



HQ/CS/CL.24B/15889  
18 April 2016

Sir,

**Sub: IRISH TV selects Tata Communications as its global technology partner and OTT service provider.**

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 black ink, appearing to read 'Manish Sansi', with a horizontal line extending to the right.

Manish Sansi  
Company Secretary &  
General Counsel (India)

To:

- 1) Security Code 500483, BSE, Mumbai. Fax No.(22) 2272 3121
- 2) Security Code TATACOMM, The Asst. Manager (Listing), National Stock Exchange of India Limited. Fax Nos.: (22) 2659 8237,238, 347,348.

**TATA COMMUNICATIONS**

Tata Communications Limited

Plot C 21 & C 36 'G' Block Bandra Kurla Complex, Mumbai 400 098 India

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

Tel 91 22 6659 1966 Fax 91 22 6725 1962 website [www.tatacommunications.com](http://www.tatacommunications.com)

CIN : L64200MH1986PLC039266

**For immediate release**

**PRESS RELEASE**

Natalie Papaj  
Tata Communications  
+1 703-657-8332  
[Natalie.papaj@tatacommunications.com](mailto:Natalie.papaj@tatacommunications.com)

Caroline Mayer  
Creation  
+1 617-520-7015  
[caroline.mayer@creation.io](mailto:caroline.mayer@creation.io)

Evelyn Murray  
Public Relations, IRISH TV  
+1 (917) 445-5043  
[evelyn@irishtv.ie](mailto:evelyn@irishtv.ie)

**IRISH TV selects Tata Communications as its global technology partner and OTT service provider**

*Tata Communications will provide full suite of media services to reach 40 million Irish and Irish American residents in North America*

**LAS VEGAS — April 18, 2016** —Tata Communications, a leading provider of A New World of Communications™, today announced a partnership with IRISH TV, Ireland’s first ever International TV channel, to bring the network’s content directly to North American viewers for the first time. Using Tata Communications’ [Media Ecosystem](#) platform, IRISH TV will provide a rich content experience and on-the-go access to 40 million Irish residents in the U.S. with international expansion plans to other regions in the near future.

IRISH TV will leverage Tata Communications’ end-to-end managed over the-top (OTT), playout services and connectivity to deliver content in an intuitive app format. This will make the network’s unique mix of local and Irish productions available to North American viewers across multiple formats such as iOS devices, Android, Roku, Amazon Fire TV, Google Chromecast, Apple TV and SMART TV’s. Viewers will be able to access exclusive local content from every county in Ireland and Irish communities across the UK and the United States.

“It was important for us to have a connectivity partner that would not only help us launch our television offering in North America but also around the world,” said Pierce O’Reilly, Founder and CEO, Irish TV. “We needed a global network that was flexible, reliable and would deliver a seamless, high-quality experience to our audiences. We’re excited to partner with Tata Communications to launch this new distribution capability and open up greater possibilities to the services we can provide in the future.”

The Tata Communications Media Ecosystem combines traditional video contribution services with IP-based connectivity to create a flexible and innovative global media platform. The ecosystem enables seamless global transport and management of content as a cloud-based managed service and supports global media distribution requirements, OTT and mobility applications.

“By harnessing the power of our Media Ecosystem, IRISH TV will be ideally positioned to reach the vibrant market of Irish nationals and Irish Americans living in the U.S.,” said Rangu Salgame, CEO Growth Ventures and Service Provider Group, Tata Communications. “Our unparalleled OTT platform and video distribution capabilities, underpinned by our global fibre network, enable IRISH TV to bring its new audiences the best viewing experiences, anytime, anywhere, on the device of their choice.”

IRISH TV has a plethora of content revolving around Irish culture, creating national and local content in all 32 counties in Ireland, and in Irish communities abroad in London and Manchester with rapid expansion across the United States in New York, New Jersey, Boston, Philadelphia, Chicago, Washington DC, Austin and Los Angeles, among others.

**For immediate release**

**PRESS RELEASE**

Interested consumers can follow Irish TV on [Twitter](#) and [Facebook](#) and register via [www.irishtv.com](http://www.irishtv.com) to receive an invitation to trial the upcoming app which will be available late Summer 2016.

Tata Communications delivers world-class connectivity backed by the company's leading global fibre network. Today, over 24% of the world's Internet routes travel over Tata Communications' network and the company is the only Tier-1 provider that is in the top five by routes in five continents.

**Ends...**

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

#### **About IRISH TV**

IRISH TV is Ireland's newest and most innovative online and terrestrial TV channel broadcasting local stories to a global audience. The channel broadcasts online to a worldwide audience at [www.irishtv.ie](http://www.irishtv.ie) and to over 30 million viewers on SKY TV 191 in the UK and Ireland. It is also available on FREESAT Channel 400 across Europe, on Eircom's eVision and on free to air boxes, and is launching across the United States on iOS and Android devices, Roku, Amazon Fire TV, Google Chromecast, Apple TV and SMART TV's.

Backed by UK entrepreneur, and 2014 Kerry London Person of the Year, John Griffin, IRISH TV has witnessed exceptional growth since launch and delivers 40 new Irish-produced programmes every week, including 32 weekly County Matters shows, one each from every County in Ireland. IRISH TV was founded by journalist and businessman, Pierce O'Reilly and businesswoman Mairéad Ní Mhaolchiaráin.

\*\*\*\*\*

[@tata\\_comm](#) | <http://tatacommunications-newworld.com> | [www.youtube.com/tatacomms](http://www.youtube.com/tatacomms)

© 2015 Tata Communications. All rights reserved. TATA COMMUNICATIONS and TATA are trademarks of Tata Sons Limited in certain countries.

All other trademarks are the property of their respective owners.