

Telecom network equipment vendor, Ericsson has signed a seven-year playout services deal with media group British Broadcasting Corporation (BBC).

Playout services include the technology and operations which allow broadcasters to deliver programs to audiences through network, linear television channels. The contract includes playout and media management services for BBC's portfolio of TV channels in the United Kingdom such as BBC One, BBC Two, BBC Four, CBeebies and CBBC, interactive Red Button service and BBC World News. These channels are broadcast in 200 countries across the globe.

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