

# Broadcast & Media Services

Strategic partner in media



ERICSSON

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1980's



1990's



2000's



2009



2020





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## VISION

A Networked Society where every person and every industry is empowered to reach their full potential

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## MISSION

We lead transformation through mobility

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## VALUES

Trust – Performance – Innovation

Our Vision

# Networked Society



# innovation



5<sup>th</sup> largest

global software developer

>37,000

patents granted

USD 5 BILLION

annual R&D spend

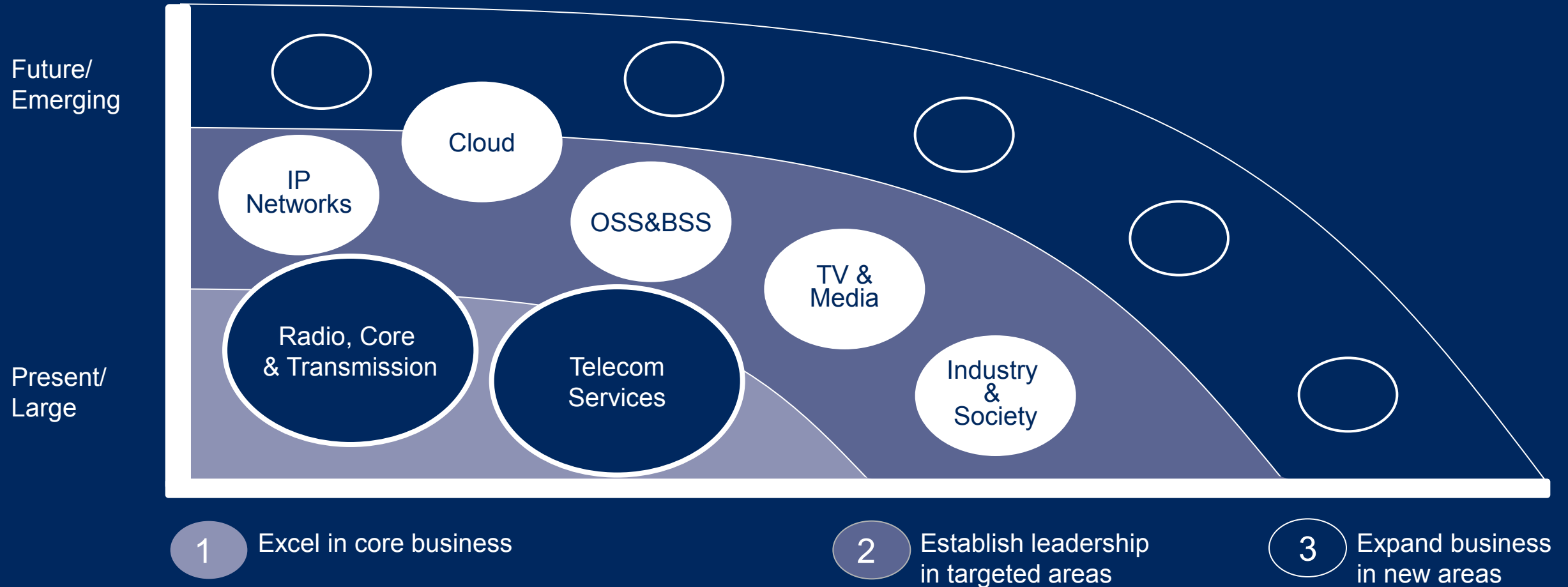
Driving innovation  
