
ERICSSON LAUNCHES PLUG-IN MEDIA DELIVERY ECOSYSTEM

- Announces integration of first three global content delivery network (CDN) partners into the Ericsson Media Delivery Network solution
- Limelight Networks, CDNetworks and ChinaCache partnerships will facilitate operators' ability to deliver more content to subscribers
- Partnership program opens up new revenue streams for both operators and content providers

Ericsson's (NASDAQ:ERIC) latest Mobility Report indicates that networks are suffering from increased strain as video becomes an ever-more dominating force in network traffic, with an expected growth of 55% each year to 2019. This growth impacts network profitability requiring costly infrastructure investments. Ericsson's Media Network Delivery solution revolutionizes content delivery, uniting caching, optimization, and acceleration of content within operator networks.

Now, Ericsson is addressing the need to integrate operators with the entire content value chain, by establishing a partnership program for global CDNs, essentially creating a plug-in ecosystem for operators. Limelight Networks, CDNetworks and ChinaCache are the first to announce they will integrate their systems with the Ericsson content delivery solution.

These global CDN partnerships will enable operators to improve the efficiency of high quality content delivery by creating a multi service system that extends the global CDN deep into the operator's network. Content providers will benefit from a seamless delivery mechanism for reaching audiences on both a local and global level, opening up new revenue streams.

Ove Anebygd, Vice President and Head of Solution Area Media, Ericsson, said: "Today's CDNs must be able to deliver all types of content in an ultra-efficient way in order to cope with the pressures of the TV Anywhere era. The convergence of global CDNs with operator networks propels content delivery forward to a new level of effectiveness, and enables the media industry to optimize broadcast potential with the continued explosion of available video content. We have created these partnerships to help operators and content providers to forge even stronger links so that they can continue to deliver the right services to the right audiences at the right time."

The first three CDN partners are:

- **Limelight Networks** (NASDAQ:LLNW) operates one of the world's largest global content delivery networks with over 9Tbps of egress serving over 3 billion objects an hour, providing website acceleration, cloud storage, media delivery, and video services worldwide.
- **CDNetworks** accelerates more than 40,000 websites and cloud services with 140 nodes spanning six continents, including mainland China and Russia, helping content providers break down barriers to new markets.

- **ChinaCache** (NASDAQ:CCIH) is the leading CDN Service Provider in China, with more than 17000 servers in more than 120 cities across China and global points of presence on four continents.

Ericsson's consultants and systems integrators have expertise in the video delivery, internet and mobile domains, and can advise customers on how best to design and integrate Media Delivery Networks.

During Mobile World Congress 2014 in Barcelona, Spain, Ericsson is showing world-leading technology and service capabilities and innovations. We believe that anything that benefits from a connection will be connected, and we lead the way with solutions that drive the development in mobility, broadband and the cloud, creating the foundation for eco-systems and transformation across industries. We are your guide in the Networked Society.

Welcome to our media and analyst briefing, Monday, February 24, 08:30am CET. You can find us at MWC in Hall 2, Stand 2S60. RSVP to media.relations@ericsson.com

Follow us during the event using [@Ericsson](https://twitter.com/Ericsson) and [@Networked_Soc](https://twitter.com/Networked_Soc) and join the discussion using #MWC14.

Insights from our experts and Networked Society evangelists are also published on our [blog](#) during the event.



NOTES TO EDITORS

[Ericsson Mobile World Congress Media Kit](#)

[Ericsson deploys world's largest operator CDN for Rostelecom](#)

[Ericsson re-defines the operator CDN](#)

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Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of

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the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscribers.

We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2013 the company's net sales were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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