
TELSTRA AND ERICSSON CONDUCT WORLD'S FIRST LTE BROADCAST ON LIVE NETWORK

- Telstra showcased live video and large file delivery over their live LTE network
- Ericsson's LTE Broadcast solution enables new revenue models for premium content and efficiently utilizes available LTE spectrum and network resources
- Broadcast highlights how LTE networks can deliver the highest-quality video content to anyone, anywhere, anytime without buffering

Australia's leading telecommunications provider, Telstra, today announced that it has completed the world's first LTE Broadcast session on a commercial LTE network. Ericsson's (NASDAQ:ERIC) LTE Broadcast Solution was successfully activated and tested on Telstra's live network with the transmission of concurrent video feeds and large files to enabled devices.

During the demonstration, the devices received different video feeds, including a sports match replay, sporting network news, horse racing coverage and news. Additionally, the devices received a large file using the single LTE Broadcast channel.

Mike Wright, Telstra Executive Director, Networks said: "The trial is an important step in testing this technology to see how it provides network efficiencies while providing consumers the content they want in a high-quality experience. Our goal is to ensure consumers can get the content they are looking for easily and to explore the wider benefits that might be obtained using broadcasting technology."

Thomas Norén, Vice President and Head of Project Area Radio, Ericsson says: "LTE Broadcast provides the ability to send the same content simultaneously to a very large number of devices in a target area. Mobile operators can use this ability and monetize their media and network assets for new services. Revenue generation and cost-saving opportunities are significant and provide an attractive value proposition for mobile operators."

Ericsson's LTE Broadcast solution will transform the video experience, offering the highest quality broadcast video over LTE networks and enabling service providers to optimize the use of the existing spectrum and networks, both dynamically and efficiently.

Qualcomm Labs' LTE Broadcast SDK and Middleware enabled these features on the trial devices running on Qualcomm® Snapdragon™ processor and integrated modem platforms.

"This is a significant milestone towards making LTE Broadcast a commercial reality," said Mazen Chmaytelli, senior director of business development, Qualcomm Labs, Inc. "We are pleased to be working closely with Telstra and Ericsson to deliver an enhanced mobile experience using Qualcomm Labs' LTE Broadcast SDK and Middleware running on Qualcomm Snapdragon processor and integrated modem platforms." Qualcomm Snapdragon is a product of Qualcomm Technologies, Inc.

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Unique content can be delivered concurrently to a large number of subscribers, for example multiple video feeds with different angles for close-up views or replays during live sporting events. Other uses include sending updates and content to digital signage or billboards.

Consumers can also enjoy pre-loaded updates of things like software or the morning paper, so they don't need to wait for downloads in high-traffic situations.

Ericsson's Mobility Report 2013 predicts that video traffic in mobile networks will grow by around 60 percent annually until 2018. LTE Broadcast enhances LTE unicast delivery to ensure the most effective delivery of content to very large numbers of consumers in a particular area. Today, leading LTE mobile operators are trialing the technology and use cases globally to explore the business potential.

NOTES TO EDITORS

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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