in media

IP, cloud and data analytics

Complementary  
capabilities

Leadership in LTE and 5G, operational support, CRM and billing systems

# Our Strategic direction

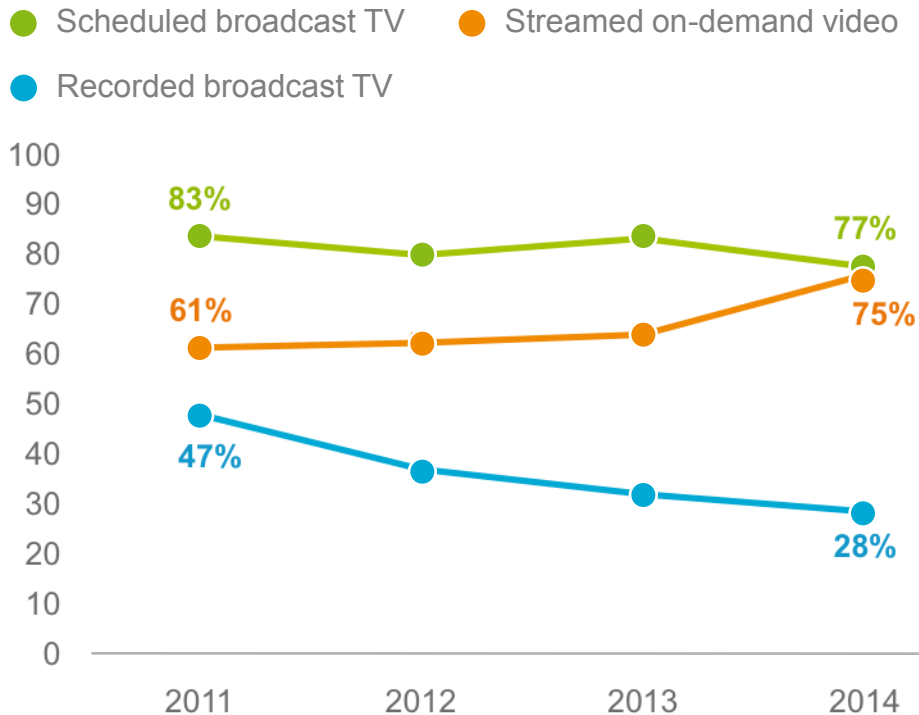


# Viewing habits have changed



## Online video is becoming as important as linear

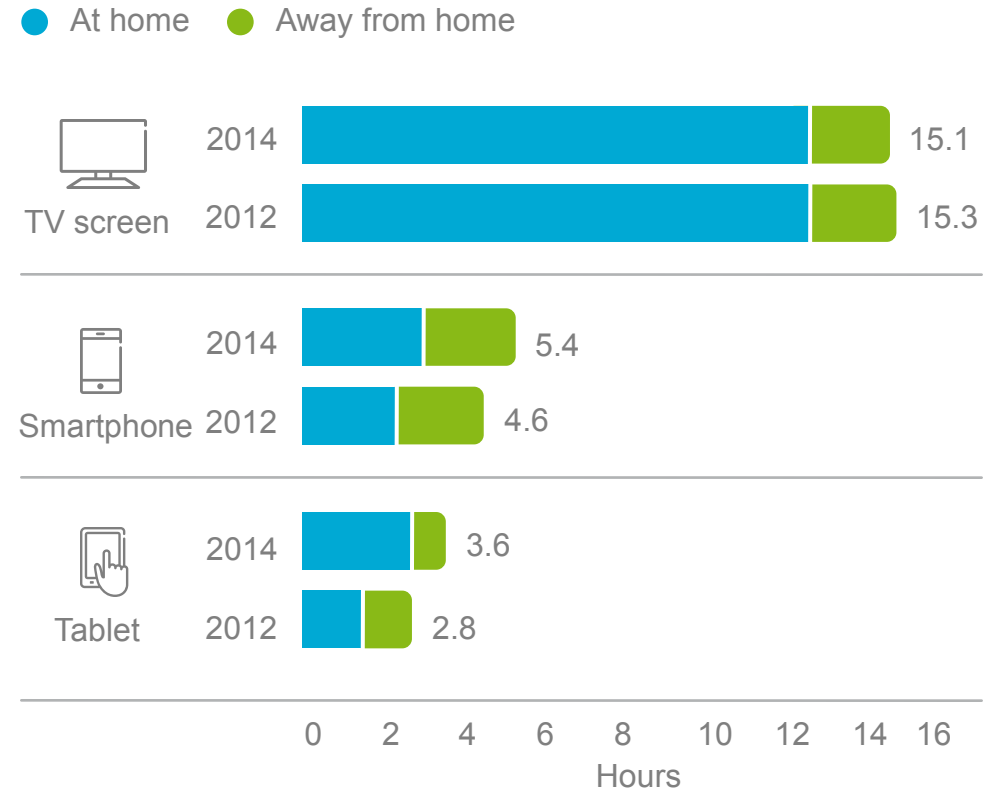
Consumer TV/Video consumption on a more than weekly basis (global average)



Source: Ericsson ConsumerLab TV & Media 2014 study  
Base: Nine markets [those who have and use respective service]

## Mobile viewing is becoming a key growth area

Average hours watching video on each device per week



Source: Ericsson ConsumerLab TV & Media 2014 study  
Base: Nine markets [those who have and use respective device]

