Global OTT Infrastructure
Media-First Cloud Optimized for OTT Delivery

Challenges with Distributing Content to OTT Platforms

Broadcasters face numerous challenges with getting their content to OTT platforms.

- High capital expenditure to build OTT infrastructure, which spirals out-of-hand with new platform requirements
- A multitude of differing OTT formats, packaging requirement and workflows to manage
- Large number of components required to fulfil a single OTT workflow

Alternatives Available in the Market

To solve some of the challenges inherent in OTT distribution, we look at the two main offerings that exist in today's market.

	Potential Advantages	Limitations
Build private infrastructure	• Capital Investment can be amortised • More control over all workflow components	• Long time-to-market • Large up-front costs • Requires large-scale addition of new equipment to existing infra at content sources, massive changeouts in processes throughout the delivery chain
Buy ready-made infrastructure on public cloud	• Eliminates up-front Costs • Reduces time to market	• Unpredictable costs • Difficult to get live video streams to public cloud

While public cloud can offer a varied future for broadcasters, the challenges of an extensive shift can prove to be technically overwhelming and comes with the limitations outlined above. **A private cloud alternative, optimised for video distribution workflows and supported by its own global video network can enable savings and time-to-market for OTT distribution, thus increasing revenue by getting video to the right platform in the right format.**

The Solution: A Globally Available Media-First Cloud, Optimized for OTT Delivery

This is where engaging with an expert media transformation partner like Tata Communications can help. Our end-to-end OTT infrastructure & distribution services enable broadcasters to gain the freedom to test new workflows and services without investing in new infrastructure. We ensure that you get value by partnering with us, since all of our services are owned, provided, and managed entirely by Tata Communications under a single SLA with end-to-end monitoring. We deliver broadcast quality video to OTT devices.

Our smart, secure OTT distribution approach is enabled by our global video-optimized media cloud infrastructure, OTT orchestration platform & fibre video network that allows for end-to-end contribution and distribution workflows.

How We Do It

Tata Communications' **Global OTT Infrastructure** solution helps to simplify distribution to OTT platforms through its end-to-end service layers. We offer a video network for easy ingest, a global media cloud for video processing, transcoding and packaging, a leading CDN for video egress and an orchestration platform that can manage the most complex of video workflows.

Coupled with the ability to run any type of live or file-based video asset over the core video network, as well as ingest video feeds to any of our Media Cloud locations for video processing, our global OTT Infrastructure is designed to meet the need for any content owner that requires a comprehensive solution for delivering live video & VOD assets to any OTT platform.
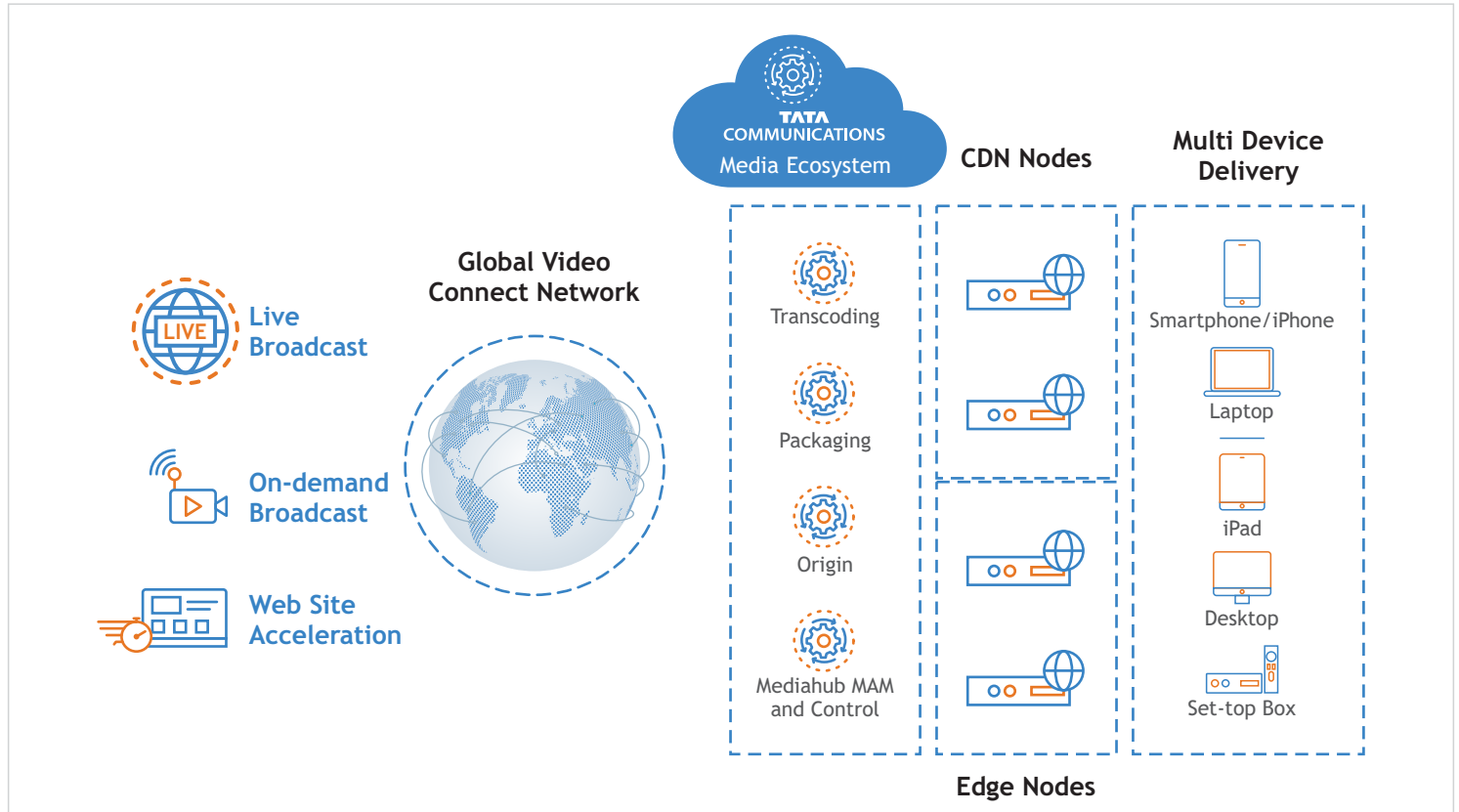
The Tata Communications Advantage

Our cloud-native MediaHub orchestration platform helps our customers to manage their OTT workflows within a cloud environment, available via a UI or with REST APIs for integration with any external application. Additionally, with our strong cloud & network presence globally, we can enable OTT workflows globally. Here are the top advantages that we can deliver to you:

- **Full OTT Workflow Automation and Orchestration:** Live streaming and file-based OTT workflows can be created easily & globally, with video review, approval and logging functionality for entertainment and sports providers
- **Video Network Integrated:** Seamlessly integrated with our Video Connect and Video Connect+ solutions to support signal acquisition from stadiums and sports events
- **Flexible and Future-proof OTT Infrastructure:** Our media cloud & edge architecture has been optimised to support the OTT workflows of today and tomorrow
- **Flexible and Predictable Commercial Model:** Commercial models built to suit and grow your business – entirely predictable and scalable
- **Software and API Driven:** Our MediaHub OTT orchestration platform can be integrated with your in-house applications via our comprehensive REST APIs

Customers Who Have Benefitted from Our Solutions

Future-proof your OTT distribution strategy by switching to our end-to-end, managed and hybrid ecosystem!
Talk to one of our experts today at MES@tatacommunications.com