ERICSSON UDN EXPANDS ACCESS TO CHINESE CONSUMERS

- Ericsson's Unified Delivery Network (UDN) enables service providers to be a conduit for inbound and outbound Chinese content traffic

- Through strategic partners such as China Telecom and China Unicom, UDN now has access to around 90 percent of all Chinese consumers

- Tianlai Karaoke, one of the most popular online karaoke providers in China, joins the UDN ecosystem to meet a growing demand for Chinese content globally

Ericsson (NASDAQ: ERIC) is expanding its Unified Delivery Network (UDN) solution in China through a deeper integration into operators' networks including China Telecom and China Unicom, which combined carry 90 percent of Chinese internet traffic.

UDN is a global Content Delivery Network (CDN) which connects content providers all over the world with the last mile reach of network operators. Tianlai, a popular online karaoke service provider with more than 180 million registered subscribers, is the latest content provider to join the UDN ecosystem which also includes NewTV and China International Broadcasting Network (CIBN).

Hao Jie, Chief Operating Officer, Tianlai, says: "Tianlai is always looking for new and innovative ways to expand our reach and meet the demands of consumers who want to enjoy and experience our services. Ericsson's UDN ecosystem opens doors across borders to serve the Chinese market both at home and abroad, and the compatibility of its CDN with our products is a perfect match to reach these audiences."

Ericsson's UDN resides at the service providers' network edge, resulting in better performance and user experience. For the first time, content providers, big and small, can equally benefit from the optimized service delivery of over-the-top (OTT) services and high-quality video content.

The ability to deliver a cross-border CDN service with superior performance and high-quality user experience is essential and Ericsson's UDN allows service providers to be a conduit for both inbound and outbound content traffic for China.

Diomedes Kastanis, Vice President, Global Head of Innovation, Ericsson, says: "With UDN live in China, we are seeing steady growth of the solution to deliver unique content to Chinese audiences. Through partnerships with key operators such as China Unicom and China Telecom, we will continue to grow the UDN ecosystem and meet the demands of Chinese audiences around the world."

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