# The value chain evolves



Buying and creating the best content. Made famous on broadcasters' channels

Generating new revenues online

Distributing globally

Creating richer, more personalized audience experiences





# Broadcast & Media Services overview

# OUR MISSION



We connect the world's content with audiences everywhere”



Content  
owners

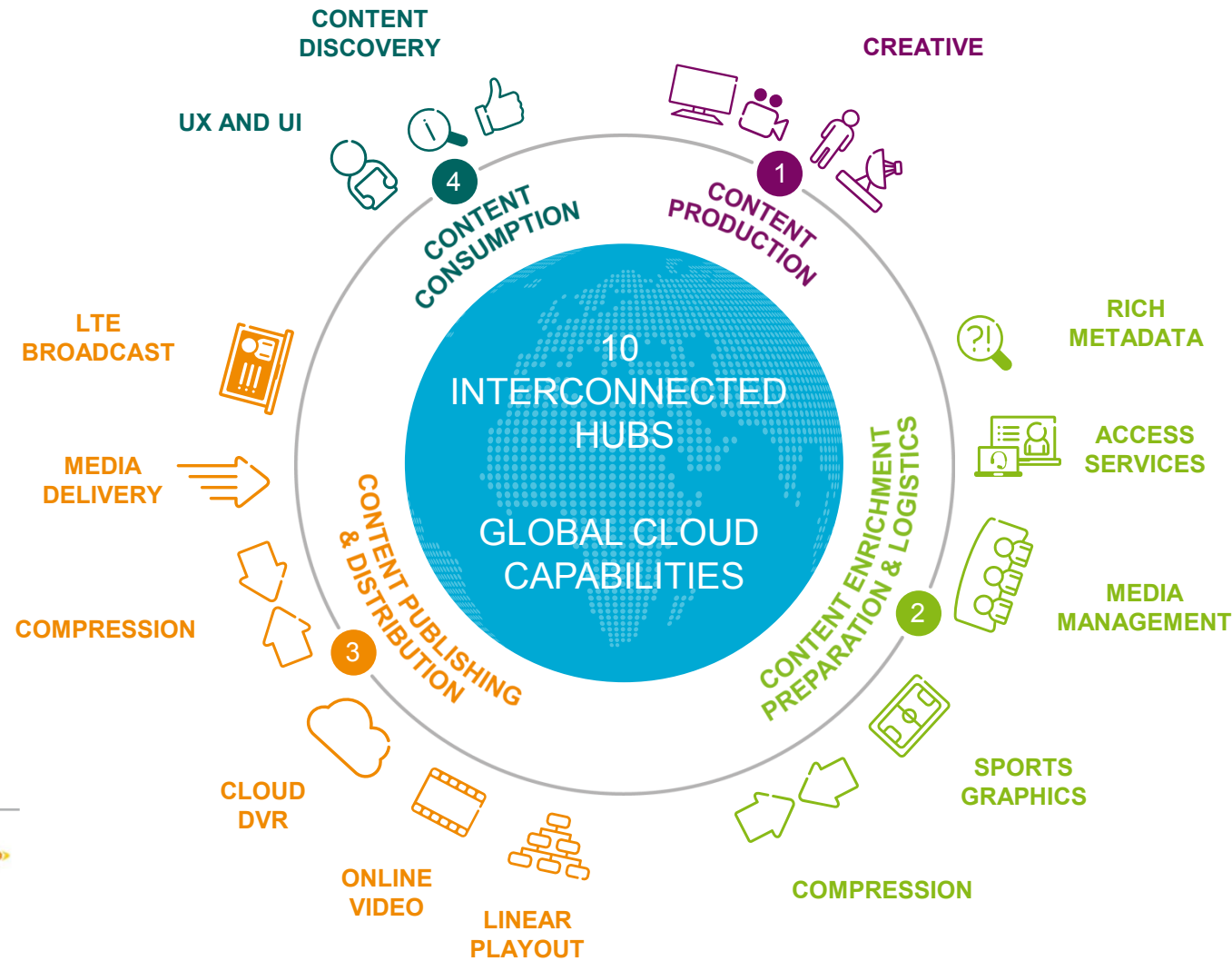


BROADCASTERS



SERVICE  
PROVIDERS

# our capabilities across media



TANDBERG  
television

Microsoft  
Mediaroom

FABRIX  
SYSTEMS

azuki  
SYSTEMS

ERICSSON

technicolor

RED  
BEE

# OUR SERVICE PORTFOLIO



CONTENT PRODUCTION

CONTENT ENRICHMENT, PREPARATION & LOGISTICS

CONTENT PUBLISHING & DISTRIBUTION



## CREATIVE

- › Brand strategy
- › Brand identity
- › Marketing campaigns
- › UI & UX
- › Content for brands



