Over the top (OTT) internet streaming has revolutionized the way we consume content. But traditional OTT lacks synchronization, leaving broadcasters struggling to deliver live content seamlessly - and simultaneously - across all platforms.

In today’s hyper-connected world, where live events become interactive entertainment, any lag can leave your viewers frustrated and disengaged.

The solution lies in Tata Communications’ Live OTT. Our low latency, synchronous streaming network enables the real-time delivery of live action across multiple screens, devices and markets - for the very first time.

- Turn a live event into a social phenomenon, with immediate delivery to any device, anywhere
- Boost engagement with synchronized screens that keep your viewers talking
- Ensure the highest quality media through robust delivery mechanisms
SYNNCHRONISE TO SOCIALISE

Live action brings people together – sharing the same experiences, at the same time, around the world. But this only works when content delivery is synchronous across every device.

Traditional OTT platforms adapt to each user’s connection by creating a variable delay of anything from a few seconds to several minutes. While this isn’t a problem for VOD, it can be fatal for live events – where milliseconds can make the difference between success and failure. And thanks to today’s obsession with tweeting, posting and sharing on social media, any delay can see your viewers switching off in fear of spoilers.

A game changer for live action

Tata Communications has the solution that will revolutionize the way we consume live content. With the launch of our pioneering Live OTT service, you can synchronize broadcast and OTT feeds anywhere around the world. Screen to screen, city to city, country to country – your audience consumes the same content at the same time.

BRING LIVE EVENTS TO LIFE

Tata Communications’ Live OTT is a fully managed, cloud-based service, enabling you to deliver live content to any device, anywhere, without any delay. Low latency capabilities and frame-accurate synchronization mean viewers can interact confidently in real time – boosting their engagement and driving your bottom line.

An interactive experience

The ability to synchronize broadcast and OTT feeds makes it possible to add companion content via a second screen. From choosing a driver cam or watching the rev counter, to sharing opinions or placing a bet, Live OTT enables levels of interaction that we’ve never seen before.

THE TATA COMMUNICATIONS DIFFERENCE

Live OTT is part of Tata Communications’ groundbreaking media ecosystem – an extensive portfolio of media services designed to equip enterprises for the future of entertainment. Experiment with new formats and expand your service offering, reach new markets and release greater opportunities – all at the touch of a button.

Tata Communications provides unparalleled reach and connectivity options, with a subsea and terrestrial network covering 700,000 km that could circumnavigate the globe more than 17 times. We have the only wholly owned fibre ring around the world, more than 400 PoPs across five continents and operate over 1 million sq. ft. of data centre space in 44 locations.

For more information visit us at www.tatacommunications.com