

BBC World Service Trust selects Ericsson as strategic mobile partner for consultancy services in Bangladesh

The BBC World Service Trust has selected Ericsson (NASDAQ:ERIC) as its strategic mobile partner to help develop its mobile learning strategy in Bangladesh. The BBC World Service Trust, the BBC's international development organization, uses the creative power of media to reduce poverty and promote human rights.

Ericsson will work on a project to develop English-language learning tools for mobile phones in Bangladesh. It is now filling a consultative role, creating the business plan, strategy and service specifications for mobile learning services in Bangladesh. Ericsson will also create the technical specifications and the RFP required for local suppliers to work in the project.

The mobile strategy will complement an online learning site and potential television programs in Bangladesh.

The BBC World Service Trust recognizes that the mobile channel can play a key role in supporting its learning objectives in Bangladesh, thanks to its ability to reach a wide audience. More than 50 million mobile subscriptions have been sold in Bangladesh.

Ericsson has had a presence in Bangladesh for over 10 years and works closely with major mobile operators in the country.

Sara Chamberlain, Head of Interactive, Bangladesh, from the BBC World Service Trust, says: "The BBC World Service Trust selected Ericsson because of its experience of the mobile industry and its understanding of mobile consumer habits in Bangladesh. It was also important for us to find a partner for this project with experience of working with the media sector and a broad range of end-user services."

Mats Granryd, Managing Director, Ericsson UK, says: "The partnership with the BBC World Service Trust allows us to demonstrate a wide range of technical and commercial consultancy competencies. Ericsson's leadership in mobile systems and services, plus our understanding of end users, technology and applications, makes this a great, natural combination. It also demonstrates Ericsson's ability to support non-telecom players who want to develop the mobile channel."

Ericsson Consulting and Systems Integration provides telecommunication advisory services and systems integration services to telecom operators, media and internet industries, enterprises and the government sector. Ericsson's consulting and systems integration expertise covers the areas of business strategy and development, operational efficiency, technology and development. More than 1000 consulting and systems integration projects are delivered every year.

Notes to editors:

The project is being funded as part of the UK Department for International Development's English in Action project.

Ericsson's standard multimedia content is available at the broadcast room:

www.ericsson.com/broadcast_room

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 195 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27.9 billion (SEK 188 billion) in 2007. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on the OMX Nordic Exchange Stockholm and NASDAQ.

For more information, visit www.ericsson.com or www.ericsson.mobi.

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About the BBC World Service Trust

The BBC World Service Trust is the BBC's international development organisation. The BBC World Service Trust uses creative communications and technology to empower, save lives and promote human rights across the world. The Trust works to strengthen the media sector, creates innovative campaigns and programmes on TV, radio, online, mobiles and through village outreach on health, human rights, humanitarian issues and more.

The Trust aspires to a world where individuals and civil society use media and communications to become effective participants in their own political, economic, social and cultural development.

In order to achieve the most critical development goals, the focus is in five areas: Governance and Human Rights, Health, Humanitarian Response, Learning for Livelihoods and Environment. The organization is active in 43 countries in Africa, Asia, the Middle East, Central Asia and the Caucasus.

The Trust is funded by grants from development donors such as the UK Department for International Development, the European Union, USAID, UN Agencies and Foundations such as the Bill and Melinda Gates Foundation. It receives a small amount of core support for its activities from the BBC.

For more information, visit www.bbcworldservicetrust.org