

PRESS RELEASE
JULY 08, 2015



ERICSSON ENABLES TENNIS FANS TO FOLLOW COLLECTOR SWEDISH OPEN ON MOBILE DEVICES

- Ericsson Networked Event platform takes in event data and supports the creation of immersive digital apps
- Collector Swedish Open app will enable tennis fans around the world to watch the TV broadcast, and switch freely between all courtside cameras in at the event
- Alongside the Collector Swedish Open, the Ericsson Executive Media Summit provides media executives with an opportunity to share their experiences and challenges

Ericsson (NASDAQ: ERIC) is using its Networked Event platform to enable tennis fans around the world to follow the Collector Swedish Open – which takes place in Båstad, Sweden, from July 13 to 19 – on their mobile devices. Apps for iOS and Android will enable tennis fans to not only watch the TV broadcast but also switch freely between all courtside cameras at the event. The Ericsson Networked Event platform gathers data linked to the tournament, stats, records, photos, films, live reporting, and match results to facilitate the creation of apps with an immersive digital experience.

Ericsson Networked Event debuted at the 2015 FIS Nordic World Ski Championships in Falun, Sweden, enabling the creation of apps and supporting the event's official website. The platform takes in all of the data feeds associated with an event, provides context for this information and enables it to be exported via a set of application programming interfaces. App developers can then use this content to create digital experiences to complement the live event. Ericsson will continue to make Networked Event available to support events of all kinds.



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Orvar Hurtig, Head of Industry & Society at Ericsson, says: “Ericsson Networked Event creates a great second-screen experience for viewers, leveraging our Multiservice Delivery Platform, M2M Data Management and Mediaram Reach TV solutions. As a global company, we’re particularly proud that we will enable viewers around the world to watch the Collector Swedish Open – regardless of their geographic location.”

Taking place at this year’s Collector Swedish Open, the Ericsson Executive Media Summit brings together representatives from technology companies, content owners, broadcasters, newspapers and advertisers to share their experiences and challenges. Mobile and digital technologies are rapidly changing users' everyday media consumption habits, the new ways to experience live sporting events being just one example. This change places great demands on the media industry which is facing major challenges - and opportunities.

Participants in this year’s Executive Media Summit, which takes place from July 17 to 19, include executives from Google, HBO, BBC, Discovery Networks, MGM, MTG, Walt Disney Co., UEFA, Aftonbladet, China Network Television, Deezer, Fox, and United Screens.

NOTES TO EDITORS

Download the Collector Swedish Open app for [Android](#) and [iOS](#)

[Video: Ericsson Networked Event at World Ski Championships](#)

[Ericsson Networked Event](#)

[Press release: Ericsson brings 2015 FIS Nordic World Ski Championships to fans around the world](#)

[Press release: Ericsson and U.S. Ski team bring the 2015 FIS Nordic World Ski Championships to the USA](#)

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.

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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