



CASE STUDY

THE TECHNOLOGY BEHIND THE FIA WORLD RALLY CHAMPIONSHIP: TATA COMMUNICATIONS

FIND OUT HOW TATA COMMUNICATIONS HAS HELPED WRC WITH SCALING THE COVERAGE OF THE SPORT FROM DIFFICULT TERRAINS WITH ALMOST NO LATENCY.



WRC BRINGS 15-25 STAGES OF LIVE RALLY CONTENT EVERY WEEKEND WITH ABOUT 350 KMS COVERED TO 150 MARKETS ACROSS THE WORLD

The FIA World Rally Championship (WRC) is an FIA rallying series with 14 three-day events. Each rally is split into 15-25 special stages with huge distances of 300-350 kms covered every rally weekend. While it is highly popular in Europe, the Americas and Australia, Asia and Africa are the next big target markets. The sport has seen some compelling season long battles and the new era of Rally cars has helped the sport grow in stature to becoming a truly global sport – it is clear the sport is in the midst of an unforgettable period in its history and the partnership with Tata Communications is helping complete the digital transformation of this exciting sport.

Technology behind the Scenes

The sport, unlike other motorsports, is not in a stadium or city track – its everywhere. The distances are huge compared to other sports as one might go 150 kms north of the service park in the morning and 80kms east of it in the afternoon. This translates to a huge radius of competitive distance that needs to be covered every weekend and hence the critical challenge of - How does one communicate with the audience in real time covering the championship over vast distances spread across multiple directions? The challenge of bringing live coverage from multiple angles for all -20 stages every weekend translating to ~350 hours of annual content requires deep expertise and experience. Initially, there only was three to five hours of live on a traditional satellite distribution link to broadcasters all over the world and with the All Live Feature, it became a complicated and expensive exercise. With evolving broadcast expertise, there were additions like a plane flying on stages taking direct feeds from action camera and on-boards relaying to service parks where live footage was being produced. There on it needed a partner to deliver these multiple feeds from the service park to multiple broadcasters as well as the WRC OTT app in a reliable and ultra-high-speed manner.

THE TATA COMMUNICATIONS DIFFERENCE

The partnership with Tata Communications has helped this massive motorsport completely revamp the way it provides coverage of rallies over the last 12 months.

- As of today, broadcast in 150 markets through 80+ broadcasters requires reliable **high capacity global connectivity, at scale**. Also, these numbers will only go up significantly.
- Immersive and engaging fan experience with stages and camera angles in real time - made possible via OTT platform WRC+; **robust and scalable video connect network** is key
- Scaling up production - need to drive **efficiency in production**

“Huge distances in tough terrains. Multiple broadcasters across continents. Super committed and demanding fans who yearn real time action.

That is the ecosystem of the FIA Word Rally Championship. Tata Communications’ massive global low latency network, along with Video Connect is the key enabler. It helps us serve our broadcasters and fans with true 360° live action.

With great fan experience guaranteed, we look forward to next level operational efficiency with remote production.”

Florian Ruth
Director of Content &
Production, WRC Promoter

END TO END CONNECTIVITY, VIDEO CONNECT AND REMOTE PRODUCTION. WITH SUSTAINABILITY TOO.

The Tata Communications global network with next-generation fibre manages 30% of global internet traffic, aided largely by its ownership of the largest subsea communication cable in the world. It provides connectivity for video delivery into the Tata Communications video cloud with subsequent distribution to the broadcasters.

This has enabled WRC to launch a new all live feed to several broadcasters. Video Connect and VPN service to WRC connects some of the most challenging and remote locations seamlessly for live video delivery out of these sites. The team of experts at Tata Communications seamlessly manages all aspects of transmission and broadcast for the sport, end to end, right up to broadcasters/ right holders.

WRC is currently Europe focused with good presence in Americas and Australia. Going forward, it has ambitious plans to grow across emerging markets such as Asia and Africa which hold huge promise and potential. The Tata Communications' tier-1 IP network with connectivity to more than 240 countries and territories is key to making this happen. WRC is also looking for ways to remote produce a rally going forward. In the near future, **remote production** services will help WRC to transfer all the content from the more than 80 production cameras per event to a central location where they can produce the package remotely. This solution will be enabled by the ultra-low latency networks of Tata Communications. This will lead to significant cost savings for WRC apart from **higher productivity and quality of life for their employees due to reduced travel.**

Finally, the biggest challenge or competition WRC's relentless pursuit of excellence is the tough environment and its own high benchmarks. It is a huge championship which works with four of the biggest car manufacturers with huge global partners. The team is truly seeking and pursuing continuous improvement and excellence in production and broadcasting technologies to give fans the best viewing experience. It takes truckloads of commitment to watch a rally since a person must park miles away and walk through forests or mountains to reach viewing spots. All the more reason to **capture, package and broadcast content from all the stages on a device for pieces of the action that a fan misses due to difficult terrain.** This is where Tata Communications expertise in the world of live sports broadcasting comes to the fore. With experience across a variety of motor-sports including F1 and MotoGP apart from the challenging world of rally sports, Tata Communications helps drive best in class broadcasting solutions for sport rights holders and broadcasters alike.

GROWING THE FAN BASE

Live coverage of this scale is more than an added bonus for fans; it is a way for new viewers to get drawn into this motorsport, which can be hard to follow for the uninitiated. First time fans especially, get to see everything live at a rally. This is a big stepping stone for broadcasters and for the rally itself; with this, WRC has changed the way rally is perceived, hopefully now and forever.

ACCELERATING GROWTH, DELIVERING CUSTOMER DELIGHT AND ENSURING EFFICIENCY GAINS FOR WRC

WRC can now reach its huge fan base and tap into new target markets in Asia and Africa thanks to the Tata Communications Global Network. It now has the capability to deliver enormous volumes of live feed from all camera angles for each car to numerous broadcasters, as per demand. This unlocks massive potential to scale this incredible sport's viewership globally.

OUR KEY DIFFERENTIATORS

Scalability & Reliability:

Seamless transfer of 350+ hours of live content to broadcasters on an always-on network (99.99% uptime)

Live action, always:

Along with large bandwidth speeds, the network also ensures low latency and sufficient redundancy built in at every level

Unlocking growth potential:

Reaching out to new fan bases » phenomenal growth potential in new target markets like Asia & Africa, powered with OTT platform

New revenue streams:

Scalability allows connecting new broadcasters

Rich & Customized:

Rich feeds from multiple cameras for each car, with customized graphics, commentary and insights

Best in class viewer experience:

Intelligent network that compensates for flips or blips ensuring no frame losses or any other disruptions

With **remote production**, the promoters of WRC will enter a new world of **productivity and efficiency, seamlessness & cost benefits** with better broadcasting than ever before

End to end low latency connectivity. Comprehensive, seamless broadcasting with unmatched reach. Remote Production capability. Eco-friendliness & Sustainability.

And above all, the assurance and support of Tata Communications' team of experts!

