

Ericsson announces intention to acquire FYI Television

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- FYI Television is a global TV metadata and entertainment image content provider based in Grand Prairie, Texas, with approximately 150 employees
- Combining FYI Television's US-market expertise and reach with Ericsson's leading position in content discovery in Europe will create a powerful global force in content discovery
- Content discovery is a key component of Ericsson's TV and Media strategy to improve the video experience in a multiscreen world

Ericsson (NASDAQ: ERIC) today announces its intention to acquire FYI Television, the premier entertainment metadata and rich media content supplier based in Grand Prairie, Texas. The acquisition, which is subject to customary closing conditions, will strengthen Ericsson's already industry-leading position in broadcast and media services. FYI Television accumulates and distributes TV entertainment content and linear scheduling data from over 9,000 TV networks daily, aggregating the information into customized formats for various digital, media, content, analytics and print clients for use on their connected devices such as tablets, phones, desktops, internet portals and gaming consoles.

The growing range of TV and video services available on a variety of devices creates a wide range of options for viewers to choose between. Based on Ericsson's latest ConsumerLab research, 50 percent of linear TV viewers say they can't find good programming to watch on a daily basis – highlighting the importance of content discovery. Combining FYI Television's US-market expertise in metadata, conversion and integration services with Ericsson's leading position in these areas in Europe will create a powerful global force in content discovery. Whether viewers are watching linear or on-demand video, Ericsson will ensure they can discover content whenever – and wherever – they search for it; and always in the right format.

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