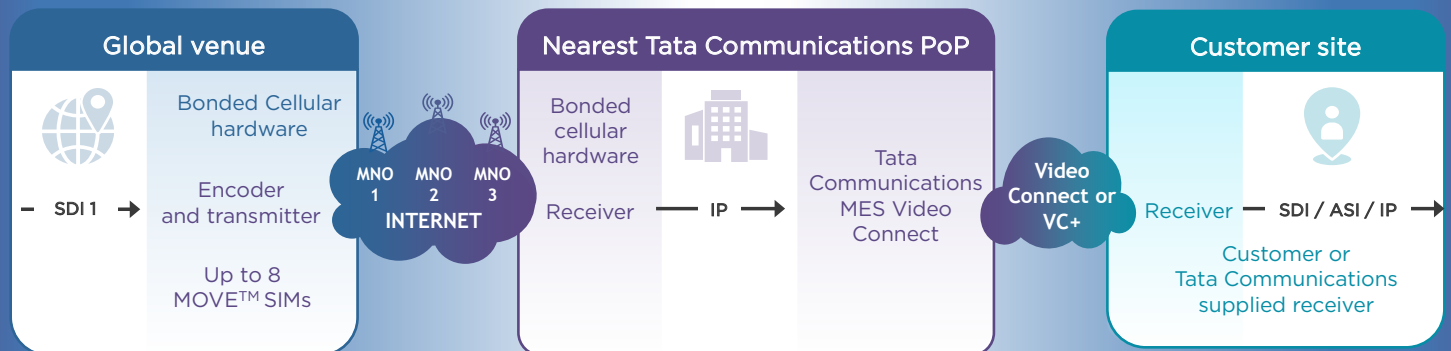


Cameraman / sports crew traveling internationally and would ideally want a single SIM that works with video transmission equipment globally.

Success story

Powering a large Global Sports Association (GSA)

Tata Communications is providing end-to-end connectivity for many of the global events of the GSA. The Bonded Cellular solution is delivered using industry leading bonded cellular equipment powered by our MOVE™ programmable eSIMs. Today GSA has three transmitters which travel globally alongside Tata Communications' purpose-built Portable Broadcast Units. GSA personnel use their transmitters that have pre-inserted MOVE™ SIMs, allowing them to connect to the internet via local cellular networks and ultimately back to a receiver located in the nearest regional Tata Communications media PoP. From here, the video stream can be sent directly to the GSA's production facilities in London in under 3 seconds end-to-end latency.



Why Tata Communications?

Advantages of our MOVE™ solution:

- Single eSIM SKU across Mobile operators / countries - no complexities of SIM swapping / configuration
- Single contract and invoice for usage anywhere in the world

Industry-leading service:

- Integrated solution in partnership with global leader - single point of contact and higher control and efficiency
- A fibre-based global media transport network that covers over 300 media hotspots across 125 cities
- Get direct access to our world class Video Connect and Tier-1 IP Transit Networks from anywhere with cellular connectivity
- End-to-end network for video contribution, transformation, and distribution
- 24X7 dedicated support from our Media Service Operations Centre

INDUSTRY RECOGNITION

Gartner

Positioned as a 'Leader' in the 2023 Gartner Magic Quadrant for Network Services for the tenth year in a row.

Frost & Sullivan

Managed Video Services Company of the Year by Frost & Sullivan at the India ICT Awards 2019, 2020, 2021 and 2022.

Omdia

Positioned as a 'Leader' in the 2020 Omdia reports Video CDN market and Remote Production in IP

Talk to one of our experts today, schedule a consultation at mes@tatacommunications.com