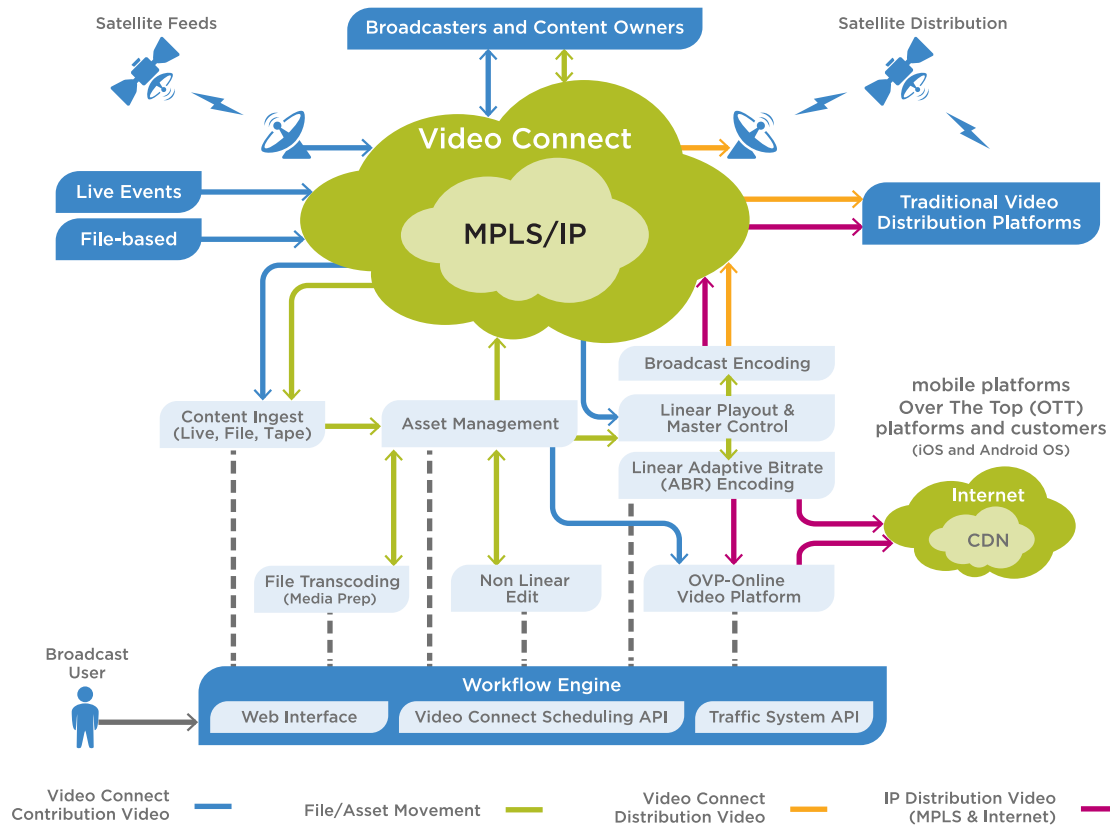


Tata Communications Media Ecosystem

Tata Communications is enabling seamless global transport and management of content as a cloud based managed service.



Offering a powerful, scalable, globally networked service offerings

Contribution	Cloud Master Control	Manage & optimise	Transcode & reformat	Distribution
<ul style="list-style-type: none"> • Live contribution for broadcast • Large file secure movement • Live to file capture & management 	<ul style="list-style-type: none"> • Channel origination (playout) • Ad insertion • Localisation 	<ul style="list-style-type: none"> • Asset management & storage • Review & approve • Workflow automation 	<ul style="list-style-type: none"> • File based transcode • Multi-bitrate encoding • Live transcode & repurposing 	<ul style="list-style-type: none"> • CDN Delivery • OTT platform as a service • VOD delivery and file syndication

As a managed, networked service - for occasional or permanent use

Key Features

<p>Control and visibility</p> <ul style="list-style-type: none"> • Self-controlled by your operations team, anywhere in the world • Enables coherent, consistent management of global media operations and workflows 	<p>Secure content management</p> <ul style="list-style-type: none"> • Brings together the disparate islands of Broadcast and Cloud, Live and File • Hosted services for media specialist needs 	<p>Global Connectivity</p> <ul style="list-style-type: none"> • Connectivity to all your places - combining classic broadcast and fibre connectivity with next gen cloud connectivity • Open and fast lane access to global media hotspots, public cloud and venues for live contribution 	<p>Operational viability</p> <ul style="list-style-type: none"> • Global SLA, 24x7 Video NOC services, Tier 3 data centre • Opex not capex, launch new services more rapidly, scale on demand
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