

# Android TV coming your way thanks to Ericsson and Google

Ericsson's call for a more open and collaborative approach in the TV industry has led to a new partnership with Google as the media industry shifts increasingly away from its terrestrial past towards broadband and the cloud.



© Brian Jackson – [123RF.com](http://123RF.com)

Ericsson's cloud-based MediaFirst TV Platform is shifting into the Android TV ecosystem, Google's operating system for the set-top-box. This will effectively expand the range of set-top box options available for Pay TV operators, resulting in new revenue opportunities and a one-stop-shop Pay TV and OTT content system for consumers.

Ericsson MediaFirst is a software-defined, media-optimized end-to-end portfolio suite, and its integration 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.

For more, visit: <https://www.bizcommunity.com>