

A PARTNER CASE STUDY

MEDIATECH

LIVE STREAMING OVER TATA COMMUNICATIONS CONTENT DELIVERY NETWORK DRIVES IMPRESSIVE INTERNATIONAL GROWTH FOR MEDIATECH AND ITS CUSTOMERS

“Our relationship with Tata Communications has evolved into a productive partnership based on mutual trust. We hope to develop new business opportunities with them in the future.”

Tony Wong, Director of Operation Services, Mediatech International

CHALLENGE

Mediatech was looking for a solution to meet growing customer demand for live video streaming outside its domestic market (Hong Kong and the surrounding regions). It needed a high-speed service with low latency and total redundancy consistently available worldwide.

SOLUTION

The Content Delivery Network (CDN) global service from Tata Communications was chosen. As a Tier 1 ISP with a global footprint, Tata Communications offered carrier-grade video streaming for a high-quality, seamless user experience.

RESULTS

The CDN delivers content to viewers at lightning speed with a superb experience on every device. The Mediatech audience size has already doubled, and its customers' businesses are growing apace as they increasingly request additional capacity on this scalable service.



Zero incidence
of performance complaints
from customers



20%
of streaming to international
markets



2X increase
in audience numbers



Real-time reports
keep everyone up to speed

HARNESSING UNTAPPED DEMAND FOR GLOBAL SERVICES

“From the project inception to its implementation, it was invaluable having Tata Communications presence close to our offices. We now talk to them regularly, and they’ve become an extension of our operations.”

Tony Wong, Director of Operation Services, Mediatech International

IMPECCABLE INTERNET LINKS VITAL FOR LIVE STREAMING

Opening international markets

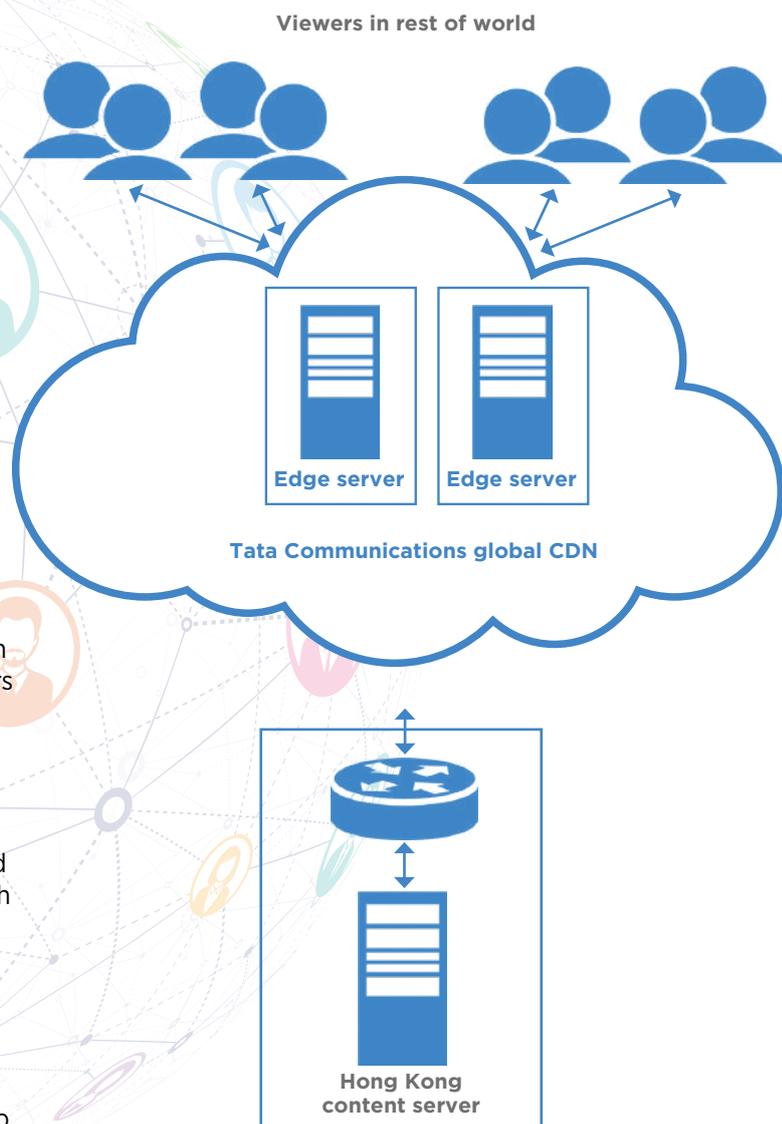
Demand for live video streaming is soaring, as more people want to consume information online, in real time via any device. That includes everything from sport to culture and musical events.

