
ERICSSON RE-DEFINES THE OPERATOR CDN

- Unites key Ericsson technologies and leadership in mobility to maximize efficient content delivery across all networks
- New video optimized Media Delivery Network solution addresses increasing demand for high quality content experience anywhere
- Provides operators with commercial opportunities for collaboration, differentiated services, and new revenue streams

At Mobile World Congress, Ericsson (NASDAQ:ERIC) will launch a new unified content delivery network (CDN) solution that leverages its leadership position in video delivery, optimization and networks, to address the global consumer shift to broadband mobility.

The new Ericsson Media Delivery Network solution is uniquely designed to unite the delivery of managed and unmanaged content over fixed and mobile networks by leveraging Ericsson's advanced packet core and radio capabilities with converged cache, combined with new management and service exposure layers for intelligent control and business model enablement.

This solution enables operators to enter the media value chain with profitable video delivery and to truly leverage their established consumer relationships. At the same time it offers content providers and enterprises cost-effective accessibility and guaranteed quality of experience across all networks, enabling the delivery of video, web content, and app downloads while accelerating commerce.

Per Borgklint, Senior Vice President and Head of Business Unit Support Solutions, Ericsson said, "Yesterday our mobile devices were telephones, today they are everything; our TVs, our banks, our conference rooms. The recent Ericsson Mobility Report shows that mobile data traffic will grow 12 times by 2018, and this is only the start of the tremendous transformation we will witness. The Ericsson Media Delivery Network solution breaks the boundaries of traditional CDN solutions, offering operators a single, intelligent, and agile management platform for superior efficiency, optimization, velocity of service, and monetization opportunities."

Ericsson already has a strong capability and a growing customer base in the operator CDN area. At Mobile World Congress the company will show a compelling side-by-side comparison of the performance and capabilities of a standard network and one enhanced by the new Media Delivery Network solution. Many use cases will be demonstrated including:

- Mitigating network impact, peering costs, and associated investment through consolidated content delivery including Transparent Internet Caching (TIC)
- Caching of Over-The-Top (OTT) content so that operators can create new revenue streams and content providers can have guaranteed quality of experience to consumers
- Maximizing operator content sales via the ability to deliver on-demand content as well as linear content
- Optimizing traffic over multiple CDNs via intelligent CDN selection technology

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Each use case will explore the advantages of the Media Delivery Network solution, showcasing the improved quality of experience, efficiency, and monetization opportunities



During Mobile World Congress 2013 in Barcelona, Ericsson showcases its combined technology and services leadership for the Information and Communications Technology industry. Our solutions deliver superior network performance in the field, enable complete customer experience management, simplify and automate operations workflows thereby leading to operational excellence. We show how the Networked Society comes to life - what it will mean for the industry and how it will enable our customers to capture growth opportunities.

NOTES TO EDITORS

[Ericsson Media Delivery Network](#)

[Ericsson Mobility Report](#)

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the world's leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today more than 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2 billion subscribers.

We operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company had revenues of SEK 226,9 billion (USD 35,0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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