
ERICSSON SIGNS MULTI-YEAR BROADCAST SERVICES DEAL WITH CHANNEL 5

- Exclusive deal includes playout, media management, metadata, business continuity and access services
- Deal spans Channel 5's portfolio of terrestrial and digital channels in the UK

Ericsson (NASDAQ:ERIC), today announced that it has signed an exclusive multi-year broadcast and media services deal with leading UK broadcaster, Channel 5, which is owned by Viacom.

The deal, which was won following a competitive tender process, includes playout, media management, metadata, access services (captioning, audio description and sign language interpretation) and business continuity services. Ericsson will provide these services for Channel 5's entire portfolio of terrestrial and digital channels (Channel 5, 5*, Spike and 5USA), as well as for its catch up offerings, including Channel 5+1 and Channel 5+24. Ericsson will also deliver media management services for the broadcaster's Demand 5 video-on-demand platform. All services will commence in May 2016.

Paul Dunthorne, Chief Operating Officer at Channel 5, said: "Ericsson showed a clear understanding of our complex playout requirements, including the extra demands of live and fast-turnaround shows, such as Big Brother, which are a crucial part of our schedule. And they promise to offer us the robust and flexible support we need as we continue to roll out our highly popular Demand 5 player, which is already available across more than 25 different video-on-demand platforms in the UK. We look forward to working with them over the coming years."

Thorsten Sauer, Head of Broadcast and Media Services at Ericsson, says: "We are delighted to be chosen by Channel 5 to provide these critical services for their portfolio of channels in the UK. This multi-faceted deal is a significant win for Ericsson and really illustrates our ability to provide a truly world-class, end-to-end offering. The industry is undergoing a huge transformation, driven by consumer demand and enabled by technology. Our aim is to help our clients stay ahead of the curve and ensure they continue to provide their audiences with the very best TV experience anytime, anywhere."

Ericsson delivers the premium TV around the globe, powers some of the world's largest and most complex video platforms, and helps the world's strongest content brands to deliver personalized, high-quality programming to consumers 24/7. The company enables content owners, broadcasters, and TV service providers across cable, satellite and telecom to accelerate

their transformation journey towards TV in the Networked Society. With many expansive solutions that include Media Delivery Network, Mediaroom Reach and Cloud DVR, Ericsson has shaped evolutions in TV for over 20 years such as digital TV, IPTV, shift to HD, and soon UHDTV and HDR. Ericsson is recognized with many patents and holds five Technical Emmy awards.

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

NOTES TO EDITORS

Ericsson at IBC 2015

At IBC 2015 in Amsterdam we are showcasing solutions and services that empower customers to put the connected consumer at center stage in the new internet era of television. We'll show how this is achieved through the delivery of seamless experiences, personalized discovery, immersive content, and constantly evolving services.

Ericsson will highlight how it sets itself apart with a unique combination of consumer insights, industry-leading portfolio, and global transformation services that are together helping customers embrace the opportunities of the Networked Society.

You can find us at IBC in Hall 1, Stand 1:D61. Follow us during the event using @EricssonTV and join the discussion using #IBCShow.

About Channel 5

Channel 5 launched as Britain's fifth public service channel in March 1997. It reaches 4 in 5 of the UK viewing public each month with a broad mix of popular content. Sister channels 5*, 5USA and Spike complement Channel 5 with a mix of original commissions and acquired entertainment and U.S. drama, while Demand 5 is a free catch service available across multiple platforms and devices. In 2014, Channel 5 was the only major commercial free-to-air network to grow audience share across the most valuable TV audiences. Since September 2014, Channel 5 has been owned by Viacom International Media Networks.

[Broadcast and Media Services press backgrounder](#)

Download high-resolution photos and broadcast-quality video at 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.

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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 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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