TATA COMMUNICATIONS

media | *SAIL GP*™

CHARTING A NEW COURSE

How Tata Communications and SailGP are redefining live global media delivery

SailGP, one of the world's most exciting and technologically advanced sailing championships, is renowned for pushing the boundaries of live sports production. To enhance its global media delivery, the league turned to **Tata Communications** to power the remote production of all its live events. Tata Communications is delivering cutting-edge broadcast services through its next-generation **MIMiC services platform**, ensuring unparalleled reliability, scalability, and efficiency in live sailing coverage.

SailGP required a robust and scalable solution to deliver high-quality, real-time coverage of its events across multiple broadcast and streaming platforms and geographies. The complexity of live sailing coverage – where multiple cameras, onboard feeds, and data streams must be managed in real time – demanded a solution capable of maintaining seamless connectivity, resilience, and minimal latency. Additionally, for coverage of an international event with global viewership, SailGP needed a solution that could adapt to various network environments, including hybrid connectivity via fibre, satellite, and the internet.

Navigating virtualised delivery at the edge of innovation

At the heart of the collaboration is Tata Communications Media's MIMiC platform. SailGP is leveraging the MIMiC Tx video transmission service and MIMiC Edge, our next-generation virtualised network appliance platform, to streamline the entire media delivery process. This innovative platform integrates multiple mission-critical services, including:

High-performance media transport:
Ensuring secure, reliable, and ultra-low latency video transport using SMPTE 2022-26 DVB over IP transport and SRT for resilient internet-based video delivery.

Optimised broadcast workflow:
Reducing dependency on visual monitoring through an advanced alarm-driven system that proactively detects and addresses potential video quality issues.

Advanced network resiliency:
Employing redundant servers and aggregation switches to minimise disruptions and ensure service continuity.

Enhanced stream monitoring:
Utilising Tag VS Multiviewer applications for dual-layer monitoring, ensuring real-time video quality assessments with automated alerts for rapid issue resolution.
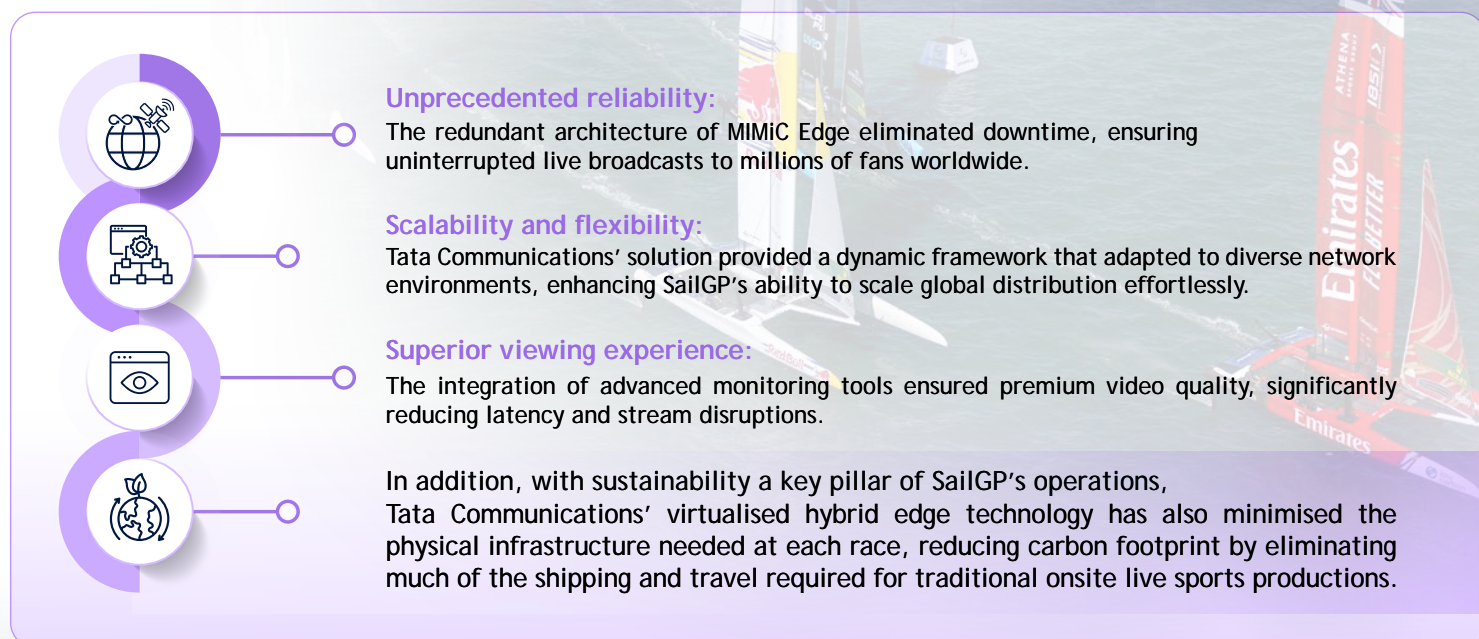
Tata Communications has deployed MIMiC Edge at all SailGP events, integrating with the championship's production workflow to ensure uninterrupted media transmission. The system's active-active hybrid fiber and internet architecture have provided load-balancing capabilities to ensure that, even in the event of a hardware failure, live feeds remain unaffected. Additionally, the DVB stream analysis platform provided real-time insights into bandwidth allocation, packet loss, and network performance, enabling engineers to swiftly troubleshoot and optimise content delivery.

