
ERICSSON LAUNCHES "OTT CLOUD CONNECT" SERVICE FOR MOBILE OPERATORS

- Partners with Google to bring innovative services to users
- Open cloud service allows mobile operators across the globe to connect to multiple OTT players
- Ericsson to bring additional OTT players onto the OCC platform

Ericsson (NASDAQ: ERIC) today announced the launch of OTT Cloud Connect (OCC), an open cloud service that allows mobile operators across the globe to 'connect' to multiple OTT players to deliver new and creative services to users. The Ericsson OCC service strives to bridge the gap between operator networks and OTT services by exposing the OSS and BSS capabilities of operators to OTT players and vice versa. This brings simplicity to collaboration between OTTs and operators, making it possible to offer unique application-specific features to end users for better experiences.

The OCC platform is an open platform that would allow any OTT player to deliver innovative features to users based on integration with specific operator network capabilities. It acts as a gateway platform that abstracts the complexities of each operator's network and provides simple integration for OTT players and applications.

Ericsson is collaborating with Google as one of the first partners to get on-boarded on the OCC platform. This integration enables Google to bring innovative features and services to products such as YouTube and reach large numbers of users by leveraging the scale that OCC provides.

Going forward, Ericsson will continue to bring additional OTT players onto the OCC platform for the benefit of one common interface or platform for participating operators and OTT players.

"Collaboration, between operators and OTT providers, would be key as we start seeing new innovative services being introduced towards the end users. Ericsson is strongly supportive of this approach and we believe we are in a sweet spot to play the role of an enabler to make this collaboration happen. We are very bullish about the OCC platform and very happy to have integrated with YouTube as the first video platform. We look forward to onboarding many more OTT providers" said Diomedes Kastanis, Head of Technology, Business Unit Support Solutions, Ericsson.

Jay Akkad, Sr. Product Manager on the YouTube Emerging Markets team said: “Mobile environments introduce a number of complexities, but also a range of opportunities when it comes to delivering quality experiences for users. Ericsson’s OTT Cloud Connect forges collaboration between operators and OTT providers to break down some of this complexity and open the door to a world of opportunity for enhancing services. We believe initiatives like these will accelerate innovation between operators and OTT providers, and we look forward to working with operators on new features and services to users.”

NOTES TO EDITORS

[Ericsson at Mobile World Congress 2016](#)

During Mobile World Congress 2016 in Barcelona, Ericsson will showcase its unique industry insights, the latest innovation and inspirational discussions that enable powerful new business opportunities. We are in the midst of the societal transformation we call the Networked Society: a society in which mobility, broadband and cloud empower every person and every industry to reach their full potential. Opportunity is everywhere, and companies are transforming according to the role they have chosen to play in the value chains and ecosystems of the Networked Society.

Join us in our Hall (Hall 2, Stand 2N60) to learn about 5G, the Internet of Things and cloud, and to discuss the impact digital transformation can have on people, business and society.

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Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

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 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.

PRESS RELEASE
FEBRUARY 22, 2016



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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