

ERICSSON TO ENABLE GLOBAL VIDEO PLATFORM FOR TELEFÓNICA DIGITAL

- Prime integrator of Telefónica Digital's Global Video Platform
- Will implement Ericsson Operations Support System (OSS) and Business Support System (BSS)
- Managed Services and multi-vendor support for Telefónica's entire global video ecosystem

Telefónica Digital has chosen Ericsson (NASDAQ: ERIC) to lead the integration and implementation of its next-generation video platform in a multi-year, multi-country deal.

Telefónica's Global Video Platform (GVP) will allow its subscribers to access video services such as live TV, video on demand and premium services, simultaneously over any network for any device.

Within the Global Video Platform, several players are combining their different components such as IPTV middleware, OTT back-office, Digital Rights Management Systems and Content Management Systems to provide the best video experience to Telefónica's subscribers. Telefónica's own R&D is developing and launching the user experience interface for GVP.

Vivek Dev, Director of Digital Services at Telefónica Digital, says: "We want people to be able to get their content whether they are on IPTV or OTT (over-the-top) networks, on mobile or fixed. We chose Ericsson as the primary integrator because of their TV expertise as well as their knowledge in the IT domain."

Focused on delivering a personalized customer experience, Telefónica will leverage Ericsson's portfolio of OSS and BSS software solutions to gain operational efficiencies and modernize their end-to-end environment.

Paolo Colella, head of Consulting and Systems Integration at Ericsson, says: "Our role as prime system integrator is to make the service seamless across the multi-vendor environment, and with our managed services we ensure the global video platform runs with the high level of quality expected every day by Telefónica and their customers."

Telefónica operates in 25 countries. As of September 2012, Telefónica's total number of customers amounted close to 314 million and it is one of the largest telecommunications companies in the world in terms of market capitalization and number of customers. Its ordinary shares are traded on the Spanish Stock Market (Madrid, Barcelona, Bilbao and Valencia) and on those in London, New York, Lima, and Buenos Aires.

PRESS RELEASE

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NOTES TO EDITORS

[Media kit on OSS/BSS](#)

[Ericsson TV solutions](#)

[Ericsson Systems Integration](#)

[Interview with Telefonica Digital's Vivek Dev](#)

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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 2.5 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's net sales were 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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