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## ERICSSON TRANSFORMS MOBILE BROADBAND EXPERIENCE FOR TOURNAMENT FANS IN FRANCE

- Ericsson strengthens 4G mobile coverage at all 10 stadiums hosting the 2016 European soccer championships
- Deployment supports high-quality mobile broadband experiences for fans attending matches
- In 2014, the World Cup in Brazil generated 26.7TB of data traffic, equivalent to 48.5 million photo uploads

Ericsson (NASDAQ: ERIC), as a key partner of the major French operators, has supplied 4G multi-standard radio solutions for all 10 stadiums hosting the 2016 European soccer championships.

Matches will take place from June 10, 2016 to July 10, 2016 in France, with venue capacities ranging from 33,000 to 81,000.

Ericsson's solutions will support high-quality mobile broadband experiences for fans attending games. Hundreds of multi-standard radio stations have been installed at the stadiums, which will make sharing pictures, short videos and social media content quicker and easier.

Franck Bouétard, head of Ericsson France, says: "4G mobile network capacities have been hugely improved at the venues and coverage has been strengthened. With this deployment, France is taking the lead in terms of mobile connectivity at sports venues — which is great news for fans."

In 2014, the World Cup in Brazil generated a staggering 26.7TB of data traffic, equivalent to 48.5 million photo uploads and 4.5 million voice calls.

The latest Ericsson Mobility Report reveals that mobile video consumption will drive around six times higher traffic per smartphone in Europe between now and 2021. In Western Europe, data traffic per active smartphone will grow from 2GB to 18GB per month over this period.

Ericsson offers a complete portfolio of solutions for mobile-centric coverage at stadiums. To learn more, go to [Ericsson Live Events](#).

### NOTES TO EDITORS

Press Backgrounder: [Small Cell as a Service](#)

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## PRESS RELEASE

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*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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