

MEDIA CONTENT EXCHANGE (MCX)

THE MODERN MARKETPLACE OF LIVE CONTENT



media

Industry challenge: Live event distribution is broken

In today's live sports and events ecosystem, rights owners need global reach — and broadcasters need instant access. But traditional live sports distribution is slow, ad hoc and complex: full of manual routing, emails, and coordination between rights owners and broadcasters to identify and contract specific feeds. As events scale, this becomes slower, harder, and more expensive. It creates several business problems, including lost revenue for sports federations, difficulty for takers in obtaining the right feeds, and missed opportunities for both sides.

Introducing MCX: A unified, self-service distribution hub

Considering the above industry problems, Tata Communications has launched a unified distribution hub: *A digital bridge between content owners and takers*, designed to automate and simplify live delivery. Introducing **Media Content Exchange (MCX)**, a unified booking, scheduling, and orchestration platform that connects rights owners and takers across our network.

MCX is a powerful, fully integrated platform that provides



Automated booking, orchestration and scheduling functions for IP contribution and distribution workflows.



Simple and intuitive portal interface to allow self-management of content.

MCX harnesses the power of Tata Communications Media's global IP transmission network (MIMiC Transmission) and leading, Tier-1 fiber network to ensure seamless availability and access to live content.



A digital bridge between rights owners and takers

MCX acts as a true digital bridge between content owners and takers. On the rights-owners side, it allows creation and publishing of events, smart exposure and compliance. On the broadcasters' side, it enables discoverability of content, filtering and subscription.

MCX for rights owners

Create multi-feed event packages

Create event packages in minutes - from world feeds to multi camera angles, sideline feeds, fan feeds, behind the scenes content, interviews, and more - and publish them as live events.

Flexible advance scheduling

Schedule events days, weeks, or months ahead, without needing to assign technical inputs until they're ready.

Rights-aware access. Geo and license controls

Ensure takers only see what they're entitled to. Rights filtering, geo restrictions, licensing and compliance rules handled during onboarding.

Expose to selected or all takers

Expose events to individual takers, select partners and regional groups, or their entire taker base with a single selection click. Subscriptions can be automatically reviewed and approved.

MCX for takers

Discover events and filter by sport, rights-owner, or date

Browse available events, or only what's already booked. Browse all events they have rights to - by sport, rights owner, date, or category - instantly.

Select feeds and subscribe

Select event(s), choose feeds, assign them to available outputs, and subscribe instantly to feeds with a simple click.

Monitor, switch and route:

Monitor live inputs and outputs, route feeds simply by dragging inputs to outputs just like a virtual router.

Communicate with rights owners

Communicate directly with rights owners through MCX's built in messaging, also forwarded instantly via email.

Seamless reporting and billing intelligence

After each event, detailed reports show who subscribed, who actually took the feed, along with hours consumed, giving both sides clarity and transparency for billing and performance.



Content recording

(Enabled by MediaHub integration, media asset management function dependent on rights signed up for)

Record and capture events as they happen, allowing refeeds and takers in time zone challenged regions to take content when convenient.

Once approved, feeds are automatically routed to the Taker’s chosen outputs and MCX auto-schedules everything for delivery. Delivery is powered by our MIMiC transmission platform, using secure, IP delivery, capacity never affects latency. Delivery using fiber is in roadmap.

Why Tata Communications MCX?

Massive scalability, elasticity and Ultra-low latency

MCX is built for the field. The system scales elastically, standing up new nodes in minutes to handle any number of takers or feeds, whether it’s ten broadcasters or hundreds. Latency remains consistent and low, no matter how many simultaneous takers join an event.

Optional MediaHub integration

Need highlights, clipping, replay, storage, or localisation? MCX connects seamlessly with Tata Communications MediaHub for extended workflows and capabilities to broadcasters’ accounts.

Business benefits and impact

For rights owners, MCX delivers expanded visibility and simplified distribution operations. For takers, it provides direct on demand access to more content than ever before. Here are its key benefits.

Operational efficiency

Eliminates the need for specialised engineers to manually set up point-to-point links for every live event.



Cost reduction

Replaces expensive, rigid infrastructure like satellite uplinks or dedicated fiber (MPLS) with flexible, broadcast-grade transport over managed IP connections.



Assurance

Real time monitoring and conflict management with extensive reporting capabilities.



Conditional rights management

Regulatory checks and compliance aspects are handled seamlessly and repeatable for events.



Security

Ensures all orchestrated streams are automatically protected with AES-128/256-bit encryption from the source to the final delivery point.



Blueprinted workflows

Simple expansion of service provisioning to enhance viewer engagement.

