
TRANSFORMING TV AT IBC 2017

Ericsson is an award-winning, global leader in TV and media products and services, with a proven track record in delivering TV and media business transformation for over 25 years. Working with customers around the world, Ericsson offer an extensive portfolio of products and services through both its Media Solutions and Broadcast and Media Services businesses that span media enrichment, processing, publishing and delivery.

For more information about Ericsson in TV and media, please visit www.ericsson.com/media.

ERICSSON TV AND MEDIA FACTS

Ericsson's credentials in TV are unmatched.

- Ericsson has shaped many of the evolutions in TV such as digital TV, IPTV, the shift to HD, UHD TV and HDR
- The company's 25-year heritage in video compression has led the way in the development of pioneering, advanced video technology. Ericsson continues to demonstrate its technology leadership in the compression business, from research and development through to the implementation and delivery of advanced solutions that pave way for the next generation of viewing experiences.
- Over the last decade, Ericsson has won six Emmy Awards, among others, recognizing its pioneering work in the TV industry:
 - 2007: Emmy Award for Development, productization and commercialization of interactive Video-on-Demand (VOD) two-way infrastructure and signaling, leading to large scale VOD implementations ([read more](#))
 - 2008: Emmy Award for Pioneering Development and Deployment of MPEG-4 Advanced Video Coding (AVC) systems for high definition television (HDTV) ([read more](#))
 - 2011: Emmy Award for Pioneering Development and Deployment of Active Format Description Technology and Systems ([read more](#))
 - 2013: Emmy Award for Video on Demand Dynamic Advertising Insertion for the pioneering development of dynamic ad insertion for Video on Demand content ([read more](#))
 - 2014: Emmy Award for Standardization and Productization of JPEG2000 Interoperability ([read more](#))

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- 2016: Emmy Award for Technology and Engineering for Closed-loop Statistical Multiplexing of Geographically Distributed Encoders ([read more](#))
 - There are over 50 cloud DVR deployments worldwide using Ericsson’s award-winning Video Storage and Processing Platform
 - Ericsson TV platforms enable a unified IPTV and multiscreen TV experience. There are over 18 million IPTV subscribers on Ericsson platforms worldwide
 - Ericsson’s global content discovery portfolio spans more than 10 million movies and program titles, covering over 25 languages, and includes an image database covering over 90 percent of all programming available across traditional TV, VOD and SVOD
 - Globally more than 200 million people interact with Ericsson’s rich metadata each week
 - Ericsson provides over 230,000 hours of subtitling each year – more than 100,000 hours of which is live
 - Every year, Ericsson broadcasts more than 2.7 million hours of programming in more than 60 languages for nearly 600 linear and OTT TV channels
 - Every month, Ericsson ingests more than 17,000 hours of media content
 - Every day, people on all continents watch television programs prepared, managed and broadcast by Ericsson staff based in Europe, the Middle East, Asia Pacific and the US

ABOUT ERICSSON MEDIA SOLUTIONS AT IBC

At IBC 2017 in Amsterdam (#1.D61), Ericsson Media Solutions will unveil its latest innovations and new products that are enabling TV providers, content owners and operators to transform their offerings.

At this year’s show Ericsson Media Solutions will be showcasing both the innovation that it believes will drive the future, alongside the real, deliverable software and service solutions needed to compete today. Ericsson will demonstrate its extensive end-to-end portfolio that sits at the intersection of software, cloud and IP, mobile and 5G, and data and analytics. This will be centered on four areas:

- Contribution – An overview of Ericsson’s end-to-end processing portfolio solutions for contribution and primary distribution customers, in order to enable Service and Content Providers to securely and efficiently deliver their content across different networks, whilst maintaining quality
- Direct to consumer – A showcase of Ericsson’s processing solutions that enable Broadcasters, Telcos, Cable Operators and Content Aggregators to drive efficient differentiation and new

revenue opportunities into their service line-ups offering high quality live, linear and on-demand capabilities on the most applicable and advanced platforms in the market today

- Next Generation TV Experience – Demonstrations on how Ericsson is unifying its unique consumer insights with cutting edge design and technology to create a seamless, personal, intuitive and delightful experience for TV consumers on any device
- TV Vision – Ericsson’s vision for how the consumer experience will change concerning 360 and VR content, provoking discussion of how this will realistically augment a 4K HDR broadcast delivery to the home and provide the viewer with an enhanced immersive experience

ABOUT ERICSSON BROADCAST AND MEDIA SERVICES AT IBC

At IBC 2017 in Amsterdam (Balcony Suite BS27), Ericsson Broadcast and Media Services will highlight its extensive portfolio of services that are enabling customers to deal with the complexity of content managed from multiple sources for delivery to a variety of platforms and build exceptional media experiences.

