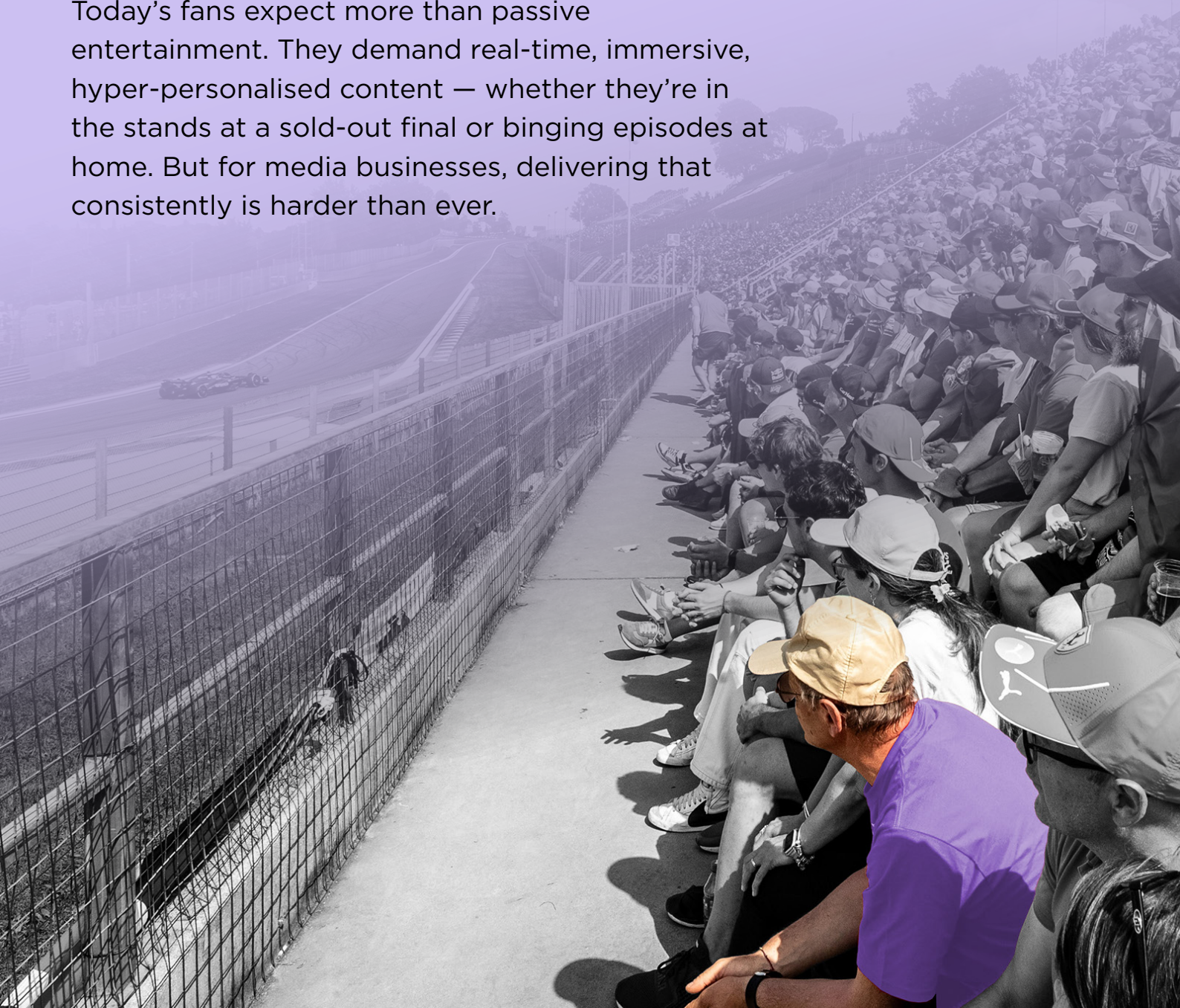


From Stands to Screens

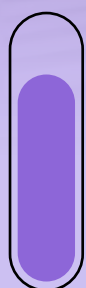
Digital Fan Engagement Services
by Tata Communications

What's Broken Today

Today's fans expect more than passive entertainment. They demand real-time, immersive, hyper-personalised content — whether they're in the stands at a sold-out final or binging episodes at home. But for media businesses, delivering that consistently is harder than ever.

