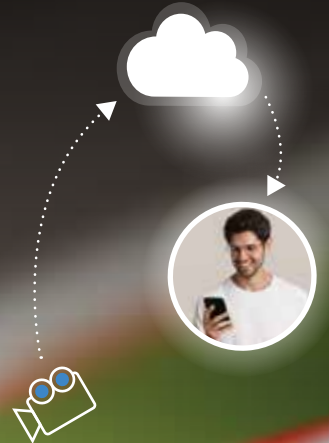




Tata Communications Content Delivery Network – Video Delivery



On-demand video consumption has skyrocketed in recent years due to increased mobile device sales and network improvement. With 92.6% of global internet users watching digital videos every week,* consumption of online video is at an all-time high. The quality of videos has also seen significant improvement — while 1080p was considered 'high-quality' a few years ago, 4K and 8K content have now entered the market.

As a result, users now expect a seamless, high- resolution, no-rebuffering experience from the content provider. Anything less could result in poor brand perception and low user engagement, eventually leading to insufficient revenue generation.

It is, therefore, imperative that you utilise the best CDN to deliver your content. Tata Communications is here to support you in this highly competitive space.

Tata Communications Video on Demand solutions

Tata Communications offers a robust Video CDN platform that helps organisations deliver LIVE and VOD content efficiently to their end consumers. The end-to-end platform supports transcoding, transmuxing, storage and distribution of video content.

*<https://www.oberlo.in/statistics/online-video-consumption-statistics>

Explore the rich feature set of our video platform

Deliver high-quality video from multiple sources with instant start-up time and near-zero buffering to your users across various platforms.

Global delivery



UHD and HD quality network: Riding on Tata Communication's Global Tier 1 network, our Video CDN allows consumers to enjoy the highest quality of service with the lowest latency.



Global PoPs & strong peering: Strategically placed PoPs and large capacities in India, US, Europe and APAC helps us handle large concurrencies with reliability, scalability and great performance. We are a Tier-1 ISP, tightly peered with global service providers, providing low latency to users across different regions.

VOD workflows



Transcoding: Support a whole gamut of end-user devices by transcoding your original files with efficient transcoding services that can align with varying bit rates and formats.



Multi-screen delivery: Package content for various end user devices by catering across formats and bitrates with our real-time transmuxing capability.



Adaptive bitrate: Deliver the appropriate video bitrate based on network dynamics to maintain the highest level of end-user experience.



Video formats and protocol support: Use a wide range of video formats, including CMAF, LL-HLS, HLS, DASH, HDS, RTMP and RTSP.



Video management: Use custom workflows and configurations with robust API support to enjoy the flexibility of management, speed and ease of video content delivery.

Content security



Digital rights management: Apply digital rights management to VOD to have the highest level of security for your content.



Secure play & tokenisation: Detect malicious users, prevent piracy, secure and protect your streams at segment level using custom and dynamic tokens based on multiple parameters.



Access revocation: Deploy client access control based on parameters, and revoke user access for enhanced security purposes.



Seamless integration with CDN storage (DCO): Manage scale and control costs using our cloud-based storage on an exclusive network accessible via the CDN.

Tata Communications advantages



Reliable content delivery: Highly reliable content delivery supported by an efficient CDN distribution architecture, comprising 30 Super Nodes riding on a Tier-I ISP and hyper-neural peering.



Infrastructure scaling: Progressive caching capability at multiple tiers, enabling higher offload.



Network predictability: Tier-I ISP network built on a global sub-sea cable structure that provides for alternate routes, resulting in a high level of predictability.



Regional penetration: Partnerships with local ISPs across the globe, guaranteeing seamless, fast delivery of quality content across geographies.

Trusted by our customers



Gartner
Peer Insights™



Tata Communications CDN reviews

By Tata Communications in global CDN

4.6 ★★★★★

Customer experience

Evaluation & contracting	4.6	★★★★★
Planning & transition	4.5	★★★★★
Delivery & execution	4.7	★★★★★



Helping news broadcaster IBC24 deliver critical reach and scalability

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Future-proof your Content Delivery Network by switching to our end-to-end, managed and hybrid ecosystem! Talk to one of our experts today at MES@tatacommunications.com

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