
NETHERLANDS PUBLIC RADIO SIGNS SIX-YEAR SERVICES DEAL WITH ERICSSON

- Contract covers six public radio stations and NPO has the option of extending the agreement
- Ericsson will coordinate and manage playout for the six radio stations while prioritizing quality, continuity, efficiency and innovation
- NPO and Ericsson continue their longstanding relationship, benefitting the national broadcaster's listeners

Netherlands Public Broadcasting (NPO) has signed a six-year radio services contract extension with Ericsson (NASDAQ: ERIC). The contract covers six public radio stations and NPO has the option of extending the agreement. Starting in 2015, Ericsson will coordinate and manage playout for the six radio stations while prioritizing quality, continuity, efficiency and innovation.

Ericsson will assume responsibility for operation and monitoring of the central playout facility and the master control room for contribution and distribution in Hilversum, the Netherlands. The services to be provided include support and coordination for production personnel as well as support, management and maintenance of systems. In addition, Ericsson will provide expertise, project management, supply chain management and systems integration. In total, NPO estimates that Ericsson will provide 50,000 hours of services annually.

Thorsten Sauer, Head of Broadcast and Media Services at Ericsson, says: "NPO is a respected public broadcaster with a long history and we're honored that they have decided to continue working with us. Together we will ensure that NPO's listeners can enjoy radio programs that are delivered to a consistently high standard."

Cees de Bruin, Director of Distribution, Technology & Broadcast at NPO, says: "Ericsson is a trusted partner and their broadcast and media service business provides the combination of scale and skills that we need. Our listeners are our priority and Ericsson provides the technical expertise that allows us to focus on producing great content."

Ericsson will provide all of the services that make it possible to broadcast and distribute recorded and live radio programs on NPO's Radio 1, Radio 2, 3FM, Radio 4, Radio 5 and Radio 6 stations. The radio programs are produced in 11 studios and the central playout facility in Hilversum, which will be supported by Ericsson employees.

PRESS RELEASE

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NOTES TO EDITORS

Broadcast and Media Services press backgrounder

www.ericsson.com/res/thecompany/docs/press/backgrounders/broadcast_services_press_backgrounder.pdf

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, businesses and societies 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 more than 110,000 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 2013 were SEK 227.4 billion (USD 34.9 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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