
MLB NETWORK AND ERICSSON IN MULTI-YEAR AGREEMENT

- MLB Network selects Ericsson's PIERO software for 3D sports graphics and data visualization
- Software deployed across MLB Network's extensive programming schedule
- MLB Network is a 24-hour cable TV network providing the most comprehensive coverage of Major League Baseball

Ericsson (NASDAQ: ERIC) today announced that it has signed a multi-year contract with MLB Network for its real time sports graphics software, PIERO.

MLB Network is the ultimate television destination for baseball fans, featuring the multiple Emmy Award-winning "MLB Tonight," live regular season and Postseason game telecasts, original programming, highlights, and insights and analysis from the best in the business, including Bob Costas, Peter Gammons, Al Leiter, Bill Ripken, Harold Reynolds and Tom Verducci.

MLB Network will deploy PIERO for coverage across its programming schedule 24 hours a day.

PIERO is Ericsson's world-leading sports graphics software specifically designed to enhance and analyze sports for broadcasters and TV service providers. The system is integrated with major sports data providers to enable data visualization and create a more engaging experience for the audience. PIERO is used by over 50 broadcasters around the world to deliver fast and accurate graphics of sports programming and to enhance broadcast presentation of high-profile sporting events such as the Olympic Games and Formula 1.

Thorsten Sauer, Head of Broadcast and Media Services, Ericsson, says: "MLB Network has selected Ericsson to help take the viewing experience of America's national pastime to the next level. Our software will enhance its sports programming and provide an effective way for MLB Network to drive audience retention and further increase engagement with their fans right across the US from coast to coast."

[The PIERO software](#) enables a wide range of graphical effects to be added to video; from simple markers and counters to more sophisticated effects such as heat maps, formations and 3D flyarounds that can be used in live productions or highlight shows. PIERO offers bespoke modules for a wide variety of sports, from tennis and baseball to lacrosse and handball.

Earlier this year, Ericsson announced the launch of PIERO Augmented Reality, the latest addition to Ericsson's PIERO product suite. The industry-first technology allows broadcasters

to go beyond rudimentary, pre-built 2D graphics and bring events to life through data-driven stories for even more compelling viewing and deeper engagement through stunning artistry in real time during studio shows.

NOTES TO EDITORS

About MLB Network

MLB Network is the ultimate television destination for baseball fans, featuring the multiple Emmy Award-winning *MLB Tonight*, live regular season and Postseason game telecasts, original programming, highlights, and insights and analysis. MLB Network debuted on January 1, 2009 in a record-setting 50 million homes, is currently distributed in approximately 68 million homes throughout the U.S., Canada and Puerto Rico, and is available for live, authenticated streaming via MLB.com At Bat and MLBNetwork.com. For more information and to find MLB Network in your area, go to www.MLBNetwork.com.

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

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

[Broadcast and Media Services press backgrounder](#)

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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