

---

## TELSTRA ADVANCES CLOUD MEDIA DELIVERY

- Virtualized video processing enables operators to process and deliver file-based and live or near-live content ready for broadcast
- Telstra to implement fully virtualized Ericsson Media First Video Processing platform solution suite to progress Cloud Media Strategy
- Cloud ready video processing center adopts newest HEVC encoding standard to deliver premium quality to consumers while optimizing network loading

Ericsson (NASDAQ: ERIC) and Telstra will deploy Ericsson's fully virtualized MediaFirst Video Processing solution suite to power Telstra's new video processing data center. This is a significant step forward in the delivery of Telstra's Media Cloud platform for broadcast media workloads.

With fully virtualized video processing, operators can better capitalize on consumer demand for new services in areas such as HD and UHD, virtual and augmented reality, along with new enterprise opportunities. The virtualization of media functions will enable operators to offer broadcasters cloud based services such as processing and distribution of high bandwidth intensive broadcast media workloads across their networks. With predicted growth in video consumption and related bandwidth requirements, the optimization of video processing and distribution is a strategic priority for Telstra.

The MediaFirst all-software video processing portfolio will also support the deployment of advanced broadcast services like HEVC head-end functions. The head-end enables advanced format transcoding and streaming functions. Also, all-software functions can be orchestrated directly via micro-services across the network.

Telstra will be one of the first operators to virtualize media processing functions as micro services and centrally orchestrate media operation flow through cloud infrastructure.

Gary Traver, Director of Media Telstra, says: "At the recent Mobile World Congress in Barcelona, Telstra announced it will extend and specially configure the Ericsson cloud platform to carry dedicated broadcast media workloads. This is the next step in our virtualization program with the selection of Ericsson's MediaFirst Video Processing solution suite. Setting up broadcast configured cloud native processing, storage, and network capabilities across our network, will enable us to offer broadcasters services to run traditional high bandwidth intensive media applications where and when they are needed. The Ericsson Media First functionality will complement and enhance broadcast media workloads we are

## PRESS RELEASE

APRIL 26, 2017



---

already working on with other technology suppliers. It is also designed to support services transported across our media-specific global networks.

“Telstra’s goal for the broadcast sector is to provide reliable and resilient network access, with strong bandwidth and latency requirements, supporting broadcasters in their shift toward use of IP processing for broadcast content,” says Traver.

Elisabetta Romano, Vice President and Head of Media Solutions, Ericsson says: “Ericsson’s software-based video processing solution, featuring the latest HEVC compression technology, will enable operators to process and deliver pre-recorded and live or near live content ready for broadcast. By deploying the latest HEVC technology, operators like Telstra can quickly and easily increase the number of services distributed, while maintaining the best picture quality, and without requiring additional bandwidth.”

Ericsson MediaFirst Video Processing takes an application based approach to address every stage of the media process chain. It is the TV industry’s most complete video processing solution. It comprises MediaFirst Encoding Live, MediaFirst Encoding On Demand, MediaFirst Packaging, and MediaFirst Management Controller.

### **Discover Ericsson at NAB Show 2017**

Ericsson is an award-winning, global leader in TV and media products and services, with a proven track record in planning and delivering TV and media business transformation for over 25 years. Working with customers around the globe, our extensive TV and media portfolio covers media enrichment, processing, publishing and delivery. Every day, people on all continents watch television programs prepared, managed and broadcast by Ericsson staff based in Europe, the Middle East, Asia Pacific and the US.

Join us at booth #SU720 or [online](#) during the event from April 22 to 27. See you there!

#### **NOTES TO EDITORS**

For media kits, backgrounders and high-resolution photos, please visit [www.ericsson.com/press](http://www.ericsson.com/press)

#### **FOLLOW US:**

[www.twitter.com/ericsson](https://www.twitter.com/ericsson)  
[www.facebook.com/ericsson](https://www.facebook.com/ericsson)  
[www.linkedin.com/company/ericsson](https://www.linkedin.com/company/ericsson)  
[www.youtube.com/ericsson](https://www.youtube.com/ericsson)

#### **MORE INFORMATION AT:**

[News Center](#)  
[media.relations@ericsson.com](mailto:media.relations@ericsson.com)  
(+46 10 719 6996)  
[investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)  
(+46 10 719 00 00)

## PRESS RELEASE

APRIL 26, 2017



---

*Ericsson is a world leader in communications technology and services with headquarters in Stockholm, Sweden. Our organization consists of more than 111,000 experts who provide customers in 180 countries with innovative solutions and services. Together we are building a more connected future where anyone and any industry is empowered to reach their full potential. Net sales in 2016 were SEK 222.6 billion (USD 24.5 billion). The Ericsson stock is listed on Nasdaq Stockholm and on NASDAQ in New York. Read more on [www.ericsson.com](http://www.ericsson.com).*