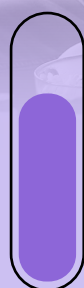


Fan engagement challenges media, entertainment and sports organisations face



77%

of eventgoers “hate” when there’s no mobile/cellular coverage at a live event venue.¹



70%

of fans prefer brands that offer personalised digital experiences.²

65%

of fans watch 360° replays on their phones at live events.³

((101))

LIVE



35%

of fans say real-time stats are a must for live experiences.⁴



68%

\$41.68 bn

of fans use their phones for live game or player updates.⁵

projected size of the digital stadium market by 2029.⁶

PROBLEM(S) SOLVED!

1 Vast venues. Fragmented experiences.

From patchy Wi-Fi to disjointed content streams, fans in large venues often struggle to stay connected, informed and involved.

We equip large venues with high-density wireless built for live surges and crowd movement. With **real-time telemetry and smart routing**, we eliminate blackspots and ensure edge-to-edge, high-speed, crowdproof connectivity.

2 Core connectivity breakdowns.

At peak moments, congestion throttles performance — leading to delayed streams, slow app response, and broken engagement.

Our Tier-1 backbone spans 190+ countries, built for high availability and zero-buffer delivery. With **adaptive routing and elastic scaling**, we match demand in real time, keeping every stream flawless.

3 Disrupted visibility. Missed moments.

Limited sightlines or inaccessible replays leave fans disengaged from the action — and businesses without attention.

We power immersive, multi-angle content with **ultra-low latency and on-site compute**. Fans get real-time replays, alternate views, and interactive overlays served dynamically and on demand. They don't just watch the feed, they control it.

4 Rising demand for real-time. Everywhere.

Fans expect instant stats, highlights, polls, overlays — whether they're trackside or couch-side. Delays cost loyalty.

We bring **compute to the edge** for real-time processing, not just the cloud. **Our distributed setup** delivers data, media, and interactivity in milliseconds. Integrated from app to arena, our pipeline ensures every moment is captured live, never lost.

5 One-size-fits-none experiences.

Mass content doesn't move modern fans. Personalised, location-aware, moment-specific engagement is the new expectation.

We use **AI and behavioural insights** to personalise fan experiences by location, preferences, and past actions. From stats to offers, everything is tailored into one seamless stream, turning mass content into precision fandom at scale.

At the Venue

- High-density managed Wi-Fi for **lag-free streaming and sharing**
- Edge compute for **low-latency replays and AR/VR overlays**
- **Real-time crowd intelligence** for dynamic engagement
- **Targeted content triggers** based on fan movement or behaviour



Beyond the Venue

- **Seamless integration** with OTT platforms and streaming services
- **Personalised content and messaging** across digital channels
- **Automated highlight** generation and distribution
- Ongoing engagement via **WhatsApp, email, and app notifications**

AI-Powered Experiences

AI isn't an add-on — it's baked into everything we offer.

From auto-scaling bandwidth to match crowd surges, to hyper-personalising outreach based on live behaviour, Tata Communications uses AI to turn data into delight:

- **AI-enabled edge management** to decongest networks on the fly
- **Real-time stream optimisation** based on device and demand
- **GenAI** for content generation, translation, and repackaging
- **Predictive analytics** for fan behaviour and campaign outcomes

Whether it's managing the moment or planning the next one, our AI ensures every touchpoint feels intuitive, immediate, and impactful.



Let's Build the Future of Fandom

With the digital infrastructure, platforms, and intelligence needed to engage fans everywhere — from the arena to the app — Tata Communications is primed to partner with the world's leading media and entertainment brands. Let's deliver the next era of connected fandom. Explore our solutions now!



Amp up fandom with
always-on connectivity



Lag's out. The action's in.
Keep fans fired up.



Roar-ready Wi-Fi to
keep fans loud and live



Fast. Fearless. Fan-first.
DIA that delivers



Bring fans closer,
faster



Power the stream.
Shield the moment



Smart data.
Smarter fandom.



Put fan thrills on
the Edge—fast.



Capture the moment.
Command it with Private 5G

Explore our Tata Communications Digital Fan Engagement Services

Write to us at MES@tatacommunications.com