## ACCESS SERVICES

- › Captioning
- › Audio description
- › Sign language translation
- › Localization



## CONTENT DISCOVERY

- › Broadcaster editorial services
- › TV platform metadata
- › Search and recommendation



## MEDIA MANAGEMENT

- › Linear workflow preparation
- › File to VoD preparation
- › Live to VoD preparation
- › Digital library management



## SPORTS GRAPHICS

- › Piero



## LINEAR PLAYOUT

- › Ericsson Sequence Playout
- › Managed Thematic Playout
- › Managed Dynamic Playout



## ONLINE VIDEO

- › Ericsson Managed Player

# OUR presence & clients



## UK

## Netherlands

## Sweden

## France

## Finland

## Spain

## Germany

## Australia

**New Hubs (2015):**

**Abu Dhabi:**

**North America (Access Services):**  
Atlanta, Georgia

# ”How to increase viewership with a successful combination of Linear & Online TV?”

TV4 GROUP



ERICSSON



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BT Sport's UEFA Champions League coverage sets out to bring viewers the best ever experience of football's leading club competition.

Our 4K coverage of the UEFA Champions League alongside other competitions will bring a truly cinematic experience into fans' living rooms." - Jamie Hindhaugh, COO, BT Sport



“Have you thought about how UHDTV turns watching a game at home into being at the stadium?”



”Have you thought about how to combine Television channels, News videos and TV-guides in the new online woRLd?”







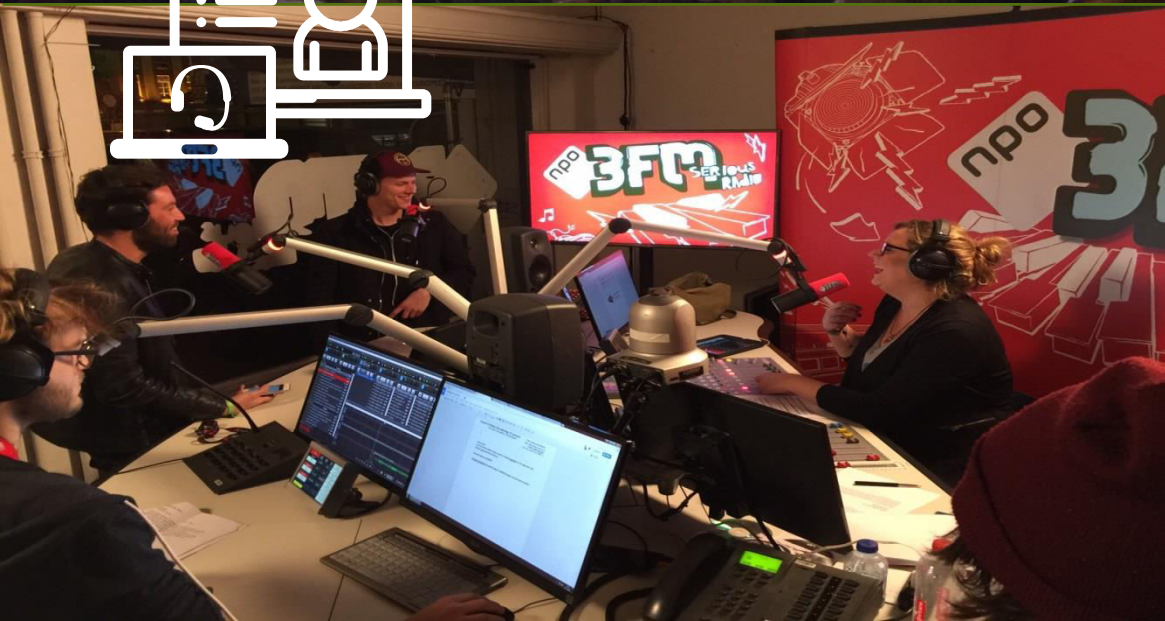
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”Have you thought  
how to reuse  
captions as  
metadata?”



