

**Dear Customer**

In this issue we take a closer look at Ericsson's recent acquisitions and explore how the broader portfolio benefits operators. You can also learn why more mobile operators buy their routers from Redback Networks, what an Indian broadcaster thinks of mobile TV, and why a Swiss operator has success with IPTV.

We hope you will enjoy this issue of 5 to Remember!

Sincerely,  
Ericsson

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## 1. BROADER PORTFOLIO PAYS OFF

With the acquisitions of Marconi, Redback, Entrisphere, TANDBERG Television – and more – Ericsson has broadened and refined its portfolio. The goal: to bring all network operators a complete package of top-notch equipment and services.

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## 2. IPTV: HOW TO MAKE IT WORK

Swisscom is enjoying a healthy roll-out of its IP-based television service. The operator's secret? Just offer great television. And stop talking so much about the technology involved.

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## 3. ON THE RIGHT ROUTE

Redback Networks Smartedge router technology is flying out the door. And with mobile internet usage picking up, sales keep on growing. Just this year, Redback Networks has added another 15 contracts with mobile carriers.

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## 4. VIDEO FEATURE: ENTERTAINMENT 2.0

Consumers want to interact, and that is spawning new alliances between telcos and traditional media. Meet two US media companies that jumped headfirst into this new, exciting industry.

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## 5. 5 QUESTIONS FOR INDIA'S ZEE NETWORK

How are you going to get people to watch mobile TV? How do you collaborate with broadcasters? And what about the content? Amitabh Kumar, technology leader for India's Zee Network explains.

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