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## BBC CREATIVE SELECTS ERICSSON FOR POST-PRODUCTION AND MEDIA MANAGEMENT SERVICES

- Ericsson wins multi-year contract to deliver post-production and media management services for BBC Creative, the BBC's in-house creative agency, following competitive tender process
- Ericsson will deliver end-to-end services, including desktop facilities, edit and audio suites and storage including browse functionality and archive delivered through Ericsson's cloud-based media processing platform
- Ericsson will provide these services from its state-of-the-art post-production services facility in London

Ericsson (NASDAQ: ERIC) has signed a multi-year contract with the BBC, one of the world's leading public service broadcasters, to provide post-production and media management services for BBC Creative. The contract was awarded to Ericsson following a competitive tender process.

Ericsson will provide a portfolio of end-to-end services including high-end craft editing, desktop editing and design, sound and captioning, and storage, including browse functionality and archive facilities delivered by Ericsson's cloud-based media processing platform.

Ericsson will provide these services from its state-of-the-art post-production services facility in London, which will include a number of craft edit, audio and captioning suites with desktop facilities for use by the BBC.

Thorsten Sauer, Vice President and Head of Broadcast and Media Services at Ericsson, says: "We're proud that the BBC has selected Ericsson as its trusted partner to provide post-production and media management services for BBC Creative. Our industry-leading, cloud based storage and archive facilities will enable us to meet the BBC's content management and delivery needs both today and into the future. This is a great win for Ericsson – especially given the competition from other reputable post-production companies during the bid process. It pays tribute to our talented teams, technical excellence and know-how and really reinforces our position as one of the leading providers of broadcast and media services worldwide."

BBC Creative is the BBC's in-house creative agency and has been successfully producing content on a multitude of campaigns across the organization on all of the BBC's platforms for just over a year.

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Ericsson is an award-winning, global leader in TV and media products and services, with a proven track record in planning and delivering TV and media business transformation for over 20 years. Working with customers around the globe, our design, technology and managed services help to create the most seamless, personal, intuitive and differentiated experiences for TV consumers. Ericsson's extensive TV and media portfolio covers media enrichment, processing, publishing, delivery and immersive experiences. Every year, Ericsson distributes more than 4 million hours of programming in more than 60 languages for more than 500 TV channels. 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.

NOTES TO EDITORS

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