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A1 TAPS EDGEWARE'S STREAMBUILDER TO BOOST MULTI-SCREEN OTT VIEWING

A1 Telekom Austria Group's new A1 Xplore TV platform utilizes StreamBuilder's advanced segmentation and packaging functionality to reach online audiences on multiple devices

Stockholm, Sweden – 1 September, 2020 – Edgeware today announces that A1 Telekom Austria Group, the leading provider of digital communications services in Central and Eastern Europe, has deployed Edgeware's advanced online TV solutions to help maximize audience reach for its new content and streaming platform, A1 Xplore TV. Tapping into Edgeware's OTT CDN technology and the segmentation and packaging functionality within Edgeware's recently announced StreamBuilder platform, A1 can now meet the demand for multi-screen viewing across multiple devices and accelerate its new OTT offering in a highly competitive market.

Launched in March 2020, A1 Xplore TV offers a unified content and streaming platform across IPTV and DVB-C networks, iOS and Android apps, and Google Chromecast in multiple Central and Eastern European markets. In order to deliver a multi-screen service, A1 selected Edgeware's StreamBuilder for its repackaging functionality, which enables the conversion of just-in-time live and VoD assets into adaptive streaming formats requested by Apple (HLS), Android (DASH) and Microsoft (MSS) devices. By only keeping a single copy of its video profiles and generating the right ABR formats on request, A1 benefits from StreamBuilder's significant storage savings. The content lifecycle is completed with Edgeware's OTT CDN technology, which ensures seamless content delivery to various clients.

"As we make the move from IPTV to OTT, we've chosen to extend our partnership with Edgeware as our trusted CDN technology provider and repackaging supplier," said Alexander Stock, CTO at A1. "StreamBuilder's rich support for each individual format's multiple variations makes it an essential component of the A1 Xplore TV content delivery workflow and, together with Edgeware's OTT CDN, allows us to deliver glitch-free streaming to any device and boost our market reach."

"In today's competitive streaming marketplace where audiences require on-the-go TV viewing and compatibility across various devices, our OTT CDN and StreamBuilder platform are key enablers and important prerequisites for the next generation of online TV," said Karl Thedéen, CEO at Edgeware. "As we evolve from our IPTV CDN business, we're excited to continue supporting A1 Telekom Austria Group on its mission to grow its brand across Central and Eastern Europe."

Read more about StreamBuilder here including its segmentation and packaging functionalities. Find out how StreamBuilder can help you deliver the next generation of online TV by booking a virtual demo with Edgeware's team of experts. Register your interest here.

The information was submitted for publication, through the agency of the contact person set out below, at 07:30 CET on September 1, 2020.

Edgeware media contact:
Astrid Hveding Lengdell, VP Marketing
astrid.lengdell@edgeware.tv

About Edgeware
Edgeware supplies operators and content providers with systems to deliver modern TV services over the Internet at a huge scale. Edgeware's unique technology provides an outstanding viewing experience that allows its customers to retain control of their content. Edgeware has more than 200 customers and is headquartered in Stockholm, Sweden, with staff across Europe, Asia and the Americas.
For more information, please visit www.edgeware.tv

A1 – Internet, Voice, TV and IT-Services from One Source
A1 is Austria's leading communications provider, encompassing more than 5.1 million mobile communications customers and over 2 million fixed access lines. The customers benefit from a global package of offers from one source: voice telephony, Internet access, digital cable television, data and IT solutions, wholesale services, and mobile business and payment solutions. The product brands A1, bob, Red Bull MOBILE and Yesss! represent quality and smart services. As a responsible company A1 integrates socially relevant and environmental concerns into its core business.

A1 Telekom Austria AG is part of A1 Telekom Austria Group (ATX:TKA) – a leading digital services and communications provider in the CEE region with around 25 million customers across seven countries. Offering communications, payment and entertainment services as well as integrated business solutions Telekom Austria Group achieved revenues of 4.57 billion Euros, with A1 contributing more than 2.65 billion Euros, by in the year 2019. Around 18,000 employees and state of the art broadband infrastructure make digital business and lifestyle possible and enable people, companies and things to connect everywhere anytime. As European unit of América Móvil, one of the largest wireless services provider in the world, Telekom Austria Group is headquartered in Vienna and gives access to global solutions.

For further information please contact:
Livia Dandrea-Böhm, A1 Spokesperson; mob: +43 664 66 31452
livia.dandrea-boehm@a1.at

Image Attachments

A1 Xplore

Attachments

A1 taps Edgeware's StreamBuilder to boost multi-screen OTT viewing