Anchoring live coverage with a winning deployment

Delivering over 50 low latency live video feeds to SailGP's remote production facility in London, including a range of camera angles from each of the high-performance F50 foiling catamarans in SailGP races, as well as chase boats and helicopter cams, Tata Communications has allowed the league to fully capture the racing teams pushing the limits of sailing technology and speed.

For SailGP the core results have been hugely positive:

Unprecedented reliability:
The redundant architecture of MIMiC Edge eliminated downtime, ensuring uninterrupted live broadcasts to millions of fans worldwide.

Scalability and flexibility:
Tata Communications' solution provided a dynamic framework that adapted to diverse network environments, enhancing SailGP's ability to scale global distribution effortlessly.

Superior viewing experience:
The integration of advanced monitoring tools ensured premium video quality, significantly reducing latency and stream disruptions.

In addition, with sustainability a key pillar of SailGP's operations, Tata Communications' virtualised hybrid edge technology has also minimised the physical infrastructure needed at each race, reducing carbon footprint by eliminating much of the shipping and travel required for traditional onsite live sports productions.

Steering the future of live sports

Tata Communications' collaboration with SailGP demonstrates the evolving future of live sports broadcasting. By leveraging virtualised media solutions, the partnership aims to set a new benchmark for innovation in live event coverage.

> **Kes McHugh, Head of Venue Technology at SailGP,** highlighted the significance of this partnership: "SailGP is committed to leveraging cutting-edge technology to bring the most immersive experience to our global audience. Tata Communications' advanced broadcast solutions will ensure our content delivery is seamless, resilient, and scalable, allowing us to push the limits of live sports production and fan engagement."

> **Martyn McKenna, Associate Vice President – Global Delivery at Tata Communications,** echoed this sentiment: "This collaboration highlights how advanced digital infrastructure can revolutionise media delivery, providing a blueprint for other sports organisations looking to elevate their broadcast capabilities. We are proud to support SailGP's innovative approach to sports broadcasting. Our advanced MIMiC platform delivers unprecedented reliability, scalability, and efficiency, helping SailGP push the boundaries of live sports production."

In powering the world's most exciting racing championship on water – whether in Sydney (Australia), San Francisco (US), Rio de Janeiro (Brazil), Portsmouth (UK), Saint-Tropez (France) or other race locations across the globe, Tata Communications ensures SailGP fans experience real-time, data-enriched broadcasts like never before. As sports broadcasting continues to evolve, partnerships like that of Tata Communications and SailGP exemplify the transformative power of cutting-edge technology in live sports coverage.

For more information, visit us at www.tatacommunications.com

CONTACT