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CASE STUDY – Mysore Dasara

LiveBroadcast™

Mysore Dasara Festival

Challenges

- Needed to deliver broadcast-quality video that would attract a large audience
- A scalable, reliable service from a provider with global reach
- Solution needed to be deployed within a very tight timeframe
- High throughput and near-immediate start times for premium video quality
- Solution needed to be scalable with reduced latency and packet drops

Solution Benefits

- Video starts within two seconds of establishing a solid Internet connection
- Quick, simple deployment
- Massive scalability
- Auto bandwidth switching improves stability and user experience
- Tier-1 IP network ensures no congestion for streamlined service
- Flexible streams work in all environments

LiveBroadcast Brings Local Celebration to a Worldwide Audience

Mysore Dasara is a state-wide festival in Karnataka, India, that has a long tradition of celebrating the Dasara holiday with elaborate events including parades, dancing, concerts, sporting events, and exhibitions that attract a large audience from around the world. Also known as the "Navarathri" or "nine nights", Dasara's nine days of worship and celebration culminate on the 10th day, known as "Vijaydashami."

The government organizers of the festival decided they wanted to expand the event's global reach by broadcasting it over the web versus television (the usual broadcast medium). They needed a solution for TV quality video, that had to be scalable, stable and able to be deployed with only three day's notice.

Solution at a glance

The initial video feed for the event was backhauled through satellite to Chennai, where it was encoded to flash video, while being published to the local content supernode. The live stream was then replicated in near-real-time to all content nodes across Tata Communications' content network, and instantly accessible by end users from their closest supernode.

Publishing was done using raw TCP bitstream, eliminating overhead and increasing velocity. The live replication was entirely operated through Tata Communications' global, robust Tier-1 IP Network, ensuring the delay between the actual event and what the viewer saw was less than 10 seconds (including teleport latency).

The video was delivered to the user via progressive download versus streaming video. Using this format made the event available to a wider online audience, as users weren't subjected to bandwidth constraints of streaming video.

Several feeds of different bit rates were replicated from Chennai to all other content supernodes, allowing automatic bit rate throttling on the user end. This enabled video download on even the weakest Internet connections.

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Scalable, High Performance Broadcast Solutions

After considering different vendors, festival organizers chose Tata Communications' LiveBroadcast™ service. Tata Communications downloaded the TV signal at the Chennai teleport and used the service to broadcast the event in real-time over the internet. The LiveBroadcast solution is part of Tata Communications' Content Delivery Network (CDN) powered by Bit Gravity, which provides a highly scalable carrier-grade platform. The CDN is synched to the world's largest Tier-1 IP network which provides connectivity to 200 countries. Tata Communications' LiveBroadcast works on an architecture that streamlines processes and technology to a single device, significantly reducing the need to invest in expensive hardware.

Tata Communications' commitment in bringing tradition to a new media era

Tata Communications answered the government's interest in moving from a traditional broadcasting solution to online webcasting with an end-to-end turnkey solution, that was rolled out quickly and easily.

Mysore Dasara was broadcast live for six hours via Tata Communications' LiveBroadcast service, receiving 125,000 hits to the video link, and thus achieving its intended goal of attracting significant global audience. Tata Communications was able to provide recorded video after the event via the Content Delivery Network.

Ensuring that the webcast was flawless was critical in showing the customer the advantages of using Internet versus television broadcast. The organizers were thrilled with the LiveBroadcast solution and are now considering live video broadcasts for additional major events.

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.

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