

## CASE STUDY – Primetime Boxing

### Challenges

- Increase response times
- Improve viewing quality
- Eliminate buffering problems

### Tata Communications' Solution Benefits

- Fast and easy to deploy
- Flawlessly handles large volumes of streaming video
- “Plug and publish” set-up
- Capacity can be added without compromising network integrity
- Higher quality, more reliable solution
- Global Tier 1 network ensures high speed, high performance, TV-quality broadcasts around the world
- Scalable, carrier-grade platform streamlines content delivery
- Support for high-definition video and other advanced features
- Reduced routing and shortened transits deliver live broadcasts instantly
- No need for expensive hardware, proprietary software, or special media players to view live content

## CDN (Content Delivery Network) Service

# Tata Communications' CDN Solution Ensures Flawless Delivery of Premier Live Boxing Event

Primetime - Sky Guide 480 is the UK's newest pay-per-view sports and entertainment channel for delivering popular live events from the UK and abroad including sports, music, and 'Golden Ticket' events. In October 2009, Primetime's new satellite channel exclusively broadcasted the first two bouts of the inaugural Super Six World Boxing Classic tournament. Super Six World Boxing brings together the world's top boxers in a "World Cup style" six-fighter round-robin tournament. The live event was a pay-per-view service that lasted seven hours long and featured venues in Berlin, Germany, and Nottingham, UK.

Tata Communications covered the entire event using LiveBroadcast™—the first, carrier-grade, live video broadcasting solution for the Internet. Powered by BitGravity's BitCast™ technology, LiveBroadcast was hosted on [www.primetimelive.co.uk](http://www.primetimelive.co.uk). LiveBroadcast features a fully distributed architecture, built on top of Tata Communications' Content Delivery Network (CDN) platform, which is synched to the world's largest Tier 1 network, connected to more than 200 countries. The CDN solution helps transmit live, online video while minimizing latency and packet loss to create a superior user experience. Local production teams recorded live video of the boxing match then sent the video feed via satellite to Primetime's London office, where it was fed into Tata Communications' encoder. The entire event was simulcast on DVB TV to reach a U.S. audience. Internet video was also distributed on Tata Communications' CDN for audiences in the UK and Ireland. Tata Communications' advanced progressive technology was used to flawlessly deliver a high resolution, 16:9 widescreen broadcast quality viewing experience to the pay-per-view audience.

## Live Event Broadcasting

With finite network resources and the high cost of upgrading bandwidth, LiveBroadcast provided an affordable way for Primetime to deliver an extremely high quality viewing experience for a fast-paced sporting event. In addition, the CDN's Advanced Progressive enabled instant DVR-like features such as pause, rewind, and catch up/fast forward. These features are usually not available for live events or often result in poor response times—requiring lengthy video stream tear-down and reload times. At one point, over 4,000 viewers were watching the main event simultaneously.

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After the match, re-runs of the fights were made available, as well as a match-by-match analysis and commentary program available as a video-on-demand service for all pay-per-view customers. Posted for a week, the service provided unique DVR functionality, allowing users to jump straight to their boxing round of choice, listen to the analysis, and other advanced features such as pause, rewind, and restart.

## 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 multi-national 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.



“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. ”

**Ray Mia,**  
**Spokesperson**  
**Primetime**

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