

Digital
Media
Maximized

TATA COMMUNICATIONS

TAKING YOU FARTHER™

Tata Communications
helps you maximize
your digital media profitability.



Maximize your creativity, reach and profitability
in the production, management and distribution
of digital media globally.

COLLABORATE AND INNOVATE

NEW. MORE.

ARE YOU OPTIMIZED FOR THE DIGITAL MEDIA ECONOMY

Your audience has a dazzling array of entertainment choices, and is highly discerning in its expectation of a rich, accessible and timely entertainment experience.

Globalization has enabled a new workforce to come together to create your media products and services. This opportunity introduces emerging challenges in how to achieve effective collaboration, including the need to integrate traditional creative centers with emerging market destinations, sharing a powerful array of media components.

Tata Communications offers a range of efficient and innovative tools to help you collaborate more effectively on content creation, maximize revenue streams and optimize your global delivery strategies to reach a global audience.

ACCELERATE YOUR
DIGITAL TRANSFORMATION.
MOVE AHEAD OF YOUR COMPETITION.



TRANSFORMING THE WAY MEDIA WORKS

BROADCASTERS, DIGITAL RETAILERS LIVE EVENTS

We created the Global Media and Entertainment Solutions (GMES) division to help you grow profitably in the digital media economy, even while working across diverse digital formats and evolving delivery platforms. This dedicated division delivers a suite of solutions enabling media management throughout the value chain including: creation, movement, workflow, asset management, security, storage and repurposing.

By leveraging our media delivery infrastructure comprised of media applications, network and managed services expertise, you can take advantage of cost-effective premium content management and distribution solutions.

THRIVE IN A WORLD OF DIVERSE FORMATS AND DELIVERY PLATFORMS

MEDIA PRODUCTION, ANIMATION AND FILM STUDIOS

We can help you to focus on creativity while benefiting from leading-edge tools and services that meet the challenge of creative excellence in a shorter time to market. We recognize that your content may require intensive digital production and collaboration across teams that can be distributed around the globe.

We provide secure networked workflow solutions that enable you to share, manage and improve production processes in a highly efficient manner.



TATA COMMUNICATIONS' GLOBAL MEDIA DELIVERY INFRASTRUCTURE

MAXIMIZE YOUR ADVANTAGE

World-class Enterprise Digital Media Management Platform

Manages content and workflow across the enterprise and globally among partners and suppliers through on-demand cloud-based applications, storage, repurposing and media movement enabling a globally distributed media value chain.

Flexible Network Services

We offer a range of highly flexible network solutions, optimized for media. Our owned-and-operated infrastructure gives us the flexibility to accommodate large file requirements on Layer 1 to Layer 3-based solutions.

Managed Services Capabilities

Hosting, storage and security services are available on a subscription basis to reduce CAPEX requirements and minimize demands on in-house IT resources.

Next-Gen CDN Architecture

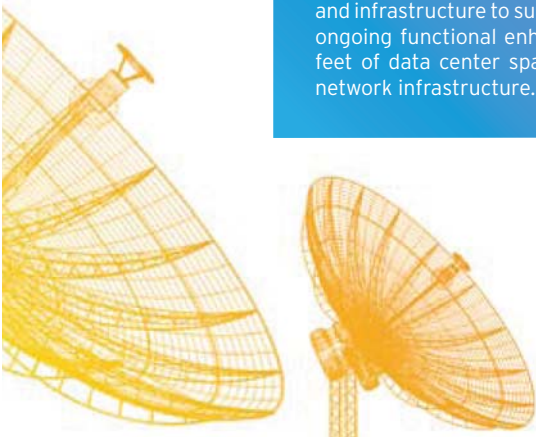
Our CDN platform was built to meet the demands of video and large file delivery. We offer leading capabilities for high-definition, on-demand videos, as well as a truly global footprint to reach millions of users worldwide.

Leading Vertical Expertise

Tata Communications has decades of experience and a dedicated team of specialists to meet the communications needs of the media and entertainment industry.

Ongoing Infrastructure Investments

We are continually investing to expand our technology capabilities and infrastructure to support the needs of our customers, including ongoing functional enhancements and nearly one million square feet of data center space worldwide to complement our leading network infrastructure.



