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## ERICSSON LAUNCHES TV CONTENT DISCOVERY ECOSYSTEM

- Ericsson's ecosystem brings together an extensive universe of high-quality, rich TV and movie data sources and applications that smartly connect the dots and bring data to life
- The open ecosystem will comprise a network of best-in-class partners; launch partners include ColorTV, IVA and XroadMedia
- Ericsson's end-to-end ecosystem will be delivered through a single API in real time

Ericsson (NASDAQ: ERIC) is launching its content discovery ecosystem at NAB Show 2017. Through its network of best-in-class partners, the ecosystem will bring together a unique range of TV and movie data sources as well as a suite of cutting-edge software services that help understand and act on the data.

Broadcasters, content owners and service providers will have access to an extensive universe of rich TV and movie data sets including images and poster art, clips and trailers, ratings, cast and crew information, series and episodic data and much more. It will also offer a package of applications including recommendations, universal search, deep linking, rights management and analytics to enable personalized viewing experiences, provide insight and intelligence to improve consumer loyalty, and drive targeted monetization opportunities – all delivered in real time and seamlessly through one API.

Ericsson's semantic data hub sits at the heart of the ecosystem, which comprises best-in-class content discovery data and application partners. Partners' data sources are pre-integrated within the ecosystem and linked across all platforms via unified IDs to enable universal search, thereby speeding up time to market and reducing development costs. The ecosystem is also pre-integrated with the Ericsson MediaFirst solution suite and can also integrate easily with existing systems and infrastructure.

Launch partners include:

**ColorTV** – the universal search and deep linking specialist indexes all the major video services available on iOS, Android, and the internet.

**Internet Video Archive (IVA)** – a content-as-a-service provider, offering a world-class video library, integrated with images, metadata, and top entertainment services. IVA provides more than 160,000 trailers, clips and bonus features from more than 1,000 rights holders, as well as language and country-specific content for movies, TV programs and games. IVA's services offer video formats to reach any screen, global video delivery, editorial support and much more.

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**XroadMedia** – a leading provider of data enrichment, content discovery, recommendation and targeting services. Ericsson has integrated XroadMedia's advanced personalization and data analytics services into the Ericsson Content Discovery ecosystem. The solution provides a full suite of content discovery methodologies to support personalized search and recommendations, as well as detailed audience and content asset insights and analytics, and advanced business logic to fully control outcomes, dynamically mix algorithms and further target results towards business requirements.

Additionally, enhanced caption data created and delivered by Ericsson's Access Services business will be integrated within the ecosystem along with services including analytics and business intelligence.

Thorsten Sauer, Vice President and Head of Broadcast and Media Services at Ericsson, says: "Since unveiling our global content discovery portfolio at NAB 2016, we've been working hard to further develop our offering. The creation of our content discovery ecosystem will offer our clients everything they need to deliver viewing experiences that will have consumers coming back for more. Together with our network of expert partners – ColorTV, IVA and XroadMedia – we will offer a one-stop-shop to enable personalized navigation and discovery solutions across every platform and screen. We look forward to announcing more partnerships later this year."

Ericsson's team of 300 editorial specialists aggregate, create, normalize, maintain, and deliver rich metadata, maintaining more than 14,000 sources globally. Ericsson's global content discovery portfolio spans more than 10 million movies and program titles, covering over 25 languages and includes an image database covering over 90 percent of all programming available across traditional TV, VOD and SVOD. Globally, more than 200 million people interact with Ericsson's rich metadata each week.

### **Discover Ericsson at NAB Show 2017**

Ericsson is an award-winning, global leader in TV and media products and services, with a proven track record in planning and delivering TV and media business transformation for over 25 years. Working with customers around the globe, our extensive TV and media portfolio covers media enrichment, processing, publishing and delivery. Every day, people on all continents watch television programs prepared, managed and broadcast by Ericsson staff based in Europe, the Middle East, Asia Pacific and the US.

Join us at booth #SU720 or [online](#) during the event from April 22 to 27. See you there!

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#### NOTES TO EDITORS

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#### About ColorTV

*Founded in 2016 and based in San Francisco, ColorTV is the end-to-end platform for broadcasters to promote, personalize and attribute content on connected TVs. ColorTV's platform provides a diverse suite of data, discovery and analytics solutions for Connected TV, built to empower networks to compete in the new connected TV ecosystem. According to NPD Group, approximately 50 million homes in the U.S. now own a connected TV or streaming device. ColorTV is venture backed, with \$1.5 million in seed funding led by Foxconn. For more information about ColorTV, go to [www.colortv.com](http://www.colortv.com).*

#### About IVA

*Boasting over 12 billion plays, Internet Video Archive has been a pioneer in the online trailer space for 14 years. With customers ranging from MVPD's, retailers, and online program guides to review sites and news organizations, IVA makes it easy to add trailer – at the critical point where consumers are deciding what to watch or buy. IVA was the first to offer trailers on smart phones, tablets, and connected TV's. It was also the first to create a trailer API, encode trailers in DASH video formats, and provide editorial trailer playlists. The company's mission is to advance new technologies and services to grow consumer interest in entertainment products. It is a trusted vendor to Fortune 500 companies and start-ups around the globe.*

#### About XroadMedia

*XroadMedia has developed the next generation of content discovery, recommendation and targeting solution – Ncanto. Based on more than a decade of product and market research, as well as deployments in the Internet, media and broadcast industries, Ncanto is an innovative back-end solution optimized for cloud- and server-based deployments. Founded*

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*by leading industry experts, XroadMedia's core business is to help content and service providers to strengthen their existing revenue streams and to generate new opportunities of income by assisting their users in mastering the flood of digital assets and diversity of content consumption devices. With the help of Ncanto's management capabilities and metadata enrichment and data analytics services, service and content providers can reduce their costs to operate and further develop their personalized products and services.*

### **About Ericsson**

*Ericsson is a world leader in communications technology and services with headquarters in Stockholm, Sweden. Our organization consists of more than 111,000 experts who provide customers in 180 countries with innovative solutions and services. Together we are building a more connected future where anyone and any industry is empowered to reach their full potential. Net sales in 2016 were SEK 222.6 billion (USD 24.5 billion). The Ericsson stock is listed on Nasdaq Stockholm and on NASDAQ in New York. Read more on [www.ericsson.com](http://www.ericsson.com).*