
Ericsson inks exclusive multi-year feature film licensing deal with 20th Century Fox Television Distribution

- Ericsson signs second run feature film deal for its subscription video on demand service, Nuvu
- Titles include a raft of 20th Century Fox feature films along with an extensive selection of global film franchises
- Exclusive second pay output deal covers territories across sub-Saharan Africa and multiple languages

Ericsson (NASDAQ: ERIC) today announced an exclusive, multi-year feature film deal with leading international content distributor, 20th Century Fox Television Distribution, for its subscription video on demand (VOD) service, Nuvu.

The output deal includes 20th Century Fox-produced titles along with an extensive selection of global film franchises for territories across sub-Saharan Africa in multiple language. Titles include *The Maze Runner*, *The Devil Wears Prada*, *Rio 2*, *Dawn of the Planet of the Apes*, *The Fault in Our Stars*, *The Monuments Men*, and *Kingsman: The Secret Service*, as well as film franchises such as *Die Hard* and *X-Men*.

Thorsten Sauer, Head of Broadcast and Media Services, Ericsson, says: “This feature film content deal with 20th Century Fox Television Distribution is a major milestone for Ericsson as we look to expand our new SVOD service, Nuvu. Through this partnership, Nuvu subscribers will have access to some of Hollywood’s hottest films as part of their package, localized on a market-by-market basis. Working hand in hand with some of Africa’s leading mobile phone operators, we believe Nuvu can offer a truly unique content and technology solution that meets the demands of consumers across sub-Saharan Africa.”

Nuvu is a complete end-to-end subscription VOD service developed by Ericsson for mobile operators in emerging markets, which spans both the technology platform and the content licensing. It leverages the company’s extensive over-the top capabilities based on Ericsson Managed Player and components of Ericsson MediaFirst TV Platform, Ericsson’s highly scalable modular technology platforms used by broadcasters and telco service providers to distribute video content efficiently to connected devices.

For a monthly fee, subscribers have unlimited access to an initial 3,000 local and international premium titles across a wide variety of genres including Hollywood and Nollywood movies, TV series, kids, music, gospel and education.

The built-in ability to distribute content to consumers during off-peak periods is a core feature of the service. This minimizes data costs for both operator and consumer, addressing the key cost challenge that has so far been an obstacle for VOD uptake in Africa. The platform also integrates fully into the operator's customer relationship management and payment systems.

Ericsson is one of the leading global providers of broadcast and media services, and has worked with some of the world's most well-known broadcasters, platforms and content producers, including BBC, Channel 4, Channel 5, BT Sport, ITV, 20th Century Fox, Liberty Global, NPO, Canal+, NOS, Bonnier Group, Sky, HBO, TV5 Monde and France 24.

NOTES TO EDITORS

About Twentieth Century Fox Television Distribution

A unit of 21st Century Fox, Twentieth Century Fox Television Distribution is a global leader in the distribution of award-winning motion pictures, television programming and entertainment content across Pay TV, broadcast television and SVOD. Twentieth Century Fox Television Distribution connects audiences around the world with premium content from the production divisions of Twentieth Century Fox Films, Twentieth Century Fox Television and FX, as well as other 21st Century Fox companies.

For media kits, backgrounders and high-resolution photos, please visit www.ericsson.com/press

[Broadcast and Media Services press backgrounder](#)

Information about [Ericsson's Broadcast and Media Services](#) portfolio

Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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