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## ERICSSON SIMPLIFIES VIDEO-ON-DEMAND SERVICES WITH NEW INFRASTRUCTURE SOLUTION

- New solution and updates to Ericsson's Video Storage and Processing Platform simplifies video-on-demand (VOD) expansion for TV service providers
- Enables seamless growth of any on-demand based service with a single, scale out platform
- Responds to growing consumer desire for TV Anywhere on-demand including trends towards binge watching, time-shifting and niche content viewing

Ericsson's 2015 ConsumerLab report finds that over 50 percent of people stream video-on-demand (VOD) content each day, reflecting consumer shifts towards convenient TV experiences that allow for binge watching and selective access to shows. As a result, TV service providers are under pressure to deliver ever-improving content, quality and features, and need to have the agile infrastructure in place to respond quickly and innovatively to delight TV consumers.

To address the technical challenges of expanding video services, Ericsson (NASDAQ: ERIC) today unveils its VOD Infrastructure solution, which enables TV service providers to seamlessly offer more to subscribers, without the need to rip and replace legacy systems. Based on the Ericsson Video Storage and Processing platform, the pure software infrastructure supports increased streaming capacity and is able to achieve massive scale out of capacity and architecture, helping TV service providers to develop a multipurpose platform and bring real value to its audience base. The high performance nature of this infrastructure gives it the power to handle additions ranging from VOD from any device, delivered via cable or internet to catch-up TV, and live to VOD in all formats up to Ultra high definition, depending on the needs of the provider. Reduced storage requirements and integrated just-in-time packaging also mean that services can be augmented to support a wider range of devices more cost effectively. Use cases include:

- Dynamic Origin, a specialized video storage and processing platform that processes input content to produce a different video playout format
- RTSP pump allowing delivery of VOD content to all devices including legacy set top boxes leveraging the Content Delivery Network (CDN) as a source for the content
- Master Video Library, making expansive libraries possible through integration of transcoding on the same server stack
- Long Tail Server that streams long tail content directly to the end user therefore eliminating edge cache contamination

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Itai Tomer, Head of Cloud DVR, Ericsson, says: “The internet era of TV has brought with it opportunities for TV service providers of all sizes, as long as they adapt to the habits and preferences of their customers. To compete with fierce competition from OTT providers, all forward-thinking players are looking to offer new services such as catch up TV or start over TV. With our solution we are addressing all levels of customers with unique configurations, and giving them the ability to future proof themselves and grow as they see necessary.”

The launch coincides with a host of recent updates to the Ericsson Video Storage and Processing Platform, the all-software platform at the heart of the VOD Infrastructure solution. With video processing enabled, all time and place-shifting video services ranging from VOD to Catch-up to Cloud DVR are possible utilizing a single platform. The latest update to this product enables newer capabilities and tighter integration with other parts of the Ericsson portfolio such as Mediaroom Reach, Media First and Media Delivery Network solutions, which translates into lower cost and greater efficiencies to TV service providers. The new features include support for subtitling of over-the-top (OTT) content, full support for Ultra HD (4K)/HEVC services enabling streaming of high quality video at lower bitrates and increased cost-savings, as well as CDN assisted delivery of RTSP (real-time streaming protocol) and CBR (constant bit-rate) content.

#### Ericsson at IBC 2015

At IBC 2015 in Amsterdam we are showcasing solutions and services that empower customers to put the connected consumer at center stage in the new internet era of television. We’ll show how this is achieved through the delivery of seamless experiences, personalized discovery, immersive content, and constantly evolving services.

Ericsson will highlight how it sets itself apart with a unique combination of consumer insights, industry-leading portfolio, and global transformation services that are together helping customers embrace the opportunities of the Networked Society.

You can find us at IBC in Hall 1, Stand 1:D61. Follow us during the event using @EricssonTV and join the discussion using #IBCshow.

For more information on Ericsson at IBC 2015, see [here](#)

#### NOTES TO EDITORS

##### [Ericsson takes video to the cloud to enable the ultimate time-shifted TV experience](#)

*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.*

PRESS RELEASE  
SEPTEMBER 10, 2015



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*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.*

*Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.*

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