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PRESS RELEASE

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## Tata Communications achieves first ever live 4K feed of a Formula 1® event over fibre

*4K feed from practice session 1 at the 2014 FORMULA 1 SINGAPORE AIRLINES SINGAPORE GRAND PRIX to Formula One Management's Technical HQ in the UK carried over Tata Communications' Video Connect Network*

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**London, UK – September 22nd 2014** – Tata Communications, a leading provider of A New World of Communications™, continues to drive technology innovation by becoming the first company **to deliver a live 4K feed from a Formula 1® event**. This landmark was achieved during 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 (FOM) Technical HQ 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, as well as illustrating how the future of 4K sports broadcasting could look.

Mehul Kapadia, Managing Director F1® Business, Tata Communications, says, "Last year we were able to showcase our broadcast capabilities by transmitting a live JPEG 2000 feed from the same Grand Prix in Singapore. This year we have taken a huge step in next generation broadcast with the first-ever transmission of a live 4K feed from a Formula 1® event. It is another milestone in our journey with Formula One Management and shows the real potential of sports broadcasting over our Video Connect Network, as well as the quality and speed by which it can be delivered."

4K broadcasting promises ground-breaking definition, but also presents the challenge of significantly increased bandwidth demand. Typically, Tata Communications provides 120 megabits per second (mbps) for JPEG 2000. During the Biggin Hill showcase, Tata Communications provided 500mbps for a single feed, a capability that was only made possible thanks to the company's global Video Connect network, delivering video and converged IP services seamlessly for high quality sports events.

John Morrison, Formula One Management's Chief Technical Officer, says, "Formula 1® racing is the pinnacle of cutting edge technology, and provides the ultimate showcase for innovation. 4K is an exciting new technology which could have great potential when it comes to sports broadcasting. We are focussed on given F1® fans the best possible experience, which is why we are pleased to be supporting Tata Communications in bringing 4K closer to reality."

The live demonstration also highlighted the global capability of Tata Communications' dedicated Video Connect Network which affords 4x redundant connectivity between source and destination, while ensuring zero packet drop for a smooth viewing experience. The network also offers ready connectivity to key media hotspots globally including

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stadiums, teleports, broadcasters and direct-to-home, cable and over-the-top service providers. In a world where customers have more choice than ever before when it comes to content consumption, Tata Communications specialised media network helps deliver a high-quality service regardless of the location, format and bandwidth required.

Kapadia continues, "Consumer demand for high quality and live content across different platforms is now the norm and with the emergence of bandwidth hungry production workflows, especially that of 4K broadcasting, quick turnarounds and availability of content across multiple platforms are hygiene factors for content owners. Having the [world's only wholly-owned global fibre-optic ring](#) of super-fast cables means that we are able to fully exploit the potential of new technologies such as 4K, from locations across the globe; and give broadcasters and content owners the ability to reach an ever more demanding audience with ever higher quality content."

*In February 2012, Tata Communications signed a deal with Formula One Management 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](#).*

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**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 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 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' various filings with the United States Securities and Exchange Commission. These filings are available at [www.sec.gov](http://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 is the world's most popular annual sporting series. In 2013 it was watched by over 450 million unique television viewers from 185 territories. The 2014 FIA Formula One World Championship™ runs from March to November and spans 19 races in 19 countries across five continents. Formula One World Championship Limited is part 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](http://www.Formula1.com).