

New Skills,  
New Markets,  
New Profiles



Innovation  
in AVT



# CONTENT



1. ERICSSON ACCESS SERVICES
2. TV TRANSFORMATION
3. TRENDS
4. NEW PROFILES

OVERVIEW  
CUSTOMERS  
CASE STUDIES  
BEHIND THE  
SCENES VIDEO





# Access services



## ACCESS SERVICES ENABLE CONTENT

(live and pre-recorded) to become more searchable, valuable and accessible to audiences the world over.

Our capabilities offer purpose-built, high-quality and innovative platforms, a wide range of voice artists, dedicated studio facilities and proven success in international operations.

Ericsson's Access Services portfolio includes Captioning, Audio Description and Sign Language Translation.



*"What your team does has transformed my life."*

Audience, Deaf lobby group, 2015

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO





# ACCESS SERVICES overview



- Over 600 expert staff
- 7 countries with hubs
- 4 languages (French, English, Dutch, Spanish)



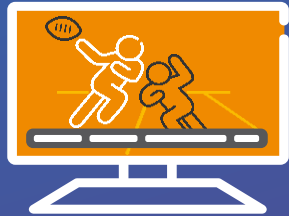
- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO





# ACCESS SERVICES

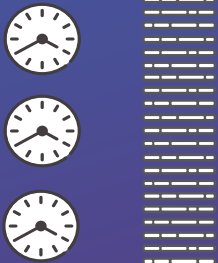
## Facts & figures



**100,000+**  
hours of LIVE captioning delivered each year



Currently captioning five  
24 hour news channels



**130,000+**  
hours of pre-recorded captioning delivered each year  
Handling hundreds of file transactions a day – covering  
origination, repeat, reversion and file conversion



Live accuracy levels  
consistently exceeding  
**98%**



Service consistently meeting  
**99.9% uptime**

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO







# ACCESS SERVICES CUSTOMERS



- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO





# Tv transformation

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO



# Transformation in tv consumption



## Global Platforms

Volumes  
Delivery windows



## Behaviour

On demand soars  
Binge viewing  
Piracy



## Devices

Mobile  
Multiple formats  
Conversion & Delivery



## Models

Live events  
Content discovery  
Ad-free models  
Social TV - VR

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO







# Trends

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO



# trends



## Content Security

Ransoms / script leaks

Cloud platforms

Authentication



## Global Platforms

Workflow – sharing

Follow-the-sun

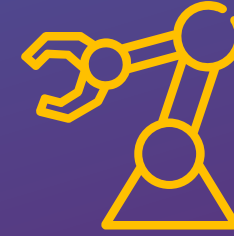


## Gig Economy

Freelancers

Crowdsourcing

Micropayments



## Automation

ASR

Pre-recorded workflows

Live

MT / ML / AI

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO





# New profiles

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO





# New profiles



## New modes

- Live AD / Signing
- Live interlingual
- Post editing
- Correcting / QC



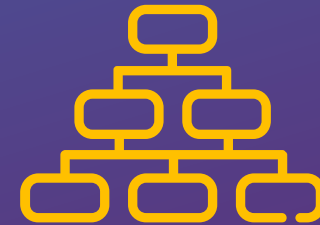
## Homeworking

- Internet speeds
- Remote / mobile working
- Virtual teams



## Freelance

- Business acumen
- Accounting
- Marketing

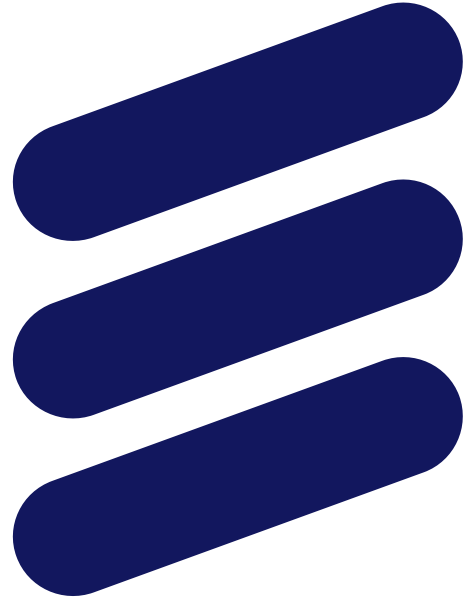


## Metadata

- Live metadata tagging
- Enriched captioning
- Synopses

- OVERVIEW
- CUSTOMERS
- CASE STUDIES
- BEHIND THE SCENES VIDEO





**ERICSSON**