

# **EXHIBIT 2014**

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# HEVC awarded Engineering Emmy®

With Ericsson as a core contributor heavily involved in the standardization of the technology, High Efficiency Video Coding (HEVC) will receive an Engineering Emmy at this year's 69th Technology & Engineering Emmy® Awards held at the Loews Hollywood Hotel on October 25.

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As a major technical contributor, Ericsson has been instrumental in the development of High Efficiency Video Coding (HEVC) to enable efficient delivery of Ultra-High Definition (UHD) content over multiple distribution channels, allowing consumers to enjoy more high-quality video content anytime, anywhere.

The amount of video traffic is dramatically increasing on both fixed and mobile devices, and HEVC plays a critical role in ensuring that video can be shown at the same quality while



consuming less bandwidth, or bandwidth can be maintained to achieve greater quality. In fact, HEVC enables double bitrate efficiency compared to its predecessor H.264/AVC.

HEVC has been adopted, or selected for adoption, by all UHD television distribution channels, including terrestrial, satellite, cable, fiber and wireless, as well as all UHD viewing devices, including traditional televisions, tablets and mobile phones.

The technology was standardized by the Joint Collaborative Team on Video Coding (JCT-VC) – of the International Telecommunication Union (ITU) and the Moving Picture Experts Group (MPEG).

Speaking of the Engineering Emmy® Award and Ericsson's involvement in HEVC, Per Fröjdh, Director of Media Standardization, Ericsson, says: "The latest Ericsson ConsumerLab TV and Media Report shows that today's consumers are watching video across a wide range of devices from a host of different distribution channels, with a strong shift towards mobile consumption. HEVC is a key technology in delivering superior viewing experiences for these consumers, and the impact of its standardization and implementation across the entire industry cannot be understated. This Engineering Emmy® Award illustrates the importance of this technology for the entire TV and Media industry."

[Ericsson, BT Media and Broadcast and BT sport showcased the technology's capabilities](#) at last year's IBC, with their first-ever live demonstration of HEVC contribution link used in the delivery of 4K UHDTV.

### ***About the Technology & Engineering Emmy Awards***

*Launched in 1948, Technology and Engineering Awards honor development and innovation in broadcast technology and recognize companies, organizations and individuals for breakthroughs in technology that have a significant effect on television engineering. An award to an individual, a company, or to a scientific or technical organization for developments and/or standardization involved in engineering technologies which either represent so extensive an improvement on existing methods or are so innovative in nature that they materially have affected the transmission, recording, or reception of television.*

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