

## **Ericsson proud sponsor of the 2000 MTV Europe Music Awards**

**As part of Ericsson's continued commitment to music, Ericsson sponsors the MTV Europe Music Awards for the second year running. This year, Ericsson will launch a limited edition of its popular mobile phone A2618 to celebrate the festivities, and also enable consumers to vote for the nominees via their mobile phones on a special WAP-site. The 2000 MTV Europe Music Awards are due to take place in the Globe Arena in Stockholm on November 16 and will be broadcast live to a potential audience of over one billion people.**

Ericsson's marketing activities and specially produced advertising for MTV go under the Ericsson communication theme 'Make Yourself Heard' and is made to increase brand awareness and brand perception among 16-25 year old consumers. The event is also an opportunity to promote the usage of the mobile Internet and its advantages for a modern young consumer.

The 2000 MTV Europe Music Awards voting website is produced by Ericsson. The website allows people to vote for their favorite artists and songs in the 21 categories, which are represented in the awards show. Needless to say, Ericsson has made sure that the website is accessible also through a mobile phone with WAP, Wireless Application Protocol.

Starting on October 1, Ericsson's corporate website will be devoted to music, competitions and games. There will be a rock star-simulator, which is a strategy game for all want-be managers and artists, with the chance to win tickets to the 2000 MTV Europe Music Awards show.

"MTV is the only music property available on a global basis and together with other music related marketing activities, MTV helps us to communicate our comprehensive youth orientated product portfolio," said Jan Ahrenbring, Vice President Marketing and Communication at Ericsson Consumer Division. "The MTV property and music is the perfect compliment to Ericsson products such as the MP3 Player, FM Radio, Chatboard™ and the customizable A2618."

For its popular phone A2618, Ericsson has produced a limited edition snap-on cover reflecting music, media and the exclusivity that surrounds pop stars. The cover comes in a metallic gold finish with vibrant decorations and will be sold through selected Ericsson retailers during a limited time.

Ericsson's pan European activities with the 2000 MTV Europe Music Awards are supported by several local activities in several local markets. In the UK, Ericsson has a long history of supporting music, initially via the ground breaking dance focused Ericsson Muzik Awards and the UK's biggest dance festival Ericsson @ homelands. Ericsson UK is celebrating the 2000 MTV Europe Music Awards by launching a nationwide search to find a theme tune to accompany the awards program.

In Sweden, Ericsson has initiated a nation-wide hunt for the next young music talent. Over 1,000 demo tapes were sent to Ericsson, who with the help of the Swedish record industry and consumers will choose a winner who will get the chance to record a full length CD and go on a club-tour. In Asia, Ericsson has together with MTV created the world's first virtual VJ, LiLi. LiLi is a virtually enabled character evolving from Japanese cartoon culture and inspired by Asia's youth. She has her own show on MTV Networks Asia, which includes three 24-hour programming services, MTV Southeast Asia, MTV Mandarin and MTV India.

Ericsson's website devoted to the 2000 MTV Europe Music Awards can be found at: <http://www.ericsson.com/mtv>

The official MTV voting website can be found at <http://www.mtve.com> and if accessed via a WAP phone at <http://wap.mtvvote.com>

Photos of the limited edition of A2618 can be found at [http://www.ericsson.com/pressroom/phli\\_pcoph.shtml](http://www.ericsson.com/pressroom/phli_pcoph.shtml)

*Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of Mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.*

Read more at <http://www.ericsson.com/pressroom>

#### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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