
ERICSSON RECEIVES 6TH EMMY® AWARD FOR REMOTE STATISTICAL MULTIPLEXING

- Technology & Engineering Emmy® Award bestowed for “Closed-loop Statistical Multiplexing of Geographically Distributed Encoders”
- Demonstrates Ericsson’s critical part in enabling the delivery of HD quality services in scenarios where transponder bandwidth is limited
- Enables satellite service providers to optimize audience reach with delivery of more services

Ericsson (NASDAQ: ERIC) today announced it will receive a Technology & Engineering Emmy® Award from the National Academy of Television Arts & Sciences for its work in enabling closed-loop statistical multiplexing of geographically distributed encoders. This will be Ericsson’s sixth Emmy® Award, which will be formally presented to the company at a ceremony on January 8, 2016 in Las Vegas.

Ericsson has been a market-leader in the delivery of advanced encoding solutions for over 25 years, shaping the industry with solutions that have enabled continual transformation of TV services offered to consumers. Its latest pioneering work in geographically-distributed statistical multiplexing was in response to the challenges that wide-area direct broadcast satellite service providers have to deliver all local market broadcast stations due to limited transponder bandwidth. The development of ‘remote statmux’ technology enables these service providers to drive efficiencies in their local service offerings while retaining a high quality of experience for the viewer.

Elisabetta Romano, Vice President and Head of TV and Media, Ericsson says: “It’s a great achievement for Ericsson to be honored with a 6th sixth Emmy® Award and our fourth in the last five years. We are really excited that our pioneering work in remote statistical multiplexing has been recognized. By transmitting video streams in this way, direct broadcast satellite service providers can advance their service offerings and maximize the number of households they are reaching in local market areas. It is clear that video compression continues to play a vital role in our industry, acting as a critical enabler for the delivery of quality TV services to an ever-increasing number of consumers right across the globe.”

Closed-loop statistical multiplexing of geographically distributed encoders enables direct broadcast satellite service providers to deliver all of the local broadcast stations in a particular local market area, in HD quality, to subscribers located in that market area. Without this technology, limitations in transponder bandwidth and economic factors would prevent, for example, 35 million DBS subscribers in the USA from receiving their local



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broadcast channels.

NOTES TO EDITORS

2014 – The Emmy Award for Standardization and Productization of [JPEG2000 Interoperability](#)

2013 – The Emmy Award for Video on Demand Dynamic Advertising Insertion for [the pioneering development of dynamic ad insertion for Video on Demand content](#)

2011 - The Emmy Award for Pioneering Development and Deployment of [Active Format Description Technology and Systems](#)

2008 – The Emmy Award for Pioneering Development and Deployment of [MPEG-4 Advanced Video Coding \(AVC\) systems for high definition television \(HDTV\)](#)

2007 – The Emmy Award for Development, productization, and commercialization of [interactive Video-on-Demand \(VOD\) two-way infrastructure and signaling, leading to large scale VOD implementations](#)

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.

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.

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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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