

# Powering the Worlds Where Games Are Built and Delivered

**Gaming today isn't one world, it's thousands.**

Studios building across continents. Publishers launching updates to players everywhere at once. Live-service pipelines running around the clock, keeping worlds updated, balanced, and alive.

Behind every gaming title is a universe comprised of billions of players and powered by thousands of creators and coders, each expecting instant response, seamless updates, and zero downtime.

Tata Communications powers the Born Ready infrastructure that keeps this ecosystem moving. From the first line of code to every global patch rollout, we're built for consistency, scale, and the speed modern gaming demands.



## Game Development Studios & Partners

Game development today is a distributed, always-on production pipeline. Build farms sit in one region, art and engineering teams sit in others, and assets are massive - sometimes tens of gigabytes with every update. Continuous integration depends on predictable round-trip times, consistent throughput, and secure movement of assets between global locations. Unreliable networks can introduce jitter, delay, or packet drops that can stall builds, slow replication, and create version drift across teams. And as live-service games evolve, studios must sync new code, content updates, telemetry data, and test environments across cloud and on-prem locations - all without losing time or compromising IP.

### Tata Communications Media Services: Born to build. Always Game to scale.

- **Dedicated Global Studio Network:** International Private Line (IPL) provides a private, low-latency backbone between game studios, build farms, and data centres worldwide - ensuring large builds, art assets, and internal data move predictably across regions without jitter or packet loss.
- **Stable CI/CD Pathways:** Multi Cloud Connect (AWS, Azure, GCP) provides direct, protected paths between development environments and game origin servers ensure integration pipelines don't choke on unstable public internet routes.
- **Agile, Consistent DC-to-DC sync:** International Private Line + DC Dynamic Connectivity create controlled, deterministic pathways between global data centres, allowing game server clusters, repos, analytics systems, and game databases to stay in sync with high throughput and consistent round-trip times.
- **Bandwidth-on-Demand for Peak Cycles:** DC Dynamic Connectivity allows you to scale bandwidth during sprints, art drops, or test phases - scheduled or instantly - keeping workflows uninterrupted.
- **Cloud Integration Engineered for Pipelines:** Direct connectivity into AWS, Azure, and GCP through our Multi-Cloud Connect service ensures that game artifacts sync cleanly across regions.

### Why Us?

- Backed by the world's largest wholly owned round-the-world subsea ring (**240,000+ km**).
- Global IP footprint: **240+** IP PoPs, **700+** peering partners, a **Top 5 Tier-1 ISP** on every continent.
- Supports high-capacity Ethernet workflows with **1G, 10G, 100G** and **400G** interfaces



## Game Publishers

Publishing at scale requires an infrastructure built to absorb dramatic changes in traffic. Patch events can spike traffic 10-15 times the baseline within minutes across fragmented player geographies. Updates ranging from small fixes to 20GB+ assets must be delivered to players with minimal download time and minimal strain on origin servers. Live operations can't afford DDoS attacks that target gaming entry-points. And in a world where launches are global, the performance of your CDN, your origin connectivity, and your routing algorithms determines both your reach and retention.

### Tata Communications Media Services: Born to deliver. Always Game.

- **Patch Distribution Engineered for Surge:** Smart CDN powers high-density edge nodes + advanced caching techniques, including chunk-level, non-sequential delivery, drastically reducing download times across geographies.
- **Optimised Origin-to-Edge Flow:** Stable, high-speed paths between publisher origin clusters and regional CDN edges keep rollout timelines consistent. Our tier-1 transit minimises path stretch, while dedicated Ethernet/Private Line options provide predictable performance for critical update distribution workflows.
- **Always-on Protection for Live Operations:** A unified security layer that always keeps live operations stable. Always-on traffic scrubbing absorbs volumetric and application-layer DDoS attacks targeting login, matchmaking, and game servers, while 24x7 monitoring and behavioural detection identify anomalies before they impact uptime.
- **Player Comms at Scale:** Multi-channel messaging orchestration (SMS, WhatsApp, email, RCS, voice) for all promotional and transactional updates on gaming platforms – available with flexible workflows, composable data platform integrations and globally assured delivery at scale.



## Why Us?

- CDN optimised for gaming supports large traffic spikes during patch events through our super-dense node CDN architecture with tier-3 caching.
- Using **Byte Range Request technology**, our CDN downloads large game assets in multiple parallel chunks - reducing latency and sharply improving update speeds for players worldwide.
- **Owned Tier-1 IP** backbone ensures minimal path stretch between origin clusters and regions across continents.
- Managed DDoS mitigation services backed by **22 global scrubbing farms** capable of absorbing massive multi-vector attacks.
- With **400+** direct mobile-network connections and over **60 billion** annual interactions, our CPaaS platform is built for truly global, high-volume player communications.



From build pipelines to global patch rollouts, Tata Communications powers gaming's most critical connections. Because we're Born Ready. Always Game.

Should you need more information,  
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