
ERICSSON LAUNCHES MEDIAFIRST VIDEO DELIVERY AT BROADCAST ASIA 2016

- Ericsson MediaFirst Video Delivery gives complete content visibility and control throughout media delivery chain
- Next generation video-centric solution enhances quality of video experience, delivering seamless video across networks and devices
- Enables IPTV, cable and mobile operators to respond to disruptive trends in rising network traffic and video consumption

Unprecedented consumer demand for video content has driven operators and broadcasters to change methods of video distribution and differentiate their multiscreen over-the-top (OTT) services to ensure best quality of experience. In response to the increased volumes of video traffic over operator networks, Ericsson (NASDAQ:ERIC) is launching its MediaFirst Video Delivery solution at Broadcast Asia 2016 in Singapore. The solution is the latest addition to the Ericsson MediaFirst portfolio, following the successful launch of Ericsson MediaFirst Video Processing at NAB Show 2016.

This modular video distribution platform enables service providers and broadcasters to enhance the distribution of managed video services to mobile devices. Drawing upon modern content delivery network (CDN) technology for delivering adaptive live TV, video on demand (VoD) and Cloud DVR/time shifted content, the solution enables IPTV, cable and mobile operators to handle managed and unmanaged content by enhancing their network efficiencies and reducing associated costs.

Gary Traver, Head of Media Engineering, Telstra, says: "Developing innovative approaches to video delivery and the ability to focus on improving content experiences for our customers are key outcomes from our partnership with Ericsson. Together we have delivered the world's first live stadium trial of LTE Broadcast. Components of the Ericsson's TV portfolio have enabled us to better optimize our network for video, and provided agile CDN capacity in anticipation of our customers rising video consumption. We will be watching closely the next evolution of these technologies in the MediaFirst Video Delivery solution."

Key benefits of Ericsson's MediaFirst Video Delivery solution for TV service providers include:

- Edge repackaging to HLS or DASH to allow seamless connection to iOS, Android and set top boxes (STB)

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- Instant Channel Change for Live TV
 - Common encryption and Multi-DRM support
 - Targeted ad insertion capabilities anywhere in the media delivery pipe including mobile and set top box clients
 - Video delivery analytics
 - Mobile video optimization and support for sponsored data
 - Ability to participate in Ericsson's Unified Delivery Network and partner CDNs
 - Multicast ABR, Multipath TCP

Content providers and broadcasters will also benefit from a number of further key features, including origin packagers with Multi-DRM support, optimized CDN selection, co-located cache capabilities and access to Ericsson's Unified Delivery Network, a growing network of operator and partner CDNs.

Carlos Gonzalez, Head of Media Delivery, Ericsson, says: "With ever increasing volumes of video traffic being consumed, operators require complete content visibility and control throughout the entire delivery chain in order to differentiate their multiscreen OTT services. Mobile video traffic is forecast to grow by around 55 percent annually through to 2021, when it should account for over two-thirds of all mobile data traffic. This underlines the need for next-generation cloud based solutions to deliver a superior performance. Through Ericsson MediaFirst Video Delivery, we are enabling our customers to deliver seamless video across all networks and devices and radically enhance the quality of the video experience."

At Broadcast Asia 2016, held May 31 – June 3, 2016, (stand number Lotus 4A/B) in Singapore, Ericsson will be showcasing the latest from its broad product portfolio for content owners, broadcasters and TV service providers.

NOTES TO EDITORS

For media kits, backgrounders and high-resolution photos, please visit www.ericsson.com/press

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Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect

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more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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