



November 17, 2009

## Tata Communications CDN Solution to Deliver APAC Press Summit



By Michael Dinan  
TMCnet Editor

A company that organizes communications among press, analysts and vendors in the IT networking space announced that it's using a content delivery network solution from Tata Communications (News - Alert) for a major event that's being held later this week.

Officials at NetEvents say they're using Tata Communications' "LiveBroadcast" service – part of the larger "CDN" portfolio – to stream the Asia-Pacific or "APAC Press Summit." The event, featuring analysts from firms such as IDC, Frost & Sullivan (News - Alert), Yankee Group and Ovum, is designed to bring together regional telecom and IT media with senior executives from the area's leading carriers and IT players, to exchange views on the challenges and opportunities in the new world of communications.

Live broadcast keynotes and debates will take place from 9 a.m. to 12:10 p.m. on Nov. 19 and from 1:30 to 4:30 p.m. on Nov. 20. Internet users also can view sessions from the closed-door APAC VIP Service Provider Summit recorded today and tomorrow.

"To view the exciting Press Summit debates and experience the power of real time, jitter-free online live broadcasts wherever you are in the world, go to [www.netevents.org](http://www.netevents.org) to pre-register your attendance," organizers say.

The LiveBroadcast service provides an end-to-end solution that replicates and distributes content within a best-in-class two- to four-second delay, using Tata Communications' extensive Tier-1 IP

backbone. According to company officials, "Distributed Origin" technology is used to deliver Flash/H.264 video-on-demand services and incoming live streams are simultaneously replicated on every delivery node leveraging the Tata Communications' IP backbone.

"Since no proprietary live server-based solution is used, the LiveBroadcast service can easily scale to handle any live event," company officials say. "The Advanced Progressive technology of LiveBroadcast also let viewers experience DVR-like features, such as pause, rewind and fast forward, during the program, which are usually not available (or are available with poor response times) for live events."

*Michael Dinan is a group managing editor for TMCnet, overseeing TMCnet's Web editorial team and covering news in the IP communications, CRM and VoIP industries. He also oversees production of e-Newsletters in the areas of 4G wireless technology and smart products.*