

BROADCAST HIGH-PROFILE SPORTING EVENTS WORLDWIDE WITH OUR TOP- TIER SPECIAL EVENTS TEAM

To supply broadcasters worldwide with the highest quality sports content, you need special event delivery that's easy to manage plus consistent communication at every project stage. Tata Communications' Special Events Team combines deep expertise gained across a diverse range of high octane entertainment – your fail-safe partner geared up to deliver the best broadcast services available, end to end.



SEAMLESS EXPERTISE

From pre-sales testing to post-event reporting

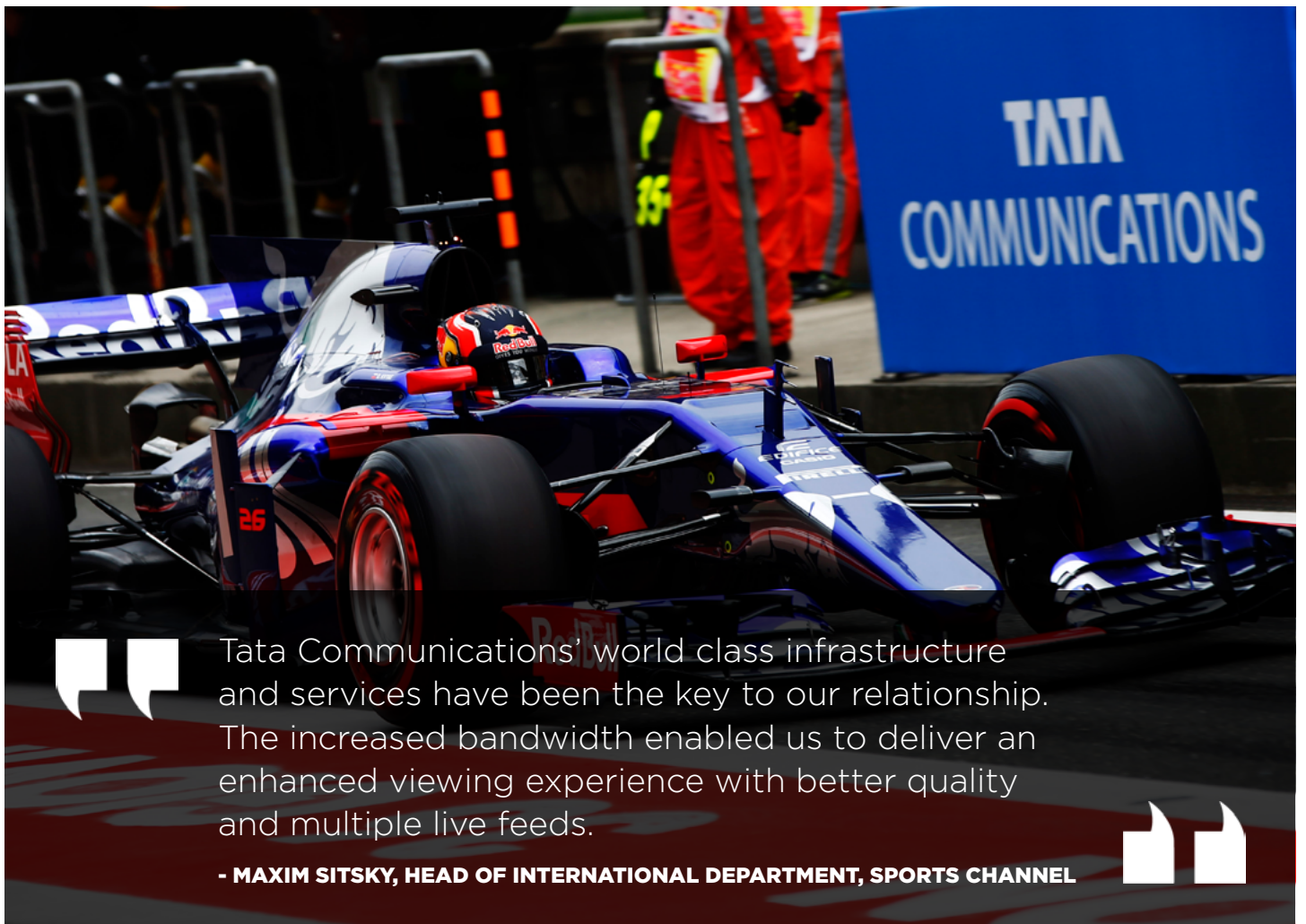
End users around the world increasingly expect to watch high-profile sporting events on their choice of device and channel. However providers, as well as content owners, face multiple challenges when coordinating the diverse media sources and feeds required to make this a reality. Broadcasters need to know you can offer consistently excellent service, as well as quality. And – ideally – deliver it through a dedicated and experienced resource. It's just this ability that sets Tata Communications' Special Events Team apart.

