
ERICSSON LAUNCHES POWERFUL BUSINESS INTELLIGENCE TOOLKIT FOR TV AND MEDIA PLAYERS

- Data analysis toolkit enables media industry to aggregate, analyze and act upon large amounts of data
- Integrated Video Insights builds on Ericsson's leading TV and media, big data and analytics, and consulting and systems integration portfolios
- Increases Ericsson's ability to transform media industry customer ecosystems, technology platforms, business processes and networks

In a world in which so much video is competing for viewers' attention – from traditional linear TV to both professional and user-generated content – media players such as content owners, broadcasters, and TV service providers require an analytics solution capable of delivering accurate business intelligence. To remain relevant, media players need to not only ensure their delivery channels are performing optimally, but also understand what their users want, what they value most, and what they don't need or appreciate.

To provide this business intelligence, Ericsson (NASDAQ: ERIC) is launching Integrated Video Insights – a powerful data analysis toolkit that helps media players aggregate and analyze large amounts of data derived from users, video platforms, and networks. Supported by a comprehensive end-to-end framework, the toolkit meets the need for big-data processing that spans all operational, commercial, and customer care aspects of the media business.

Using Integrated Video Insights, media players can improve their content commercialization strategy, identify the investments required to increase average revenue per user, and ensure their content is consumed under optimal conditions.

Jean-Philippe Poirault, Head of Consulting and Systems Integration, Ericsson, says: "As media consumption changes and new players enter the market, it is becoming increasingly critical for media players to have a complete 360-degree overview of their business. They need to understand and improve everything from the quality of their service to their customers' content preferences and quality of experience.

"With Integrated Video Insights, they can anticipate future operational needs, respond quickly to real-time issues, implement advanced, proactive customer care flows, and ultimately make better business decisions."

Integrated Video Insights

Integrated Video Insights can be delivered as a standalone solution or as an expansion module for the Ericsson Expert Analytics suite. The award-winning Ericsson Expert Analytics product suite goes beyond traditional big data analytics by incorporating the TV and media, network and other domain knowledge that turns data into actionable insights for concrete use cases and drives swift actions that positively impact the operator's bottom line. Both Integrated Video Insights and Ericsson Expert Analytics leverage Ericsson's deep industry experience and consumer research, and offer advanced customer experience management capabilities, including the delivery of actionable insights that drive new revenue growth and improve customer experiences.

As the demands on media players increase and new competitors influence consumer expectations, so the need for deep consumer and industry insights increases. Combining these insights with agile technologies, flexible deployment models and service approaches will enable media players to delight consumers every day. Ericsson's unique combination of services, research insights and extensive product portfolios is leading the transformation of the world's strongest media brands into leaders in the Networked Society.



NOTES TO EDITORS

[On-demand version of digital event: IVI launch, industry trends & insights](#) (available post-event)

[Infographic: Integrated Video Insights](#)

[Product info: Ericsson Integrated Video Insights](#)

[Backgrounder: Consulting & Systems Integration](#)

[Ericsson Expert Analytics](#)



PRESS RELEASE

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Ericsson at Mobile World Congress 2016

During Mobile World Congress 2016 in Barcelona, Ericsson will showcase its unique industry insights, the latest innovation and inspirational discussions that enable powerful new business opportunities. We are in the midst of the societal transformation we call the Networked Society: a society in which mobility, broadband and cloud empower every person and every industry to reach their full potential. Opportunity is everywhere, and companies are transforming according to the role they have chosen to play in the value chains and ecosystems of the Networked Society. Join us in our Hall (Hall 2, Stand 2N60) to learn about 5G, the Internet of Things and cloud, and to discuss the impact digital transformation can have on people, business and society.

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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 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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