
ERICSSON AND BT SHOWCASE CUTTING EDGE LIVE HEVC 4K BROADCAST AT IBC 2016

- Ericsson and BT will showcase their first 4K sports broadcast delivered through a live HEVC contribution link at IBC 2016
- HEVC leverages new encoding/decoding techniques that facilitate cost efficiencies in the delivery of UHD TV content
- Solution meets the continued demands of TV consumers for heightened and more immersive picture quality, particularly for live events

At IBC 2016, Ericsson (NASDAQ: ERIC), BT Media and Broadcast and BT Sport will showcase their first-ever live demonstration of a high efficiency video coding (HEVC) contribution link used in the delivery of 4K ultra-high definition television (UHD TV). The high performance single-slice HEVC link will be used to broadcast live rugby matches on BT Sport in 4K ultra-high definition during Round 2 of the AVIVA Premiership. The broadcast will be delivered using BT's new links truck.

Together with Ericsson, BT Media and Broadcast (BT M&B) is showing how UHD TV content can be broadcast through one single slice, without any signal stitching. Ericsson's new encoding/decoding technology supports HEVC and removes the need for complex AVC quadrant based UHD TV contribution.

This technique offers TV service providers savings of up to 40 percent on bandwidth usage with far greater network efficiencies, as it only requires the use of one encoder/receiver to deliver optimal picture quality.

BT M&B will deliver the signal to Ericsson's Playout Centre in Hilversum, Netherlands, and Ericsson will broadcast the rugby matches live and direct to Ericsson's booth at IBC 2016 (#1.D61), as well as to BT M&B's booth (O.C01), located in the outside exhibition area at the RAI Amsterdam Convention Centre.

Ericsson and BT have a strong history of working together with leadership in UHD TV. Back in 2013, Ericsson and BT also produced the world's first multi-camera production of a sporting event, displaying it live in a 4:2:2, 10-bit resolution, 4K UHD TV signal at 60 frames per second using AVC. Last year, Ericsson and BT Sport announced that they would work together to launch the UK's first UHD TV channel.

Elisabetta Romano, Vice President and Head of TV and Media, Ericsson, says: "Ericsson and BT have a proud history of working together to push boundaries in immersive TV, and

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this latest 4K HEVC project highlights our focus on delivering new and improved services to today's demanding consumers. This demonstration shows we can drive better quality, operational simplicity and bandwidth efficiency, giving far greater cost-efficiencies in UHD TV delivery by contributing all the video content in a single slice. This is a turning point in UHD TV, making 4K live sports and events a practical, cost-effective and high-quality reality for the first time."

Mark Wilson-Dunn, Vice President at BT M&B, says: "We're delighted to be using Ericsson's state of the art encoding/decoding equipment for our 4K broadcast at IBC. The combination of the new equipment with our new UHD links truck will deliver unbeatable high-quality sports footage to viewers at this year's event. I'm looking forward to sharing our joint innovation and how we're delivering an even better service to our customers with the rest of the industry at IBC."

Mark Horton, Strategic Product Manager, Encoding Portfolio, Ericsson, will take part in a BT M&B breakfast briefing entitled "4K, HDR and Beyond" to discuss the impact of 4K on workflows, the role of standards and pan-industry collaboration, as well as future advances including high dynamic range (HDR), wide color gamut (WCG) and high frame rate (HFR). The briefing will take place at BT's stand at O.C01. Find out more details and book your [place here](#).

NOTES TO EDITORS

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

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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About BT

BT's purpose is to use the power of communications to make a better world. It is one of the world's leading providers of communications services and solutions, serving customers in 180 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to its customers for use at home, at work and on the move; broadband, TV and internet products and services; and converged fixed-mobile products and services. BT consists of six customer-facing lines of business: Consumer, EE, Business and Public Sector, Global Services, Wholesale and Ventures, and Openreach.

For the year ended 31 March 2016, BT Group's reported revenue was £19,042m with reported profit before taxation of £3,029m.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit www.btplc.com

About BT Media & Broadcast

BT Media & Broadcast (M&B) is the digital media and broadcast services arm of BT Wholesale. All of the UK's digital terrestrial TV is underpinned by M&B's specialist media network, whilst it is also responsible for delivering outside broadcast services from over 150 sports and news locations around the UK.

M&B's global media network links every major location around the world where broadcast or film content is created or distributed.

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