

IGF

Challenges

- Streaming live video from event venues needed to be simultaneously delivered in eight languages
- Avoiding the hassle and expense of hardware and software purchasing, download and installation
- Solution needed to be scalable with reduced latency and packet drops

Tata Communications' Solution Benefits

- Cost-effective, carrier-grade, live broadcast solution
- Lowered travel costs and enabled remote participation for attendees who could not be there in person
- Reduced OPEX through simple, quickly deployed solution
- Solution built on Tier-1 network to enhance global reach and eliminate congestion
- Eliminated need for expensive hardware, proprietary software, or media players to view live content
- Transmits up to four times faster than other solutions
- Additional capacity can be added with no impact on service integrity
- Support for hundreds of thousands of concurrent streams
- Auto bandwidth switching for improved stability and user experience
- DVR functions for user flexibility

CASE STUDY – Internet Governance Forum (IGF)

LiveBroadcast™

Streams IGF Event to Global Audience in Eight Languages

Established in 2003, the National Internet Exchange of India (NIXI) is a nonprofit organization that works in conjunction with the Internet Service Providers Association of India (ISPAI) to facilitate the exchange of domestic Internet traffic between India's Internet Service Providers (ISPs).

Its main goal is to create more efficient use of international bandwidth and improve quality of service for customers by preventing multiple international hops, thus reducing latency.

As host for the third Internet Governance Forum (IGF) in India, NIXI was tasked with providing the technical and network arrangements for the event. Plans included a complex deployment that required streaming live video from event venues while simultaneously delivering video in eight languages. The IGF video broadcast was to be webcast from the Hyderabad International Convention Centre in Hyderabad and was intended to be viewed by thousands of viewers from locations as diverse as Argentina, the Netherlands and Japan. The live video requirement was intensified after the November 2008 terror attacks in Mumbai caused multiple cancellations, creating a greater need for remote participation than originally expected.

“Many workshop participants expressed appreciation for such high quality video.”

Rajesh Aggarwal,
Spokesperson for NIXI

LiveBroadcast Solution

LiveBroadcast is a comprehensive live video service, powered by BitGravity's BitCast technology. As part of Tata Communications' Content Delivery Network (CDN) offering, it is an easy-to-use, flexible solution, delivering video with little delay, at affordable rates.

Leveraging Tata Communications' Tier-1 network, LiveBroadcast enables customers to access 12 nodes that are distributed worldwide, and replicate the video stream in near real-time, providing the end user with an engaging viewing experience with delays-to-live feed of less than 6 seconds (as measured by surveys done on Tata Communications' LiveBroadcast customer base).

The service also includes an easy-to-use web dashboard, which provides audience and performance measurements. This dashboard, which is also available for the standard CDN service, serves as an all-purpose control center for customers who subscribe to either service.

CASE STUDY – Internet Governance Forum (IGF)



“The IGF event demonstrated the reach, throughput and massive scalability of the LiveBroadcast™ solution.”

Genius Wong,

Senior Vice President of Global IP and VPN Services at Tata Communications

Multiple Venues and Languages

In addition to its language of origin, the main conference hall video was broadcast in seven additional translations by dedicating a wireless channel to each language. The audio was provided as input from the wireless receiver to a converter along with the video. The output was a single, digital stream with mixed audio-video. The workshop videos were input to the encoder CPUs directly and the stream was broadcast online using LiveBroadcast.

Tata Communications demonstrated the LiveBroadcast service to an international audience. The IGF benefited from the live video broadcast with over 300,000 viewers in all major countries around the world. In addition to facilitating remote participation, the LiveBroadcast solution remained stable for the event's duration.



High Performance and Scalability

“The IGF event demonstrated the reach, throughput and massive scalability of the LiveBroadcast solution,” said Genius Wong, Senior Vice President of Global IP and VPN Services at Tata Communications. Officials from NIXI were similarly pleased with outcomes from the event. “Tata Communications provided a webcasting platform for 15 live feeds – the most for any Internet meeting so far. Many workshop participants expressed appreciation for such high quality video,” said NIXI spokesperson, Rajesh Aggarwal, who was equally pleased with the expertise and level of professionalism of Tata Communications' staff. He noted that “not only was the technological platform excellent, but the dedication and knowledge of the entire team was equally as impressive.”

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 please visit CDN.TataCommunications.com or email CDN.Solution@tatacommunications.com.