
BONNIER BROADCASTING AND ERICSSON COLLABORATING ON NORDIC VOD SERVICE

- Ericsson to provide the online video platform for the over-the-top and live TV subscription video on demand service, C More, currently being developed by Bonnier Broadcasting
- Multi-year deal includes content management and preparation, digital rights management, subscriber management and billing, and advertising insertion services for multiple devices and platforms
- The platform takes away the complexities and challenges for broadcasters of deploying internet-delivered catch-up and online TV services to a myriad of connected devices

Ericsson (NASDAQ: ERIC) has been selected to provide the online video platform to the over-the-top (OTT) and live TV subscription video-on-demand (SVOD) service, currently being developed by Bonnier Broadcasting, a business area within the Bonnier Group.

The multi-year deal will see Ericsson provide a number of managed services including content management and preparation, digital rights management, subscriber management and billing and advertising insertion for multiple devices and platforms.

The Nordic next-generation online TV services will launch later this year. From launch, Bonnier Group content – including a mix of sports, local and international drama series, sitcoms and Swedish and international feature films – will be available both on-demand and live. Multiple platforms will be supported, including the web, iOS and Android devices.

Casten Almqvist, Head of Bonnier Broadcasting and CEO and President of TV4 Group, says: “In the massive digital transformation we are currently undergoing, we have to become even more user-friendly in everything we do by putting technology in the front seat together with prime local content. We have been working closely with Ericsson for many years and they were the natural choice of partner for the launch of Nordic SVOD service C More.”

Thorsten Sauer, Head of Broadcast and Media Services at Ericsson, says: “Our long-running relationship with TV4 for their linear channels has now been extended to a business transformation that encompasses on-demand and live services across platforms. Consumers want access to content anytime, anywhere and on any device, which is something TV4 is providing through its platform agnostic strategy. Ericsson is the partner in this transformation and our Ericsson Managed Player is designed to help our clients meet the needs of their audiences in this ever-changing landscape.”

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Ericsson's Managed Player masters the combination of OTT delivery and playout to deliver content efficiently to consumers. It is powered by Ericsson Mediaroom Reach, a highly scalable adaptive bitrate-based technology platform for intelligent OTT video delivery to cross-platform connected devices. This managed service takes away the complexities and challenges of deploying internet-delivered catch-up and online TV services to a myriad of connected devices, thereby allowing broadcasters to focus on the end user.

Ericsson has a long-standing relationship with TV4. In 2009, TV4 selected Ericsson to manage their technical operations end-to-end as part of a 10-year contract. In addition, Ericsson and TV4 established a joint technology and business development forum, where the two companies evaluate new business opportunities.

NOTES TO EDITORS

Bonnier Broadcasting

Bonnier Broadcasting is a business area within the Bonnier Group. The business area comprises the largest commercial TV companies in Sweden and Finland, TV4 and MTV, as well as leading premium pay-television company C More. News company Nyhetsbolaget is also a part of the business area.

[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.

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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