

# TATA COMMUNICATIONS MEDIA & ENTERTAINMENT SERVICES

A part of the Tata Group, Tata Communications is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Our Media and Entertainment Services offer comprehensive solutions covering the entire media value chain including content acquisition, processing, and distribution at scale. Our #BuiltForMedia network, ecosystem and cloud have been driving innovation and delivering business efficiencies for leading broadcasters, sport federations, OTT platforms, streaming, content owners and gaming & esports players. Our agile and seamless solutions supported by a dedicated team of experienced media services personnel have enabled several world-first achievements.

## GLOBAL CONTRIBUTION & DISTRIBUTION



### VIDEO CONNECT

A fibre-based global media transport network to over **1000+ media hotspots across 400+ cities** supporting broadcast quality real time video and solutions like remote production



### SMART CDN & ULTRA-LIVE VDN

CDN optimized for live & on-demand video distribution with a global footprint & super dense edge nodes, with low-latency synchronous streaming rivals experience & quality of traditional broadcast

As a managed, scalable, networked service - for occasional or permanent use

## PRODUCTION



### CLOUD VIDEO PRODUCTION

Our unique cloud-based production solution (TVIPRO) enabling innovative use-cases like virtualized remote production, virtual video-assisted refereeing and remote commentary



### REMOTE PRODUCTION

**100G media backbone** over our own fibre channel network handles remote production with ease, enabling smarter events central operations, less freight, personnel & sustainability

Hybrid, in the cloud, or fully remote production

## MEDIA ECOSYSTEM



### MEDIA HUB

A full suite of cloud-based solutions that enables asset management, review and approval, live edit and publish and workflow automation



### MEDIA CLOUD

Media cloud infrastructure with **25+ edge locations** across the globe, enabling multiple solutions including seamless storage, archival and compute with zero egress fees

Leveraging our strengths: Hybrid Cloud and Data Centre solutions and strategic software partnerships



TRANSFORMING THE LIVE MEDIA INDUSTRY ONE EVENT AT A TIME

Our infrastructure spans the world to allow end-to-end programme delivery at any scale. We promise consistency, reliability and speed of content dispersal through our core products.

LIVE EVENT SERVICES

Manage distribution for 3000+ TV channels globally

80,000+ live events delivered, 15,000+ hours of edge streaming, 30,000+ hours supported/month

Media cloud with 25+ media edge locations and 30+ CDN edge locations

1000+ media hotspots in 400+ cities across the globe

24x7 Dedicated global media services operations team of experts

100G Global media backbone, uncompressed, 3700+ TB of content transferred

KEY CUSTOMERS

TATA COMMUNICATIONS

Official Broadcast Connectivity Provider of Formula 1™

TATA COMMUNICATIONS

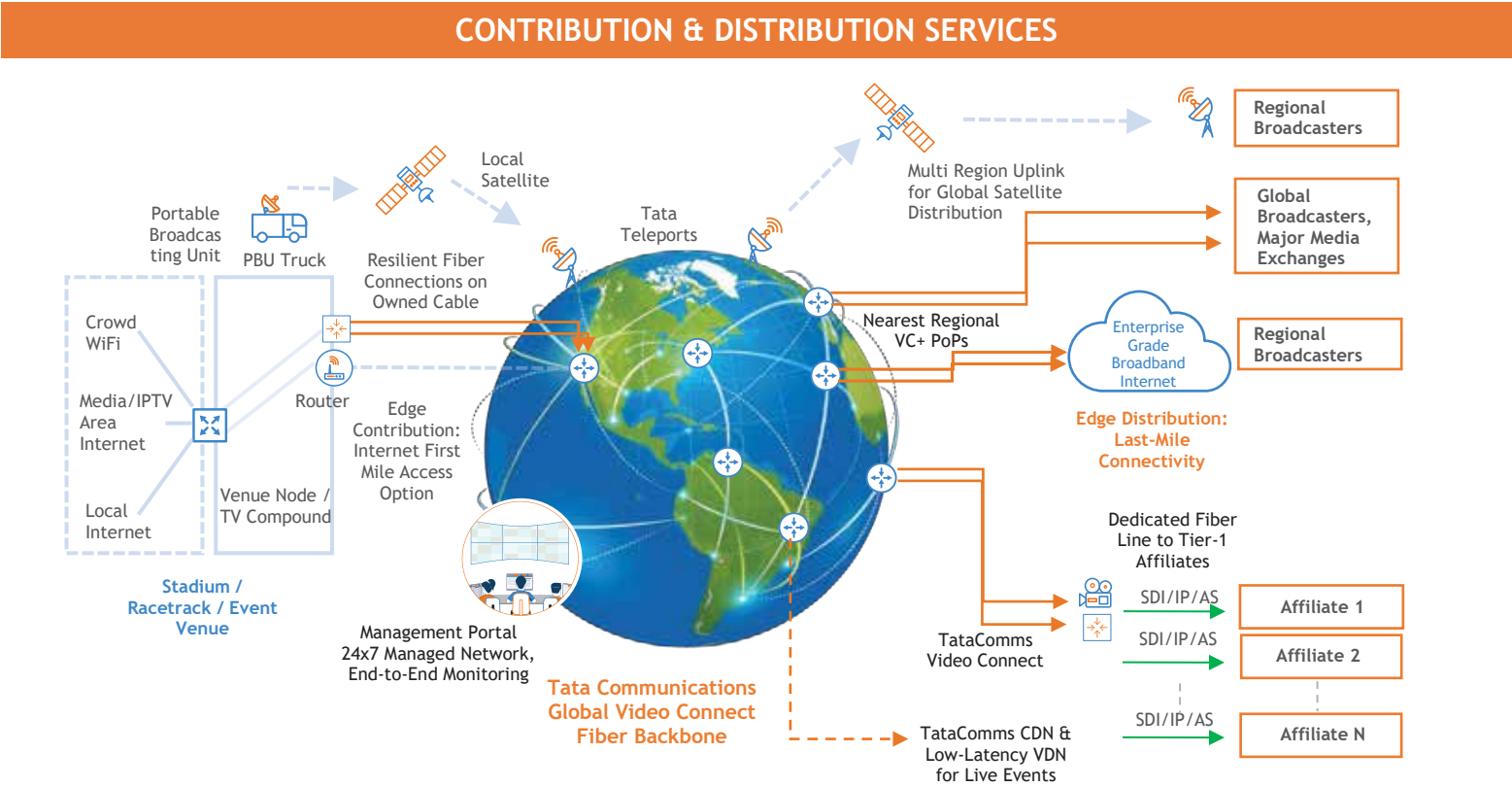
Official Broadcast Distribution Provider

