

# Ericsson partners with Google to produce electronic pay TV

Ericsson's MediaFirst TV Platform will integrate with Google's Android TV to expand the range of set-top box options available for Pay TV operators. Operators will get access to the Android TV ecosystem, opening up a range of functionality benefits and new revenue opportunities; and consumers get one-stop-shop for Pay TV and OTT content, and a more seamless and integrated experience.



Ericsson MediaFirst is a software-defined, media-optimised end-to-end portfolio suite for the creation, preparation, management and delivery of next generation pay-TV to any screen with an immersive TV viewing experience. The Ericsson MediaFirst TV Platform puts the future of TV viewing in the hands of consumers now, delivering intuitive services and features TV service providers can seamlessly implement and operate, enabling their customers to consume the content they want anytime, anywhere.

The integration of Ericsson MediaFirst TV Platform with Android TV will provide an additional pathway to extend MediaFirst cloud-based TV services, including 4K-UHD live TV channels, video-on-demand, catch-up TV and cloud DVR to an even wider subscriber base.

The partnership with Google will give operators the opportunity to benefit from Android TV's growing presence on connected TV operating systems, without the need for additional hardware costs. Operators will be able to partner with manufacturers of Android TV devices to deliver new hardware-based functionality as well as niche over-the-top programming, or deploy additional applications within the Android operating system. Additionally, the collaboration will enable Ericsson to deliver multiple, flexible, pre-integrated set-top box solutions that support hybrid configurations for satellite, cable, terrestrial, and fixed and mobile broadband TV.

“By expanding our range of set-top box options, we are giving Ericsson MediaFirst TV customers the opportunity to deliver cutting-edge, large scale video services and respond to the surge in adoption of smart devices, broadband connectivity and cloud-based delivery,” said Shiva Patibanda, head of business line TV platforms, Ericsson.

“Our partnership with Google will empower operators of all sizes and resources to take control and leverage multiple monetisation and partnership opportunities offered by Android TV, enabling them to deliver experiences to their audiences that fully integrate their Pay TV services with Android TV applications and OTT services.”

Ericsson ConsumerLab TV and Media research highlights that 56% of consumers prefer to receive TV, internet and mobile services from the same provider, if it saves money, and 22% will do so even if it costs as much as the sum of the individual services. With the growth of IP video services, this only underlines the challenge facing operators to deliver compelling, convenient user experiences in a holistic fashion. The collaboration will allow consumers to enjoy a more seamless and integrated experience with a one-stop-shop for OTT content.

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