



HQ/CS/CL.24B/16170
24 April 2017

Sir,

Sub: Tata Communications ushers in a new era for VICE Media with global cloud-based media platform.

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 'Manish Sansi', written over the typed name.

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

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

CIN : L64200MH1986PLC039266

For immediate release

PRESS RELEASE

Kersti Klami
Tata Communications
+44 207 029 9742
kersti.klami@tatacommunications.com

Joe McNamara
Hill + Knowlton Strategies
+44 207 414 3230
joe.mcnamara@hkstrategies.com

Tata Communications ushers in a new era for VICE Media with global cloud-based media platform

Superfast 10Gbps Video Connect network and secure cloud storage enable producers and editors around the world to collaborate as if they were in the same location

Las Vegas, US - April 24th 2017 - [Tata Communications](#), a leading provider of A New World of Communications™, today announces that it has been chosen by VICE Media to build a high-performance, completely cloud-based platform for global media asset management, storage, content contribution and distribution. It will enable VICE Media to capture content anywhere in the world, and quickly make it available to hundreds of editors in production centres in New York City, Los Angeles, Washington DC, Toronto and London, for publishing and broadcasting across VICE Media channels.

The new platform is underpinned by Tata Communications' [Media Ecosystem](#), which offers VICE Media a full set of media solutions. It includes the [Video Connect](#) service, which complements VICE Media's local area network and provides the company with a global area network of video contribution and IP connectivity. With speeds of up to 10Gbps, Video Connect enables a seamless transfer of video files and remote collaboration between VICE Media teams across different geographies as if they were in the same location.

The Media Ecosystem is also equipped with Tata Communications' [IZO™ Cloud Storage](#), which provides VICE Media with secure, reliable private cloud-based media storage for read-write access and archival of data-intensive video files. Previously, some of these files were stored on-premise which made teamwork challenging between different studios. All VICE Media's files, including videos in HD, 4K and UHD formats, are also now replicated in multiple private cloud locations around the world in real-time for back-up and disaster recovery. Additionally, Tata Communications has integrated VICE Media's media asset management and file acceleration tools into the new bespoke platform, creating an end-to-end solution for around 5,000 VICE Media employees around the world.

VICE Media's offering spans across broadcast and OTT channels such as [VICE News](#), [VICE Sports](#), [Noisey](#) (music), [Motherboard](#) (technology and science), [Broadly](#) (women's interest), [i-D](#) (fashion) and [Tonic](#) (health and fitness), among many others. Content on these channels consists of news reports, live and recorded events, documentaries and a wide range of other types of videos.

"We need to be able operate seamlessly across all platforms to reach a global audience with our content," said Ariel Rubio, Vice President of IT at VICE Media. "To do this, we need a powerful, well connected platform that enables us to collaborate as if we were together in the same location. Working with Tata Communications, we are able to get a LAN experience in a WAN environment, underpinned by the company's global network."

"VICE Media's needs reflect a growing trend in the media and entertainment market, whereby there is a huge pressure to quench audiences' thirst for live events, big and small, as they happen around the world, and bring viewers enhanced experiences through higher quality formats such as 4K and UHD," said Brian Morris, Vice President and General Manager, Global Media and Entertainment Services at Tata Communications. "In this high-pressure environment that is being transformed by digital technologies, you need an infrastructure that is completely integrated across media asset management, storage, content contribution and distribution. That is



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

For immediate release**PRESS RELEASE**

what we are creating for VICE Media, with the aim of empowering the company continue on its path of phenomenal growth in this rapidly evolving market.”

“VICE Media is a new media company using IP-based broadcast infrastructure to achieve greater velocity and overcome geographical boundaries,” said Sam Rosen, Vice President at ABI Research. “Tata Communications provides the glue that holds this solution together with IP transport and storage capabilities, bringing content to central locations, between central locations and studios, and feeding the distribution network when assets are ready to publish. The use of IP within broadcast supports the need for rapid support of nascent standards including 4K, 8K, high dynamic range (HDR) and 360 video.”

Tata Communications’ media and cloud services are underpinned by [the world’s largest subsea fibre network of its kind](#), creating an end-to-end, completely integrated solution for VICE Media. Today, over 25% of the world’s Internet routes travel over Tata Communications’ network and the company is the only Tier-1 IP network 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 network to deliver managed solutions to multi-national enterprises and communications service providers.

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

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.



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