



Edgeware's new Cloud Service offers its award-winning OTT TV technology as a service

**Stockholm, Sweden – April 25, 2019** – [Edgeware](#) has today announced the launch of its [Edgeware Cloud Service](#), providing broadcasters, telecom- and cable TV-operators with access to its technology and expertise without the need to own and run systems in-house.

The cloud services will include Edgeware's cutting-edge content processing technology such as the award-winning frame accurate segmentation for glitch-free personalized ads, optimized segmentation for synchronized audio, video and subtitling as well as on-the-fly repackaging into all the formats required by different devices. The service also includes the newly announced [Virtual Channel Creation](#) solution to provide tailored linear OTT TV channels, and the recently acquired Cavena-based OCR subtitling feature.

"Our existing and new customers appreciate our specialist expertise and the technology we provide to prepare TV content for an OTT delivery, but some of our customers have been asking for the same functionality as a service," said Karl Thedéen, chief executive officer at Edgeware. "Our cloud service will benefit from our own specialist know-how, and because we control the underlying technology, we can react quickly to new customer demands. We are also completely independent, unlike some cloud service providers, so we won't compete with our customers' OTT TV services."

The Edgeware's Cloud Service is managed using self-service APIs. It includes the functionality provided by its [TV Content Capture](#), [TV Repackager](#) and [Ad Enabler](#) products, all of which are available today. Alternatively, the same functionality continues to be available to buy and run in-house, either on public cloud platforms or using private IT infrastructure.

### **About Edgeware**

Edgeware supplies operators and content providers with systems to deliver modern TV services over the Internet at a huge scale. Edgeware's unique technology provides an outstanding viewing experience that allows its customers to retain control of their content. Edgeware has more than 200 customers and is headquartered in Stockholm, Sweden, with staff across Europe, Asia and the Americas.

For more information, please visit [www.edgeware.tv](http://www.edgeware.tv)

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