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November 10, 2020

National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex,  
Mumbai – 400 051  
SYMBOL: TATACOMM

BSE Limited  
P.J. Towers, Dalal Street,  
Mumbai – 400 001  
Scrip Code: 500483

Dear Sir / Madam,

Sub: Press Release - De Tune selects Tata Communications to deliver live events and provide high-quality viewing experience to its customers across the globe.

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

Please take on Stock Exchange record.

Thanking you,

Yours faithfully,  
For Tata Communications Limited

A handwritten signature in blue ink, appearing to read 'Sudipto Das', written over a horizontal line.

Sudipto Das  
Deputy General Manager

**TATA COMMUNICATIONS**

Tata Communications Limited

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Tel 91 22 6659 1968 website [www.tatacommunications.com](http://www.tatacommunications.com) CIN : L64200MH1986PLC039266

**PRESS RELEASE****De Tune selects Tata Communications to deliver live events and provide high-quality viewing experience to its customers across the globe**

*Tata Communications' media network and cloud services will drive global content production and distribution efficiencies for De Tune*

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**Herndon, VA, US, November 10th, 2020** - De Tune, a global industry-leading media and entertainment company, has selected [Tata Communications](#), a global digital ecosystem enabler, as the backbone of its next-generation broadcast viewing experience for live events produced virtually anywhere on the globe. De Tune has been able to simplify its global production operations by consolidating multiple vendors into one cohesive media ecosystem with the help of Tata Communications' end-to-end live video services.

**Michael Thuney, Chief Executive Officer, De Tune, says** "We are excited about our partnership with Tata Communications, which brings us the very latest in media and entertainment services to drive efficiencies, productivity, quality and endless scale. We are seeing a huge shift towards remote production across all kinds of content, but especially live events, and this partnership sets us up perfectly to deliver on that. This collaboration doesn't just help us meet today's requirements - Tata Communications' technology makes us ready for the future of media and entertainment."

**Dhaval Ponda, Global Head of Media & Entertainment Services, Tata Communications, says** "The media & entertainment industry is undergoing significant transformation. Our relationship with De Tune represents the powerful play of Tata Communications as a digital ecosystem enabler globally. We have helped massively reduce De Tune's global vendor ecosystem to enable it to focus on what it does best - producing and delivering incredible content around the globe. With our vast suite of digital media solutions, we are well positioned to support the media and entertainment sector as it increasingly moves to remote production and streaming."

De Tune is a pioneer in the field of worldwide, large-scale, remotely streamed broadcasting projects, including the rapid rise of esports. Leveraging Tata Communications' Media Cloud, De Tune will automate its production workflow, along with video format conversions and online content delivery, by accessing Tata Communications' transcoding services and Video Content Delivery Network (CDN). This next-generation media ecosystem enables De Tune to effectively collaborate, allocate resources, and allow for aggressive scaling in their operations with global reach.

Through Tata Communications' media network and cloud services, De Tune can now transmit media content from multiple simultaneous event locations across the globe to its studio in Los Angeles with extremely low latency and reliability. Employees are able to collaborate more effectively on productions, while driving greater efficiencies and limitless scalability, ensuring the smooth delivery of content to its viewers.

De Tune specialises in storytelling by connecting communities and sharing human interactions with the world. It is a talented group of over 300 storytellers, all striving to generate authentic content and meaningful experiences that evoke deep emotional connections within communities.

After recognising the ever-changing growth and scope of online entertainment that was to come, De Tune pioneered the coverage of live esports, where viewers demand both the highest quality and lowest latency for the most technologically advanced sporting events in the world. As esports continues to grow rapidly, with revenue expected to [grow from \\$974 million in 2020 to \\$1.598 billion in 2023](#), De Tune is ready to meet the demands of a rapidly expanding viewership from across the world.

## PRESS RELEASE

The full suite of Tata Communications services adopted by De Tune includes the Video Connect Platform for media transfer, Media Cloud Compute for storage and compute, and Tata Communications' Content Delivery Network to ensure seamless online content delivery.

Ends...

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### About Tata Communications

Tata Communications is a digital ecosystem enabler that powers today's fast-growing digital economy.

The company enables the digital transformation of enterprises globally, including 300 of the Fortune 500 - unlocking opportunities for businesses by enabling borderless growth, boosting product innovation and customer experience, improving productivity and efficiency, building agility and managing risk.

With its solutions orientated approach and proven managed service capabilities and cutting-edge infrastructure, Tata Communications drives the next level of intelligence powered by cloud, mobility, Internet of Things (IoT), collaboration, security, and network 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, the world's largest wholly owned subsea fibre backbone and a Tier-1 IP network with connectivity to more than 200 countries and territories.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

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