

## **Ericsson and Endemol sign global partnership**

**Ericsson (NASDAQ:ERIC) and Endemol International B.V. today announced a global partnership agreement to develop interactive TV and user-generated content via Ericsson's 'Me-On-TV' solution.**

The Ericsson 'Me-On-TV' solution was developed in partnership with Endemol, a global leader in TV and digital entertainment, and Dutch technology company Triple IT.

'Me-On-TV' is a network and device-independent technology, allowing consumers to upload, publish and share live or pre-recorded video content via any mobile device, from anywhere to any screen around the world. Consumers can transmit to websites, TV broadcasts, or stay in contact with friends in a community. It also allows broadcasters, internet sites, and mobile network operators to directly manage live and on demand content via state-of-the-art editorial management tools.

Jan Wäreby, Senior Vice President and Head of Ericsson's multimedia business, says: "This global partnership flags Ericsson's commitment to establish a leading position in multimedia. It shows our partnership approach with innovators in complementary fields to develop consumer solutions for multiple screens that can benefit media companies and operators alike."

William Linders, Executive Director of Digital Media at Endemol International, says: "We're delighted to be working with Ericsson on this exciting new technology. The market for digital content is rapidly evolving and 'Me-On-TV' could have a significant impact on the way consumers interact with TV and digital media."

'Me-On-TV' will be offered as a white-label service to content aggregators such as broadcasters, internet sites, and network operators. It will be delivered as an end-to-end service, fully integrated, hosted and managed by Ericsson.

Endemol will act as a distributor for 'Me-On-TV', licensing the technology as an integrated service in existing and newly developed TV and multimedia formats. 'Me-On-TV' is already being used by Endemol in the Netherlands. Last season's Big Brother TV series saw ex-housemates using the technology to communicate with the house, and this week Endemol in the Netherlands launched the "Ik op TV" format on TV and the internet, in which 'Me-On-TV' is used by citizens to broadcast live and recorded content from their mobile phones, as well as to broadcast live interviews to the program.

**Notes to editors:**

'Me-On-TV' photos: [www.ericsson.com/ericsson/press/photos/index.shtml](http://www.ericsson.com/ericsson/press/photos/index.shtml)

Movie: [www.ericsson.com/winningpropositions/multimedia/index.shtml](http://www.ericsson.com/winningpropositions/multimedia/index.shtml)  
[www.ericsson.com/campaign/mobiletv/index.html?WT.mc\\_id=bnnr\\_sml](http://www.ericsson.com/campaign/mobiletv/index.html?WT.mc_id=bnnr_sml)

Background information on mobile TV:

[www.ericsson.com/ericsson/press/facts\\_figures/doc/mobiletv.pdf](http://www.ericsson.com/ericsson/press/facts_figures/doc/mobiletv.pdf)

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**FOR FURTHER INFORMATION, PLEASE CONTACT**

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**About Endemol International**

Endemol International B.V. is part of Endemol N.V., a global leader in television and other audiovisual entertainment. Endemol International is the worldwide sales and licensing arm of Endemol.

Endemol creates premium entertainment formats and sells them to the world's leading broadcasters. Endemol then produces shows based on such formats to high standards, creating hits with strong brand value. Subsequently, the company exploits the value of its brands across other media and communications platforms, including, for example, mobile phones and the internet.

Endemol, with its head office in Hilversum, the Netherlands, now has subsidiaries and joint ventures in 25 countries, including the UK, the US, Spain, Italy, France, Germany and the Netherlands, as well as in Latin America, India, South Africa and Australia. For more information, please visit [www.endemol.com](http://www.endemol.com)