
ERICSSON UNIFIED DELIVERY NETWORK BOOSTS NTT DOCOMO'S MEDIA OFFERING

- NTT DOCOMO, one of the world's leading telecommunications companies, chooses media solution from Ericsson
- First-of-its-kind launch of Ericsson Unified Delivery Network (UDN) in Japan
- NTT DOCOMO now joins global ecosystem of service and content providers revolutionizing how media services are being delivered, consumed and monetized

Ericsson (NASDAQ: ERIC) has been selected by one of the world's leading telecommunications companies, NTT DOCOMO, INC., to deliver its Unified Delivery Network (UDN) solution. The UDN, the first deployed by Ericsson in Japan, will enable NTT DOCOMO subscribers to access and enjoy a diverse range of high-quality content over the operator's mobile network.

Ericsson's UDN is a global Content Delivery Network (G-CDN) that connects content providers all over the world with the last mile reach of network operators. This revolutionary content distribution platform aggregates and exposes network capabilities in the public domain, allowing services to be optimized and monetized in new ways. It offers service providers the ability to efficiently scale the delivery of over-the-top services and high-quality video content, and addresses the needs of both service and content providers.

The partnership with NTT DOCOMO unlocks existing network capabilities to create new revenue streams around next-generation digital and media services. Content distribution services will be rolled out first, followed by future value-added features such as toll-free data.

Takaaki Sato, General Manager of Service Design Department at NTT DOCOMO, says: "For future services, NTT DOCOMO foresees that consumption of 4K video, virtual reality and augmented reality content will increase and believes a platform like a UDN adds value in the high-speed 5G era."

Cillilan Maher, Head of UDN Service Provider Partnerships at Ericsson, says: "As part of a broader ecosystem that now encompasses 55 content providers and 40 service providers around the world, NTT DOCOMO will be able to significantly advance the traditional content delivery network model. As a service provider partner, they will be able to garner incremental revenue and can participate as a content provider, driving traffic through both their own network and the UDN ecosystem."

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