Demonstrations that will be on show include:

- Updates on virtualized playout, our cloud enabled media management services, and OTT services deployments
- Demonstrations of Ericsson’s PIERO sports graphics system
- Innovations in the creation and delivery of captioning and automatic speech recognition
- Updates on Ericsson’s content discovery portfolio including its open ecosystem, platform metadata and TV analytics

CUSTOMERS

Ericsson works with top tier media brands and provides services, solutions and technologies to broadcasters, operators and service providers around the world.

Over 1,000 customers worldwide use Ericsson Media Solutions, including major broadcasters and operators such as [AT&T](#), [Bouygues Telecom](#), [IMG](#), [KT Skylife](#), [Liberty Global](#), [NBC Olympics](#), [Novus](#), [PBS](#), [Proximus](#), [SaskTel](#), [Sun TV](#), [Swisscom](#), [Tata Sky](#), [Telespazio](#), [Televisa](#), and [Telstra](#).

Ericsson’s Broadcast and Media Services business has a strong customer portfolio that includes leading media organizations such as BBC, BT Sport, Channel 4, Channel 5, ITV and UKTV(UK); SBS, NPO and LGI (Netherlands); Canal+, TV5 Monde and France 24 (France); HBO Nordic, TV4, C More and MTV (Denmark, Finland, Norway and Sweden); ABC and Foxtel (Australia) and [many others](#).

DEEP INDUSTRY INSIGHT

With the TV industry undergoing persistent change, we believe it is essential to have the deepest insights possible to guide our customers in transformation.

Ericsson's annual ConsumerLab TV and Media Report is representative of the views and habits of one billion consumers. Among numerous unique insights, [the 2016 edition](#) shows that both mobile video and on-demand TV viewing have soared in the last seven years; the weekly share of time spent watching TV and video on mobile devices has grown by 85 percent while the total viewing time of on-demand content has increased 50 percent since 2010.

HISTORY OF ERICSSON IN TV & MEDIA

In 2007 Ericsson acquired Tandberg Television, a world-leader in video compression, video-on-demand systems and IPTV solutions. With headquarters in the UK and US, Tandberg Television had over 2,000 TV customers in more than 100 countries, 870 employees and more than 200 patents. Later that same year, Ericsson acquired HyC Group – a leading Spanish TV consultancy and systems integrator with around 110 employees. This acquisition strengthened Ericsson's ability to support operators and service providers in the design, installation, integration and operation of IPTV services.

In 2012, Ericsson acquired the Broadcast Services Division of Technicolor, a worldwide technology leader in the media and entertainment sector. Through the acquisition, Ericsson gained leading broadcast customers, about 900 highly skilled professionals and playout operations in France, the UK, and the Netherlands. In addition, Ericsson – already the leading independent playout service provider in the Nordics – became the leading independent playout service provider in Europe.

In 2013, Ericsson acquired Microsoft's Mediaroom business and TV solution. Together with Ericsson's existing capability, the acquisition places us as the world's largest, by market share, and the most experienced provider of IPTV middleware technology and solutions. As the most deployed IPTV platform, with a global market share of around 25%, Mediaroom-powered TV services are offered by nearly 60 of the world's leading operators, delivering services to almost 13 million households, and close to 24 million set-top boxes, throughout the world.

In 2014, Ericsson acquired Red Bee Media, a world-leading media services company headquartered in the UK, to strengthen its broadcast and media services capabilities. Ericsson gained 1,500 highly skilled employees, as well as media services and operations facilities in the UK, France, Germany, Spain, and Australia. Ericsson also acquired Azuki Systems, a provider of TV Anywhere delivery platforms for service providers, content owners and broadcasters.

In 2015, Ericsson acquired Fabrix, a leading provider of cloud storage, computing and network delivery for video applications. This acquisition further extended Ericsson's leading TV and media

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portfolio with a cloud based scale out storage and computing platform focused on providing a simple, tightly integrated solution optimized for media storage, processing and delivery applications such as cloud digital video recorder (DVR) and video-on-demand (VOD) expansion.

In 2015, Ericsson also acquired Envivio, a global leader in software-based video encoding with an installed base of over 400 TV service provider and content owner customers in all markets globally.

In 2016, Ericsson acquired FYI Television, the premier entertainment metadata and rich media content supplier based in Grand Prairie, Texas. The acquisition strengthened Ericsson's already industry-leading position in broadcast and media services. FYI Television accumulates and distributes TV entertainment content and linear scheduling data from over 9,000 TV networks daily, aggregating the information into customized formats for various digital, media, content, analytics and print clients for use on their connected devices such as tablets, phones, desktops, internet portals and gaming consoles.



NOTES TO EDITORS

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Ericsson is a world leader in communications technology and services with headquarters in Stockholm, Sweden. Our organization consists of more than 111,000 experts who have provided customers in 180 countries with innovative solutions and services. Together we are building a more connected future where anyone and any industry is empowered to reach their full potential. Net sales in 2016 were SEK 222.6 billion (USD 24.5 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York. Read more on www.ericsson.com