

## **Ericsson and CNN to deliver news via mobile Internet in Latin America**

**Ericsson and Turner Broadcasting System (TBS) Latin America, Inc. have reached an agreement to create a mobile Internet information service for Latin America. The two companies will work together to develop and distribute the service, which will make news and information from CNN available on mobile phones and other devices.**

“This agreement will help the growth of mobile Internet in Latin America by providing users with easy access to valuable information,” says Bengt Forssberg, president of Ericsson Latin America. “We’re delighted to be working with one of the world’s acknowledged leaders in media. This agreement also builds on our existing mobile Internet activities in Latin America.”

“This is a terrific opportunity to work with a leading telecommunications company to build and offer CNN’s Spanish and Portuguese content to mobile operators in Latin America,” said Juan Carlos Urdanetta, co-president of TBS International, Inc.. “This agreement furthers our goal to provide high-quality CNN content to users anywhere, anytime and in the most convenient way possible.”

Mobile Internet will turn mobile phones into multi-functional personal communications devices, with access to a wide range of services and applications, wherever and whenever the user wants.

“It has been estimated that in 2003 there will be more mobile Internet users than fixed-line Internet users in Latin America,” added Forssberg. “However, the growth of the mobile Internet market depends on the availability of services that people want to use, such as up-to-the-minutes news in local languages.”

The mobile service developed by Ericsson and CNN Mobile will be available in Spanish and Portuguese, giving users access to breaking news, world and regional news, sports, business news, weather, travel, entertainment and features.

TBS Latin America and CNN Mobile will develop the text-based content, with the help of Ericsson.

*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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## **About CNN Mobile**

CNN Mobile was the first mobile telephone news and information service available globally with targeted regional content. Launched in February 1999, CNN Mobile is now partnered with 27 mobile operators, making the service available to more than 83 million subscribers in 22 countries. A dedicated team of journalists, the same group responsible for the award-winning CNN.com and 13 other Web sites, produces the service from CNN Interactive's newsrooms in Atlanta and London. Updated 24 hours a day, seven days a week, CNN Mobile features breaking news; world news by region; weather forecasts; business news and market updates; sports news and scores; entertainment news; and features.

## **Company information**

Turner Broadcasting System Latin America, Inc.'s networks collectively are the highest-rated, most heavily viewed and most recognized brands in Latin America. The networks distributed in the region include Cartoon Network Latin America, TNT Latin America, CNN en Español, CNN International, CNN*fn* and CNN/*Sports Illustrated*. Complementing the networks are Spanish and Portuguese-language Web sites CartoonNetworkLA.com, TNTLA.com, CNNenEspañol.com and CNNBrasil.com.

Turner Broadcasting System, Inc., a subsidiary of Time Warner Inc., is a major producer of news and entertainment products around the world and the leading provider of programming for the basic cable industry.