WE CAN HELP YOU WITH YOUR ONLINE BROADCAST STRATEGY

NEW DELIVERY CHANNELS, NEW REVENUE STREAMS

Online broadcasting can provide access to new audiences and new revenue streams for all players in the media and entertainment market. However, a new set of infrastructure requirements and new tools are required to deliver a high-quality and user-friendly experience.

With a full suite of Internet-enabled media management, media processing and platform formatting tools, from a Tier-1 global IP backbone, to data centers, cloud-based applications and a content delivery network optimized for high-definition video, Tata Communications can help you bridge the gap between broadcast and Internet.

**For more information,
email GMES@tatacommunications.com
Or visit,
www.tatacommunications.com/GMES**



FROM PRODUCTION TO DISTRIBUTION

Video Connect is the world's most advanced dedicated global video network designed for flexible delivery of high-quality video content across key global media hotspots. It allows delivery in any format including ASI, SD-SDI and HD-SDI.

Built on Tata Communications' global video-enabled network, Video Connect ensures dedicated availability of bandwidth and transmission of video, on a permanent as well as on an ad hoc basis, with transmission of video at constant bit rates on 4X protected fiber paths globally.

The global network uses best-in-class DTM technology and is best suited for real-time broadcast quality video. The service enables broadcasters to reduce the cost of distribution in middle mile by as much as 50%, positively changing the economics of new channel launches or delivering channels to new geographies. It affords opportunities for further monetization by offering ability to insert local advertising from a central playout facility.

Service features include:

- End-to-end managed solution
- Redundant path protection across network
- Hitless transfer
- Flexible pricing with pay-for-use and one-way pricing models
- 24x7x365 monitoring and reporting on video parameters via dedicated Video Network Operations Center
- Reduced complexity due to media format inputs at customer endpoints



VIDEO CONNECT

FROM PIXEL TO BIG PICTURE

To thrive in this increasingly competitive and global environment, media organizations must confront emerging challenges and anticipate future demands. Mosaic enables a more effective means of working with your media community, to produce and prepare content more rapidly for transmission and multiplatform delivery at a lower cost. Mosaic enables you to expand your audience reach while lowering production costs and collaborating more effectively across your digital value chain.

By providing enterprise media management with secure workflows that enable the full audit and reporting of a company's content and its management, media companies are able to streamline how they create, manipulate and manage, digital media.

Mosaic offers cloud-based flexible access to applications, infrastructure and services to global enterprises and specialized local players, thus enabling in-house and external service providers to collaborate more closely and flexibly.

Delivered through a cloud-based commercial offering, cost savings over existing media production business models are delivered and an environment that allows for continued growth to match company demand is created.

Benefits include:

- Cloud-based model avoids capital outlay and risk
- Enables focus on creative output, not technology
- Open, service-based platform
- Cost-effective storage and repurposing of content
- Ready-integrated with leading media tools and services
- Designed from the ground up to enable secure, rich collaboration



MOSAIC

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FROM THE EARTH TO THE SKY TO THE EARTH

Tata Communications has years of experience providing TV uplink and broadcasting facilities to a number of prestigious television stations. By constantly upgrading our services to implement the latest technology, our customers have access to all the solutions that meet their needs.

Tata Communications utilizes its satellite network to broadcast your content directly to your users' televisions and computers.

Features include:

- MCPC (Multiple Channels Per Carrier)
- SCPC (Single Channel Per Carrier)
- Uplink Services
- DSNG (Digital Satellite News Gathering)
- Teleport Connectivity



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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 its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national 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. The Tata Global Network

encompasses one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 300 Pops, and more than 1 million square feet of data center and co-location facilities. Tata Communications' unique emerging market depth and breadth of reach includes a national fiber backbone network and access to network in over 60 cities and 125 Pops in India, strategic investments in South African converged services operator, Neotel, Sri Lanka and Nepal and, subject to fulfillment of conditions precedent, a 50% ownership in China Enterprise Communications (CEC) providing full country VPN coverage in China. Servicing customers from its offices in over 80 cities in 40 countries, Tata Communications is the

number one global international wholesale voice operator and number one provider of international long distance, enterprise data and Internet services in India, the Company was named "Best Wholesale Carrier" at the World Communications Awards in 2006, "Best Pan-Asian Wholesale Provider" at the 2006 and 2007 *Capacity* magazine Global Wholesale Telecommunications Awards and was awarded "Best Progress in Emerging Markets" at the 2008 Mobile Communication Awards. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)

www.tatacommunications.com

For more information, email GMES@tatacommunications.com
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