




# Occasional Use and Special Event Services

## Your Extended Team of Event Experts

### Overview

Tata Communications' Occasional Use (OU) & Special Events Team offers a one-stop shop to deliver a world-class live event anywhere on the planet. Our OU offering comprises of multiple service sets. We are able to provide day to day content delivery to your door via our extensive fibre network and teleport services. This is supported by a dedicated bookings team based in the UK and India and our Media Services Operations Centre (MSOC). We support:

	Processing of over 1000 Work Orders per month		10,000 hours of content delivered on the network each month		Downlink capabilities from all the major sports distribution satellites across the regions
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Managing multiple signal formats including IP, ASI, UHD



Delivering your content across the globe

### Industry Challenge

With niche media events becoming broadcast worthy, right-holders and broadcasters witness massive growth in terms of event coverage. Enterprises need to work with different providers at each event, and with a potential lack of consistency in service quality across geographies, this is where Tata Communications comes in!

### Our Solution

Tata Communications Live Special Events & Occasional Use (OU) services solve these problems by delivering a bouquet of last-mile connectivity and dedicated professional services for any event regardless of location.

Our round-the-globe cable systems spanning 240,000+ kms of subsea cable and 50,000+ kms of terrestrial cable is one of the largest wholly-owned and most advanced subsea fibre networks which underpins the internet backbone. Our Video Connect network operates on this infrastructure giving you global connectivity at the touch of a button. From a simple point to point unilateral, to multilateral distribution involving fibre and satellite, our Occasional Use bookings team are on hand to assist.

## How We Do It

Implementing short-term **last-mile connectivity**, either as a dedicated or shared on-site service

Highly experienced team of on-site professionals **available 24x7** for your needs

**Live Special Events & Occasional Use Services by Tata Communications:**

**PBU** (Portable Broadcast Unit) deployments at each event

Supported by **best-in-class** Tier-1 Video Connect network with **300+ PoPs globally**



## The Tata Communications Advantage

The best global sporting organisations trust us to deliver live events to their audiences. Here's why we are their preferred partner:

- **Best-In-Class Integrated Operations Support:** Today our global team consists of 30+ members (Service Delivery, Service Managers, Bookings/Special Events). All with on-site event experience across multiple sports & entertainment properties, working alongside the Tata Communications Engineering and Media Services Operations Center to deliver best in class services.
- **Global Video Network & Integrated Satellite Back-up:** Our media network, among the largest in the world, is connected to media hotspots in 250+ cities across the globe for seamless last-mile connectivity. Our network of in-house and partner teleports offers a full back-up and DR solution if required.
- **Easy Bookings & Simple Price Structure:** We have a dedicated bookings team and rate-cards for standard services and events. Large volumes or customer specific requests can be priced tailored to your needs.
- **A Comprehensive Suite of Event Services:** Our service portfolio enables you to deliver a brilliant world class event, either on-site or remotely. We provide compression technology, WiFi deployment, and a suite of industry-leading tools to monitor and manage our services that enable you to offer innovative content delivery.

## Customers Who Have Benefitted from Our Solutions



**Speak to us about delivering world-class live events. Future-proof your events strategy by switching to our end-to-end, managed and hybrid ecosystem!**

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