
BBC AWARDS MULTI-YEAR PLAYOUT SERVICES DEAL TO ERICSSON

- Seven year deal includes playout and media management services for the BBC's portfolio of channels in the UK and BBC World News

Ericsson (NASDAQ: ERIC) today announced that it has signed a seven-year playout services contract with the BBC, one of the world's leading public service broadcasters.

Playout services include the technology and operations that allow broadcasters to deliver programs to audiences through network, linear television channels.

The contract was awarded following a long and competitive tender process and includes playout and media management services for the BBC's portfolio of TV channels in the UK (BBC One, BBC Two, BBC Four, CBeebies and CBBC) and its interactive Red Button service. The contract also includes playout and media management for the BBC's commercially funded international news channel, BBC World News, which is available in more than 200 countries worldwide.

Bal Samra, Managing Director, BBC Television says: "This is a very good outcome for the BBC which meets all our objectives – guaranteeing quality, flexibility and innovation in a commercial deal which provides excellent value for money. By extending our partnership with Ericsson we have secured the future delivery of these broadcast-critical services and delivered significant savings for the BBC."

Thorsten Sauer, Head of Broadcast and Media Services at Ericsson, says: "We are proud that the BBC has selected Ericsson as its playout partner of choice. The BBC is one of the world's premier broadcasters and drives innovation in the industry. This continued partnership is very important for our business and demonstrates both our technical innovation and the quality and expertise of our people and our operations in managing highly complex and dynamic media operations.

"We have a very positive relationship with the BBC as a result of our acquisition of Red Bee Media in May 2014, and currently provide a number of other broadcast and media services to the BBC including metadata, interactive services and access services. We look forward to strengthening this relationship further over the coming years."

Ericsson delivers some of the world's most renowned and premium TV programming around the globe, powers some of the world's largest and most complex video platforms, and helps the world's strongest content brands to deliver personalized, high-quality programming to consumers 24/7. We enable content owners, broadcasters, and TV service providers across cable, satellite and telecoms to accelerate their transformation towards TV in the Networked Society. With many expansive solutions that include Media Delivery Network, Ericsson

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Mediaroom and Cloud DVR, Ericsson has shaped many evolutions in TV for over 20 years such as digital TV, IPTV, HD, and soon UHDTV and HDR. Ericsson holds many patents and is recognized with five Technical Emmy awards.

More information about Ericsson's Broadcast and Media Services portfolio can be found [here](#).

NOTES TO EDITORS

[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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