



ENABLING AN IT REVOLUTION FOR FORMULA 1®

THE CHALLENGE

Formula 1® is a sport where every millisecond matters. In such a highly competitive environment there can be no compromise on experiencing the race action, especially for the tens of millions of fans across the world. With fans staying glued to the web every race weekend, the Formula1.com website becomes one of the main channels for race related content. Some of the key challenges for the website are:

- Delivering a consistent world-class experience to millions of fans accessing Formula1.com and at the same time showcasing interactive and engaging content.
- Maintaining high standards of content delivery across geographies and across multiple devices be it phones, tablets or laptops. This includes provisioning for even slower connections (like 2G or dial up).
- Enabling easy, seamless and efficient movement between various formats, specifications and quality of media content at any time.



THE SOLUTION

As the Content Delivery Network Provider for Formula 1.com, Tata Communications has designed and integrated a complete bundle of services onto one platform for improved synergy. This provides Formula One Management with a global Content Delivery Network (CDN), global IP network and on-site engineering, all from a single supplier for consistency and flexibility. This built-in flexibility is demonstrated in the Formula1.com website, which can easily scale – from handling off-season traffic to coping with millions of hits during a race weekend and still deliver a consistent level of performance. During the race weekend, a vast amount of real-time data is shared with up to seven million simultaneous viewers in over 188 countries. Tata Communications is able to deliver that content to a variety of devices, including PCs, tablets and mobile devices.

THE CUSTOMER SPEAKS...

"We looked into the market to see who can provide the services we needed, and that's why we chose Tata Communications. Out of all the people we researched, they gave us what we wanted."

Bernie Ecclestone,
CEO Formula One group



THE BENEFITS

- **Global coverage** - A global sport like Formula 1® needs a truly global solution. Our worldwide CDN presence ensures that the content published on the Formula1.com is delivered instantly across the globe through our CDN network in the same high quality as it was meant to be.
- **Superior solution** - Our solution is built from the ground up to deliver a wide range of media to a variety of devices. Formula1.com can deliver live streams, video on-demand, audio streams, and web content to tablets, mobile handsets, set top boxes and other devices, by using our video-Focused CDN which is the easy-to-use, scalable, reliable, and yet cost effective.
- **Scalable** - By using a combination of hosting and CDN services from Tata Communications, Formula One Management is able to publish and efficiently distribute rich website content – whether video or images – to tens of millions of fans watching the website the world over. The built-in flexibility of the Tata Communications' solution is demonstrated by the scalability of the Formula1.com website, which can easily switch from handling off-season traffic to multi-million users over a race weekend.

THE CUSTOMER SPEAKS...

"Our website is critical to bringing Formula 1® to a global audience, keeping them in touch with the latest from races around the world. The ability for Formula1.com content to be delivered quickly and at a high quality is of paramount importance. It is also the defining factor when we are deciding on the features and content of Formula1.com. Consistently high quality global access is the key to giving us the maximum possible freedom to upgrade and introduce new features without compromise due to the technical limitations of delivery. Tata Communications is there to provide us with a CDN solution for Formula1.com that helps us to offer the best experience to our users wherever they are."

John Morrison,
Chief Technical Officer
Formula One Management



IF WE CAN DO THIS
FOR FORMULA 1[®],
WE CAN DO IT FOR
ANYONE, IN ANY INDUSTRY.

ABOUT TATA COMMUNICATIONS' CONTENT DELIVERY NETWORK SOLUTIONS

The Tata Communications CDN can transform web performance and user experience through accelerated delivery of content.

- **The world's largest Tier 1 reach network.** Tata Communications owns and operates the world's largest Tier 1 network, which means it peers with every other Tier 1 carrier, and has more connections into more countries and territories than any other Tier 1 carrier. The Tier 1 network, peering relationships and dedicated routing on an MPLS network are integrated to provide the most direct routes between our customers' content and their end users.
- **24X7X365 support.** We provide customers with comprehensive and effective phone and email support around the clock.
- **Bundle CDN with other Tata Communications IP network products and services.** Tata Communications enables customers to bundle content delivery with an unmatched range of IP network products and services, including satellite ingest, transit, MPLS, colocation, hosting and more. Bundle for better control, efficiencies and to drive to specific business outcomes.
- **Unsurpassed value.** By owning and operating the world's largest Tier 1 network, Tata Communications has inherent cost and performance advantages compared to pure-play CDNs. Combine this with comprehensive customer service, flexible storage, a range of delivery options and the ability to bundle with other products and services and Tata Communications CDN offers superior value for money.

Find out how you could tap into Tata Communications' global expertise and innovative thinking to drive your business, by contacting: formula1@tatacommunications.com We focus on serving key vertical segments, including banking and financial services, pharmaceuticals, hospitality, media and entertainment. With a strong base of over 5000 enterprise customers globally, Tata Communications has the experience and capability to deliver beyond expectations.

Visit www.tatacommunications.com/formula1 to find out more about our services.