

TV5MONDE

Challenges

- Needed an end-to-end live video broadcast solution
- Quick deployment to meet the customer's requirement to broadcast the U.S. presidential debate
- Service had to be scalable and overcome firewall limitations
- The solution had to be robust and provide little delay between the initial source and online video

Tata Communications' Solution Benefits

- Reduced OPEX through simple, quickly deployed solution
- Robust and scalable solution built on Tier-1 IP network to handle flash-crowd audience peak
- High throughput eliminates video play buffering or failure
- Support for High Definition video and other advanced features
- Use of HTTP allows Live Broadcast to stream in all environments
- High quality video with the shortest delay to the viewer
- Optimal routing delivers high performance, TV-quality broadcasts instantly
- View live content without additional hardware, software or special media players
- No need for expensive hardware, proprietary software, or special media players to view live content

CASE STUDY – TV5MONDE

LiveBroadcast™

Tata Communications Helps TV5Monde Broadcast to a World of Online Viewers

TV5MONDE is the leading French language channel reaching more than 180 million households and 54 million viewers weekly in over 200 countries, making it the second largest distributed channel in the world. Through its timely news and unique programming, TV5MONDE strives to promote and share a diversity of cultures and perspectives, with programming specifically adapted to seven continents. TV5MONDE broadcasts via 18 satellites and more than 6,000 different cable systems

The announcement of TV5's Global Media Plan announced in 2008, represents a strategic leap and, will enable new media to support its content, mainly Internet and mobile. TV5 now plans on delivering both live and on-demand content through the web.

During the 2008 U.S. presidential elections, TV5 decided to add live feed to their Internet portfolio and started the process of evaluating live Internet video providers. They immediately considered Tata Communications, who had been supplying TV5 with telecommunications products and services since 1999, with the delivery of video broadcast transmission links between Paris, Montreal and Mexico. In 2004, TV5 also chose Tata Communications' IP Transit service.

End-to-End, Scalable Solution

TV5MONDE sought an end-to-end solution to interface with broadcast outputs from their fully owned data center. The solution had to overcome firewall limitations, scale quickly, and deliver the shortest possible delay between the initial source and the online video.

Tata Communications proposed its LiveBroadcast™ service, a carrier-grade live video broadcasting solution for the Internet. Powered by BitGravity's BitCast™ technology, LiveBroadcast features a fully distributed architecture built on Tata Communications' global Content Delivery Network (CDN) platform. The solution transmits live, online video while minimizing latency to create a superior end user experience.

CASE STUDY – TV5MONDE

Up and Running in Less Than a Week

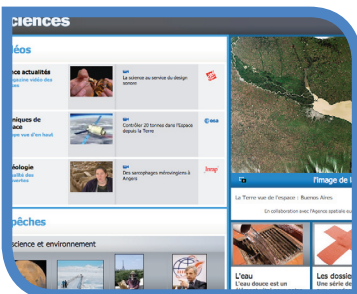


Tata Communications learned of the broadcaster’s interest in streaming online video only one week prior to the first U.S. presidential debate between Barack Obama and John McCain. Because the customer wanted to broadcast the debate online, Tata Communications provisioned the LiveBroadcast™ solution in just a few days. Additional live tests demonstrated how robust the solution is, and the superior quality of the video streamed.



Tata Communications’ LiveBroadcast uses a solution that relies on the same technology as the one used in CDN to deliver Flash/H264 Video On-Demand services, and accelerated file download services.

This eliminates the common scalability issues associated with using proprietary live server-based solutions. With its design, LiveBroadcast can scale up to any live event without requiring massive additional live server rollout.



Thanks to the real-time replication algorithm used by Tata Communications’ across its distributed origins nodes, incoming live streams are replicated simultaneously on every delivery node instantly by taking advantage of Tata Communications’ global Tier-1 IP backbone. This design increases the speed of the solution, achieving a source-to-display delay of less than five seconds, a significant advantage over traditional live products.

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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 LiveBroadcast, visit CDN.solution@tatacommunications.com