ERICSSON SETS TONE FOR NEW MUSIC TRENDS IN PROJECT WITH AVICII

- Briefing to announce project and introduce special guest Ash at Ericsson booth number 13638 at Central Hall 15:00 PST

- Ericsson and super DJ and producer Avicii to create the world’s first crowd-sourced hit song, beginning with call-to-action for fans to contribute sounds starting January 9

- Case study shows music industry in forefront of new business models and collaborative environment in the Networked Society

Ericsson (NASDAQ: ERIC) is launching a collaboration with world-famous DJ and producer Avicii to show how the Networked Society enables innovation and business transformation.

The Networked Society is Ericsson’s description of a world where real-time connectivity between people, places and things enables new ways of doing business and accessing entertainment. The entertainment industry has proven success in embracing new models, beginning with digital distribution. This project is a prime example that now takes a further step into creation and production. Ericsson will use this project as a proof point in conversations with other industries.

Avicii is a young, progressive artist who has already tested new ground in ways of working and creating music. His fan base grew from nothing to tens of millions on social media alone, with his two recent hit singles on label Universal Music Sweden. He was recently ranked as the second-most influential under-30 person in music by Forbes magazine.

The project begins with asking Avicii’s fans and producers from all over the world to contribute sound files over the internet. The ‘Avicii x You’ project launches globally January 9. Avicii will act as executive producer, curating content like the bassline, effects, melody, rhythms, and vocals from contributors. He will then create the world’s first “crowdsourced” hit song, with a release date February 26, 2013.

Avicii says: “I am thrilled to ask my fans to be part of my creative process. We’re taking music production and distribution – and probably performance – to the next level.”

Avicii’s manager and partner Ash says: "With the 'Avicii x You' project we are trying again to shift a paradigm and for it to become another ‘first’ using today’s possibilities through social technology. As usual, we hope to raise awareness not only for Avicii being an amazing producer, but also for the electronic dance music scene and how song producing is not exclusive to only trained musicians. It’s a world-inspiring, community-engaging and fun project."
Per Sundin, Managing Director of Universal Music Sweden, says: “The music industry has changed immensely as a consequence of information and communication technologies. Today it's all about embracing new opportunities and new ways of producing, marketing and distributing the music. This project is very interesting as it brings the fans and artist closer together. Through this project, the combined talents of Avicii, the fans, Ericsson and Universal Music are driving the change in the music industry.”

“Our experience in enabling and supporting mobile communications, broadband networks and cloud-based services matches the fundamental needs of this project. Arun Bhikshesvaran, Chief Marketing Officer at Ericsson, says: “By 2018, we believe mobile data traffic will grow about 12-fold from its current levels, driven by entertainment experiences. In addition, according to our 10 Hot Consumer Trends for 2013, social entertainment, collaboration and creativity in city life and cloud-based services are key ingredients of the evolving Networked Society.

“In addition to the excitement of working with Avicii, Ash from At Night Management, and Universal Music Sweden on the creative process, this project will enable a closer dialog with our customers and allow us to jointly engage in transformative business opportunities,” concludes Bhikshesvaran.

NOTES TO EDITORS

Avicii’s manager and partner Ash will appear with Ericsson at 2013 International CES in Las Vegas, Nevada, on January 8, 2013 at booth number 13638 at Central Hall for a briefing at 15:00 PST

www.aviciixyou.com

Forbes ranking of Avicii as second-most influential under-30 in music

Ericsson Ten Consumer Trends for 2013

Ericsson Mobility Report looks at traffic trends and growth patterns

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

Ericsson is the world's leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today more than 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers’ networks servicing more than 2.5 billion subscribers.

We operate in 180 countries and employ more than 100,000 people. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2011 the company’s net sales were
SEK 226.9 billion (USD 35.0 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

www.ericsson.com
www.twitter.com/ericssonpress
www.facebook.com/technologyforgood
www.youtube.com/ericssonpress

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Public & Media Relations
Phone: +46 10 719 69 92
E-mail: media.relations@ericsson.com

Ericsson Investor Relations
Phone: +46 10 719 00 00
E-mail: investor.relations@ericsson.com