# Events





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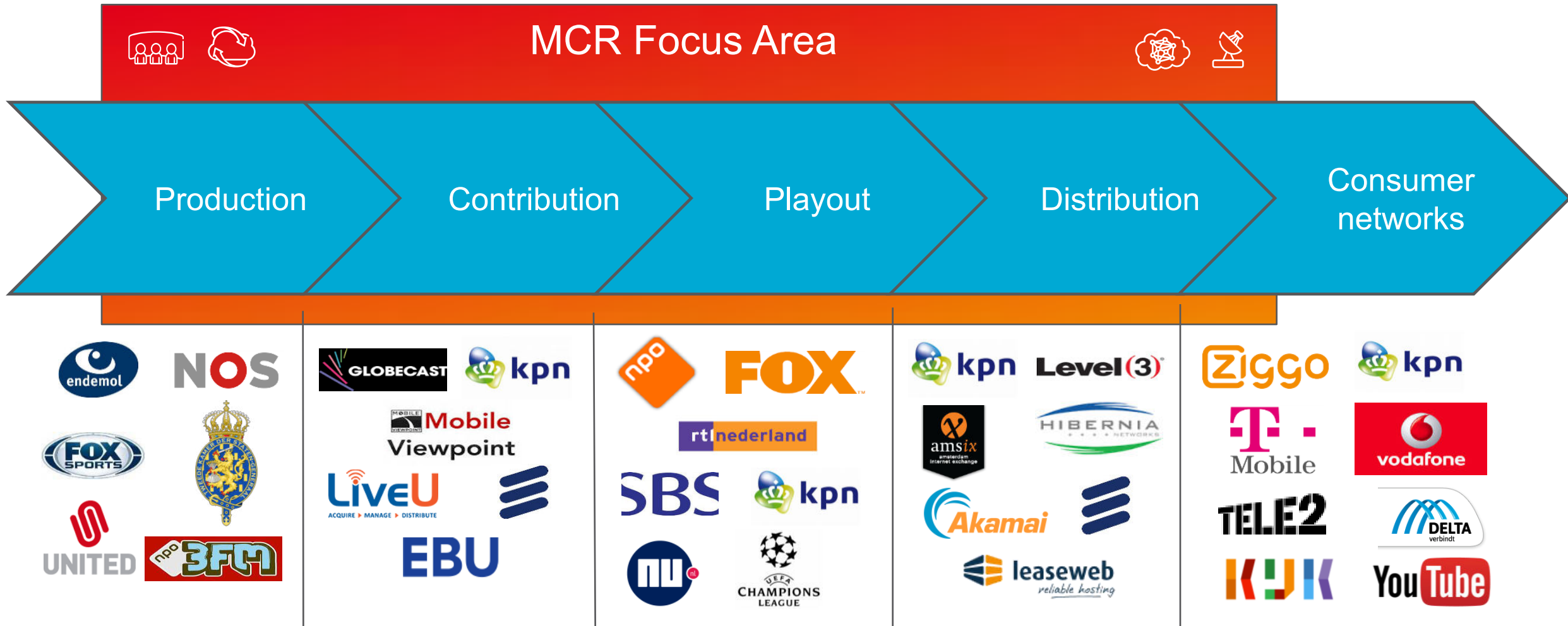
# MEDIA PARK





Master  
control room

# Role in the content chain





>200

# Linear TV channels

Distribute and monitor



>80

# Per day

Add-Hoc Connections



# >Standards

SMPTE, EBU, Rec. 601, IP, WMT, 4K...



>500

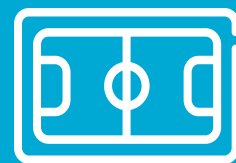
# In & Out ports

Video Switcher, AMS-IX, ISP's @MGW



# >24/7 News<sub>+</sub>Sport

NOS, CNN, Eurovision, Al Jazeera,...



# >45y live sports events

Olympics, World/Eur. Championships, ...



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Broadcast  
& 4/5G

# 4x data consumption



9,8  
MONTHLY  
CONSUMPTION  
IN GIGABYTES



38,2  
MONTHLY  
CONSUMPTION  
IN GIGABYTES



10X mobile data  
traffic and 11X  
smartphone  
traffic



# 20x video traffic



# New behaviors



2,7 BILLION  
LIKES ON FACEBOOK

\$ 13 MILLION  
CROWDFUNDING

\$ 2,7 BILLION  
E-COMMERCE

2 MILLION  
NEW SMARTPHONE  
SUBSCRIPTIONS PER DAY



24h

3X  
UBER REVENUE OVER  
SIZE OF TAXI MARKET,  
IN SAN FRANCISCO

500,000  
AIRBNB STAYS PER NIGHT

133 MILLION  
HOURS YOUTUBE  
VIDEO WATCHED





time to Play



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