



CASE STUDY – Lehren

Challenges

- Needed to deliver broadcast-quality video online
- The solution had to provide high throughput and near-immediate start times
- A highly scalable, cost-effective, robust service with the ability to support millions of viewers worldwide

Tata Communications' Solution Benefits

- Video start times up to four times faster than competitors thanks to:
 1. Industry-leading "Time to First Byte" (TTFB)
 2. No recursive DNS lookups
 3. Content delivery from the node closest to the end user
- Full control for instantly adding, deleting and updating content.
- Clustered system designed to increase capacity without bottlenecks
- Additional capacity can be provisioned immediately without impacting network integrity
- Advanced formats, such as high definition video, play immediately and uninterrupted
- Cost-effective, carrier-grade, live broadcasting solution included in platform
- Optional security suite to secure the content from being illicitly downloaded

Tata Communications Helps Popular Entertainment Channel Increase Web Site Traffic 500 Percent

As a pioneer in India's emerging television industry, Lehren is the first 24X7 entertainment channel devoted exclusively to Indian films. Based in Mumbai India, Lehren's videos of film previews, songs, interviews, and magazine content have made the broadcaster a household name in India.

While based in India, Lehren's web site audience is primarily in the U.S. As part of its growth strategy, the company wanted to expand its content delivery network (CDN) service to deliver broadcast-quality video online to a global audience. Finding a cost-effective solution was also a key concern.

Wholly Owned, Global CDN

Lehren had been using a competitor's services but sought a new provider that could offer video-centric CDN services with a global reach. Because the majority of Lehren's content was video, the company needed a CDN provider that would ensure lightning-fast starting times and high throughput to deliver rich media content and the most engaging user experience to its customers. Lehren chose Tata Communications' CDN. Wholly-owned and centrally managed, Tata Communications' CDN circles the globe, providing the most efficient path to Lehren's content.

High Performance and Reliability

Tata Communications' Content Delivery Network, powered by BitGravity, provides a fully distributed architecture that delivers improved performance and higher reliability, resulting in reduced routing and shorter transits. As a result, even the most difficult formats, such as high definition video, play immediately and uninterrupted.

"High performance video delivery and an optimal web experience is critical to our business. Tata Communications' CDN was the obvious choice as they have the architecture designed for smooth delivery of rich media content."

Deepali Narsiker

Head — Broadband Services at Lehren

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Introducing Distributed Origin content delivery



Based on a non-caching philosophy, Tata Communications’ CDN replicates Lehren’s video content worldwide. This makes it almost instantly available to the user, regardless of geography, bypassing the cache-miss even for the most remote locations. Any content update or removal is performed without the lag induced by legacy cache-clearing processes.



The CDN platform leverages Tata Communications’ Tier 1 Global IP network for world-class resiliency and performance. The CDN network features dedicated nodes in the Americas, Europe, and Asia (including India), with points-of-presence (PoPs) globally for high availability and increased delivery speeds. Each node is connected to multiple 10 Gigabit Ethernet switches for massive throughput, allowing content to be replicated, updated or removed almost instantly.

A New Level of Scalability



The highly scalable architecture can support millions of simultaneous connections, thanks to the use of HTTP progressive download as opposed to streaming video. CDN also offers the highest levels of reliability and performance.

Viewership Increased Five-Fold

Lehren’s integration with Tata Communications’ CDN was simple and accomplished via URLs in a short time frame. After using Tata Communications’ CDN services for one month, Lehren’s data usage jumped 500 percent. Lehren continues to use Tata Communications’ CDN and has since experienced a consistent increase in viewership.

About Tata Communications

Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers.

Tata Communications’ range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.

For more information on Tata Communications’ Content Delivery Network (CDN), visit CDN.solution@tatacommunications.com