Mediatech International serves the professional video market in Hong Kong and the surrounding region. The company was being inundated with requests from its customers for video streaming services across other regions. For example, a major sports association was keen to offer live streaming of events to its worldwide members and was looking for Mediatech support to achieve this.

Choice of partner critical to success

The opportunity for business expansion was enticing for Mediatech International. However, to ensure superfast and reliable video streaming anywhere in the world, Mediatech needed a partner with a truly global footprint. Tata Communications matched that profile.

Real-time, responsive service and support mechanisms were equally critical for delivering the low-latency, seamless experience that customers would expect. Tata Communications scored full marks in that respect too.



Simplified Mediatech CDN architecture

About Mediatech International

Engineering consultant, IT solutions provider and self-styled ‘systems curator’ for the professional video market, Mediatech counts among its customers TV broadcasters, telecoms and cable operators, large corporations, post-production facilities and universities. With a reputation for technical expertise and innovation, the company implements, integrates and operates a high-touch, targeted portfolio of services.



CDN service allows easy scalability to accommodate additional concurrent users



TECHNOLOGY PARTNER MUST INSPIRE ABSOLUTE CONFIDENCE

“Using CDN, we are able to deliver premium content to tens of thousands of people around the world for one of our customers in the sports industry. The performance quality consistently exceeds our customers’ expectations.”

Tony Wong, Director of Operation Services, Mediatech International

QUICK START-UP TIME HELPS CUSTOMERS MONETISE SERVICES

Leading-edge solution that enriches user experience

Mediatech had already been working with Tata Communications for over a year and first experiences of its products, people and services were overwhelmingly positive. When Mediatech explained that it required global video streaming, the Tata Communications team in Hong Kong recommended the CDN service.

The resulting product demonstration convinced Mediatech that Tata Communications has the optimal solution with excellent performance and a global footprint. The CDN operates at lightning speed. This, combined with instantaneous video start-up times, delivers a carrier-grade video experience to consumers every time, on any device, anywhere.

Highest throughput guaranteed

The Tata Communications CDN service has coverage across the entire globe with reach to many countries across all continents. This helps Mediatech deliver live streaming videos to audiences in every corner of the world. Being a Tier 1 telecommunication company, Tata Communications has massive IP throughput across its backbone. It can cater for regular or seasonal traffic peaks without jeopardising streaming bandwidth and quality.

High-density CDN super nodes placed at each ISP intersection point ensure the highest possible service level to each user. These nodes also guard against loss of performance during traffic spikes. Consequently, Mediatech can offer its customers matchless live video streaming quality across all continents and time zones.

