



Challenges

- Reduce total cost of ownership
- Increase viewership
- Try new pricing model to increase revenue
- Shift from traditional streaming protocols to HTTP to improve viewer experience
- Increase scalability
- Limit access to improve security

Tata Communications' Solution Benefits

- Ramped up delivery of cricket matches and on-demand, sports videos
- Straightforward pricing model with no hidden costs
- Global, Tier 1 network delivers high performance worldwide
- Secure access from non-allowed geographies
- Streamlined efficient migration from traditional protocols to new streaming platform

“We were moving to the ad based revenue model which requires a cost effective solution without compromising on the features and quality of the live broadcast and this is where Tata Communications' CDN services proved to be a better fit. Its distributed origin architecture along with clean pricing model makes it an ideal CDN services for portal like ours which receives millions of hits per match day”.

Jose Felix

—Head, Nimbus Communications,
New Media

CDN (Content Delivery Network) Service

Tata Communications' Global CDN Powers Streaming of On-demand and Live Cricket Matches

As one of India's largest broadcast companies, Nimbus Communications Ltd. holds vast media interests in entertainment and sports. They own one of the leading cricket portals, www.cricketnirvana.com, which is the destination for on demand and live cricket content. They are the first sports site in the world to experiment with the unique business model of delivering cricket content around the world free to users with an advertising revenue model. Hence, it was critical for Nimbus to work with a strong service provider with a global platform to deliver content to its audience.

The Challenge

Nimbus was working on a paid subscription model to provide access to live and on-demand content to end users in the geographies where they hold the internet rights. The on-demand content is available globally and live content is accessible within India. As the dynamics of delivering live sports in India varies dramatically from the rest of the world, Nimbus decided to be the world's first sports website offering premium cricket content free to end users with ad monetisation. This arrangement required a switch to new CDN platform which can sustain the surge in the traffic from multifold increase in the viewership, cost-effectively.

Nimbus also sought for a HTTP based delivery platform which is more scalable and firewall friendly for users watching the live matches from work

High Performance Viewing of Live Cricket Matches

Nimbus' business objectives were to accelerate content delivery and provide on-demand and live cricket matches across target geographies with minimum latency. Tata Communications proposed its CDN (Content Delivery Network) Secure Access solution, which would stream content from the nearest node to end users. CDN Secure Access also provides specific security capabilities that Nimbus needed, such as limiting user access to content based on expiry time, geo blocking, IP address, URL, browser type, cookies, and other parameters.



“We switched to Tata Communications’ CDN solution from another CDN player in record time and that wouldn’t have been possible without the dedication that their team has shown toward our account. Tata Communications has been resourceful in providing excellent advice that is critical to our business.”

Jose Felix,
Vice President of New Media
for Nimbus Communications

Nimbus Communications

Ease of Implementation and Migration

By working together, Tata Communications’ Product Management team and Nimbus’ web developers easily implemented the CDN solution—with full migration from traditional streaming to Tata Communications’ CDN platform within a record 15 days. The solution was easily integrated with Nimbus’ advertising network and with the cricket portal. According to Jose Felix, Vice President of New Media for Nimbus Communications, “We switched to Tata Communications’ CDN solution from another CDN player in record time and that wouldn’t have been possible without the dedication that their team has shown toward our account. Tata Communications has been resourceful in providing excellent advice that is critical to our business.”

Robust Telecom Infrastructure

The strength of Tata Communications’ network far surpasses most CDN competitors. As a leading, global, telecommunications provider with a Tier-1 backbone, Tata Communications provides a technology infrastructure ideally suited for the large file downloads that Nimbus needed to deliver rich media content concurrently to thousands of users. Said Jose Felix, “Tata Communications’ brand is why we initiated discussion about their CDN solution. The trust factor associated with Tata Communications was key in our decision-making.”

After successfully implementing the CDN platform, Nimbus Communications has successfully streamed various cricket series like India –South Africa , India-Sri Lanka-Bangladesh, India –Sri Lanka and the Asia Cup on www.cricketnirvana.com, using Tata Communications’ CDN platform. The matches received more than eight million page views per match and concurrent users increased by almost 15 times, compared to last season.

Positioned for Growth

Tata Communications’ CDN has helped Nimbus future-proof operations with a platform that will enable the company to deliver rich media content for additional web properties as the company grows and adds subscribers. Stated Jose Felix, “Our cricket content is available globally but out live, streaming service is restricted to India. Since India is a key market for Nimbus, it is critical that we work with a strong player with wide reach.”

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.
