



MEDIA DELIVERY MANAGEMENT SYSTEM

Ericsson's Media Delivery Management System (MDMS) uniquely allows video service providers to centrally monitor and effortlessly manage the delivery of content to virtually any type of consumer entertainment device. Built from the ground up to leverage web-scale and cloud computing, the system enables exponential growth in content, streams, and devices and enables a superior subscriber experience. Media Delivery Management System brings adaptability and flexibility to support rapid roll-out of new services and integration with the service provider's television delivery ecosystem. Leveraging published APIs, SDKs, and an adapter based approach; integration with existing television delivery components is predictable and efficient. Furthermore, flexible service routing allows for the quick introduction of new features and functionality.

Built on over 10 years of back-office experience and world-class services organization to deploy, support, and manage the solution, Ericsson's Media Delivery Management System is a critical component of a system operator's overall television solution.

BUSINESS BENEFITS

- Expand subscriber base by providing any type of video delivery to any device seamlessly and efficiently
- Reduce operational costs by consolidating geographically dispersed regional centers into one, virtual back-office
- Increase revenue by adding new and exciting services to the system to a select group of customers using a simple and intuitive workflow engine
- Experience no downtime during software upgrades, network updates, issue resolution, power outages, and disasters
- Enhance operational efficiencies by increasing the performance of a single server from 10 to 15 sessions per second to 250 sessions per second
- Improve user experience by decreasing session set-up times from upwards of 1 second to 250 milliseconds
- Reduce operational costs by supporting more streams on less hardware
- Troubleshoot and isolate issues on specific components with real-time statistics, metrics, and alerts

KEY FEATURES

Built for Multi-screen — Support the demands of delivering on-demand content to multiple screens including the ability for subscribers to session shift between devices to offer a superior user experience

Dynamic Catalog Management — Define market-specific catalogs, freely move content from one category to another, and preview catalog before publishing to subscribers

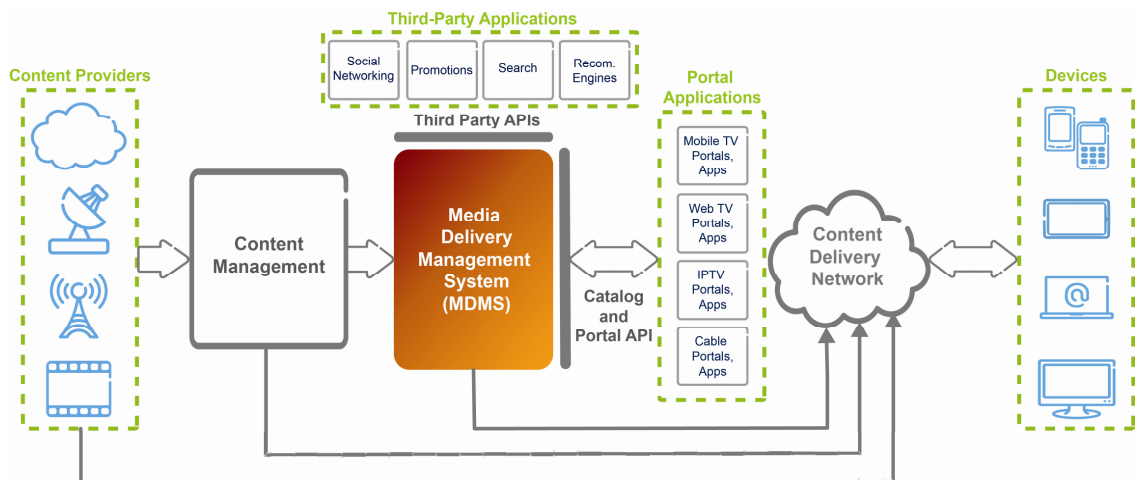
Adaptability for a Changing Marketplace — Quickly modify subscribers' experiences with Flexible Service Routing and rapidly integrate with external systems via an adapter-based framework

