

PRESS RELEASE

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Tata Communications and Net Insight make live sports and music events a truly real-time, interactive and social TV experience

Tata Communications' Media Ecosystem and Net Insight's OTT solution eliminate time lag in online video content delivery, empowering media organisations globally to better monetise live events

London, UK — November 25th, 2015 — [Tata Communications](#), a leading provider of A New World of Communications™, today announces that it has joined forces with [Net Insight](#), a specialist in the transport of live, interactive and on-demand content, to enable media organisations to manage and deliver live OTT content globally, in complete sync across all devices, for the first time.

Traditional OTT content delivery results in a lag of anything from several seconds to even minutes between the live TV broadcast and the online feed of a football match or a concert viewed on a tablet or smartphone, for example, which has a negative impact on the viewing experience. This delay prevents real-time social media interaction and engagement between viewers watching the same content on different devices. The powerful combination of Tata Communications' Media Ecosystem, including its [Video Connect](#) service, and [Net Insight's industry-first OTT solution](#), enables media organisations to manage and distribute a video feed from any location globally to any device, without any delay, for a truly real-time, interactive and social TV experience, and to better monetise high-value live sports and music events.

"The OTT market is growing rapidly, driven by people's hunger to watch their favourite shows, anytime, anywhere, on any device, but to-date, the time lag with OTT content delivery has prevented its widespread use with live events," says Brian Morris, Vice President & General Manager, Global Media and Entertainment services, Tata Communications. "By building Net Insight's innovative technology into our global Media Ecosystem, we are empowering media companies to manage, deliver and broadcast live OTT content in sync, anywhere in the world, and to harness live sports and music events for additional revenues, as people's evolving content consumption habits continue to disrupt the industry."

"With Net Insight's live OTT solution, the game has changed for live content consumption," says Fredrik Tumegård, CEO of Net Insight. "The combination of our technology and Tata Communications' Media Ecosystem is ground-breaking, as it provides a ready-made live OTT infrastructure for media organisations to capitalise on what might be the biggest revenue generation opportunity that the industry has seen in many years."

Tata Communications' Media Ecosystem – underpinned by the [largest wholly-owned subsea cable network in the world](#) – combines traditional video contribution services with IP-based connectivity to create a highly innovative global media platform. The ecosystem, now with live OTT capability, enables seamless global transport, management and delivery of live content as a cloud-based managed service.

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Notes to editors:

About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to more than 240 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

<http://www.tatacommunications.com>

Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications' expected financial position, business strategy, the future development of Tata Communications' operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications' network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company's communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications' industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications' control, include, but are not limited to, those risk factors discussed in Tata Communications Limited's Annual Reports. The Annual Reports of Tata Communications Limited are available at www.tatacommunications.com. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.