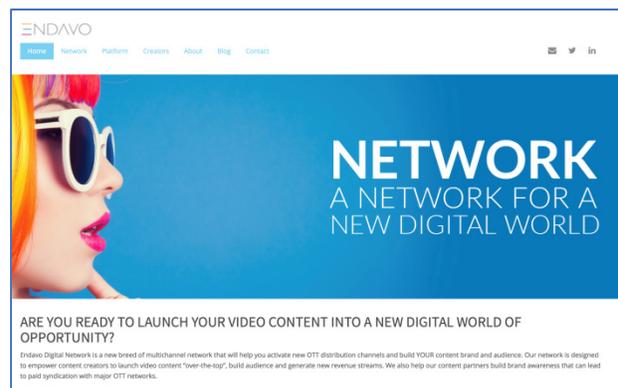


# ENDAVO

## Endavo Media leverages Ericsson's Unified Delivery Network and its inclusive service provider partnerships to break down barriers in worldwide OTT distribution

### The Challenge

Democratized production technologies and exponential growth in connectivity have ushered in a golden age of original video content creation. The ever-growing onslaught of vertically specialized video content has generated tremendous demand for effective, turnkey distribution platforms – hovering between TV and YouTube – that match the right content with the right customer, monetized by the right business model, and delivered with quality and just-in-time, anywhere in the world. Endavo Media has turned to Ericsson's Unified Delivery Network (UDN), and its bundled global service provider partnerships, to meet this massive market opportunity.



Endavo Media is a leading digital media distribution services company revolutionizing TV and premium over-the-top (OTT) video services. Founded in 2005, the Atlanta-based company offers an OTT Video Services Platform enabling end-to-end delivery of next-generation TV services for OTT service providers, broadcasters and pay TV networks.

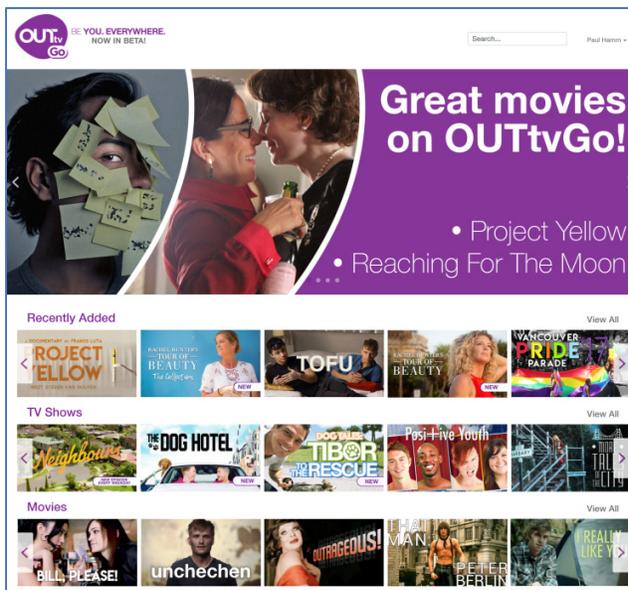
Endavo has moved to match the growing worldwide demand for facilitated content distribution via a groundbreaking multichannel network solution that includes global turnkey distribution, branding, marketing, and go-to-market services. No one was more surprised than Endavo to discover that a CDN provider would become a critical part of this multichannel play. Like other companies in their class, Endavo had always relied on a Content Delivery Network (CDN) for content transport. But Endavo wanted more: HLS packaging, token authentication, exclusive service provider distribution technologies, market entry assistance, guaranteed QoS, and more.

Earlier this year, Endavo began hearing about a new kind of CDN – Ericsson's UDN – that was redefining what the world expected a CDN to be. Ericsson had built a business based on shared

upside with its global service provider customer base. This had allowed Ericsson to offer a solution harnessing the combined power and reach of the world's service provider networks on a single, integrated platform. UDN would offer unprecedented, high QoS distribution access to the largest subscriber bases in the world, and give content owners the richest options for distribution strategy, an exclusive set of delivery services, and the most reliable – and fastest – network on earth.

For Endavo Media's Chief Executive Officer, Paul Hamm, the opportunity was too good to ignore. "Endavo looks hard for the best supporting technologies in OTT," said Paul. "Ericsson's pledge to build a new kind of distribution network integrating the world's leading Service Providers on both technological and business levels was inspirational. We jumped into conversation with Ericsson – around UDN technology and UDN-fostered Content Provider/Service Provider business. We soon realized that Ericsson's UDN business model had the potential to be nothing short of revolutionary."

## The Solution



Out.tv is a Canadian TV broadcasting company, one of the largest traditional TV networks with content specifically produced for the LGBTQ market, and an Endavo customer. Their full line of VOD programming is available through monthly or yearly subscriptions, and viewable on desktops and mobile devices. Out.tv relies on Endavo Media for their entire digital media strategy including backend content management, content delivery, as well as their mobile apps and the frontend user interface. Paul decided that Out.tv would be a perfect place to see what Ericsson's UDN could do.

Endavo Media began using Ericsson's UDN for Out.tv's Video On Demand (VOD), SSL (Secure Sockets Layer), and Token Authentication needs.

## The Results

Ericsson's UDN has quickly become a relied-upon part of the Endavo solution. "Delivery infrastructure is a critical component of our OTT platform," says Paul. "We rely on Ericsson UDN to do that for us." Ericsson UDN services are now an integral part of the Out.tv subscriber experience on both desktops and mobile devices, with year-to-date views at 60.4% on desktops, 2.8% on Roku, 26.1% on mobile phones, and 10.7% on tablets.

Endavo Media delivers content to OTT audiences all over the world, in multiple formats and bit rates, and across an endless array of devices. The more Endavo can offload to Ericsson UDN, the more they can focus on their core competencies.

“We believe we've just scratched the surface of UDN. We like having exclusive access deep inside Service Provider infrastructure, and the rock-solid delivery UDN provides. We also like the business potential their Service Provider partnerships offer. Ericsson's platform goes beyond technology for us. It's of strategic value, and that's something we never expected of a CDN,” concluded Paul.

If you would like more information about Ericsson UDN, email [udninfo@ericsson.com](mailto:udninfo@ericsson.com)

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