



MPLS VPN Service

Major TV Broadcaster Delivers the News with Tata Communications MPLS Service

A major broadcaster in India, which operates an independent news agency with bureaus and studios throughout the country, recently embarked on a complete make-over of its telecommunications network using Tata Communications MPLS networks. Its 80,000 square foot main broadcast studios in the Capital City are now directly linked to facilities including the metropolitan , other key cities , and remote locales spread all across India, using state-of-the-art broadcasting and networking technologies. With its sophisticated infrastructure, the company is committed to providing the most credible and timely news to its viewers, 24 hours a day, 7 days a week. No other broadcaster in the region rivals its dedication to delivering the latest news in the public interest.

Top Priority: Breaking News

One of the broadcaster's top priorities has been to vastly expand the reach of the organization's news coverage into virtually all corners of India's heartland. Until recently, inadequate and costly communication links frustrated these efforts. The company relied on third-party telecommunications shops in many areas or had to rent unused bandwidth from other providers when available. As a result of these difficulties, the broadcaster embarked on an extensive research project to solve these connectivity problems. The company determined that it needed affordable, reliable service that could be easily expanded throughout India, and it interviewed a number of telecommunications providers. Tata Communications took a consulting approach to this client and helped the company sketch out exactly what it needed to boost its news reporting presence throughout India.



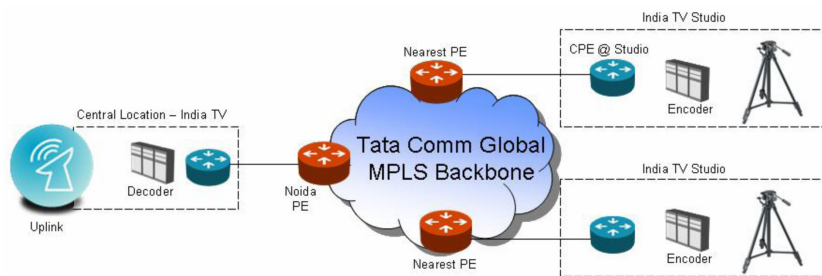
Benefits for the TV Broadcaster with Tata Communications MPLS VPN Service

- Connectivity to even the most remote and difficult to reach areas of the country
- Increased reliability over previous solution
- Lower operational costs as Tata Communications manages the connectivity
- Live 24X7 news and video streaming feeds from virtually any location in India
- More reliable and flexible system at a lower cost
- Ample capacity for future expansion and latest technology

Case Study

The Tata Communications MPLS VPN Solution

The Tata Communications solution provided the TV network with connectivity to the main facility in the capital city from virtually any remote bureau using MPLS VPN service. This Layer 3 service gives Tata Communications the ability to easily route and reroute streaming audio and video at the best possible speeds with all the security of a private network. With customer premises equipment (CPE) located at each remote location, the



broadcaster can transmit reports and footage over the MPLS network to its central studios 24X7 with little or no management on its part. The entire network is managed and monitored by Tata Communications' state-of-the-art network operations center. With high up time, Tata Communications ensures continuity and quality of the company's remote feeds. The broadcaster now has the most technically advanced television operation in the region.

Containing Costs and Looking to the Future

Because of the tremendous capacity of the Tata Communications MPLS backbone, the broadcaster can scale its remote TV coverage to many more locations. When it needs a new studio location or remote facility, Tata Communications can easily set up the new premises and bring it online. Tata Communications' commitment to providing the best technological innovations to its customers assures this leading-edge broadcaster that it will have the best communications network in the industry—now, and in the future.

The new capabilities of the MPLS network service have a direct effect on the bottom line operations of the company as well. The current solution is not only less expensive than the cumbersome system the company relied on before, but the lower management costs also save it considerable money. And most

importantly, this TV network is the most competitive source of news in the region.

About Tata Communications

Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers.

Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.

For more information on Global VPN services, visit www.tatacommunications.com

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