

Ericsson individualizes the TV experience

The individual television experience is a strategic shift for the industry that will enable a new way for people to watch television. Anytime, anywhere and on any device is the key to the individual television experience - a concept that Ericsson foresees will drive business growth for the next 10 years.

The television experience – and the way in which consumers regard it – is changing rapidly. Individuality is becoming more important – which is clearly reflected in Ericsson’s vision for television. Consumers want personalization, interactivity, communication, high-definition quality and user-generated content. Ericsson’s competence in broadband technology, its extensive multimedia portfolio and its integration skills give it the means to make this new user experience a reality.

Ericsson’s vision to be the prime driver and integrator and its commitment to bringing the individual television experience to market are evident today in its open-architecture approach. With extensive consumer insights, full service broadband, ecosystem leadership and an overarching solution, Ericsson can offer the customer a complete end-to-end solution. This includes multimedia solutions, network infrastructure, IP Multimedia System (IMS), advertising solutions, as well as the professional services and support necessary to implement them. In addition, this vision includes a clear evolution path of Ericsson’s Internet Protocol Television (IPTV) and mobile TV solutions.

The consumer

Ericsson’s individual television experience is based on findings from extensive and ongoing research by Ericsson ConsumerLab into the mind-set of consumers. Understanding the consumer drives business growth and consequently strengthens Ericsson’s position as a major force in the telecoms market.

ConsumerLab research influences how Ericsson solutions are defined, developed, packaged, marketed and sold to customers. Ultimately it helps all players to understand the needs of the consumer and react accordingly.

Research shows that consumers have changed, and they want their TV to be personal, to be of high quality, to connect to everything and to be affordable. The consumer wants control, relevant content, ease of use, and a seamless experience on all devices from the mobile phone to the TV to the computer. They also want to communicate, share and view content on the same device, receiving information from advertisers that is relevant to them.

Apart from wanting communication to be available whenever and wherever it is required, the consumer wants to be provided with a richer and more interactive experience. The individual television experience caters to users, who both consume as well as share own produced content, whether it be online, from the PC, from the TV or from any mobile device.

The experience should be as easy as possible, from signing up for a new service to paying for it. In addition, they are increasingly demanding content with High Definition quality as HDTV-capable sets gain ground compared to Standard Definition TV sets. Most of all, consumers want their TV experience to reflect their individual needs and personality. They want services that will enhance and make their lives easier. They want new experiences and value for their money. Ericsson’s TV

solution allows them to have just that, whether on the move, on the personal computer, on the mobile phone or via the home TV.

The operator

The individual television experience has an impact on all areas of the value chain. The challenge today is for operators to respond to the growing consumer demand for networked media. They will need to differentiate themselves in an increasingly aggressive marketplace and deliver individualized content quickly and efficiently in order to capture new audiences and boost revenues.

The individual television experience gives the operator new business opportunities via interactive and personalized services and through advertising. Ericsson's TV solution allows network operators to provide their customers with a top-quality, high-definition viewer experience. It enables them to produce and share content quickly and easily, while providing limitless two-way traffic on both mobile and fixed networks. The solution is cost-effective, scalable and employs open standards.

For the operator it will require a change in their network strategy and in the demands relating to network capacity and quality of service. Ericsson addresses this today with its Full Service Broadband offering, which effectively combines fixed and mobile broadband access through a common transport system, Multi-Access Edge and IMS, as well as through an end-to-end approach as Prime Integrator of these highly complex solutions.

Media and content providers

At the same time, producers of digital media content are looking for new sales, distribution, marketing and advertising channels. They can tap into new television distribution channels by offering innovative services, and can thereby access the huge number of potential users within operators' networks.

Through personalized television content, owners will gain additional ways of reaching audiences and of targeting them more effectively. Similarly, advertisers will reach a high-volume audience and will also be able to target them more effectively.

Ericsson's end-to-end portfolio

Ericsson's TV solutions come with unique capabilities to deliver end-to-end services across the multimedia arena, network and service dimensions – offering economies of scale, a superior cost / performance ratio and continual innovation.

Ericsson's clear vision for the individual television experience is based on extensive consumer knowledge and promises to help Ericsson customers become true *televisionaries*.

Armed with a portfolio and strengthened by the acquisition of TANDBERG Television, Redback Networks and others, Ericsson delivers leading end-to-end solutions. Today, plus 60 Ericsson mobile TV solutions have already been installed. Plus 180 operators worldwide are now commercially using Ericsson's IPTV technologies. Ericsson is working collaboratively with customers, partners and the ecosystem to ensure an open standard that makes television accessible, easy-to-use and economically feasible for all players.

Ericsson's IPTV solution brings "Extended TV" to the consumer with a wide range of personalized and interactive TV services. In addition to watching broadcast TV, consumers can enhance their TV experience through solutions like personal video recording, video on demand, time-shift TV and interactive online gaming.

The Ericsson IPTV solution offers all components necessary for a successful deployment of IPTV into a broadband IP network including IPTV middleware, Content Distribution Platform, video headend, content protection, TV applications such as games and information services. To get the right quality and capacity for IPTV, Ericsson offer an optimized IPTV network infrastructure including a full range of Access, Optical Transport, Edge Routing and IMS systems, fully integrated or tailored for step-wise deployments.

The Ericsson mobile TV solution provides a total mobile TV experience of linear TV, on-demand TV and Podcast TV and allows for diverse, accessible content. The easy-to-use mobile TV client provides program guides, rapid channel switching and interactivity. Essentially, mobile TV allows

the consumer to access content wherever and whenever it is needed for a personalized experience, in terms of streamed, downloaded and pushed content as well as relevant and targeted advertising.

IMS enhances the TV experience even further by providing a way to converge services between any device – it provides a common platform for TV and multimedia services.

With the Prime Integrator offering Ericsson can take on an end-to-end accountability for realizing an operator's TV strategy by managing the technology transitions, simplifying operations and bringing new services to market quickly. This offering includes a complete portfolio of services to define, design, integrate, support and evolve the TV solution.

Fact box

- A total of 170 operators around the world have already launched a commercial mobile TV service, and approximately 90 percent of them are based on mobile networks. Ericsson is already partnering with more than 60 these operators, which have either begun trials or launched commercial mobile TV service.
- In September 2007 Ericsson announced the launch of its U335 WCDMA mobile platform – the first to enable the introduction of mass-market HSPA multimedia devices for the delivery of new services such as mobile TV and mobile video blogging, which demand both high uplink and downlink data speeds.
- In 2006 Ericsson and the Norwegian Broadcasting Corporation (NRK) launched the world's first trial of personalized mobile TV advertising.
- By the end of 2007, Ericsson had signed more than 180 IPTV contracts. These include commercial contracts, trials, IPTV system integration projects, IPTV head-end contracts and IPTV network infrastructure contracts for broadband access, metro transport and IP Edge.
- Vodafone Spain was one of the first operators to offer downloadable applications to handsets that allow channels to be changed with a single click. Today more than 15 percent of their customers utilize this application with increased watching frequencies and longer sessions as result.

Ericsson is building on its strength, its history and its global presence. It is a world-leading provider of telecommunications equipment and related services to mobile and fixed operators. Over 1,000 networks in 140 countries utilize its network equipment, and 40 percent of all mobile calls are made through its systems. Ericsson is one of the few companies in the world offering end-to-end solutions for all major mobile communication standards.

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 185 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the Stockholm, London and NASDAQ stock exchanges.

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FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Media Relations

Phone: +46 8 719 69 92

E-mail: press.relations@ericsson.com