

# Enterprise events, **REIMAGINED**

Bringing the proven reliability of global sports broadcasts to create richer, immersive enterprise events.

## **Broadcast-grade reliability, enterprise-grade innovation**

Enterprise events today bring together physical and virtual audiences who expect every moment to be interactive, immersive, seamless, and personal. Tata Communications Media combines broadcast-grade reliability, trusted by Formula 1 and other leading sports, with enterprise-grade innovation, offering video production, creative, and transmission services. *We are your extended team of event experts—enabling you to focus on the event, no matter how big or small or global or local, while we take care of the technology behind it.*

# From Formula 1® to product launches, we deliver it all

Whether it's a product launch, global town hall, an investor day, or a closed-door leadership summit, your event runs on the same reliable, trusted media technology fabric that powers iconic experiences like Formula 1® and MotoGP™ - *delivering broadcast-grade quality with enterprise-grade efficiency and cost-effectiveness.*

Our video production, creative, and transmission services ensure every enterprise event is produced and delivered with studio-class quality, precision, and reliability, anywhere in the world. Whatever the format or scale, your events are seamlessly and securely brought to life over our owned global media fabric and broadcast-grade network—so the impact doesn't end when the lights go out.

		Your Event is:	Upgrade to Broadcast-grade
	<b>Public events</b>	<ul style="list-style-type: none"> <li>Corporate Live events</li> <li>Product launches, brand activations</li> <li>Fashion shows</li> <li>Conferences, tradeshows, roadshows</li> <li>Partner kick-offs &amp; fan conventions</li> </ul>	<ul style="list-style-type: none"> <li><b>Live:</b> Broadcast-quality production for public, real-time audiences</li> <li><b>Non-live:</b> Pre-recorded sessions, highlight edits, and on-demand replays for extended reach</li> <li><b>Content Management-</b> store and manage content securely for future reuse or compliance</li> </ul>
	<b>Private events</b>	<ul style="list-style-type: none"> <li>C-suite town halls, leadership summits</li> <li>Annual board updates, strategy reviews</li> <li>Investor meetings, earnings presentations</li> <li>Employee training &amp; enablement events</li> <li>Press &amp; media briefings, analyst days</li> </ul>	<ul style="list-style-type: none"> <li><b>Live:</b> Secure streaming for leadership addresses, earnings calls, or media/briefings</li> <li><b>Non-live:</b> Pre-recorded executive messages, internal updates, or training modules for controlled distribution</li> <li><b>Content Management-</b> store and manage content securely for future reuse or compliance</li> </ul>

## The broadcast-grade technology distinction... *...now available for enterprise events*

### Audio and video quality:

Bring studio-level finish to your live streams, town halls, training sessions, and marketing campaigns.

### Live streams and videos on demand:

Generate on-demand videos or livestream your enterprise events with the same low latency that live broadcasts feature.

### Multi-platform delivery:

Deliver your content on mobile apps, websites, and TVs to maximise its reach and engagement.

### Scalability and performance:

Handle millions of viewers in your global meetings, webinars, and live events simultaneously with minimum latency.

### Security and compliance:

Incorporate DRM, encryption, and access controls to your video delivery, storage, and archive.

## Enterprise events as a service.

As a globally leading media technology provider, we've perfected the art of delivering high-stakes experiences across sports, gaming, broadcast, and OTT—industries where scale, reliability, and real-time performance are non-negotiable. *That same expertise makes us naturally equipped to elevate enterprise events, transforming them into global experiences that audiences remember.* Powered by our cloud-native, IP-based, and AI-driven Media Fabric—including the world's largest media network—we deliver immersive, intelligent, and scalable productions for any event environment. Our production capabilities include:

			
<b>Studio Production</b>	<b>On-site Production</b>	<b>Remote Production</b>	<b>Cloud Production</b>
“The Switch @ Victory” Studio, a broadcast-ready, state-of-the-art production facility capable to support multiple simultaneous productions	Events where physical presence is a preference or requirement	Seamless execution with lower on-site footprint through a centralized production facility no matter the venue of your event	Events where event production team, , editors can work from the comfort of their homes or offices, anywhere in the world
Fully integrated into our global network	Low cost omni-present connectivity from anywhere	Consistent look and feel across events - ideal for frequent events	Fully integrated into our global network
Creating, capturing and connecting some of the biggest events happening globally	Leverages our global network from a post-production and distribution standpoint	Centralised control and storytelling across different markets	Flexibility to scale up or down quickly
80K+ sq. ft. high-grade space for all your needs, located in Glendale, CA, neighbouring Burbank	Global reach to package anywhere and at any scale	Freedom to produce your event anywhere while leveraging world-class broadcast facilities	Access to a global crew and talent pool

## Our differentiators. Your advantage.

You run enterprise events that can't fail. We support the full event lifecycle - from capture to global distribution - with low-latency, secure, and sustainable delivery over an owned global media fabric spanning 190+ countries.

### End-to-end production & creative

Produce on-premises, in our studio, or in the cloud as per your need, plus creative services to maximise the impact and reuse of your event content.

### Edge-powered, broadcast-grade delivery

Edge computing and a high-capacity media backbone for real-time, low-latency streaming at enterprise scale ensuring consistency and great experiences.

### Security- and sustainability-first

Fully aligned with global security, privacy, and sustainability standards, giving you peace of mind for both open and closed-door events.

And that's not all, we bring these differentiators to life as concrete strengths, proven impact, and clear benefits for your enterprise events.

Our strengths	Proven impact	Our owned global media fabric infrastructure	Benefits for your enterprise
Decades of live event production & delivery experience	100K+ LIVE events delivered	1,000+ media hotspots in 400+ cities worldwide	Broadcast-grade reliability for your enterprise events
End-to-end event solutions and services	Managing distribution for 3K+ TV channels	1Tbps uncompressed global media backbone	Seamless, low-latency, secure experiences for your audiences worldwide.
Global reach & distribution	2B+ audiences reached globally	200+ media edge compute nodes	Effortless scale from intimate briefings to global broadcasts
Trusted provider for all major hyperscalers	1-click access to billions of minutes of content	5M+ video assets in media asset repository	Frictionless integration with your existing cloud and security stack
High-volume content handling	3.7K+ Tb of content transferred	65Pb+ storage capacity on media cloud	Design once, reuse everywhere across live and on-demand experiences
Sustainable operations	90K+ MT CO2 saved via sustainable ops	70+ hyper-localized digital media nodes	Lower-carbon streaming that supports your ESG and sustainability goal

## Proven capability, trusted by global leaders

Case in point	Outcome
<p>HubSpot needed its virtual INBOUND event to be universally accessible and impactful.</p> <p><b>115</b> sessions</p> <p><b>112</b> hrs/day</p> <p><b>3</b> day event</p>	<p>Tata Communications Media successfully facilitated the largest cloud-based production to date for HubSpot INBOUND</p> <p><b>60,000</b> participants engaged live</p> <p><b>200+</b> hrs of live programming delivered</p> <p><b>Live</b> feed coordinated from the Caribbean, Sweden, and the UK</p> <p><b>12</b> virtual control rooms created</p> <p>Real-time content produced across 6 concurrent channels</p>

## Your events, turned into world-class experiences

Partner with Tata Communications to elevate your enterprise events — from product launches to investor presentations — with unmatched reliability, innovation, and scale. Let's make your events feel like TV broadcasts.

Get in touch to elevate your next event to a whole new level:  
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[Talk to experts](#)

#InnovatewithMediaFabric