

« Built for the » Speed of Sport

How a Japanese Sports Broadcasting Network
Rewired Global Sports Broadcasting for a Faster, Smarter Game
with Tata Communications



For Japan's sports fans, **this Sports Broadcasting Network** is where the world shows up to compete. As the country's largest private sports broadcaster, it delivers international sporting moments from football and rugby to tennis and global tournaments across satellite, cable, and OTT platforms. Their mandate is to bring the world's best sport to Japanese audiences, live and without compromise. But as global sport grew faster, more fragmented, and more unpredictable, the infrastructure behind the broadcast began to lag.

When Live Sport Outran Legacy Networks

Every new sport brought excitement on screen and friction off it. For years this sports broadcaster worked with domestic and regional telcos that offered **global reach**, but not the purpose-built network for media workflows. In practice that meant international connectivity came as bespoke, telco-style services—reliable, yes, but expensive to scale, slow to provision, and not optimised for the fast, feed-by-feed demands of live sports broadcasting. In simple terms each new league meant:

New contracts

Long provisioning cycles

Multiple suppliers

And a growing operational burden across time zones

Speed-to-air slowed, costs crept up and complexity multiplied. In a world where live sport is decided in moments, **waiting weeks for connectivity was no longer an option.**

The Turning Point: Stop Stitching and Start Streaming

Incremental fixes wouldn't solve a structural problem. So, in 2023, this sports broadcaster partnered with **Tata Communications** to rethink how global sports content could be acquired and delivered without adding cost, contracts, or operational drag. The shift was decisive from stitched telco services to a **single, broadcast-grade global media backbone.**



With **Tata Communications' Video Connect**, the dynamic changed because we could **deliver any feed that this** sports broadcaster **purchased** without the customer needing to negotiate new network deals or stitch together local circuits. In short, once the broadcaster secured the rights, we could ingest and transport the feed end-to-end across its on-net backbone removing the need for additional network partnerships, cutting lead times, and turning the network into an operational enabler rather than a gating constraint.

One Network with Multiple Arenas

Tata Communications' Video Connect replaced fragmentation with flow.

New sports events could go live without signing new contracts.

Global feeds could be activated in as little as 48 hours.

Contribution workflows became predictable, repeatable, and fast.

Booking, coordination, and transmission simplified end-to-end.

What once took weeks now happened in days and sometimes, in hours.



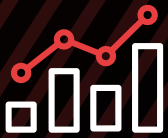
The Payoff



Cost

Significant cost reduction in media transport costs

Legacy telco-based delivery gave way to a more efficient, scalable global backbone without compromising broadcast quality.



Scale

3× growth in live sports delivery

From ~1,000 hours/year to 3,000+ hours annually, supported by the same streamlined architecture.



Speed

New sports feeds live in as little as 48 hours

Faster rights activation meant this sports broadcaster could respond quickly to new leagues and last-minute opportunities.

Operational Simplicity, Finally at Game Speed

With a single global partner in place:

- Multi-supplier coordination across time zones dropped sharply.
- Transmission and booking workflows were simplified.
- Internal teams shifted focus from managing networks to growing content and audiences.

The operation became lighter, the broadcast became faster and the organisation became more agile.



A New Play: From Contribution to Distribution

The most unexpected win came next. Traditionally, the sports broadcaster focused on **contribution**, bringing global sport into Japan. With Tata Communications' Global Media Network already in place, they unlocked something new: **distribution**.

Using the same backbone, it is planning to export Japanese sports content to audiences in Asia, Europe and North America. No new infrastructure, no new complexity, just a new direction of play.

Growth

New international distribution revenue streams enabled

This sports broadcaster now has the capabilities to expand from broadcaster to global content enabler, opening doors for Japanese leagues overseas.

Built for What Comes Next

Today, it operates on a broadcast backbone designed for modern sport:

Faster time-to-market.

Lower cost at scale.

Simplified global operations.

A foundation for future remote production and international expansion.

Because when sport moves at the speed of the moment, the network behind it has to move faster.

For more information, explore [Tata Communications Media & Entertainment Services](#)
Or write to us at MES@tatacommunications.com

