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## BLACKARROW AND ERICSSON ENABLE TV ANYWHERE MONETIZATION

- Addresses significant operator need to drive new revenues through targeted, enhanced advertising across all screens
- Enables dynamic, addressable ad-insertion across linear and on-demand programming
- BlackArrow advanced advertising solution fully integrated with Ericsson TV platforms including Ericsson Mediaroom

Traditional TV is shifting rapidly towards TV Anywhere, embracing all screens and devices in and away from the home. As consumers seek relevance and convenience in the content they consume, new demands and new opportunities are being presented to Pay TV service providers. The platforms required to truly exploit this change in viewing behavior must also bring advertising into this new era, most importantly to drive new revenues to assist the monetization of TV Anywhere investment. This is also critical for brands seeking to drive advertising presence in richer, and much more targeted, multi-screen campaigns.

To deliver upon this new opportunity and consumer need, content providers and Pay TV service providers require a comprehensive advertising and audience data platform that can enable relevant and coordinated advertising campaigns across all devices. To address this, BlackArrow, a worldwide provider of TV advertising and data solutions, and Ericsson (NASDAQ:ERIC) are partnering to bring advanced advertising capabilities to Ericsson's solutions for TV Anywhere on a global basis. Working together, BlackArrow and Ericsson are enabling operators to benefit from an evolved end to end multi-screen advertising capability— developed to deliver linear, on-demand, interactive and second-screen advertising, in a targeted and personalized manner, across all connected devices.

“Ericsson has a proud history in enabling advertising, most recently recognized with a prestigious technical Emmy for our pioneering development of dynamic advertising insertion for video on demand (VOD) content. Through our partnership with BlackArrow, we are empowering TV service providers to not only provide personalized TV experiences on any screen, but also enabling them to monetize these new experiences,” said Ove Anebygd, Vice President and Head of Solution Area Media at Ericsson. “The advanced advertising capabilities that we can now offer with BlackArrow will enable our customers to expand their TV service and business innovation, opening-up new multi-screen advertising opportunities and delivering a better experience for TV consumers.”

Ericsson and BlackArrow have already worked together to enable a major Tier 1 Pay TV service provider in North America to deploy dynamic ad insertion capabilities for VOD. The companies are collaborating on a number of additional joint opportunities to help Pay TV service providers jump-start new TV Anywhere services in a way that will meet long-term converged video architecture and audience data goals. By integrating the delivery and monetization capabilities of each company's products, service providers can grow new revenue streams immediately by leveraging dynamic ad insertion and addressable advertising for video delivered to new platforms and devices.

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“TV is being redefined from appointment viewing to watching whenever and wherever the viewer wants,” said Nick Troiano, President of BlackArrow. “Ericsson is in a great position to help Pay TV service providers offer TV Anywhere at any time. We look forward to working with them to bring the latest advanced advertising capabilities to their customers around the world.”

#### NOTES TO EDITORS

Fourth Emmy for Ericsson in TV advertising

<http://www.ericsson.com/thecompany/press/releases/2013/09/1728227>

About BlackArrow, Inc.

<http://www.blackarrow.tv>

Download high-resolution photos and broadcast-quality video at [www.ericsson.com/press](http://www.ericsson.com/press)

To learn more about the Ericsson Multiscreen TV Solution, visit:

[www.ericsson.com/us/ourportfolio/telecom-operators/multiscreen-tv](http://www.ericsson.com/us/ourportfolio/telecom-operators/multiscreen-tv)

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*Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.*

*Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscriptions.*

*We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2012 the company's net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.*

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