



HQ/CS/CL.24B/16258
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Sir,

Sub: Tata Communications and Formula 1® complete world's first truly live 360° video trial at 2017 Formula 1 Singapore Airlines Singapore Grand Prix.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited

P.P. 

Manish Sansi
Company Secretary &
General Counsel (India)

To:

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- 2) Security Code TATACOMM, National Stock Exchange of India Limited. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai, Maharashtra 400051

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PRESS RELEASE

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Tata Communications and Formula 1® complete world's first *truly* live 360° video trial at 2017 Formula 1 Singapore Airlines Singapore Grand Prix

Successful proof-of-concept shows how through live 360° video feeds fans could immerse themselves in the race action, for example in the pit lane and paddock, while watching the live race on TV

London, UK - September 18th 2017 (12:00pm BST) - [Tata Communications](#) and Formula 1® have conducted a test of *truly* live 360° video at the 2017 Formula 1 Singapore Airlines Singapore Grand Prix to show how the F1® racing experience could be augmented for fans worldwide by enabling them to experience the action in and around the circuit almost as if they were there. To-date, any 360° video experiments in sports have been hampered by a 30-second delay between the 360° video and live TV feeds, preventing a widespread adoption of the technology. This proof-of-concept by Tata Communications and Formula 1® is the first time when the live 360° video feeds and TV broadcast have been shown in complete sync.

There were two 360° cameras at the Marina Bay Street Circuit in Singapore trackside and in the paddock to show how viewers at home could immerse themselves in the world of F1® and experience these exclusive areas through a virtual reality (VR) like environment via the Official F1® App. For example, during a Grand Prix™ build-up, fans could use their tablet to access a live 360° video feed from the paddock and see the biggest names in the sport. Or, during a race, as a driver pulls into the pits for a tyre change, fans could complement the action on TV with a 360° view of everything that is happening in the pit lane in real-time.

“We’ve done this test to show how a fan could watch Lewis, Sebastian or any other drivers coming into the pits on TV, grab their tablet and get a second, completely in sync 360° view of everything going on around him while he is there - not 30 seconds after he has driven off!” said **John Morrison, Chief Technical Officer, Formula 1®**. “In a sport like F1® where every millisecond matters, there are huge opportunities to empower fans to take control of key Grand Prix™ moments and create their unique, personalised race experiences through the powerful combination of live TV and 360° video.”

“We want to unleash the full potential the F1® fan experience through the latest digital technologies,” said **Sean Bratches, Managing Director, Commercial Operations, Formula 1®**. “Through this proof of concept, we’ve explored how live 360° video, and next VR, could transport fans from across the globe to the middle of the thrilling world of F1® and enable them to immerse themselves in each Grand Prix™ like never before.”

The live 360° video proof-of-concept follows close collaboration between Tata Communications and Formula 1® during the last five seasons to lay the foundations for the sport’s digital transformation, testing in action technologies such as [UHD video](#) and [live broadcasting over the Internet \(OTT\)](#), which could enable fans to experience F1® in new ways too.



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“This proof of concept shows the potential of live 360° video to augment the F1® TV viewing experience and bring VR mainstream in live sports and entertainment,” said **Mehul Kapadia, Managing Director of Tata Communications’ F1® Business**. “Eliminating the delay in 360° video means that, for the first time, it’s possible to offer fans *truly* live 360° video experiences on a global scale. This will enable sports and entertainment organisations to engage with their audiences in new ways and generate new revenue streams - helping the 360° video and VR market achieve its USD \$60 billion potential.”

The live 360° video feeds from the two cameras were distributed from the Marina Bay Street Circuit in Singapore back to Europe using Tata Communications’ Media Ecosystem, a complete, integrated set of media solutions. It includes the Video Connect service, which brings together traditional video contribution and IP connectivity globally in the cloud, underpinned by Tata Communications’ global network.

Tata Communications is the Official Connectivity Provider to Formula 1®, enabling the sport to seamlessly reach its tens of millions of fans across the globe.

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 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>

About Formula 1®

Formula 1® racing began in 1950 and is the world's most prestigious motor racing competition, as well as the world's most popular annual sporting series. In 2016 it was watched by 400 million unique television viewers from over 200 territories. The 2017 FIA Formula One World Championship™ runs from March to November and spans 20 races in 20 countries across five continents. Formula One World Championship Limited is part of Formula 1, and holds the exclusive commercial rights to the FIA Formula One World Championship™.

Formula 1 is a subsidiary of Liberty Media Corporation (NASDAQ: LSXMA, LSXMB, LSXMK, BATRA, BATTRK, FWONA, FWONK) attributed to the Formula One Group tracking stock.

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PRESS RELEASE

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.
