



HQ/CS/CL.24B/16409

11 April 2018

Sir,

Sub: Press Release Tata Communications and Primestream partner to deliver enterprise-grade Media Asset Management in the cloud.

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

Thanking you,

Yours faithfully,
For Tata Communications Limited


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

TATA COMMUNICATIONS

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For immediate release

PRESS RELEASE

Tata Communications and Primestream partner to deliver enterprise-grade Media Asset Management in the cloud

The new cloud-based offering is global and scalable, enabling end-to-end workflows from capture to delivery for media businesses anywhere in the world

Las Vegas, NV, US - April 11th 2018 - [Tata Communications](#), a leading digital infrastructure provider, and [Primestream®](#), have joined forces to launch an enterprise-grade Media Asset Management (MAM) solution in the cloud. The new platform enables broadcasters, content owners and enterprises to capture, produce, manage and deliver media content on a global scale.

The solution enhances the efficiency of video production, file sharing, editing and publishing workflows, and makes collaboration between global teams more seamless. This is because it combines a cloud-based version of [Primestream's Xchange™ MAM](#) solution, with Tata Communications' cloud storage platform and high-performance [Video Connect](#) network. The service also features advanced file acceleration and an expandable object storage solution - ideal for disaster recovery or content archiving - all for a predictable monthly fee.

“Organizations across the world are experiencing rapidly expanding requirements to share content and metadata between sites at various stages of production,” said **Claudio Lisman, President and CEO of Primestream**. “The joint offering of Tata Communications and Primestream enables a centralised system that delivers new, efficient metadata-driven workflows to customers across the world. Working closely with Tata Communications is part of our commitment of building the most accessible, powerful and easy to use Dynamic Media Management platform in the cloud.”

“Sports, entertainment and news organizations are under pressure to bring their global audiences more and more content, live, 24/7, across different digital platforms, and in new formats such as UHD and live 360-degrees,” said **Brian Morris, Vice President and General Manager, Media & Entertainment, Tata Communications**. “In this high-pressure environment, it’s no longer viable for production teams to work in silos, with files scattered around on different hard drives across geographies. Our joint offering with Primestream unifies and simplifies Media Asset Management from capture to distribution, helping to meet audiences’ insatiable appetite for new video content, and more powerful viewing experiences.”

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.



For immediate release

PRESS RELEASE

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 | [@tata_comm](https://twitter.com/tata_comm) | <https://www.tatacommunications.com/blog/> | www.youtube.com/tatacomms

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About Primestream

Primestream® is the leader in dynamic media management, offering a seamless end-to-end platform for the digital acquisition of live and file-based content, editing, logging, control room and master control playback, Web publishing, smartphone video contribution, remote collaboration and archiving. Primestream solutions are ideally suited for multi-site operations and are implemented by some of the world's leading broadcasters, service providers, online digital media operations, corporations, and production/postproduction facilities.

<http://www.primestream.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.