TATA COMMUNICATIONS

CONNECTIVITY SUPPLIER

SAIL GP™

PATHBREAKING PROOFS-OF-CONCEPT & TURNKEY SOLUTIONS									
2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
First ever Live 4K stream trial for a race between Singapore and UK	First ever Live OTT stream with zero lag compared to linear broadcast	World's first end-to-end test in Live UHD for a race with one of UK's top broadcasters	World's first truly live 360° video streamed from a race	World's first Live 8K video stream from a European Tour event in UK	Seamless communications and richer Content for Moto GP with Live on-board Zoetrope 360 camera and MOVE Sim	Remote production of the most popular cricket league during the pandemic: real-time delivery in 9 languages with cutting edge, ultra-low latency solution	Invested in Global 100G Media backbone Virtual Video Assisted Referee (V-VAR) solution for sailing	Launched Media Edge and cloud-based, linear/live channel origination & playout platform; global remote operations for motorsports for a decade	Global expansion of Media Native Edge; The Switch Acquisition; global media edge for motorsports





## THE TATA COMMUNICATIONS ADVANTAGE



### ON-NET BROADCAST ECOSYSTEM

A large global ecosystem of 400+ on-net broadcasters on our Video Connect network ensures an uninterrupted connection to your fans



### CUSTOMISED SLAs WITHIN A MASTER CONTRACT

Single contract reduces deployment time and legal Hassles + each service comes with customised SLA options



### DEDICATED SUPPORT

A fully managed service backed by our Media Service Operations Centres provides 24/7/365 monitoring through a single pane of glass



### TECH SYNERGY & COMMERCIAL FLEXIBILITY

Integration of multiple delivery technologies and Occasional-Use (OU) model for events unlocks tremendous global distribution synergies

## INDUSTRY RECOGNITION

FROST & SULLIVAN

Recognized as a “Leader” in Frost Radar™: Global Content Delivery Network, 2023

AVASANT

Recognized as “Challenger” in Media & Entertainment RadarView™ 2023-2024

IDC

Covered as innovative vendor in NAB 2023 Insights and Observations, 2023

FROST & SULLIVAN

Recognized as Managed Video Services “Company of the Year” at the India ICT Awards 2022 for the fourth year in a row

OMDIA

Positioned as a ‘Leader’ in the 2020 Remote Production on IP Market Radar & 2020 Video CDN Market Landscape by Omdia.

## AN ECOSYSTEM OF INDUSTRY LEADERSHIP



80%

Cloud giants connected through us to business



4 of 5

Global mobile subscribers connected through our network



30%

Global internet routes carried by us



#1

on-net mobile signaling



#1

Enterprise data and colocation services in India



#1

International wholesale voice provider submarine cable owner (globally)



Amongst the

**fastest growing**

global Tier-1 ISPs



#5

Global wholesale IP provider

For more information, visit us at <https://www.tatacommunications.com/media-entertainment/>

Talk to one of our experts today at [MES@tatacommunications.com](mailto:MES@tatacommunications.com)