GIVING BROADCASTERS THE SPEED TO LEAD™
**ABOUT TATA COMMUNICATIONS**

Tata Communications is a USD $3.2 billion (FY13) global communications and enterprise IT service provider that delivers first-class infrastructure, enterprise solutions and partnerships to carriers and businesses worldwide.

We own and operate one of the world’s largest fibre networks measuring more than 300,000 miles of sub-sea fibre which facilitates over 24% of the world’s internet routes across 200 countries and territories.

**KEY FACTS ABOUT TATA COMMUNICATIONS:**

- #1 International Wholesale Voice Carrier
- #1 submarine cable owner by length
- Only global Tier-1 ISP with a top five position in all continents (Renesys)
- Leader in the Gartner Magic Quadrant for Network Services, Global for the second year in a row

Core to everything Tata Communications does, is its global infrastructure which consists of one of the largest and most sophisticated subsea optic fibre cable networks (including the world’s only wholly owned, complete cable ring around the globe); its Tier-1 IP network; and nearly 1 million square feet of world-class data centres in key business capitals around the world.

On top of this robust backbone, sits Tata Communications’ media, voice and data businesses and its comprehensive portfolio of managed enterprise services. These include:

- High speed connections and global MPLS virtual private networks
- The world’s largest network of telepresence services
- The world’s most extensive DDoS mitigation and detection service, content delivery networks, and cloud enablement solutions

To learn more about Tata Communications visit tatacommunications.com

**DELIVERING FOR FORMULA 1®**

Tata Communications is the Official Connectivity Provider of Formula One, enabling the sport to seamlessly reach out to its tens of millions of fans across the globe. As the technology partner for Formula One Management, we already provide MPLS, Internet Access, Managed Hosting & security, CDN and colocation services to Formula One Management (FOM).

Our partnership with FOM has always pushed technology’s limits for the benefit of everyone involved with the race, including viewers and fans.

Tata Communications powers FOM with 10-times faster connectivity at every race location. Our Pit Crew team covers over 4.5 laps of the globe annually and responds instantly to race-day issues and requests this includes setting up a trackside data centre at each race location in two days and dismantling it in just three hours, a process that with a traditional structure would take weeks.

Tata Communications has also enabled Formula1.com to:

- Reach over 157 million users over the past three seasons
- Share real-time data with up to 7 million simultaneous users during each race weekend.

This year Tata Communications has enabled innovation across multiple spheres in the business of Formula One. This includes:

- The first-ever live transmission of 4K ultra-high definition resolution from the 2014 F1® SINGAPORE AIRLINES SINGAPORE GRAND PRIX.
- Powering FOM’s Remote Operations Centre at Biggin Hill in the UK with cutting-edge connectivity solutions
- Enabling transatlantic video communications in real time for the MERCEDES AMG PETRONAS Formula One™ Team

“[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

“This game changing trial from Tata Communications around the capability of its world-class connectivity infrastructure allows us to evaluate new means of delivering the immersive live race experience around the world.”

John Morrison
CTO Formula One Management
Speaking about the trial 4K LIVE transmission enabled by Tata Communications
To help media organisations keep pace in a competitive market, Tata Communications offers a wide range of innovative managed services. As a global leader in communications we can help your company stay at the forefront of change.

Our media services enable seamless global transport and management of your Live and file-based Content as a cloud based managed service.

Our experienced Media Services team works closely with Content Owners, Aggregators and Service Providers to meet their video contribution, and distribution needs.

Tata Communications’ experienced Media Services team closely with content owners, aggregators and service providers to meet their video contribution, and distribution needs. With 300 video POPs across the globe we enable delivery of over 5000 events every year. That’s why you can depend on us and our global communications network to help you manage, deliver and broadcast content in any format across the globe.

2014 MEF ETHERNET EXCELLENCE AWARDS
Best Application of the Year in media, sports, entertainment.

“We are committed to providing a highly innovative service to our client, Sport1 and this new distribution capability opens up more possibilities for services in the future.”

Jelmer Kleingeld
VP and General Manager, Chello DMC

Our team takes our global infrastructure of network, data centres and services and makes them relevant to the media sector. Key to our media ambitions is the sports sector, which is dominated by live global events such as F1®. We acknowledge the challenges you face with your F1® productions and offer a range of relevant broadcast services. These include:

CARRIAGE OF LIVE FEEDS on our global network in a range of formats including JPEG2000. We carry the six FOM-produced live feeds on our global network so these can be delivered back to your broadcast production centre.

CARRIAGE OF LIVE COMMENTARY to multiple global audiences which need to be localised with live local language commentary. Our race set-up supports connectivity from the commentary booths back to the TV Compound and carriage of the audio signal back to your production centre. Here, quality and resilience outperforms ISDN.

INTERNET ACCESS for your teams working at race locations.

UNILATERAL PLAYOUT services for your live and pre-recorded content direct from the TV Compound. These can be booked at short notice and in short time slots.

FILE-BASED WORKFLOWS. A race weekend provides ample opportunity to capture many exciting clips that need to be used in a multitude of ways. Our file-based Media Management solutions for file acceleration, storage and transcoding make this possible.

COLLABORATION with teams working remotely from your broadcast production centre. We can provide unified communications solutions to solve this problem.

VOICE SERVICES to meet your requirements. We are the world’s largest global voice carrier.

INTERNET

VIDEO

MOBILE

INTEGRATION WITH THIRD PARTY MONETIZATION AS KALTURA OVP

SERVICE MODEL
DELIVERING GP2™, GP3™ & PORSCHE SUPERCUP RACE FEEDS

TATA Communications

EXPRESS THE DIFFERENCE

To learn more about how our range of media services can enable cutting edge sports broadcast applications, you can get in touch with us at formula1@tatacommunications.com.

We look forward to hearing from you and giving your business the SPEED TO LEAD™