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## ERICSSON AND GOOGLE PARTNER TO DELIVER PAY TV EXPERIENCE FOR CONSUMERS

- Ericsson's MediaFirst TV Platform will integrate with Google's Android TV to expand the range of set-top box options available for Pay TV operators
- Operators get access to the Android TV ecosystem, opening up a range of functionality benefits and new revenue opportunities
- Consumers get one-stop-shop for Pay TV and OTT content, and a more seamless and integrated experience

Ericsson (NASDAQ: ERIC) and Google are partnering to extend the reach of the Ericsson cloud-based MediaFirst TV Platform into the Android TV ecosystem, Google's operating system for the set-top-box.

Ericsson MediaFirst is a software-defined, media-optimized end-to-end portfolio suite for the creation, preparation, management and delivery of next generation pay-TV to any screen with an immersive TV viewing experience. The Ericsson MediaFirst TV Platform puts the future of TV viewing in the hands of consumers now, delivering intuitive services and features TV service providers can seamlessly implement and operate, enabling their customers to consume the content they want anytime, anywhere.

The integration of Ericsson MediaFirst TV Platform with Android TV will provide an additional pathway to extend MediaFirst cloud-based TV services, including 4K-UHD live TV channels, video-on-demand, catch-up TV and cloud DVR to an even wider subscriber base.

The partnership with Google will give operators the opportunity to benefit from Android TV's growing presence on connected TV operating systems, without the need for additional hardware costs. Operators will be able to partner with manufacturers of Android TV devices to deliver new hardware-based functionality as well as niche over-the-top programming, or deploy additional applications within the Android operating system. Additionally, the collaboration will enable Ericsson to deliver multiple, flexible, pre-integrated set-top box solutions that support hybrid configurations for satellite, cable, terrestrial, and fixed and mobile broadband TV.

"By expanding our range of set-top box options, we are giving Ericsson MediaFirst TV customers the opportunity to deliver cutting-edge, large scale video services and respond to the surge in adoption of smart devices, broadband connectivity and cloud-based delivery," said Shiva Patibanda, Head of Business Line TV Platforms, Ericsson. "Our partnership with Google will empower operators of all sizes and resources to take control and leverage

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multiple monetization and partnership opportunities offered by Android TV, enabling them to deliver experiences to their audiences that fully integrate their Pay TV services with Android TV applications and OTT services.”

Ericsson [ConsumerLab TV and Media research](#) highlights that 56 percent of consumers prefer to receive TV, internet and mobile services from the same provider, if it saves money, and 22 percent will do so even if it costs as much as the sum of the individual services. With the growth of IP video services, this only underlines the challenge facing operators to deliver compelling, convenient user experiences in a holistic fashion. The collaboration will allow consumers to enjoy a more seamless and integrated experience with a one-stop-shop for OTT content.

More information on [Ericsson's MediaFirst TV Platform](#)

#### NOTES TO EDITORS

For media kits, backgrounders and high-resolution photos, please visit [www.ericsson.com/press](http://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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