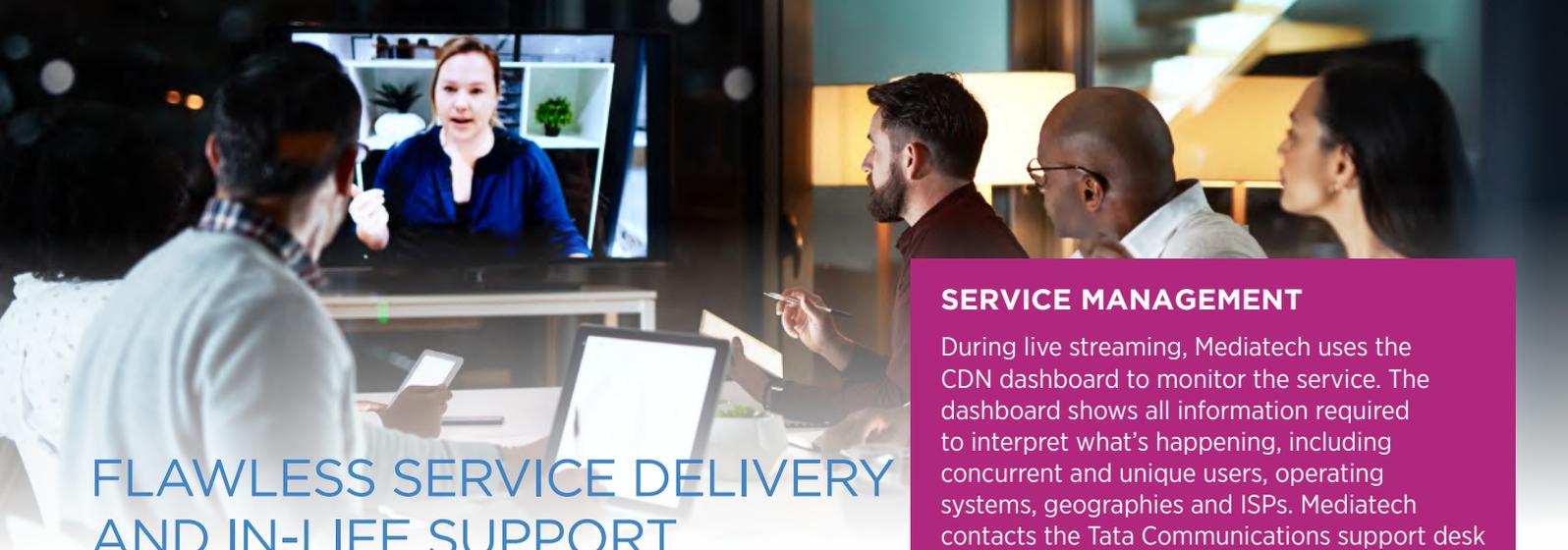
STRONG PARTNERSHIP

Having a local, fully engaged Tata Communications presence in Hong Kong proved especially beneficial. It further strengthened the relationship between the two companies, giving Mediatech great confidence in Tata Communications.

Members of the Tata Communications Professional Services team regularly join Mediatech on customer visits in the region, listening to feedback on the CDN service and offering advice when requested. Such close collaboration reassures customers by demonstrating the strength of the partnership as well as the scale and calibre of the resources behind the service.



Already, 20% of Mediatech live streaming audiences are outside its home market



FLAWLESS SERVICE DELIVERY AND IN-LIFE SUPPORT

“We really have no complaints. For their service and support, their reports and analytics and for the CDN itself, we rate Tata Communications five on five.”

Tony Wong, Director of Operation Services, Mediatech International

Stickier content equals rapid expansion

Since adopting the CDN service, Mediatech has doubled its audiences for live video streaming. This has significantly boosted revenues, profitability and market share. Meanwhile, the company's profile has been raised in new markets with huge potential for further growth. Mediatech customers are expanding audiences and earnings, evident from the growing number of requests the company receives to increase concurrent audience capacity.

For Mediatech, the CDN service is helping enhance an already-excellent reputation. So, its brand is becoming ever more potent. Intrinsic flexibility and scalability enable Mediatech to respond quickly to customers' requests, assisted by an equally responsive Tata Communications team. Customer satisfaction and loyalty are increasing, which could lead to additional new business opportunities for Mediatech.

SERVICE MANAGEMENT

During live streaming, Mediatech uses the CDN dashboard to monitor the service. The dashboard shows all information required to interpret what's happening, including concurrent and unique users, operating systems, geographies and ISPs. Mediatech contacts the Tata Communications support desk 24*7 for extra help in real time if necessary. In addition to reports of daily live streaming, Tata Communications also creates a detailed report for Mediatech after each event, so everyone involved is always up to speed. For example, the traffic report generated after every event for Mediatech's customer in the sports industry helps Mediatech analyse the viewing behaviour of audiences for future business development.

In-depth data and insights underpin everything

Whenever Mediatech calls on Tata Communications for help, the response is uniformly fast and effective. Mediatech can talk to the Professional Services team, or to engineers in the support group, at any time – by telephone, email or WhatsApp. Requests for service changes like an increase in capacity are dealt with quickly, typically within 14 days. Tata Communications produces monthly reports on spending and a whole raft of other statistics that help Mediatech understand its current position and plan for the future.

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