

Press Release

October 13, 2008

TeliaSonera International Carrier launches media distribution service

TeliaSonera International Carrier has announced the launch of a new media distribution service consisting of a unique content publishing platform together with one of the most extensive IP networks in the world. MPS Broadband has been selected as the exclusive partner to provide the publishing platform which will underpin a portfolio of new services for the distribution of video/rich media content over the TeliaSonera International Carrier global IP network.

The market for broadband video is exploding. There are currently 300 million global broadband video consumers, an increase of 100 % since 2005. The number is expected to grow to 800 million by 2011, viewing 220 billion video clips per year over the open internet.*

Content rights holders and broadcasters face a significant challenge to distribute video content across a range of platforms, while at the same time being able to support a variety of sustainable business models.

The new TeliaSonera International Carrier Media Distribution Service will offer a complete end-to-end service for upload, storage and distribution of video content to the end user over the TeliaSonera International Carrier IP backbone. The service will also handle all aspects of content management, business models, DRM, security, reporting, statistics and end-user interfaces.

"We are very confident that with the combination of the TeliaSonera International Carrier global IP backbone and the MPS publishing platform we will be able to offer broadcasters and content rights holders a complete portfolio of services comprising live streaming, download, video-on-demand and secure storage" says Malin Frenning, President of TeliaSonera International Carrier.

The new service is complementary to TeliaSonera International Carrier's fibre based contribution network designed for the transport of real-time, broadcast quality video content.

"We are now able to offer customers in the professional media community a full range of contribution, storage and distribution services".

The partnership deal gives TeliaSonera International Carrier exclusive access to the MPS Broadband Publishing Platform (MPP) for providing Media Distribution Services to content holders in Europe and Middle East as well as to operators globally.

"The cooperation agreement with TeliaSonera International Carrier will enable our vision of a 'global content eco-system'" says Anders Nilsson CEO and one of the

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founders of MPS Broadband. –“It is a huge change in process, a change that will alter the way in which we consume media, and where we consume it. TeliaSonera International Carrier’s new Media Distribution Service, managed by the MPS Publishing Platform, will create a leading solution for this booming market.”

**source: ABI Research*

About TeliaSonera International Carrier

TeliaSonera International Carrier owns and manages over 43,000 kilometers of fiber-optic cable and has more than 100 points of presence across Europe, the US and Asia. In Europe, we handle more IP traffic and sell more capacity between countries than any other communications provider. Over 85 percent of the European internet market uses our IP backbone.

Competing against other wholesale carriers from around the world, TeliaSonera International Carrier was awarded Best Wholesale Carrier at the World Communication Awards 2007. A crucial factor in clinching the award was the fact that we provide consistently high-quality services.

About MPS Broadband AB

MPS, incorporated in 2003, has currently 40 staff and is headquartered in Sweden with subsidiaries in the UK and USA. The core foundation of all MPS Products and Services is the MPS Publishing Platform ("MPP") which is an end-to-end content management platform for web-TV, mobile video and IPTV. The MPP is a robust, scalable and highly functional digital publishing platform.

MPS has also over the last five years managed multiple services with multiple business models. The MPP has been accredited by major content rights holders including Warner Brothers, Universal Picture and Buena Vista.

**For further information journalists can contact:
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Forward-Looking Statements

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera.

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