
FOX selects Ericsson for playout services in the Middle East

- Ericsson signs exclusive multi-year contract to deliver playout services for three new FOX HD channels in the Middle East
- The channels will be managed by Ericsson from its hub in Abu Dhabi
- Deal strengthens Ericsson's relationship with FOX and further establishes Ericsson's position as one of the world's leading providers of playout services

Ericsson (NASDAQ: ERIC) today announced it has signed an exclusive multi-year contract with FOX Networks Group (FNG) Middle East to provide playout services for three new HD channels.

The new channels - FOX Action Movies, FOX Family Movies, and FX – will be broadcast from Ericsson's broadcast and media services hub in Abu Dhabi and will be available 24 hours a day. The channels will provide innovative entertainment programming, 'subbed and dubbed' family oriented programming, drama and comedy programming tailored to a Middle East audience.

Sanjay Raina, General Manager and Vice President of FOX Networks Group Middle East, says: "We have launched these three, sharply defined channels to fill a void in the current Middle East broadcast landscape. FOX Family Movies HD has been designed specially to feature some of the greatest and most beloved family films that are safe for kids and fun for the whole family. FOX Action Movies HD showcases some of the biggest, most popular and iconic action features from around the world. While FX HD breaks new ground with high-quality drama series, edgy movies and unconventional series. We're pleased to extend our relationship with Ericsson, our trusted partners for playout services in the region."

Thorsten Sauer, Head of Broadcast and Media Services, Ericsson, says: "Our global expertise and extensive experience in managing complex playout operations, combined with the local know-how of our Abu Dhabi based team, makes us the partner of choice for many TV and media organizations across the region. We have a long and very positive relationship with FOX in several parts of the world, and we look forward to strengthening this further still in the years to come."

The new FOX HD channels join the growing portfolio of TV channels managed by Ericsson from its hub, which include four FOX channels – FOX Movies, FOX, STAR Movies and STAR World – as well as a number of local and international channels including Quest Arabiya, the joint venture between Image Nation and Discovery Communications, and Clouds TV.

PRESS RELEASE

JUNE 6, 2016



In 2015, Ericsson announced a partnership with twofour54, the home of Abu Dhabi's media industry. As part of this partnership, Ericsson established a broadcast and media services hub in Abu Dhabi to serve clients across the Middle East and beyond. The hub also provides a local base for Ericsson to deliver its leading portfolio of services in content management, over-the-top (OTT), content discovery, metadata, creative and access services to clients across the Middle East region and beyond.

More information about [Ericsson's Broadcast and Media Services portfolio](#).

NOTES TO EDITORS

About FOX Networks Group Middle East

FNG Middle East (previously FIC Middle East) established in 2008, produces and distributes 13 pay channels in standard and high – definition. (National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo People, STAR World, FOX, STAR Movies, Fox Movies, Fox Family Movies, Fox Action Movies, FX HD, Channel V International, Baby TV) and 1 Free to Air Channel in High Definition (National Geographic Abu Dhabi).

About FOX Networks Group

FOX Networks Group (FNG) is 21st Century FOX's international multi-media business. We develop, produce and distribute 300+ wholly- and majority-owned entertainment, sports, factual and movie channels in 45 languages across Latin America, Europe, Asia and Africa. FNG's core channel brands include FOX, FOX Sports, FOX Life, FOX+ and National Geographic Channel. FNG's movie channels include FOX Movies, FOX Movies Premium and SCM (formerly Star Chinese).

[Broadcast and Media Services press backgrounder](#)

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

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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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