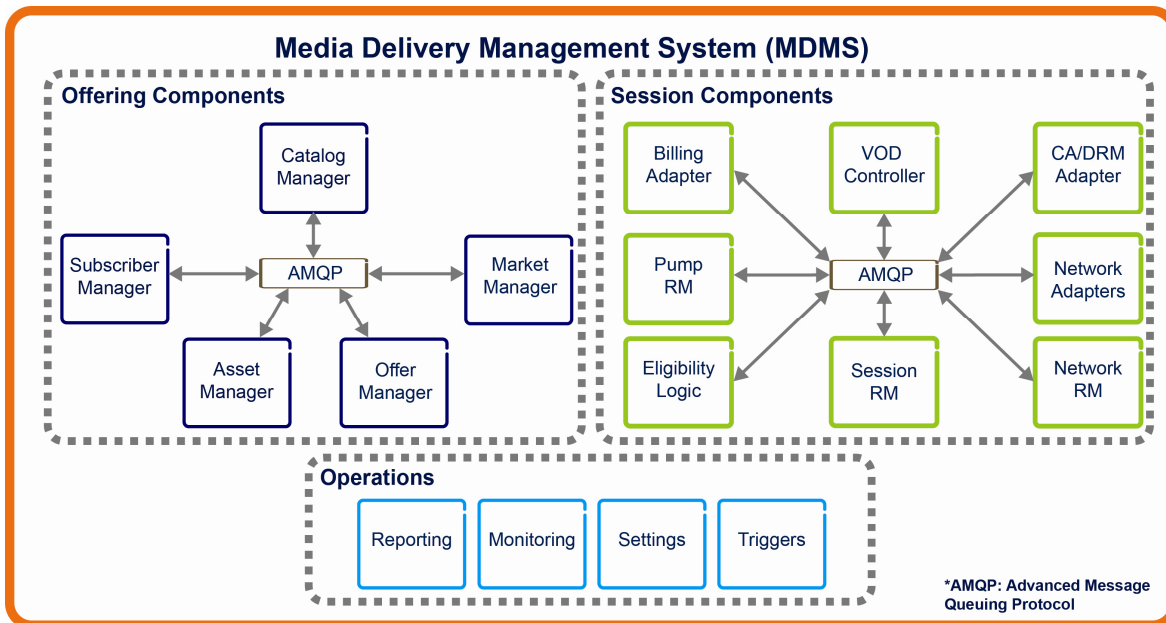
Faultless Delivery — Provide availability and scalability through redundancy and cloud management to address rising capacity levels and deliver timely service

Complete Operational Control — Full-enterprise monitoring capabilities and real-time statistics within a single UI make for smooth delivery administration and easy troubleshooting

Dynamic Advertising Support — Support for interfaces associated with dynamic advertising including SCTE 130 Part 3 (Ad Management Service) interface

MEDIA DELIVERY MANAGEMENT SYSTEM ARCHITECTURE





THE ERICSSON SOLUTION

Subscriber Management and Session Control

Acts as a service provider's intermediary between various back-end systems including the system operator's subscriber management and provisioning system. Additionally, the system provides session management for DSMcc, RTSP and HTTP delivery simultaneously.

Offer Management

Offers the ultimate flexibility in VOD pricing and packaging including creating promotional offers and bundles. It also allows the service provider the ability to target catalogs to specific market segments, preview new catalog structures, and quickly roll out new revenue-generating services.

Enterprise Management

To enable centralized management, all data within Media Delivery Management System is replicated in real-time across the service provider's network. The system is inherently geo-redundant, so a request from any device can be handled by any one of the regional datacenters. The system also supports zero downtime upgrades.

PRODUCT INTEGRATION

Ericsson's Media Delivery Management System can be combined with other Ericsson or third-party products to provide a complete end-to-end solution media delivery infrastructure. Examples include:

- WatchPoint® Content Management System by Ericsson for content management
- Media Delivery Network by Ericsson for managed Content Delivery Network and unmanaged Over-the-Top delivery capabilities

Flexible Service Routing

Video service providers are facing an extremely competitive marketplace with the introduction of non-traditional video service providers. With increasing subscriber expectations and a need to differentiate offerings, service providers need a platform that can easily and quickly adapt to ever changing market needs. Flexible Service Routing puts the introduction of new and unique revenue generating features into the service providers' control.

Scalability

Media Delivery Management System has built-in cloud management that allows the service provider to allocate, start, and stop virtual machines to address the capacity level needed to deliver timely service to subscribers. This is done by using a highly advanced non-relational database that allows data storage and retrieval to expand with the number of physical and virtual nodes. Every part of the system works in unison to allow scaling over the available processing nodes, whether they are located on premises or in the cloud.