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Natalie Chak  
Tata Communications  
+44 (0)7833 043 779  
[natalie.chak@tatacommunications.com](mailto:natalie.chak@tatacommunications.com)

Paul Crouch  
Hill & Knowlton Strategies  
+44 (0)20 7413 3713  
[paul.crouch@hkstrategies.com](mailto:paul.crouch@hkstrategies.com)

## **Red Bull Media House chooses Tata Communications as its global partner for connectivity and innovation**

*Partnership will also foster innovation in service and product development for Red Bull Media House*

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**Nevada – April 14th 2015** – [Tata Communications](#), a leading provider of A New World of Communications™, today announced that it has been selected as the global connectivity and innovations partner by Red Bull Media House for its new television channel due to launch next year. Tata Communications has also been selected as the preferred media connectivity partner for the Red Bull events globally, transmitting live data over its fibre network to the Red Bull Media House HQ.

Red Bull Media House will use Tata Communications' [Video Connect Service](#) to ensure maximum uptime, reliability and premium quality of video delivery – optimising the consumers' viewing experience. The two companies will also work together in fostering innovation in service and product development for Red Bull Media House.

Originally known as a supplier of extreme sports content, Red Bull Media House today produces a broad range of formats and offers more than 1,000 hours of content to broadcast channels and digital platforms around the world.

Rangu Salgame, Chief Executive Officer, Growth Ventures & Service Provider Group, Tata Communications says "We're excited to be the connectivity and innovation partner for Red Bull Media House. Our leading fibre network and constant bandwidth availability means that viewers of Red Bull Media House's upcoming television offering will be able to tune in to watch their favourite events from extreme sports to live music, knowing that they will enjoy a seamless and high quality experience.

Andreas Gall, Chief Technology Officer, Red Bull Media House, says "When we were looking for a connectivity partner to launch our television offering, we needed a network and service we could trust to deliver ground-breaking footage from across the globe. Whether we're broadcasting a historic space jump or a live concert, we need to be confident of maximum uptime, global reach and security. We're extremely proud to be launching this cutting edge technology with Tata Communications, a company that shares a DNA similar to ours in experimental improvement and continuous innovations. This partnership will further improve the experience for our fans across the globe."

The partnership with Red Bull Media House is the latest development in Tata Communications' commitment to enabling broadcast innovation. In 2014, Tata Communications became the first company to deliver a live 4K feed from a Formula 1® event. This landmark was achieved in September 2014 during a practice session at the 2014 FORMULA 1 SINGAPORE AIRLINES SINGAPORE GRAND PRIX, where live footage was delivered end-to-end over Tata Communications' [Global Video Connect Network](#), to Formula One Management's Technical Headquarters in Biggin Hill, UK. Demonstrated to an exclusive group of broadcasters, the live delivery highlighted the next generation 4K broadcast capabilities afforded by fibre-optic cable.

Tata Communications has further bolstered its media services offering by recently launching its Media Ecosystem that combines traditional video contribution services with IP-based connectivity to create a highly innovative global

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media platform. The new ecosystem enables seamless global transport and management of content as a cloud based managed service and supports global broadcast, OTT and mobility applications.

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### About Video Connect

Video Connect ensures video transmission at constant bit rates on 4x protected fibre paths to optimise the end users' viewing experience. Signals are received from a playout room, studio or other facility and are transmitted over fibre on a DTM platform to Tata Communications' nearest Video Connect Point-of-Presence (PoP) for seamless delivery. With connections to the main media hubs and teleports of the world, auto rerouting worldwide and always-on connectivity, premium video reaches its intended destination irrespective of fibre cuts or outages.

### 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 over 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>

### 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](http://www.tatacommunications.com). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.

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