

Super Six World Boxing Classic comes alive on Primetime satellite channel, thanks to Tata Communications' CDN technology

Tata Communications scored a resounding success in delivering the inaugural Super Six World Boxing Classic Tournament on Oct 17 to Primetime, UK's newest pay-per-view sporting and entertainment channel.

Through its high-quality, flash-based LiveBroadcast streaming service, Tata Communications flawlessly transmitted the seven-hour live boxing event to Primetime's pay-per-view subscribers' in UK and Ireland, in a 768x432 high resolution, 16:9 widescreen viewing format.

"Our viewers were delighted with LiveBroadcast's ability to deliver a quality online feed at bit-rates as low as 850kbps. The images were sharp and there was virtually no time lag and no buffering problems even with the fastest punches flying," said Primetime spokesperson Ray Mia. "We know the future is working with global partners like Tata Communications to help us implement this technology and reach out to more boxing fans making it easier to watch what you want when you want, the process of taking our broadcast signal on line was made simple but highly effective from a customer engagement and revenue generation perspective."

Tata Communications' LiveBroadcast service, powered by BitGravity provides an end-to-end solution that replicates and distributes content within a best in class two- to four-second delay, using the company's extensive Tier-1 IP backbone. Distributed Origin technology is used to deliver Flash/H.264 video-on-demand services and incoming live streams are simultaneously replicated on every delivery node leveraging the Tata Communications' IP backbone. Since no proprietary live server-based solution is used, the LiveBroadcast service can easily scale to handle any live event.

The Advanced Progressive technology of LiveBroadcast also let viewers experience DVR-like features, such as pause, rewind and fast forward, during the program, which are usually not available (or are available with poor response times) for live events. The main fight between Carl "The Cobra" Froch from the UK and Andre "The Matrix" Dirrell from USA was watched by over 4,000 simultaneous fans online, without any performance issues throughout the live stream.

"Tata Communications is proud to be associated with a highly anticipated event like the Super Six World Boxing Classic Tournament, and to be able to leverage our technology to deliver TV-quality content to the home computers of global audiences. As we move to partner other online broadcasters, viewers can look forward to even more exclusive sporting action not carried by cable and over-the-air TV stations," said Genius Wong, senior vice president, Global IP and VPN services, Tata Communications.

Re-runs of the fights, along with analysis and commentary, were made available for one week after the match. Viewers could jump straight to the boxing round of choice immediately.

The Super Six World Boxing Classic Tournament is an 18-month round-robin, six-fighter tournament featuring boxers from the Super Middleweight Division from UK and around the world; and is broadcast in USA and selected European countries via Showtime, and in the UK & Ireland on Primetime (Sky Channel 480). More information on the tournament is available at: <http://sports.sho.com/world-boxing-classic.html> and Primetime's live streaming of the Super Sixes can be viewed at: <http://www.primetimeline.co.uk>

In addition to LiveBroadcast, the Tata Communications suite of CDN services powered by BitGravity includes Tata Communications CDN, a next-generation CDN designed for a wide range of applications providing the highest performance and reliability on a global scale; and Tata Communications CDN Plus and CDN Secure add value designed for the distribution and protection of media assets.