



For immediate release

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PRESS RELEASE

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Asian Television Network Canada and Tata Communications join forces to launch new OTT service across Canada

Tata Communications enables ATN to future-proof its service offering and reach new audiences on-the-go via the only end-to-end global media services platform

LAS VEGAS — April 19, 2016 —Tata Communications, a leading provider of A New World of Communications™, today announced it will be expanding its partnership with Asian Television Network (ATN) Canada, the country's largest South Asian Broadcaster, to bring the network's content to Canadian viewers, with potential for further international expansion. Using Tata Communications' Media Ecosystem, ATN Canada will deliver a mix of news, sports and entertainment content to Canadian viewers on virtually any device later this summer.

ATN Canada will leverage Tata Communications' end-to-end managed over-the-top (OTT) and playout services to deliver content in an intuitive app format. Through the first phase of deployment, the network's extensive mix of South Asian cultural content will be made available through several linear channels, across multiple formats such as iOS and Apple TV, Android, Roku, Fire TV and SMART TV's. This will complement ATN's current national distribution of more than 50 linear services, enabling the network to future-proof its offering as the way people consume content continues to evolve.

Tata Communications currently provides ATN Canada with video transport solutions to seamlessly deliver media content via broadcast to customers in Canada. With the expansion of OTT services, ATN is able to reach more viewers and enable them to view content virtually anywhere, anytime, on any device, as video traffic is set to constitute 80% of all consumer Internet traffic in 2019, up from 64% in 2014.¹

"With consumer internet traffic growing exponentially every year, it was imperative for us to expand our content delivery strategy to ensure a reliable viewing experience for our customers," says Dr. Shan Chandrasekar, President and CEO of ATN. "The way today's millennials like to consume content, anytime, anywhere, on any device, is a far cry from the way their parents used to watch traditional TV just ten years ago. Yet, today's millennials are tomorrow's conventional family, with increasing demands for personalised, brilliant content. Tata Communications' cloud based Media Ecosystem will arm us with the ability to accelerate time to market and bring richer content experiences to our viewers today and in the future."

"We are excited to expand our relationship with ATN Canada by becoming their sole provider of global OTT connectivity through our flexible, scalable content delivery network," says Rangu Salgame, Chief Executive Officer, Growth Ventures and Service Provider Group at Tata Communications. "This globally scalable model enables ATN

¹ [Cisco VNI: Forecast and Methodology 2014-2019 White Paper](#)



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Canada to launch news, sports and entertainment content to all their customers across Canada, and globally in the future.”

Tata Communications’ Media Ecosystem combines traditional video contribution services with IP-based connectivity to create a flexible and innovative global media platform. The ecosystem enables seamless global transport and management of content as a cloud-based managed service and supports global media distribution requirements, OTT and mobility applications.

Ends...

About Asian Television Network International Limited

ATN serves Canada’s diverse cultural communities with 54 specialty television channels. The Company offers its flagship ATN-HD general interest service, 3 sports Channels, 4 news Channels, 5 Bollywood movie channels and a variety of channels that include 4 music Channels, 4 lifestyle Channels, 3 Chinese Channels, 6 Punjabi channels, and several regional language channels. ATN operates a South Asian Radio Service on Satellite Radio across The United States and Canada. Some ATN content is also available on any Bell mobile phone that supports video. ATN has programming alliances with leading international broadcasters like Star Network (News Corp), Sony Entertainment Television, Indiacast & Viacom, Times Television Network, B4U Network, NDTV, Disney, Doordarshan, ARY Group and many more. ATN channels are available on various Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Shaw Direct, Cogeco Cable and Others. Asian Television Network International Limited is listed on the TSX Venture exchange (TSX-V-SAT). For more information please visit www.asiantelevision.com

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. Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.



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