VIDEO ON DEMAND

Render a rich, lag-free experience with Tata Communications' Video CDN services. Deliver high-quality video from multiple sources with instant start-up time and near-zero buffering to your users across multiple platforms.

VIDEO-ON-DEMAND LANDSCAPE

On-demand video consumption has seen staggering growth in recent years, driven by increases in mobile device sales coupled with strengthened mobile networks. Video quality has also dramatically improved over the last decade. 1080p was considered 'high quality' a few years ago, but 4K and 8K content and devices have entered the market.

As a result, users have come to expect a seamless, high resolution and zero-buffering experience from content providers. Anything less might lead to poor brand perceptions and low user engagement, eventually leading to declining revenue generation.

It is, therefore, imperative that you utilise the best CDN to deliver your content and Tata Communications is here to support you in this highly competitive space.

TATA COMMUNICATIONS **VIDEO ON DEMAND SOLUTIONS**

Tata Communications offers a robust Video CDN platform that helps customers to deliver LIVE and VOD content efficiently to their end consumers.

Tata Communications enables you by offering an end-to-end platform to support transcoding, transmuxing, storage and distribution of video content.

EXPLORE THE RICH FEATURE SET OF OUR **VIDEO CDN PLATFORM**

Deliver high-quality video from multiple sources with instant start-up time and near-zero buffering to your users across multiple platforms.
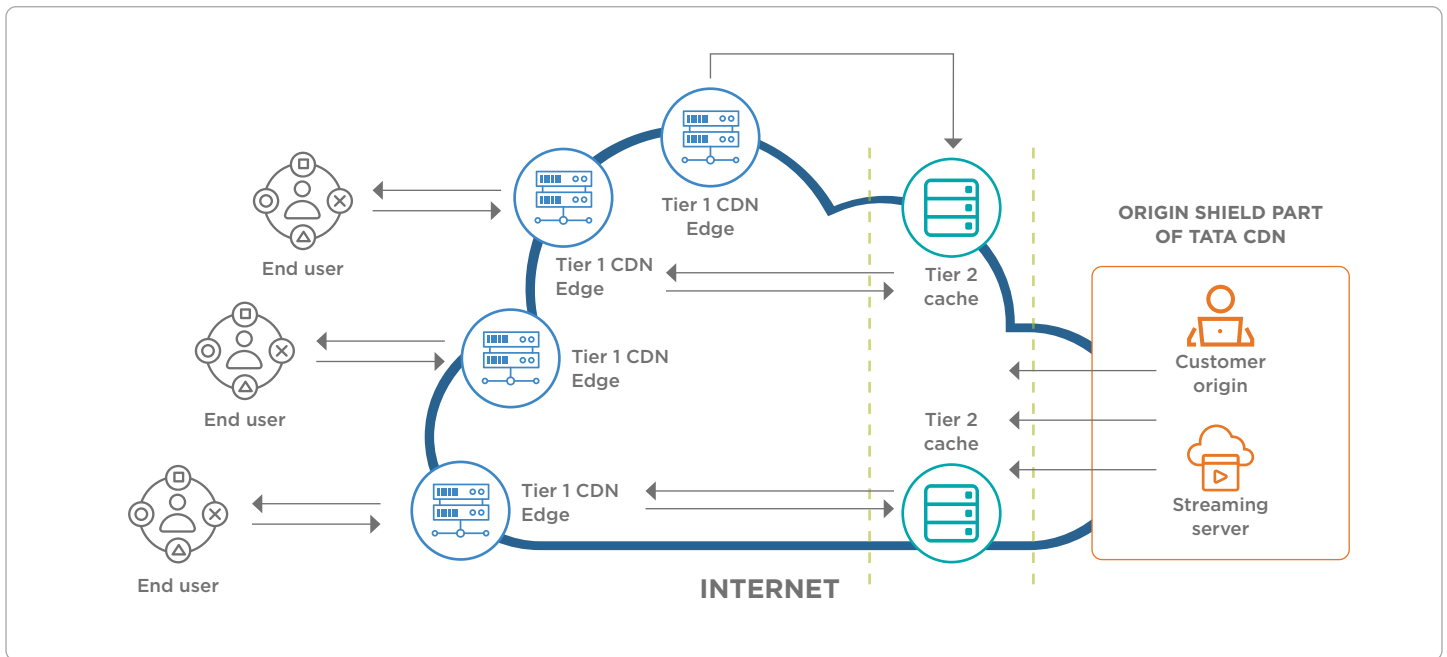
- **GLOBAL DELIVERY**

HD quality network: Riding on Tata Communications' Global Tier 1 network, our Video CDN allows consumers to enjoy the highest quality of service with the lowest latency

Global PoPs: Strategically placed PoPs around North America, Europe and APAC regions providing a reliable and scalable solution to increasing bandwidth requirement

ORIGIN SHIELD PART
OF TATA CDN

Tier 1 CDN Edge

Tier 1 CDN Edge

Tier 1 CDN Edge

Tier 1 CDN Edge

End user

End user

End user

Tier 2 cache

Tier 2 cache

Customer origin

Streaming server

INTERNET

• VOD WORKFLOWS

Transcoding: Transcode your original files with our efficient transcoding services to align with varying bit rates and formats, supporting the whole gamut of end-user devices

Multi-screen delivery: Package content for a variety of end-devices by catering across formats and bitrates with our real-time transmuxing capability

Adaptive bitrate: Deliver the appropriate video bitrate, based on network dynamics, to maintain the highest level of end-user experience

Support for video formats and protocols: Use a wide range of video formats including HLS, HDS, RTMP, RTSP, and DASH

Video management: Use custom workflows and configurations with Robust API support to enjoy the flexibility of management, speed and ease of video content delivery

• CONTENT SECURITY

DRM: Apply Digital Rights Management to VOD, to have the highest level of security for your content

Tokenisation: Secure and protect your streams at segment level using custom tokens based on multiple parameters

Seamless integration with CDN storage (DCO): Manage scale and control costs using our cloud-based storage. Our storage services are on our exclusive network accessible via the CDN network