Your go-to experts for any event offer:

- **Unparalleled experience gained in the demanding world of sports** - everything from network delivery to contribution/distribution and complete service offerings such as OTT broadcasting
- **On-ground deployment, testing and monitoring and control** via our-site support team
- **A dedicated live events Master Control Room (MCR)** we can replicate remotely at any event, with two control rooms that work in perfect sync
- **On-site equipment build capability** – minimising rigging and de-rigging time, and maximising efficiency, so you spend less time at the event and we can deploy services to your customers more quickly

SPECIAL EVENTS TEAM BENEFITS

- Single point of contact
- On-site support and monitoring
- Detailed end-to-end programme management
- All risks and issues managed
- Very sharp escalation matrix
- Extremely experienced partners



Tata Communications' world class infrastructure and services have been the key to our relationship. The increased bandwidth enabled us to deliver an enhanced viewing experience with better quality and multiple live feeds.

- MAXIM SITSKY, HEAD OF INTERNATIONAL DEPARTMENT, SPORTS CHANNEL

FOCUSED ON YOUR SATISFACTION

From start to finish

When you engage us to deliver your broadcast content, you're supported by seasoned specialists who know that live entertainment offers just the one chance to get things right. So they'll do everything in their power to ensure your event is the complete success you've promised and expect.

- **Project/ programme management**

We plan every event down to the finest level of detail including the management of risks, opportunities, issues and resourcing. Your Programme Manager will be your day-to-day single point of contact.

- **Technical management**

Your Technical Manager will own the end-to-end solution and technical implementation. They also support all event rigging and make sure line-up testing is carried out exactly to your specification.

- **Service management**

From the moment your event goes live we'll keep you up-to-speed with regular email updates. Your Service Manager will co-ordinate all aspects of incident management so that all escalations and incident reports are delivered on time.

- **Bookings management**

Our Bookings team manages all the bookings across our network. This includes event logistics – such as flights, hotels and shipping – as well as third party connectivity, including covering uplinks, downlinks and space.



ENHANCING THE MEDIA CUSTOMER EXPERIENCE at every F1 Grand Prix

- As a customer, you can access your services simply by connecting into a dedicated patch panel at a single point of presence – the **Tata Communications Broadcast Unit (TBU)**. This reduces complexity by streamlining the rigging and de-rigging that's traditionally been needed.

KEEPING A CLOSE EYE We monitor your event every step of the way

- 24x7 Video Monitoring NOC
- Active monitoring and troubleshooting
- Staff with onsite special event experience
- ScheduALL bookings system
- Dedicated bookings and forward planning unit
- State of the art equipment

“Whether we’re broadcasting a historic space jump or a live concert, we need to be confident of maximum uptime, global reach and security. We’re extremely proud to be partnering with Tata Communications, a company that shares a DNA similar to ours in experimental improvement and continuous innovations.”

- ANDREAS GALL, CHIEF TECHNOLOGY OFFICER, RED BULL MEDIA HOUSE

POLE POSITION

Delivering F1® thrills to fans worldwide

For the sixth season in a row, Tata Communications is the Official Connectivity Provider to Formula 1®. This means we're exclusively responsible for the connectivity backbone, MPLS, internet access, content delivery network (CDN), security, managed services and service delivery for Formula One Group (FOG) at 20+ Formula 1® race locations. Delivering data as well as live, rich and scalable video for broadcast, we provide the Speed to Lead® for the most technically demanding motorsport in the world.



FROM SOURCE TO AUDIENCE

Delivering edge-of-the-seat excitement for Red Bull Media House

Tata Communications is the global connectivity and innovations partner for the new Red Bull Media House television channel. And we're also the preferred media connectivity partner for Red Bull events globally - transmitting live data over our fibre network and building on the brand's heritage in extreme sports with everything from space walks to live music. Red Bull Media House uses Tata Communications' Video Connect Service to ensure maximum uptime, reliability and premium quality of video delivery - optimising the viewing experience and making the most of output from Red Bull's ground-breaking camera technology.



IN THE HOT SEAT

Delivering high-speed action for Moto GP

Dorna Sports has chosen Tata Communications as its exclusive video distribution partner for the FIM MotoGP™ World Championship and Superbike World Championship (WorldSBK). 200+ million households worldwide are now set to benefit from access to a truly real-time, immersive race experience whether it's enjoyed on the TV or on the move. Distributed via its new Barcelona media hub across five continents, Dorna's live content will dial up the thrills using innovative technology that makes the most of Tata Communications' global connectivity. This includes low-latency Ultra-High Definition (UHD), 360° and live OTT video feeds, as well as remote production and High-Dynamic-Range (HDR) imaging.

THE TATA COMMUNICATIONS ADVANTAGE

We offer a strong global presence plus unrivalled local service expertise:

- Delivering over 3,000 hours of live OU content each year
- Supplying 32TB of file-based content
- Delighting audiences across 29 countries and five continents
- Supporting our customers through 200+ dedicated service relationship managers who are 100% ITIL-certified
- Providing backup 24/7/365 via five global service contact centres

Our Media Ecosystem solution portfolio leverages our global media, connectivity and cloud capabilities to transform your operations. Collaborating to explore new standards of broadcasting testing ULTRA HD with SKY for DTH delivery, Live Synchronous OTT for Formula One Group and exploring new technologies to transform the fan experience. With our global network, the world's largest, you can reach sports fans anywhere in the world.

For more information, visit us at www.tatacommunications.com

Contact Us

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Tata Communications - Whatever it takes