

---

## TELEVISA SELECTS ERICSSON FOR HD DELIVERY

- Ericsson implements new end-to-end distribution system for Mexico's leading broadcaster and content provider
- Primary distribution system delivering content to ATSC stations throughout Mexico
- System will feature the latest HEVC compression, DVB-S2X transmission technologies and nCompass Director system management platform

Ericsson (NASDAQ: ERIC) today announced it is implementing a new end-to-end primary distribution system for Televisa, Mexico's leading broadcaster and content provider.

The system selected by Televisa features Ericsson's AVP Encoder with the latest HEVC compression module, the MX8400 Multiplexer and many RX8200 HEVC receivers with integrated DVB-S2X de-modulator.

By deploying both DVB-S2X and HEVC, Televisa can increase the number of high definition services it distributes while maintaining the best picture quality and without requiring additional bandwidth. Televisa has also selected Ericsson's system management platform nCompass Director, which features conditional access and software download capabilities to offer a more flexible approach to managing and protecting content delivered to its affiliates.

This new primary distribution system enables Televisa to efficiently deliver content to ATSC stations distributed throughout Mexico.

Elisabetta Romano, Vice President and Head of Media Solutions at Ericsson, says: "This new agreement is the next milestone in our long-standing relationship with Televisa. Ericsson's latest portfolio incorporating HEVC HD compression technology and DVB-S2X transmission technology will play a fundamental role in enabling more expansive HD content delivery without increasing demand on valuable satellite bandwidth. Televisa has a reputation for being a pioneer in the Mexican TV and media industry, deploying new standards based technologies including MPEG-4 AVC, DVB-S2 and now both HEVC and DVB-S2X. We look forward to growing our relationship with them even further over the coming years."

Ericsson has worked with Televisa for over 25 years. Nearly a decade ago, Ericsson helped Televisa to migrate from its original Ericsson supplied MPEG-2 SD system to an MPEG-4 AVC SD and HD architecture, enabling Televisa to become the first to market with HDTV in Mexico.

PRESS RELEASE  
APRIL 21, 2017



---

## Discover Ericsson at NAB Show 2017

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 25 years. Working with customers around the globe, our extensive TV and media portfolio covers media enrichment, processing, publishing and delivery. 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.

Join us at booth #SU720 or [online](#) during the event from April 22 to 27. See you there!

### NOTES TO EDITORS

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

FOLLOW US:

[www.twitter.com/ericsson](http://www.twitter.com/ericsson)  
[www.facebook.com/ericsson](http://www.facebook.com/ericsson)  
[www.linkedin.com/company/ericsson](http://www.linkedin.com/company/ericsson)  
[www.youtube.com/ericsson](http://www.youtube.com/ericsson)

### MORE INFORMATION AT:

[News Center](#)  
[media.relations@ericsson.com](mailto:media.relations@ericsson.com)  
(+46 10 719 6996)  
[investor.relations@ericsson.com](mailto:investor.relations@ericsson.com)  
(+46 10 719 00 00)

*Ericsson is a world leader in communications technology and services with headquarters in Stockholm, Sweden. Our organization consists of more than 111,000 experts who provide customers in 180 countries with innovative solutions and services. Together we are building a more connected future where anyone and any industry is empowered to reach their full potential. Net sales in 2016 were SEK 222.6 billion (USD 24.5 billion). The Ericsson stock is listed on Nasdaq Stockholm and on NASDAQ in New York. Read more on [www.ericsson.com](http://www.ericsson.com).*