
ERICSSON SUPPORTS SWISSCOM IN TRANSFORMING SWISS TV MARKET WITH INNOVATION IN THE CLOUD

- Swisscom has deployed the Ericsson Video Storage and Processing Platform to provide advanced cloud DVR and on-demand content access features to its subscribers
- Live since April 2014, the highly successful service highlights the need for TV service providers to adopt cloud-based solutions in order to succeed in the internet era of TV
- Delivers a highly differentiated offering to consumers including 7-day replay and unlimited parallel recording capabilities, driving rapid subscriber growth and consumer loyalty

Ericsson (NASDAQ: ERIC) today announces that Swisscom has deployed its Video Storage and Processing Platform to power all of the time-shifted and cloud DVR features of its TV 2.0 offering. Live since April 2014, the highly successful service now has 564'000 subscribers, transforming subscriber retention and satisfaction.

Ericsson's Media Vision 2020 predicts that by 2020, 50 percent of all content consumed will be on-demand and time-shifted. Ericsson is enabling TV service providers to respond to this shift with its high performance Video Storage and Processing Platform, a software-based, integrated storage and computing infrastructure which economically enables multiple use cases including: cloud DVR, CDN (content delivery network) assist and expanded VOD (video-on-demand) solutions.

"Our subscribers want flexibility in their TV services and greater freedom around what, when and where they watch the content of their choice," says Dirk Wierzbitzki, Head of Wireline and TV, Swisscom. "Ericsson's solution allowed us to leverage the capabilities of the cloud to bring to market a type of service that hadn't been seen in Switzerland before; one which offers our viewers much more advanced replay and recording features. We're delighted with the take up of Swisscom TV 2.0.

Swisscom has leveraged the highly scalable functionality of the Ericsson solution to offer a TV service that includes 7-day replay on over 250 channels, an archive and the ability for consumers to record any numbers of programs in parallel, while ensuring continuous operations. The flexible platform allows Swisscom to deliver its TV 2.0 service across not only televisions but also as a multi-screen service to smart phones, laptops, tablets and PCs.

"Ericsson is leading industry innovation in cloud-based video platforms and as a result we currently power over 50 percent of the world's cloud DVR deployments," says Elisabetta

Romano, Vice President and Head of TV and Media, Ericsson. “It is clear that the cloud is a critical enabler in evolving TV into a more personalized, flexible and seamless experience. TV service providers are recognizing the benefits of adopting cloud architectures into their infrastructures and we believe that this shift will only grow as consumer expectations perpetually rise around the quality and functionality of service offerings.”

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.

NOTES TO EDITORS

[Ericsson Video Storage and Processing Platform](#) and [Cloud DVR Solution](#)

[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.

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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