



HQ/CS/CL.24B/16919  
February 4, 2020

Dear Sir / Madam,

**Sub: Press Release - Tata Communications to launch 100G media backbone to drive innovation in 4K video, eSports and remote production.**

Please find attached herewith the press release on the captioned subject being issued today.

Thanking you,

Yours faithfully,  
For Tata Communications Limited

A handwritten signature in blue ink, appearing to read 'P.P. Sansi' with a flourish.

Manish Sansi  
Company Secretary &  
General Counsel (India)

To:

- 1) Security Code 500483, BSE Ltd, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001.
- 2) Security Code TATACOMM, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051

**TATA COMMUNICATIONS**

Tata Communications Limited

Regd. Office : VSB Mahatma Gandhi Road Fort Mumbai – 400 001 India

Tel 91 22 6659 1966 website [www.tatacommunications.com](http://www.tatacommunications.com) CIN : L64200MH1986PLC039266

**FOR IMMEDIATE RELEASE****PRESS RELEASE**

## **Tata Communications to launch 100G media backbone to drive innovation in 4K video, eSports and remote production**

*Net Insight's Nimbra 1060 platform will help ensure reliable, cost-effective delivery of bandwidth-hungry video content on a global scale*

---

**London, UK - February 4<sup>th</sup> 2020** - [Tata Communications](#) will launch a 100G media backbone to meet the growing bandwidth demands of the industry. The backbone - delivered in collaboration with [Net Insight](#) - will enable broadcasters, sports organisations, OTT companies and eSports businesses to offer their audiences worldwide more immersive viewing and gaming experiences and transform how they operate through full remote production.

The new backbone will help accelerate industry adoption of ultra-high definition (UHD) 4K video, which requires 12Gbps of bandwidth when uncompressed - four times more than HD video. With 100G, broadcasters and eSports companies, for example, are able to offer viewers and gamers the ultra-immersive 4K viewing experiences they crave without having to worry about running out of bandwidth.

Tata Communications' 100G backbone will also help overcome the technical complexities of eSports, with each event involving multiple cameras, cutaways, real-time reactions, commentary and intensive editing. As the global audience of eSports is [expected to reach 645 million by 2022](#), the bandwidth boost of 100G will bring eSports fans worldwide seamless and highly engaging gaming experiences.

At major sports events, the new infrastructure will have the capacity to support up to 50 raw video feeds and the delivery of unilateral, localised feeds by different rightsholders for their regions. The combination of the 100G backbone and workflows on Tata Communications' media ecosystem will help more and more broadcasters and rightsholders switch to full remote production to bring live events to audiences across the globe, boosting efficiencies and generating cost savings. The 100G capacity lowers the barriers for global sports organisations to move from satellite-based content distribution to fibre across entire continents too.

The new backbone, being built using Net Insight's next-generation WAN transport platform [Nimbra 1060](#), will underpin Tata Communications' global end-to-end managed [Video Connect](#) network.

*"We're proud to launch this game-changing 100G backbone, and excited about the new opportunities that the powerful combination of Tata Communications and Net Insight's capabilities offer to broadcasters, sports organisations, OTT players and eSports businesses," said Dhaval Ponda, Associate Vice President, Media and Entertainment, Tata Communications. "Viewers, sports fans and gamers increasingly expect immersive, high-quality content - delivered live from the other side of the world or on demand - on a range of different media platforms. This 100G backbone and our managed video services will help our customers innovate with agility and become more competitive."*

Net Insight's Nimbra 1060 is a new terabit WAN transport platform that enables the delivery of IP-based media services across global media networks without the complex traffic engineering typically associated with high-quality media transport. Designed for all-IP services and all-IP networks, it guarantees quality for the most demanding live media events while providing agility through automated real-time provisioning.

*"The fact that Tata Communications is delivering its new global 100G backbone using the Nimbra platform is yet another testament to the scalable and innovative nature of our technology," said Ulrik Rohne, Vice*



## FOR IMMEDIATE RELEASE

## PRESS RELEASE

**President, Media Networks, Net Insight.** *“The merger of media and IT is putting increased pressure on cost-efficiency and workflow automation in media networks. The Nimbra platform is designed to meet these new demands and offer unparalleled flexibility and excel in the highest quality of service and lowest total cost of ownership.”*

Ends...

### About Tata Communications

Tata Communications is a leading global digital infrastructure provider that powers today's fast-growing digital economy.

The company's customers represent 300 of the Fortune 500 whose digital transformation journeys are enabled by its portfolio of integrated, globally managed services that deliver local customer experiences. Through its network, cloud, mobility, Internet of Things (IoT), collaboration and security services, Tata Communications carries around 30% of the world's internet routes and connects businesses to 60% of the world's cloud giants and 4 out of 5 mobile subscribers. The company's capabilities are underpinned by its global network, which is the world's largest wholly owned subsea fibre backbone and a Tier-1 IP network.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India, and it serves customers in more than 200 countries and territories worldwide through its technology capabilities and partnerships.

[www.tatacommunications.com](http://www.tatacommunications.com)

Kersti Klami  
Tata Communications  
+44 7917 173 853  
[kersti.klami@tatacommunications.com](mailto:kersti.klami@tatacommunications.com)

Aisling Roberts  
Hill + Knowlton Strategies  
+44 207 973 5909  
[Aisling.roberts@hkstrategies.com](mailto:Aisling.roberts@hkstrategies.com)

### About Net Insight

Net Insight is a global leader in media networks and resource optimization. With more than 20 years' experience, Net Insight is a trusted and important partner and a leading force in the media tech industry in creating a better media experience.

Net Insight is powering the evolving media business in a connected world where technology enables seamless meetings between producers, distributors and consumers of content - regardless of geographical location, technical resources or distribution network. With its deep market knowledge and insight, genuine customer focus and world-leading innovative technology, Net Insight makes it easier to create and deliver better content in a more reliable and effective way. Net Insight is driven by the idea that everything can always be done smarter, for both its customers and their customers. More than 500 world-class customers run mission-critical media services using Net Insight's solutions in more than 60 countries worldwide. Net Insight is listed on Nasdaq Stockholm.

[netinsight.net](http://netinsight.net) | Twitter: [@NetInsight](https://twitter.com/NetInsight), | LinkedIn: [@Net Insight](https://www.linkedin.com/company/netinsight)

**For further information, please contact:** Ulrik Rohne, VP Media Networks at Net Insight AB, +46 8 685 04 00,  
[ulrik.rohne@netinsight.net](mailto:ulrik.rohne@netinsight.net)

### 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](http://www.tatacommunications.com). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.