

TATA COMMUNICATIONS For immediate release **PRESS RELEASE**

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Tata Communications trials next generation video distribution with Formula 1® using wholly-owned global fibre network

*For the first time, Formula One Management's technical headquarters in the UK receives a high quality
JPEG 2000 transmission live from a Formula 1® event*

Singapore & Biggin Hill, UK – September 26th 2013 – Tata Communications, a leading provider of A New World of Communications, has successfully showcased the next generation of capability for video distribution by relaying content from the 2013 FORMULA 1 SINGTEL SINGAPORE GRAND PRIX directly to Formula One Management's Biggin Hill headquarters in the UK. The live video feed was sent using Tata Communications' Video Connect service on its wholly-owned fibre network in what was Tata Communications' first live video contribution demonstration for Formula One Management and a group of leading broadcasters.

The capability demonstration included the supply of JPEG 2000 quality video live from the race circuit as well as multiple programme feeds – all made possible due to the use of its fibre network and media management services.

Mehul Kapadia, Managing Director F1 Business, Tata Communications says, "When Tata Communications signed the deal to become the Official Connectivity Provider of Formula 1® last year we knew we were starting an exciting journey with the sport. This video capability demonstration was an important milestone as it allowed us to showcase our capabilities in the delivery of content of the highest quality video feeds over fibre, and give a glimpse into the potential future of sports broadcasting."

[Click on the picture above to watch the video](#)

Being able to tap into [the world's only fibre optic global ring of super-fast cables](#) opens the door for endless possibilities in sports video distribution. Using fibre, broadcasters have the opportunity to manage content in ways not possible via satellite - giving them options on what video feeds they share with the viewer for consumption.

When the partnership with Tata Communications was announced, a Formula One Management spokesperson stated that the deal was ["the most significant moment for F1 since the advent of satellites"](#). After Friday's capability demonstration John Morrison, Formula One Management Chief Technical Officer said:

"We are constantly looking at how we improve the delivery and number of options for our media partners, and ultimately the end consumer. This game changing trial from Tata Communications around the capability of its world-class connectivity infrastructure allows us to evaluate new means of delivering the immersive live race experience around the world. FOM is already using connectivity provided by Tata Communications to facilitate a radical rethink of our live event coverage by remoting an increasing number of associated activities to our Remote Operations Centre at Biggin Hill."



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Consumer demand for quality, live content across different platforms is now the norm and with the emergence of bandwidth-hungry production workflows such as Ultra HD, quick turnarounds and availability of content across multiple platforms is becoming a hygiene factor for content owners. Tata Communications' portfolio of media services and its leading fibre network helps media companies streamline their workflows to enable better collaboration, without large investments in hardware.

In February 2012, Tata Communications signed a deal with Formula One Management (FOM) to deliver world-class connectivity to all Formula 1 race locations over its global network, the largest in the world. Tata Communications also provides hosting and content delivery services to Formula1.com, which is accessed by tens of millions of fans around the globe throughout the racing season. A recent video discussing the partnership can be viewed [here](#).

Tata Communications also partners with [MERCEDES AMG PETRONAS](#), delivering world-class trackside connectivity for the team at all Formula 1 race locations using the Tata Communications global network.

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About Tata Communications

Tata Communications Limited 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 200 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, leadership in global international voice, and strategic investments in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited). 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' various filings with the United States Securities and Exchange Commission. These filings are available at www.sec.gov. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.

About Formula 1®

Formula 1®, which began in 1950, is the world's most prestigious motor racing competition and the world's most popular annual sporting series. In 2012 it was watched by over half a billion unique television viewers from 185 territories. The 2013 FIA Formula One World Championship™ runs from March to November spanning 19 races in 19 countries across five continents. Formula One World Championship Limited is a subsidiary of the Formula One group, founded by CEO Bernie Ecclestone, and holds the exclusive commercial rights to the FIA Formula One World Championship™. For more information on Formula 1® visit www.formula1.com.



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