

TATA COMMUNICATIONS



LIVE AT FULL THROTTLE

Making the

WORLD'S TOUGHEST MOTORSPORT



TRULY LIVE

How Tata Communications helped
FIA World Rally Championship (WRC)
*expand live coverage across stages,
broadcasters and markets worldwide.*

The FIA World Rally Championship (WRC) is **BUILT FOR THE UNPREDICTABLE**. Across a rally weekend, drivers battle through 300-350 competitive kilometres across 15-25 special stages, taking on gravel, asphalt, snow and ice through forests, mountains and some of the world's most challenging terrain.

THAT SENSE OF ADVENTURE is exactly what makes WRC compelling, and it is also what makes broadcasting a sport of this scale a formidable challenge. Today, WRC reaches a cumulative TV audience of 1.3 billion, with 110.9 million viewing hours across 54.3K broadcasts, while its digital universe extends to 9.73 million social followers and 1.27 billion video views in 2025.

WRC WANTED FANS TO EXPERIENCE MORE OF THE RALLY AS IT HAPPENED, with richer live coverage that could bring them closer to action unfolding far beyond the reach of a traditional sporting venue.

To get there, it needed to move enormous volumes of live video reliably from some of the hardest-to-reach locations in sport and then take those pictures around the world.



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THE LAY OF THE LAND

300 - 350 KM
OF BATTLE

1.3B
CUMULATIVE TV AUDIENCE

15 - 25
SPECIAL STAGES

110.9MN
VIEWING HOURS

54.3K
BROADCASTS

1.27B
VIDEO VIEWS

9.73MN
SOCIAL FOLLOWERS



THE RACE BEHIND THE RACE

Every WRC event redraws the broadcast map. The stages can stretch across hundreds of kilometres and into locations that are difficult for spectators to reach, yet live pictures still need to make their way reliably from the roadside to screens around the world.

And getting those pictures back is a race in itself. Onboard, drone, helicopter and ground cameras capture the action across stages that can stretch for **MORE THAN 50 KILOMETRES**. Signals from the onboard, helicopter and ground cameras are picked up by an aircraft flying **AROUND 8,000 METRES ABOVE THE RALLY** and relayed back to the service park, where feeds from across the stages come together for live production. One day, the action could be 100 kilometres north of the production compound; the next, 50 kilometres south. Yet the expectation remains the same: a live experience that doesn't feel limited by the distance.

AT THE TIME OF THE TRANSFORMATION, WRC was already reaching **150 MARKETS THROUGH 80+ BROADCASTERS**. Expanding its live offering meant moving much larger volumes of video from these challenging locations, making multiple camera perspectives available and serving broadcasters across markets.

For a championship with ambitions to reach existing fans and grow into new markets, **WRC NEEDED GLOBAL CONNECTIVITY CAPABLE OF KEEPING PACE** with a sport that never stays in one place.



CONNECTING THE ACTION TO THE WORLD

Tata Communications provided the global connectivity behind WRC's live broadcast ambitions, supporting the delivery of streams to and from the service park for production and managing onward delivery to associated takers. Its **NEXT-GENERATION FIBRE NETWORK** carried the produced world feed from the service park onwards to broadcasters. Tata Communications' **VIDEO CONNECT AND VPN SERVICES** also provided connectivity for live video delivery from WRC's challenging and remote rally locations.

The network itself brought serious global scale. Tata Communications' global network managed **30% OF GLOBAL INTERNET TRAFFIC**, while its **TIER-1 IP NETWORK CONNECTED MORE THAN 240 COUNTRIES AND TERRITORIES**.

But the real story was what WRC could now do with it. WRC launched a **NEW ALL-LIVE FEED TO SEVERAL BROADCASTERS**. It gained the capability to deliver enormous volumes of live feeds from camera angles for each car to numerous broadcasters on demand. Through Rally.TV, WRC's streaming platform, fans can experience rally action and different perspectives in real time.



TURNING RALLY INTO THE BROADCAST

25
HOURS OF
LIVE COVERAGE

16.4%
BOOST IN VIEWING HOURS
SINCE 2024 SEASON

2.23B
SOCIAL MEDIA
IMPRESSIONS

69.3MN
DIGITAL
ENGAGEMENT

With more of the championship available live, fans could access over 25 hours of live coverage from every rally, making it easier to follow the unfolding story from stage to stage and helping new fans better understand a sport whose action can be spread across vast distances.

For WRC, the transformation created greater flexibility to serve its established fan base while targeting audiences in new markets such as Asia and Africa. For viewers, it meant being able to follow more of a sport whose drama can be unfolding kilometres apart at any given moment.

That appetite continues to build. WRC's viewing hours have grown 16.4% from the 2024 season, while its digital presence now generates 2.23 billion social impressions and 69.3 million engagements.

MORE OF THE RALLY'S THRILL COULD NOW MAKE THE JOURNEY TO THE FAN.



THE NEXT STAGE IS ALREADY CALLING

Taking the rally live opened up another opportunity: rethinking how the championship itself could be produced.

WRC outlined plans for remote production, with Tata Communications' **LOW-LATENCY FIBRE CONNECTIVITY** expected to enable content from more than **80 PRODUCTION CAMERAS PER EVENT** to travel from the rally to a remote production hub in Finland. The ambition was to produce more of the live coverage centrally, reducing the need to move production teams and resources from rally to rally, while helping WRC deliver consistent broadcast quality wherever the championship went.

The expected gains are significant:

- **COST SAVINGS**
- **HIGHER PRODUCTIVITY AND**
- **IMPROVED QUALITY OF LIFE FOR EMPLOYEES THROUGH REDUCED TRAVEL**

These remain forward-looking benefits of the planned remote-production model rather than results already realised.



WHEREVER THE RALLY GOES, LIVE FOLLOWS

WRC was never going to choose the easy road. The forests, mountains, changing surfaces, and remote stages are what make the championship what it is.

The opportunity was to make sure those same qualities didn't limit how much of the action audiences could experience.

By providing global connectivity, supporting live streams to and from the service park, and managing onward delivery to takers,

**TATA COMMUNICATIONS HELPED WRC BRING MORE
LIVE ACTION TO FANS WORLDWIDE WHILE
ADVANCING A MORE EFFICIENT PRODUCTION MODEL.**

WRC was built to go further, and now its live broadcast can go with it.



Explore more at tatacommunications.com/media-entertainment

Or write to us at MES@tatacommunications.com

#TogetherLimitless